



## **DataWind Increases Market Leadership Position accounting for 37% of all Tablet Sales in India During Q2 2016**

*Company Sells Almost Twice as Many Tablets as Samsung; Leads Market for Third Consecutive Quarter*

**New Delhi, August 24<sup>th</sup>, 2016 – DataWind Inc. (TSX: DW)**, the leader in delivering Internet access to emerging markets, sold 37.2% of the approximately 950,000 tablets in India, during the three months ended June 30, 2016, according to CMR's India Tablet PC Market Review. The overall tablet market grew 5% compared to the first quarter of 2016.

The company has maintained its leadership position, selling more tablets than any other company in India for the third successive quarter. DataWind's share of 37.2% is up from 34.2% in Q1 2016 and 20.7% in Q4 2015. DataWind's market share is now almost double than that of Samsung's, which sold to 18.9% of tablets in the quarter.

The CMR study also shows that DataWind is the only company in the top three sellers which has increased its market share.

Mr. Suneet Singh Tuli, President and CEO of DataWind said: "We continue to see tremendous demand for our low cost Internet-enabled tablets and smartphones from consumers in India. DataWind is moving ahead with a clear focus on driving device and Internet costs downward to a level where access to technology becomes 'universally affordable' and the democratization of technology finds its true meaning."

DataWind dominated the sub-Rs. 5,000 tablet segment (approximately \$75) with 76% market share, up from 74% last quarter, in the largest and fastest growing market segment in India. The study showed that the number of tablets sold in the sub-Rs. 5,000 segment has now increased to 48% of the overall market, up from 46% last quarter.

DataWind is the only tablet provider in India focused on offering affordable tablets and Internet access. All DataWind devices come bundled with one year of unlimited Internet access, and feature the most affordable ongoing plans available in the market due to the company's unique, patented technology that reduces up to 97% the amount of data needed for web browsing.

### **About DataWind**

DataWind, Inc. is a leader in providing affordable mobile Internet connectivity in emerging markets. The company's patented, cloud-based technology reduces up to 97% the amount of data needed for web browsing, providing a broadband experience on any network -- even on legacy 2G networks that are still prevalent in developing countries. DataWind also provides economical smartphones and tablets that come bundled with one year of unlimited Internet access, making it the largest tablet provider in India. DataWind's unique solution offers broad social and economic benefits for the billions of people around the world for whom an Internet connection was previously out of reach. DataWind is traded on the Toronto Stock Exchange (TSX: DW). For more information, visit [www.datawind.com](http://www.datawind.com).

*For More information:*



*Contact: Kindlewood Communications  
Devanshu Tandon/ Pooja Popli  
+91 9873033915/ +91 8585964093  
[devanshu@kindlewoodcommunications.in](mailto:devanshu@kindlewoodcommunications.in)/[pooja@kindlewoodcommunications.in](mailto:pooja@kindlewoodcommunications.in)*