

## DataWind Dominates Tablet Market Again

- *With 34.2 market share in Q1 2017 (CMR), company Sells more than double as Many Tablets as Samsung;*
- *And more than the #2 and #3 player combined*
- *Leads Market for sixth Consecutive Quarter*

**New Delhi, 12<sup>th</sup> June 2017: DataWind Inc. (TSX: DW)**, the leader in delivering Internet access to emerging markets, continues to retain the top slot with 34.2% market share in 1Q' CY 2017, followed by IBall and Samsung at 16.3% and 14.7% respectively according to the latest CMR report.

The CMR study also shows that DataWind holds a remarkable **70%** market share in the sub-Rs 5,000 tablet segment (approximately \$75), which is the largest and fastest is growing segment of the market constituting 50% of the overall market. The CMR study also shows that DataWind is the only company in the top three sellers which has increased its market share.

**Mr. Suneet Singh Tuli, President and CEO of DataWind** said "We continue to see tremendous demand for our low cost Internet-enabled tablets and smartphones from consumers in India. 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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