

September 27, 2016

The Manager- Listing Dept.  
The National Stock Exchange of India Ltd.  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (East), Mumbai-400051

Symbol: CYBERMEDIA

Sub.: **Press Release regarding acquisition of TDA Group, LLC by the Marketing Group**  
(Disclosure under Regulation 30 of the SEBI (LODR) Regulations, 2015)

Dear Sir/Madam,

With reference to your email dated September 27, 2016 seeking clarification on the announcement made vide our Letter dated September 26, 2016 titled "Acquisition of TDA Group by The Marketing Group PLC", we hereby submit as under:

1. The amount and percentage of turnover and net worth of TDA Group, LLC contributed to Cyber Media (India) Limited during the financial year ended March 31, 2016 are as under:

Particulars	Cyber Media (India) Limited (Consolidated)	Contribution by TDA Group, LLC	
	Amount (INR)	Amount (INR)	Percentage
Turnover	511,242,318	251,492,235	49.19%
Net worth	284,233,157	200,382,972	70.50%

2. Date on which the agreement for sale of shares entered into: September 26, 2016.
3. The expected time of completion of sale/disposal of shares: 60 days from the date of the aforesaid agreement.
4. Consideration from the sale of shares: USD4,580,000 to be paid partly in cash and partly in stock, subject to due diligence and relevant regulatory approvals from the concerned authorities.
5. The Marketing Group PLC, having its registered office at London is a digital marketing and advertising agglomeration group listed on Nasdaq First North Stockholm.
6. None of the Marketing Group PLC is belonged to the promoter/promoter group/group companies of Cyber Media (India) Limited.
7. No, the transaction regarding the sale of shares would not fall within related party transaction.

Kindly take note the above information on your record.

Yours truly,

**For Cyber Media (India) Limited**  
Anoop Singh  
Company Secretary