



DataWind Dominates Tablet Market in India with 34.2% market share in Q1 2016

Company Leads Tablet Sales in India, with 74.4% Market Share in sub Rs. 5000 market

New Delhi, May 19, 2016 - DataWind Inc. (TSX: DW), the leader in delivering Internet access to emerging markets, shipped the maximum number of tablets in India during the first quarter of 2016 well ahead of any of its competitors, according to a recent CMR report. DataWind was responsible for 34.2% of the tablets sold in India during the quarter, with a commanding lead over Samsung in second place at 20.85%.

According to the study, DataWind holds a remarkable 74.4% market share in the sub-Rs 5,000 tablet segment (approximately \$75), which is the largest growing segment of the overall market with 46% of market share.

Mr. Suneet Singh Tuli, President and CEO of DataWind said “We delivered record quantities of tablets in the quarter. I am truly honored 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.