



Press Release

## **DataWind expands its distribution reach; to leverage HomeShop18's multimedia retail platform**

**New Delhi, January 08, 2015:**DataWind Inc. (TSX: DW), a leader in low cost internet connectivity and a leading provider of wireless web access products, today announced expansion of its Indian retail footprint through a new partnership with HomeShop18, India's comprehensive virtual retailer operating in an integrated multimedia environment. HomeShop18 and DataWind as part of the agreement will jointly launch special sales programs across broadcast, mobile and internet media to create greater access of UbiSlates, India's largest selling low cost android tablets and internet access devices.

DataWind, in the last couple of months, has aggressively expanded its distribution network through a series of modern, traditional and online retail distribution agreements. DataWind's UbiSlate range of tablets and PocketSurfer series of smartphones are now available across the country at specialist as well as general mobile stores and large format electronics retail superstores. These new channels now support the company's existing retail infrastructure that include online and direct to consumer channels.

**Speaking on the occasion Suneet Singh Tuli, President & CEO DataWind said,** "We greatly value our partnership with HomeShop18, given their experience and extensive reach across multimedia platforms of broadcast, internet and mobile shopping. The partnership augurs well for both the companies just as it increases access to our low cost android tablets, the addition of our range to HomeShop18 platform enriches their overall offering."

DataWind in the last 6 months has tied up with UniverCell in the south, Spice Retail in the North and West and has established its own distribution network in the east. The company values this new partnership to help close distribution gaps by leveraging HomeShop18's wide TV shopping network.

**Speaking about the partnership, Mr. Sundeep Malhotra, Founder and CEO, HomeShop18 said,** "We at HomeShop18, aim to persistently bring to our customers superior technology at an affordable price. Our partnership with Datawind will ensure our customers from across the length and breadth of the country, have access to the company's rich product portfolio. We are delighted to offer HomeShop18's extensive reach through TV, Web and Mobile to Datawind and look forward to a successful alliance."

Since its initial launch in India in mid-2012, DataWind has consistently ranked as one of the top players in the tablet PC segment in India

### **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, pre-paid, 2G Internet service plan.

### **About HomeShop18:**

HomeShop18 is India's first comprehensive virtual retail business, selling credible brands to customers nationally, operating in a multimedia environment including Internet, TV and via mobile. As a pioneering player in the space, HomeShop18 changed the way Indians shop by launching India's first 24 hour Home Shopping TV channel in 2008. In 2011, HomeShop18 commenced its e-commerce arm with HomeShop18.com. With the introduction of mobile shopping in 2013, Homeshop18 redefines the way consumers shop. Present over all virtual platforms of shopping, HomeShop18.com has emerged as one of the largest e-retailer in India.



Today, HomeShop18 reaches a strong, loyal customer base with an impressive portfolio of over 14 million SKU's across multiple categories and a logistical reach of over 3000 locations across India. HomeShop18 offers a complete product range across all major categories; including digital, fashion & lifestyle, beauty products, jewellery, kitchen essentials, home & furnishings, kids' gear, books and many more.

HomeShop18 offers free shipping and cash-on-delivery. HomeShop18 TV channel is available to all cable operators & leading DTH players: Tata Sky 151, Dish TV- channel no 122, Reliance- channel no 219, Videocon- channel no 137, Airtel- channel no 112. For details on HomeShop18 shows and its various products, customers can call 1800-1800-918 or they can log on to Homeshop18.com and check exciting offers.

For more, check out Homeshop18.com or download the app on your android or iOS device.

### **Forward-Looking Information**

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information includes information with respect to our goals, beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking information is identified by the use of terms and phrases such as "may," "would," "should," "could," "expect," "intend," "estimate," "anticipate," "plan," "foresee," "believe," and "continue," or the negative of these terms and similar terminology, including references to assumptions. Please note, however, that not all forward-looking information contains these terms and phrases. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control. These risks and uncertainties could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the risk factors identified in the Company's prospectus dated June 27, 2014, which is available on the SEDAR website at [www.sedar.com](http://www.sedar.com). Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.

*No securities regulatory authority has either approved or disapproved the contents of this press release.*

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