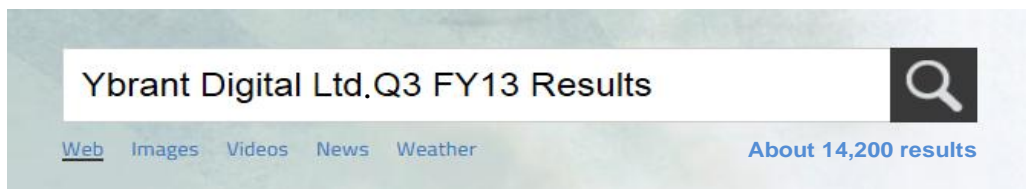




Plot No.7A, Road No.12
 MLA Colony, Banjara Hills
 Hyderabad – 500 034. Andhra Pradesh, India

Q3 FY13 Revenues up 23% at ₹ 4,238 Million
Net Profit up 12% ₹ 603Million



Hyderabad, Feb 14, 2013

Ybrant Digital Limited ('BSE: YBRANTDIGI'): a leading global digital marketing company, offering digital marketing solutions to businesses, agencies, and online publishers worldwide has announced its results for the third quarter and nine months ended December 31, 2012.

FINANCIAL OVERVIEW

(₹ in Million)

Particulars	Q3 Highlights			9M Highlights		
	FY13	FY12	(%)	FY13	FY12	(%)
Revenue	4,238	3,446	23	12,290	9,252	33
EBITDA	907	633	43	2,473	1,830	35
PAT* (after adjusting for notional Forex Gain)	603	540	12	1,702	1,496	14
*Forex Gain	1	99	-	42	210	-

The Company which owns premium brands like Lycos, Gamesville, Tripod and Angelfire generates over 1.5 billion searches, 34 billion impressions per month, servicing 150+ agencies, brands of 2000+ advertisers and 6000+ publishers across 140 countries. Ybrant Digital Ltd is the first digital media agency to provide clients with a credible and unique flexibility to place Facebook Ads and Sponsored Stories specifically targeting mobile users, as well as display and video. The Company also exclusively represents Microsoft media in Argentina and major Indian cities. Some of its clients include ICICI Bank, P&G, Vodafone, Qatar Airways, Star India and Tata Motors. (More details available at the boiler plate [end](#) of this communication)

SEGMENTAL PERFORMANCE

DIGITAL MARKETING

The segment reported strong growth for the review periods. Revenues for the quarter amounted to ₹ 2,487 Million, representing a growth of 55 % versus the same period last year. Higher revenues, value addition and strong cost management resulted in margin progression.

Some of the key developments during the ongoing year include:

- *Partnering with Ellie Fund to create cognizance and garner donation towards Breast Cancer Awareness Programme.*
- *Becoming a Preferred Marketing Developer (PMD) for Facebook: Ybrant has been granted the ability to manage (upload, run, optimize, etc) premium campaigns in most countries around the globe (excluding logout screen ads)*
- *Commencing Migration of Pangea (campaign management technology of Facebook) to Ybrant Camps that will make it possible for advertisers to manage their Facebook Ads campaigns more efficiently and effectively*
- *Commencing work with MindAd facilitating optimal positioning of ads for its clients on Google search results*

SOFTWARE DEVELOPMENT

The segment recorded revenue to the tune of ₹ 1,751 Million during the quarter; representing a **de_growth of 5%** when compared against corresponding quarter last year.

Commenting on the results, Mr. Suresh Reddy, Chairman & CEO, Ybrant Digital Limited said, *"This is yet another progressive quarter of financial results for Ybrant, further integrating our core businesses to enhance the long-term growth profile of the Company. Our integration of strategic change, process improvements and expansion initiatives, including the appointment of Ybrant Digital as the Sales house for Microsoft in India, leverage the expertise and technology strength across the organization, gradually positioning Ybrant as the company of choice for advertisers and agencies."*

"Digital Marketing has now moved beyond the drawing board of corporates and become a reality . Continuing innovation combined with process improvements will be the key drivers of this business going forward. On our part, we continue to leverage on our expertise and technology strengths to become the Company of choice for advertisers and agencies both in India and across the globe. We are also delighted with the appointment of Ybrant Digital as the Sales house for Microsoft in India, which will enable us to provide our clients an option to advertise with premium media properties owned by Microsoft."

