



S Mobility Ltd

Regd. Office: D-1, Sector 3, Noida – 201 301 – Uttar Pradesh

S Mobility's conference call on Friday, 31st August, 2012 at 3:00 PM

New Delhi, August 29th, 2012

S Mobility, the Mobility Company with a Consumer Centric Business Model, is organizing a conference call to discuss the results for the period ended June 30th, 2012. The call is scheduled at **3.00 PM on Friday, August 31st, 2012.**

The senior members of the management team will address participants on behalf of S Mobility. The call will be initiated with a brief discussion on the Company's business performance and its business strategies going forward. This will be followed by an interactive Question & Answer session.

Details of the conference call:

Date	<ul style="list-style-type: none">Friday, August 31st, 2012
Timing	<ul style="list-style-type: none">3:00 pm India Time4:30 pm Indonesia Time5:30 pm Hong Kong/Singapore Time9:30 am London Time4:30 am US Time
Conference dial-in – India Access	<ul style="list-style-type: none">India Toll Free Numbers: +91 22 3065 0122 +91 22 6629 0301 <p><i>(Numbers above are universally accessible from all networks and all countries)</i></p> <ul style="list-style-type: none">Local Access Number 1: 6000 1221 <p><i>(Available in - Delhi, Bangalore, Chennai, Hyderabad, Kolkata. Accessible from all major carriers except BSNL/MTNL)</i></p> <ul style="list-style-type: none">Local Access Number 2: 3940 3977 <p><i>(Available in - Gurgaon (NCR), Bangalore, Kolkata, Cochin, Pune, Lucknow, Ahmedabad, Chandigarh. Accessible from all carriers.)</i></p>
Conference dial-in – International Access (Toll Free Number)	<ul style="list-style-type: none">USA: 1 866 746 2133UK: 0 808 101 1573Singapore: 800 101 2045Hong Kong: 800 964 448

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About S Mobility Limited

S Mobility has debuted with handsets that target entry-level mobile phones focused primarily on the Indian Market. Spice Mobility possesses a unique business model wherein its operations of VAS, Retail and Handsets are integrated more closely under one umbrella. The Company strategizes to emerge as an entity not only in the handset industry but as a Marketing and Distribution brand, with a complete suite of offerings through well spread retail outlets throughout the country, comprising all aspects of mobile telephony. S Mobility renews its brand image as a Company that has the vantage point of catering not only to the youth of metropolitan cities but transcend to the masses of rural regions, providing consumers with superior internet & browser friendly handsets, with state-of-the art VAS via the recent introduction of 3G networks and the currently existing data networks. Spice as a brand is growing rapidly and offers an array of products targeting entry, mid & premium segments. S Mobility heralds a new chapter in the history of Indian telephony to emphasize more on mobile internet and launching India's first ever DUAL MODE (dual SIM) Phones.

S Mobility has been known for its innovative and feature rich products from the pioneering Dual SIM, Flexi-Dual and Multi-SIM Phones to Mutli SIM-Windows OS mobiles. Spice Mobility won the coveted 2007 Golden Peacock Award for Innovation.

For further information please contact:

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Safe Harbour

Some of the statements made on the concall that are not historical facts can be construed as forward-looking statements. These forward-looking statements include the Spice Mobility Limited's financial and growth projections as well as statements concerning its plans, strategies, intentions and beliefs concerning its business and the markets in which it operates. These statements are based on information currently available to Spice Mobility, and are not guarantees of future performance and involve a number of risks, uncertainties and assumptions. Many factors could cause results to materially differ from those stated. These factors include, but are not limited to, changes in laws, regulations, policies and economic conditions, including inflation, interest and foreign currency exchange rates of countries with which Spice Mobility does business; competitive pressures, the loss of one or more key customer or supplier relationships; customer insolvencies, successful integration of structural changes, including restructuring plans, acquisitions divestitures and alliances; cost and availability of raw materials; and other economic, business, competitive, regulatory and/or operational matters affecting the Company and its subsidiaries generally. Spice Mobility assumes no obligation to update forward-looking statements and takes no responsibility for any consequence of decisions made based on such statements.