



## **Mobango Wins 2012 Red Herring Europe Top 100 Award**

### **Leading apps store Mobango recognized for innovation in setting up a global distribution platform for mobile apps**

**New York and Mumbai, 2 May 2012** – Mobango, one of the largest global mobile apps stores, announced today that it is one of the Winners for Red Herring's Top 100 Europe award, a prestigious list honoring the year's most promising private technology ventures from the European business region. The company was selected by Red Herring as one of the top 100 private companies based in the EMEA-region that play a leading role in innovation and technology.

Red Herring's editorial staff evaluated more than 900 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, market potential, and dedication to research and development. Out of the 900, Red Herring selected 200 companies as Finalists. At the ceremony held in Amsterdam, 100 of the finalists were elected as winners of the Red Herring 100 Europe Award.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe Mobango embodies the vision, drive and innovation that define a successful entrepreneurial venture. Mobango should be proud of its accomplishment, as the competition was the strongest it has ever been."

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"Being recognized in the Red Herring Europe 100 list is a great honor," said Badri Sanjeevi, CEO of Mobango. "Mobango owes its success to the community of over 40,000 developers who are engaging with us globally and the nearly 8 million users registered on Mobango and downloading over 1 million apps, games and content on a daily basis. Mobango is working hard to become the preferred distribution partner for apps developers globally".

Mobango distributes mobile content such as applications, games and videos to mobile users through mobile operators. Mobango apps store has over 1.5 million pieces of content fully optimized for over 2,000 phones. Mobango has one of the largest developer communities in the world and it uploads to its store a large number of mobile applications every day.

#### **About Mobango**

Mauj Mobile ([www.mauj.com](http://www.mauj.com)) is part of the People Group, which owns large digital properties including Shaadi.com and Makaan.com. Mauj Mobile is a pioneer of mobile internet services in India. Mobango, owned and promoted by Mauj Mobile, is one of the world's largest independent mobile applications stores and has over 8 million registered users. A survey by leading magazine "The Economist" placed Mobango within Top 10 apps stores in the world. Mobango pioneered the PPD (Pay Per Download) business model, where developers can promote their applications in the store to generate thousands of downloads. To visit Mobango on a mobile phone, visit [m.mobango.com](http://m.mobango.com)

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