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INDUS OS

INDIGENOUS EXCELLENCE AT ITS BEST



Over **6 MILLION** Users Empowered



7.6% Market Share in India



#2 OS in India



5 OEM Partners



40% month on month increase in revenue

KEY METRICS

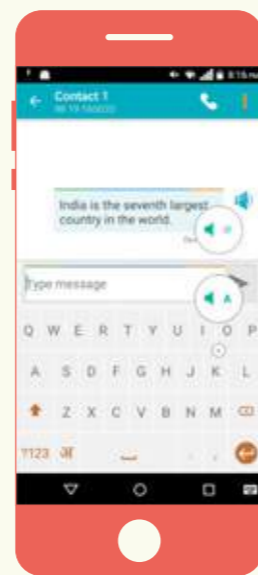
	Users	Apps on App Bazaar	OEM Partners	Models	Market Share	Online Media Mentions	Team Strength
Dec '16	6.2M	>52K	5	46	7.6%	447	100+
Dec '15	1.6M	>14K	1	16	1.6%	20	35



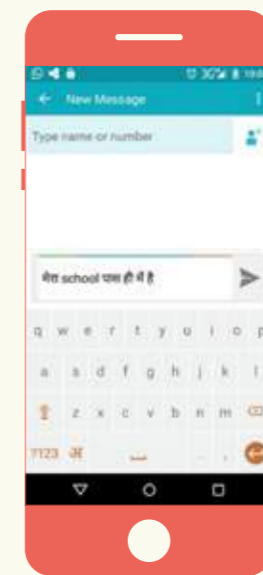
PRODUCT INNOVATIONS – 2016



INDUS OS 2.0 LAUNCH
A new version to get us closer to our vision.

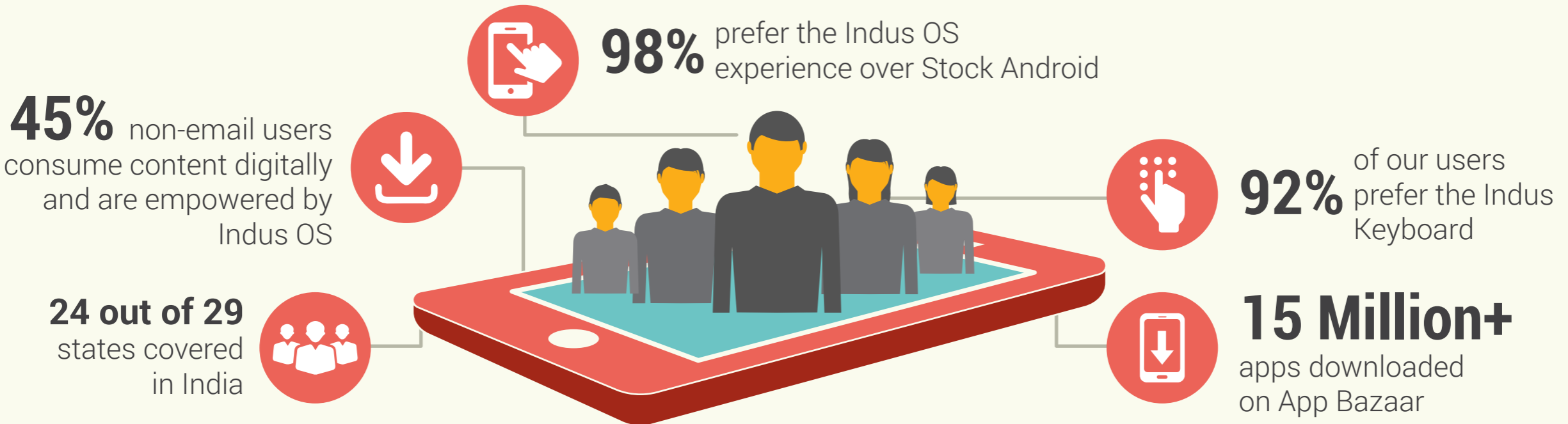


INDUS READER
Built in collaboration with the Government of India's MeitY in line with the Digital India dream.



HYBRID KEYBOARD™
World's first keyboard that lets you type in two languages simultaneously.

CONSUMER LEARNINGS



INDUSTRY AWARDS



Economic Times Telecom's
Innovation in Developing OEM Product Award



NASSCOM Emerge50
– League of 10 Award



TiE 50 (Silicon Valley)
Top Start-up of the Year



Business World's
Young Entrepreneur of the Year Award



Brand of the Year (Technology)
2016 – WCRC (World Consulting & Research Corporation)