...End....

About Ybrant Digital Limited

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 24 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 blue chip advertisers network including MTV, Samsung, Viacom, Maruti Suzuki, Bharati Airtel, Sony India, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC.

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, MSN and Yahoo!

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

For further information, please contact:

For further information, please contact:

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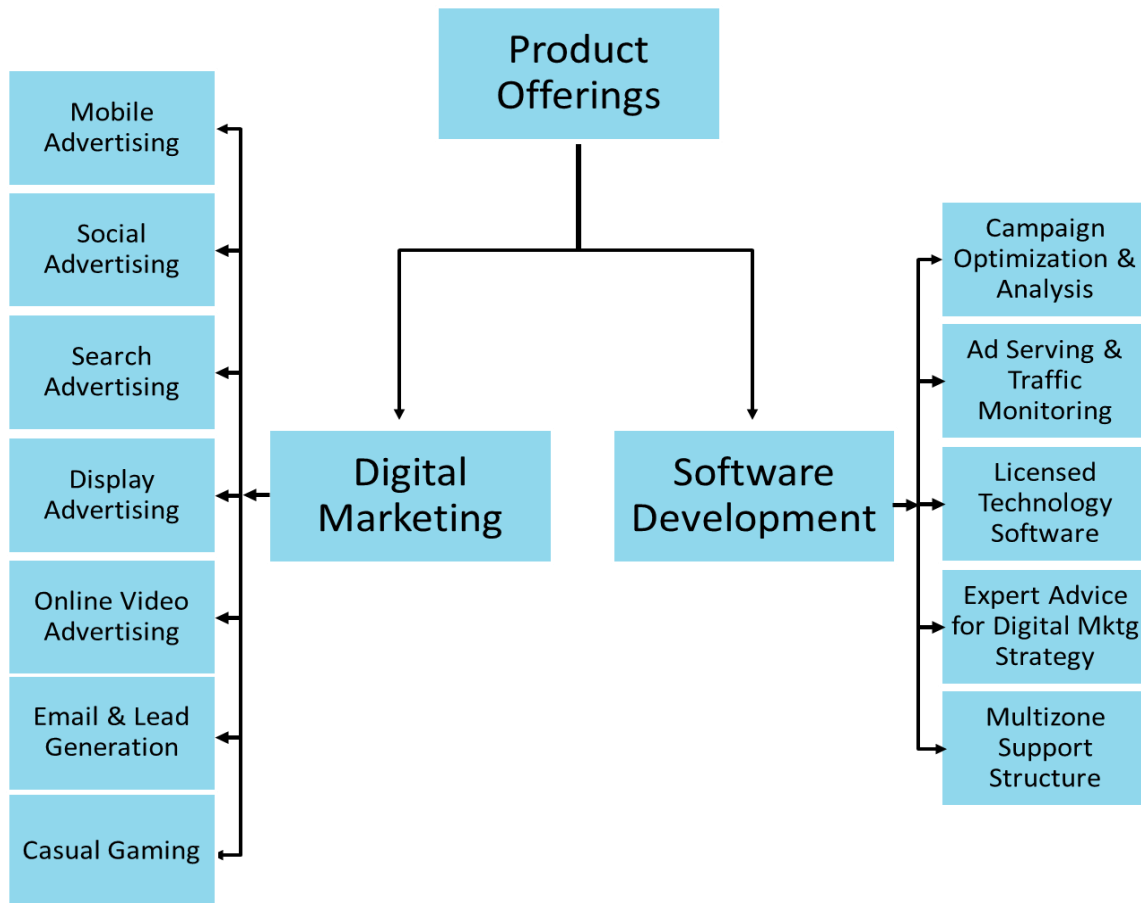
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Disclaimer:

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward looking statements. Ybrant Digital Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

