



ACQUISITION OF TDA GROUP BY THE MARKETING GROUP

New Delhi, September 26th, 2016 – TDA GROUP, LLC, engaged in marketing content and communications based in Silicon Valley, and a wholly owned subsidiary of Cyber Media India, LLC, a wholly owned subsidiary of Cyber Media (India) Limited (“CyberMedia”), has been acquired by THE MARKETING GROUP PLC (“TMG”), a digital marketing and advertising agglomeration group listed on Nasdaq First North Stockholm, through the special purpose holding company Rinnik Group. Through this strategic acquisition by TMG, Cyber Media (India) Limited will focus on the fast-growing Indian market for digital and social media services.

TDA Group, is a B2B content marketing and communication agency for the US high-tech industry. It plans, creates and manages content marketing programs for clients including IBM, Dell, Intel and Lenovo. It has 25 employees. For more information, visit the Company’s website at www.tdagroup.com.

The deal valued at USD4,580,000 will be part cash, and part stock, subject to due diligence and relevant regulatory approvals from the concerned authorities.

For more information, please contact investorcare@cybermedia.co.in.

Cyber Media (India) Limited brief :

CyberMedia is the largest specialty media house in South Asia. The group’s Media business includes 12 media properties including Dataquest, PCQuest, Voice&Data, Global Services, DQ Channels, DQ Week. The group has twelve websites led by www.CIOL.com, India’s largest technology business website.

Over the past three decades CyberMedia has continued to be torch bearer for technology business, knowledge and information for India’s growing industry needs. As a result each brand is a market leader in their respective verticals, allowing CyberMedia to reach out to a community of over 10 million people.

Its Media Services include CMR, the leading IT and telecom research company in the region; and CyberMedia Services, a 360 degree suite of digital media services for today’s global marketplace ranging from global marketing programs.

As a media house, CyberMedia continues to innovate as a media enterprise, with number of milestones to their credit.