



May 10, 2016

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

Scrip Code: 517214

National Stock Exchange of India Limited

Exchange Plaza, Plot no.C/1, G Block
Bandra – Kurla Complex, Bandra (E)
Mumbai – 400 051

Scrip Code: SPICEMOBI

**Sub: Incorporation of Adgyde Solutions Private Limited – Intimation under Regulation
30 of Listing Regulations, 2015**

Dear Sir(s),

This is to inform you that Spice Digital Limited (SDL), a subsidiary of the Company, has incorporated a Joint Venture Company in the name of 'Adgyde Solutions Private Limited' for the purpose of building analytics based solutions for device companies and to create and demonstrate a new business model for device companies, wherein SDL holds 49% equity stake.

Consequent to the said Joint Venture, Adgyde Solutions Private Limited has also become associate company of SDL.

You are requested to kindly take the above on record and oblige.

Thanking you.

Yours faithfully,

For **Spice Mobility Limited**

A handwritten signature in black ink, appearing to read "M.R. Bothra".

M.R. Bothra
Vice President – Corporate Affairs
& Company Secretary