ONMOBILE GLOBAL LIMITED

Registered Office: E City, Tower-1, No. 94/1C and 94/2, Veerasandra Village, Attibele Hobli, Anekal Taluk, Electronic City Phase-1, Bangalore, Karnataka, India; Tel: +91 80 4180 2500; Fax: +91 80 4009 6009

Advertisement under regulation 18(7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This advertisement ("**Advertisement**") is being issued by Kotak Mahindra Capital Company Limited ("**Manager to the Offer**"), on behalf of OnMobile Systems Inc. ("**Acquirer**") pursuant to and in accordance with regulation 18(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulations**") in respect of the voluntary open offer ("**Offer**") to acquire up to 11,900,000 fully paid up equity shares of ₹ 10/- each ("**Shares**") of OnMobile Global Limited ("**Target Company**"). The Detailed Public Statement ("**DPS**") with respect to the Offer was made on February 12, 2014 in Business Standard (English), Business Standard (Hindi), Hosa Digantha and Mumbai Lakshadeep.

1. Offer Price is ₹ 40/- (Rupees Forty Only) per Share. There has been no revision in the Offer Price.
2. Committee of independent directors ("**IDC**") of the Target Company recommends that the Offer Price is fair and reasonable. The IDC`s recommendation was published on April 22, 2014 in the same newspapers where the DPS was published.
3. The Offer is not a competing offer in terms of regulation 20 of the SEBI (SAST) Regulations.
4. The letter of offer dated April 3, 2014 ("**Letter of Offer**") has been dispatched to all the Eligible Shareholders on April 11, 2014.
5. Please note that a copy of the Letter of Offer (including Form of Acceptance-cum-Acknowledgement) is also available on SEBI's website (www.sebi.gov.in) and Eligible Shareholders can also apply by downloading such form from SEBI's website. Further, in case of non-receipt/non-availability of the Form of Acceptance-cum-Acknowledgement, the application can be made on plain paper along with the following details:
   - **a. In case of Shares held in physical form**: Name(s) and address(es) of joint holder(s) (if any), number of Shares held, distinctive numbers, folio number, number of Shares tendered, original share certificate(s), original broker contract note of a registered broker (in case of unregistered shareholders) and valid share transfer form(s). The details of the Acquirer should be kept blank.
   - **b. In case of Shares held in dematerialized form**: Name, address, number of Shares held, number of Shares tendered, depository participant ("**DP**") name, DP ID, beneficiary account number, and a photocopy or counterfoil of the delivery instructions in "Off-Market" mode, duly acknowledged by the DP in favor of the special depository account. The details of the special depository account are as under:

Depository Name	National Securities Depository Limited (NSDL)
Account Name	KARVY - ESCROW A/C - ONMOBILE GLOBAL LIMITED OPEN OFFER
DP Name	Kotak Mahindra Bank Limited
DP ID Number	IN303173
Beneficiary Account Number	20009048
ISIN	INE809I01019
Market	Off-Market
Date of Credit	On or before May 9, 2014

