



Ybrant-LGS merger gets ‘in-principle’ nod from the Exchanges

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Ybrant Digital Limited (Privately held) and LGS GLOBAL LIMITED (BSE: 532368) announced today the 'in-principle' approval from the Bombay Stock Exchange (BSE) and Madras Stock Exchange (MSE). This marks the completion of the second stage in the three-stage merger approval process between the two companies.

The company is getting ready to file with the high courts of Andhra Pradesh to facilitate the approval process with the general bodies of both the companies. As per the scheme of amalgamation, the combined entity will be rechristened to Ybrant Digital Limited.

Suresh Reddy, Chairman & CEO of Ybrant Digital will lead the combined company post the merger subject to statutory approvals. Speaking on the occasion, “It marks the completion of an important next stage in the merger process.” Said Mr. Reddy. He also added “The combined company will continue to focus on the digital marketing and media opportunities globally.”

The marketing through the digital media is the fastest growing area in the advertising industry. The size of the global market is currently at \$68 billion per year and slated to grow to \$100 billion by year 2015.

Ybrant is uniquely positioned to take advantage of this opportunity, with the right mix of reach and technology. The company will look to grow the business through organic and inorganic means. Ybrant Digital has acquired and successfully integrated seven companies in the last 5 years. The company has raised over \$100 million in equity and debt from some

of the top PE funds. Ybrant's shareholders include premium institutional investors like Oak Investment Partners, Asia Pacific Capital among others.

About Ybrant Digital:

Ybrant Digital offers Digital Marketing solutions to businesses, agencies, and online publishers worldwide. It connects Advertisers with their Audience across any form of digital media, using its massive local presence to deliver appropriate messages to the right audience, through the most relevant digital channels.

Founded in 2000 and headquartered in India, Ybrant Digital holds 20 offices worldwide, including US, Argentina, Brazil, Chile, Uruguay, Mexico, UK, France, Germany, Sweden, Ukraine, Serbia, Israel, China, India, and Australia, and with representatives or partners in Spain, Greece and The Netherlands.

Ybrant Digital services leading brands including SAP, Porsche, Ford, UPS, Swissair, Chevrolet, 3M, Jeep, US Army, LaSalle and Lufthansa. Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, Google, MSN, Yahoo!, and Viacom, and assists over 140 top Ad Agencies including OMD, Carat, MediaCom, Group M, Quasar, Razorfish, Mindshare, Maxus, OmniCom and Oglivy, spread across Europe, the Americas and Asia.

With enormous reach, cross platform capabilities, and technology, Ybrant Digital can exploit the full capabilities of Digital Media, positioning itself as a leading entity in the new age of digital advertising, and make it the platform of choice for any advertiser looking to connect with its audience across digital media channels. www.ybrantdigital.com

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