YBRANT DIGITAL LIMITED

- Founded in 2000; Ybrant Digital Limited is one of India's leading digital marketing company with significant global presence
- Offers multi-channel platform with proprietary technology to reach consumers across different screens (net, mobile, video, social media) across countries including faster growing emerging markets such as Latin America, Israel, India, China and Australia
- Emerged as a player of relevance for three of the top five publisher networks and three of the top five advertising agencies globally



Digital Marketing

Ybrant Digital Limited generates over 1.5 billion searches, 34 billion impressions per month to service 150+ agencies and brands of over 2000+ advertisers & 6000+ publishers across 140 countries. It offers its clients multi-channel platform with proprietary technology to reach consumers across different screens (net, mobile, video, social media) across countries.

Mobile Advertising

- Premium Smartphone inventory
- Exciting and engaging ad formats
- Specialized pages and download tracking



Social Advertising

- Customized technology leverages user behavior and interests and optimizes advertising campaigns
- Campaign managers available 24/7 to manage campaigns and tackle issues
- Click Through Rate (CTR) of ads is monitored and calculated in order to choose the best ads, from the first clicks
- Pixel tracking is available to follow conversion and immediately affects which ads are shown



Search Advertising

- 1 billion searches generated by Ybrant Digital
- 28 million unique users per month generated by LYCOS
- Targeted, optimized ads focused on specific audience
- Access to a number of publisher sites, increasing reach



Display Advertising

- 34 billion impressions every month
- Technology-controlled buying platform
- Advanced targeting capabilities
- Local market campaign specialties








Online Video Advertising

- Various engaging formats
- Connection to popular Engaging & relevant content

Email & Lead Generation

- Capable of sending up to 5 million emails on one server per day
- Provides clients with a scalable mass-mailing solution
- Reporting, tracking and list maintenance

From: SnapDeal Mumbai (43 items, 17 unread)

	Grab Rs 75 off DNM Deals. Get Casio Watches n Puma Footwear at ...	Mon 03-Oct-2011 15:55	84 KB
	Wednesday 'WOW' - Additional Rs 75 off Everything!	Wed 28-Sep-2011 15:40	241 KB
	Save Big Bucks on Snazzy Shades, Salon Services & Slimming Sessio...	Mon 26-Sep-2011 15:25	235 KB
	Ladies, Let the Diwali Shopping Begin! Avail Discounts on Jewelle...	Sun 25-Sep-2011 15:41	240 KB
	International Holiday Package from Yatra.com & a Lavish A la Carte ...	Fri 23-Sep-2011 15:49	239 KB

Software Development

Ybrant Digital Limited has over a decade experience in delivering business values to its customers, with Clientele Including many Fortune 500 companies and Government agencies. We help our clients to maximize their business performance through seamless integration of strategic change, process improvements and technology solutions. Ybrant Digital differentiates itself on the ability to execute cost effective Onsite-Offshore implementations resulting in low Total Cost of Ownership.

Campaign Management

- Digital Media Planning and Buying
- Campaign Optimization and Analysis

Ad Server

- User Data Collection and Aggregation
- Ad Serving and traffic monitoring

Licensing of Software

- Customizable Applications and Widgets
- Licensed technology software

Technical Expertise offerings

- Creative enhancement for performance
- Technical advice for digital marketing strategy

Search Optimization support

- Search Optimization support and management
- Multi-time-zone support structure

Acquisitions

In order to achieve wider market penetration in terms of product & reach, the company has made 10 corporate investments over the last six years.

Below mentioned are the details of the investments, mergers and acquisitions completed by the Company

Year	Name	Services Offered
2006	MediosOne	SEM, Display
2007	VoloMP	Email Marketing/Software
2007	AdDynamix	Display
2008	Oridian	Display
2009	Dream ad	Display, SEM
2009	Max Interactive	Display, SEM
2010	Lycos	Search, Social Media, Affiliate Marketing
2011	PicsApp	In – image solutions
2011	Web 3.0	Advertising Technology
2011	LGS Global	IT Services and Outsourcing