



Microsoft Advertising expands presence to Cities outside Delhi-NCR, Mumbai and Bangalore – appoints Ybrant Digital Limited as the Sales House

New Delhi, 7th February, 2012 - Microsoft Corporation India Pvt. Ltd. today announced their expansion plans to non-metro cities, specifically Hyderabad, Chennai, Kolkata, Ahmedabad, Pune, and Goa; and appointment of Ybrant Digital Limited as the Sales House for the cities outside Delhi-NCR, Mumbai and Bangalore. The appointment of Ybrant Digital complements Microsoft Advertising's existing sales partner– AIDEM Ventures Pvt. Ltd. that will continue to drive sales in Delhi-NCR, Mumbai, and Bangalore.

The digital advertising market has grown by leaps and bounds in the recent years crossing the \$ 166 million mark in 2011 and is expected to reach \$273 million by 2013 (ZenithOptimedia, July 2011). This growth is just limited to metros but has gone beyond and increasingly internet is being consumed in smaller towns and cities. In fact, of India's total internet population of 112 million, non-metro cities account for approximately 68% (Source: IAMAI, I-Cube, 2011).

Announcing the expansion, **Neville Taraporewalla, Country Director, Advertising & Online - Microsoft India** said, *"The exponential growth of the internet is enabling digital lifestyles at a pace never seen before and resultantly, we today live in an era of consumption on the go and increasing online conversations. Interestingly, Tier 2 cities are emerging as huge growth drivers, and this presents an opportunity for us to enable businesses to engage with their audiences in an effective and interactive manner, like never before. Our tie up with Ybrant Digital Ltd. is well positioned to help us in this direction, and we are excited about the opportunities ahead."*

"Ybrant is delighted to provide businesses an option to advertise with premium media properties owned by Microsoft. Together with Microsoft we will ensure maximum ROI on the advertising Rupee spent by our advertisers across the region." said [Suresh Reddy](#), **Chairman & CEO of Ybrant Digital Limited.**

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About Microsoft India

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device. Microsoft Corporation (India) Private Ltd is a subsidiary of Microsoft Corporation, USA. It has had a

presence in India since 1990 and currently has offices in nine cities - Ahmedabad, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi and Pune.

About Microsoft Advertising

Microsoft Advertising is where creativity meets technology to deliver innovative storytelling opportunities—at a global scale, across screens and along the consumer purchase journey. Our combination of premium content, quality audiences, connected experiences and flexible, pioneering technologies enables our clients to deliver engaging experiences and drive results. This includes a global media network of Microsoft properties such as MSN®, Windows Live®, Bing™. Visit <http://advertising.microsoft.com/asia> for more information.

About Ybrant Digital Limited

Ybrant Digital offers Digital Marketing solutions to businesses, agencies, and online publishers worldwide. Ybrant is the largest digital marketing solution provider emanating from India. 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 offices in 20 countries, 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. For more information, visit: www.ybrantdigital.com

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