

## **DataWind Dominates Tablet Market in India with 33% market share in Q3 2016**

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

- ***Datawind tops the market with 33% market share followed by Samsung (16%) in 3Q' CY16.***
- ***iBall, with 13% market share, pips Pantel (BSNL), Micromax, Apple to take on to number 3 position during the quarter.***
- ***Demand for sub 10k 4G tablets jumps around 200% in 3Q' CY16, when compared sequentially***
- ***The market may see major consolidation with only 6-7 serious players remaining in the arena in the next two-three years.***

**New Delhi, 18<sup>th</sup> November 2016: DataWind Inc. (TSX: DW)**, the leader in delivering Internet access to emerging markets, continues to retain the top slot with about 33% market share in 3Q' CY 2016, followed by Samsung at 16%. 0.97 Million Tablet PCs were sold (shipped) in India, recording a rise of about 2% when compared sequentially. However, as against the same quarter of CY 2015, the tablet segment witnessed about 40% slide.

**Mr. Suneet Singh Tuli, President and CEO of DataWind** said "We delivered record quantities of tablets in the quarter. I am truly honoured and humbled with the overwhelming response from our customers. Devices bundled with free internet browsing; local manufacturing, patented technology and our strong & committed team were the key factors which worked for us."

**Mr. Tuli** further added 'DataWind firmly believes that digital and internet divide can be addressed through technology intervention, at an affordable price point. We are focused on driving the cost downward to a level where access to technology becomes 'universally affordable' and democratization of technology finds its true meaning."

DataWind's products break the affordability barrier and deliver internet access across traditional mobile networks as DataWind executes a vision to empower the next three billion internet users. The results reinforce the fact that DataWind is the only tablet provider in India focused on providing affordable tablets and Internet access. All DataWind devices come bundled with one year of free unlimited Internet access, and feature the most affordable ongoing plans available on 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 is a leader in low-cost Internet connectivity for emerging markets. DataWind's mission is to bring the Internet, which has the ability to create tremendous social and economic benefits, to billions of unconnected people in the developing world. The Company's Internet Delivery Platform offers a low-cost Internet browsing solution by bundling an affordable tablet device with an inexpensive, prepaid, Internet service plan. DataWind has been named to MIT Technology Review's 2014 annual list of 50 Smartest Companies, and by Forbes Magazine among its annual Impact 15 list of innovators. Headquartered in Mississauga, Canada, DataWind has offices in London, UK; Mississauga, Canada, Amritsar and New Delhi, India.

*For More information:*



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