Drivers of Digital's
Digital Start-up of the Year

MAJOR MEDIA COVERAGE

Over 447 major online press mentions & reviews for Indus OS



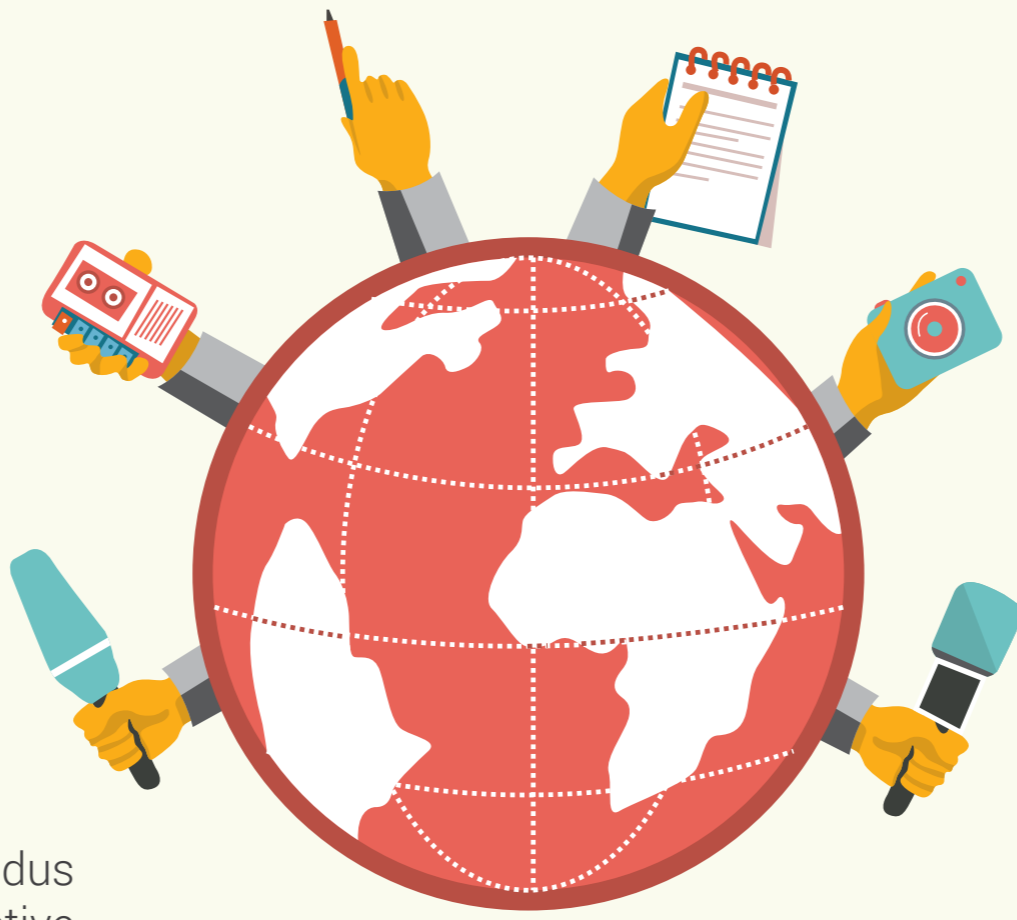
India's homegrown Indus OS overtook iOS in the fourth quarter & has extended its lead, proving interest in the local alternative remains strong.



Indus OS has raised \$5 million in Series A funding to push on with its lofty target of reaching one billion emerging market users.

THE HUFFINGTON POST

The most notable feature is the home-screen which displays all icons in Hindi or in one of the other 11 languages in user's choice. This obviously makes all the difference to the native speaker of any of these languages.



THE ECONOMIC TIMES

Indus OS has collaborated with the Government of India's MeitY to introduce text-to-speech technology in regional languages.

BBC

Apart from multiple languages, Indus OS also offers simplified predictive typing & translation between regional languages - a technology patented by the company.

ANDROID AUTHORITY

One of the highlights of Indus OS is the company's own app store, the App Bazaar, that allows you to download apps without the need to sign-in using an email ID.

USERS SPEAK

NAVEEN
Small Business Owner
Kerala

"I own 5 tourist vehicles and all of them are registered as cabs in the Ola network. The drivers that I have employed are unable to converse in English or Hindi language. The Kannada language experience on Indus OS has helped me communicate with my drivers effectively"



SUDEEP PAL
Stationary Shop Owner
West Bengal

"Being a first-time smartphone user, Indus OS' Bengali language experience & App Bazaar has opened the world of apps to me"

PARTNERS SPEAK



SHUBAJIT SEN
Chief Marketing Officer
Micromax Informatics

We partnered with Indus OS to take a lead in breaking the language barrier and provide users the best localized smartphone experience.



SHASHIN DEVSARE
Executive Director
Karbonn Mobiles

The partnership with Indus OS would play a pivotal role in simplifying the web experience for regional language speaking users



VINEET SINGH
Head of Digital Services
Intex Technologies

With Indus OS, Intex is taking its mobile services a step further, where consumers with regional preferences transform their smart phone experience into their native."



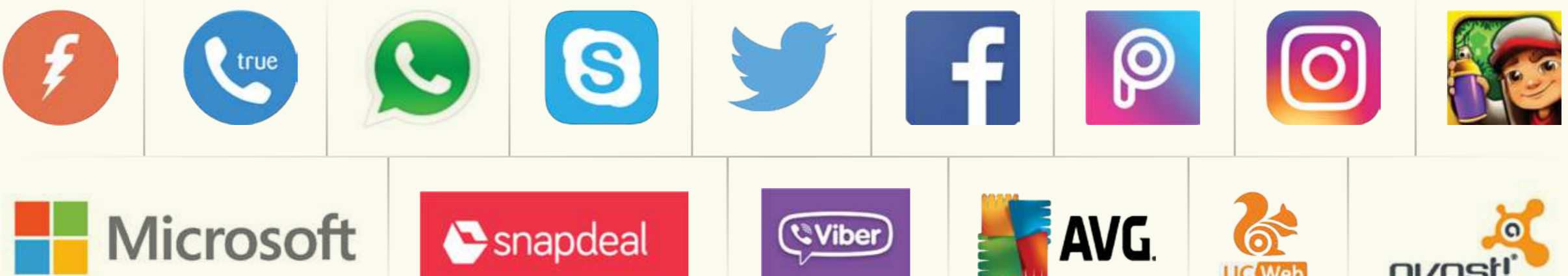
Y GURU
Chairman & MD
Celkon Mobiles

Indus OS is the only regional Operating System with a robust regional language capability that is designed specifically for the Indian consumer mind-set.

OEM PARTNERS



APP BAZAAR DEVELOPER ECOSYSTEM



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