6. In terms of the SEBI (SAST) Regulations, the Draft Letter of Offer was submitted to SEBI on February 20, 2014. SEBI vide its letter bearing reference number CFD/DCR/SKS/9994/2014 dated April 3, 2014 issued its comments on the Draft Letter of Offer. These comments have been incorporated in the Letter of Offer and a corrigendum to the DPS ("**Corrigendum**") was published on April 7, 2014 in the same newspapers where the DPS was published.
7. On April 9, 2014, the Target Company had informed BSE Limited and the National Stock Exchange of India Limited that it has executed a non-binding Memorandum of Understanding (MOU) for the potential divestment of its group company, Voxmobili SA, ("**Potential Divestment**") which specializes in mobile telecommunication products. The Potential Divestment will be subject to, and contingent upon, certain events including but not limited to applicable regulatory and shareholders' approvals. If the Potential Divestment is consummated, the Target Company could realize an amount ranging between USD 23 million to USD 26 million (which is around its book value), subject to escrows and other conditions customarily contracted as a part of such a deal.
8. On April 18, 2014, the Target Company had informed BSE Limited and the National Stock Exchange of India Limited that it has settled litigation with Synchronoss Technologies Inc., a company headquartered in New Jersey and a leading player in synchronization technology products. Synchronoss had filed a suit against the Target Company and two of its group entities, OnMobile USA LLC & Voxmobili S A, France, alleging infringement of patents by some synchronization products of Voxmobili SA and the matter was before the District Court of New Jersey. As per the terms of such settlement, Synchronoss has, inter alia, completely released the Target Company and its aforesaid subsidiaries (together, "**OnMobile**"), from all claims fully, without any admission of misconduct by either party, and a joint motion has been filed with the court seeking dismissal of such litigation. Synchronoss has received USD 3,000,000 as consideration from OnMobile pursuant to such settlement. OnMobile may have to pay to Synchronoss, an additional amount of USD 3,000,000, subject however to contingencies and conditions attached thereto, the occurrence of which cannot be estimated with reasonable certainty at this stage. The Target Company believes that the closure of this litigation without any subsisting claims is in the best interests of the Target Company, given that such settlement would bring finality to the dispute and save further litigation costs.
9. To the best of the knowledge of the Acquirer, there are no statutory approvals required to acquire the Shares that are validly tendered pursuant to the Offer. However in case of any statutory approvals being required by the Acquirer at a later date, the Offer shall be subject to such approvals.
10. Schedule of Activities

Activity	Schedule of Activities	
	Date	Day
Date of the PA	11-Feb-14	Tuesday
Date of publication of DPS in newspapers	12-Feb-14	Wednesday
Filing of the draft letter of offer with SEBI along with the soft copies of the PA and this DPS	20-Feb-14	Thursday
Last date for public announcement of a competing offer(s) being made	7-Mar-14	Friday
Identified Date*	7-Apr-14	Monday
Date by which letter of offer is to be posted to the equity shareholders of the Target Company	16-Apr-14	Wednesday
Last date for upward revision of the Offer Price or any increase in the Offer Size	21-Apr-14	Monday
Last date for public announcement by the independent directors committee of the Target Company on their recommendation to the shareholders of the Target Company for this Offer	22-Apr-14	Tuesday
Date of publication of Offer opening public announcement in the newspapers where DPS has been published	23-Apr-14	Wednesday
Date of commencement of the tendering period	25-Apr-14	Friday
Date of closure of the tendering period	9-May-14	Friday
Last date for communicating the rejection/acceptance; completion of payment of consideration or refund of equity shares to the shareholders of the Target Company	26-May-14	Monday
Last date of publication of post-offer public announcement in the newspapers where this DPS has been published	2-Jun-2014	Monday
Last date for submission of the final report with SEBI	2-Jun-2014	Monday

* "***Identified Date***" *is only for the purpose of determining the shareholders of the Target Company as on such date to whom the Letter of Offer would be mailed. It is clarified that all the shareholders of the Target Company (registered or unregistered) of the equity shares of the Target Company (except the promoter group) who own the equity shares of the Target Company are eligible to participate in this Offer at any time before the closure of this Offer*

Capitalised terms used but not defined in this Advertisement shall have the meanings assigned to such terms in the Public Announcement and/or DPS and/or Letter of Offer and/or Corrigendum. The Acquirer accepts full responsibility for the information contained in this Advertisement and also accepts responsibility for the obligations of the Acquirer prescribed under the SEBI (SAST) Regulations.

This Advertisement is expected to be available on the SEBI website at http://www.sebi.gov.in

Issued by the Manager to the Offer on behalf of the Acquirer:

kotak®
Investment Banking

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Email: project.ogloffer@kotak.com

Place : Mumbai
Date : April 22, 2014