

## **Mango Sells User Interface Software Products to Qualcomm Incorporated, USA**

BANGALORE—[ 3<sup>rd</sup> February 2010] — Mango Technologies Pvt. Ltd. today announced the sale of certain software products to Qualcomm Incorporated, the world’s largest wireless semiconductor company. As part of this transaction, Qualcomm received mobile handset user interface (UI) software and a PC-based UI customization toolkit from Mango.

“Mango has developed an application framework for low- and mid-tier mobile handsets that not only enables more cost-effective devices, but also enables developers to more quickly create customized mobile applications and user experiences,” said **Sunil Maheshwari – CEO & Co-Founder, Mango Technologies**. “We remain committed to leveraging the talent that exists in India to continually provide innovations for emerging markets.”

“Qualcomm offers solutions for all tiers of mobile devices, and our solutions for entry-level markets have been one of the most quickly growing segments of our product portfolio,” said **Steve Sprigg, Sr. Vice President of Engineering for Qualcomm CDMA Technologies**. “The software Products from Mango will further expand our ability to offer more turnkey solutions to our customers, enabling them to more quickly bring cost-effective and innovative devices to emerging markets.”

The exact amount of the transaction was not disclosed.

Mango shall continue to provide innovative solutions to OEMs and Telco’s worldwide on mobile device and server platforms. Re-emphasizing its commitment to innovation for emerging markets, Mango will introduce connected 3G devices to revolutionize agriculture, healthcare and long-distance education in emerging markets in addition to providing innovative solutions for entry-level mobile phones.

Mango was started by **first generation technology entrepreneurs Sunil Maheshwari and Lekh Joshi** & incubated initially at **NSRCEL at IIM, Bangalore**. Mango was seed funded by angels and **Ojas Venture Partners** an early stage Venture Capital firm. Mango has developed an Application framework for low and mid end mobile phones. This innovative solution significantly reduces the BOM cost of the mobile phones while the UI development tools empower designers and engineers to create differentiating User Experience and Applications at a fraction of the time compared to existing solutions.

Mango secured several prestigious awards, including the NASSCOM Innovation Award for most innovative startup company in 2008, Top ten startup companies listed by Mint-WSJ, Most innovative product in South Asia by Manthan 2009 and most promising young entrepreneur by Business World in 2009.

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