

Press Release

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Act Fibernet partners with SonyLIV to strengthen its OTT offerings.

Bengaluru, 11 December 2018: ACT Fibernet (Atria Convergence Technologies Ltd.) India's largest fiber-focused wired broadband ISP (Internet Service Provider), today announced its partnership with **SonyLIV** to expand its OTT offerings and provide premium content to all customers. With a vision to become the most admired in-home entertainment service provider and to offer unmatched streaming experience, ACT Fibernet is bringing an array of entertainment content that will meet the complete entertainment needs of their customers.

As part of this collaboration, ACT Fibernet customers across all 16 cities can now directly subscribe to SonyLIV and enjoy rich content across movies, sports, shows, music, web originals, English shows and much more. Additionally, this offer is valid on all broadband plans and can be availed at an additional cost of Rs.99 per month.

Speaking on the partnership, **Ravi Karthik, Head of Marketing, ACT Fibernet, commented,** *"SonyLIV is one of the most widely watched OTT platform with a host of original content and we are happy to bring their offerings through our service to all our customers across the country. There is a soaring demand for OTT content, in the last one year we have received overwhelming response for the various other OTT services that we provide to our users. We are positive that we will see a remarkable traction for SonyLIV and our customers will have a wholesome entertainment experience."*

Speaking on the partnership, **Uday Sodhi, Business Head - Digital, said,** *"ACT Fibernet is one of most of the preferred broadband service providers in India, and we are delighted to extend SonyLIV content to its 1.28 million customers in the country. Backed by high internet broadband speed the viewers will enjoy a seamless streaming experience."*

About ACT Fibernet

ACT Fibernet is India's largest fiber-focused wired broadband ISP as on September 30, 2017 (in terms of number of fiber broadband internet subscribers from residential homes) (Source: India Broadband Market Overview ?" 2017 dated February 19, 2018, prepared by Media Partners Asia). Headquartered in Bangalore, ACT Fibernet has operations in 15 Indian cities as on December 31, 2017 with approximately 1.28 million customers.

Disclaimer:

Atria Convergence Technologies Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares and has filed a Draft Red Herring Prospectus dated March 24, 2018 with the Securities and Exchange Board of India ("SEBI ??) on March 26, 2018. The Draft Red Herring Prospectus is available on the website of the SEBI and the websites of ICICI Securities Limited, Citigroup Global Markets India Private Limited, J.P. Morgan India Private Limited and HDFC Bank Limited.

Investors should note that investment in equity shares involves a high degree of risk and for details should refer to the Red Herring Prospectus which may be filed with the Registrar of Companies, Bengaluru in the future

Based on number of fiber broadband internet subscribers as on September 30, 2017 (Source: India Broadband Market Overview ?" 2017 dated February 19, 2018, prepared by Media Partners Asia).

About SonyLIV

SonyLIV is the first premium Video on demand (VOD) service by Sony Pictures Networks' (SPN) providing multi-screen engagement for users on all devices. Launched in January 2013, it enables users to discover 20 years of rich content from the network channels of Sony Pictures Networks' Pvt. Ltd. It also provides a rich array of movies, strong line-up of events across all sports, shows, music, product reviews.

With over 81.1 million app downloads so far, SonyLIV is the first amongst its competition to provide original exclusive premium content. As a true pioneer in its space, SonyLIV launched India's first-ever original show exclusively for the online platform. With #LoveBytes, it became the country's first digital video-on-demand (VOD) platform to introduce an innovation of this nature. Streaming the biggest football tournament, the 2018 FIFA World Cup Russia and making SonyLIV the most preferred online destination for football fans. SonyLIV also live streamed the India tour of South Africa, India tour of England and is all geared up for the India tour of Australia in November 2018.

SonyLIV has a wide array of English content with award winning shows like The Good Doctor, Mr. Mercedes, Damages, Counterpart and more. SonyLIV also tied up with American entertainment company Lionsgate and has brought in over 500 hours of premium English content to India.

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