



## **Govt. of Taiwan lauds MoMAGIC's R&D Base in Taipei**

**New Delhi, September 17 2018:** MoMAGIC Technologies Pvt. Ltd., a fast-paced, innovative, AI and Big data driven mobile tech organization, with dominance in South East Asia; opened its R&D unit in 2017 in Taiwan. The Taiwanese Government has lauded the initiative, as the first Indian company in the AI space to set-up research center in Taipei.

The Federation of Indian Chambers of Commerce and Industry (FICCI) and CNFI (Taiwan's Federation of Industries) felicitated the company in a jointly hosted 2nd India-Taiwan Industrial Collaboration Summit at FICCI in New Delhi.

With over 400+ employees, inclusive of 70+ data intelligence, AI & Marketing experts in Asia, MoMAGIC Technologies, is amongst the few Indian companies in the AI and Big Data space to have its own DMP and SSP-DSP platform; offering customized consultancy and innovative programmatic campaigns in the Digital AD Tech and Mobile Marketing space along with MCRM (Mobile Customer Relationship Management) and O2O (offline to online).

"It is an important milestone for us to set-up a R&D unit in Taiwan in alignment with our vision. This region has the right pool of talent in the AI and Big Data space and together with our team in India, we are geared to set up a new benchmarks to come out with cutting edge offerings in the digital mobile marketing space which will be region specific," **said, Mr. Arun Gupta, Founder & CEO, MoMAGIC Technologies.**

MoMAGIC is now investing and expanding in the space of Artificial Intelligence and Data Analytics to provide customized offerings and consultancy to clients and agencies. It is targeting to become one of the top 5 players in this space by 2022.

MoMAGIC, today has a significant reach in South Asian market, serving quite many prestigious brands such as Uber, Opera, PhonePe, UC, Sharechat, MakeMyTrip, Swiggy; along with local brands, for driving their Mobile Marketing campaigns including for advertisers / agencies.