

About MoMAGIC

MoMAGIC Technologies Pvt. Ltd., founded in the year 2011, is a fast-paced, innovative, AI and Big data driven mobile tech organization with dominance in South Asia and South East Asia.

With more than 70+ data intelligence, AI & Marketing experts in Asia, MoMAGIC Technologies, is one of the leading Indian companies in the Digital AdTech - MCRM & Mobile Marketing space.

With 126+ Million UNIQUE USERS; reaching every 3rd Internet -Mobile USER, MoMAGIC offers comprehensive USER Acquisition channels.

The company is investing and expanding as a 'Big Data & AI-based, global company'; to provide customized offerings and consultancy with deep user insight in the AdTech Space. *Setting up the APAC R&D and Business Operation Center in Taipei, Taiwan in February 2017, is step in the said direction.*

MoMAGIC's AI and Big Data solution is based on its DMP (Data Management Platform) foundation, -offering customised services (and product) in Ad Tech, Mobile CRM and O2O (Online and Offline data driven) space. MoMAGIC's "TrueReach" -DSP/SSP integration, with its "TrueInsight" DMP, helps Business Partners acquire Quality Users, enhance Branding Awareness, and drive Effective Revenue Growth. The 360-degree marketing and USER targeting approach, helps MoMAGIC gather user-insight to understand and predict end-user behavior 24/7; benefiting brands gain a holistic view, of their target USER segment and thus bring in constant optimization to the campaigns.

Important to bring to note that MoMAGIC's access to Data and Insights, driven via Data Intelligence, Data Modeling etc., is legally compliant as per laws of the land, being operated in.

Headquartered in NCR (national capital region), India, and with strategic investments from two technological giants, MediaTek (Asia's largest IC design company) and Foxconn (the world's largest high-tech manufacturer), the company facilitates brands, Ad agencies and businesses acquire quality users and drive effective revenue growth with customized Data modeling, ML and AI.

MoMAGIC, has worked with most of the leading brands, prestigious internet companies, agencies and OEMs across sectors and verticals. The company has lasting partnerships and JVs with some of them too and has done strategic investments in couple of tech and ecommerce startups in India, Taiwan and Bangladesh.

MoMAGIC has won numerous awards and accolades from leading media and industry bodies including the recently held India -Taiwan Industrial Collaboration Summit 2018 in New Delhi as the only company to set up R&D base in Taiwan.

Mr. Arun Gupta, the founder and CEO of MoMAGIC Technologies is a first generation techie turned serial entrepreneur, having donned significant positions in the IT and Mobile sector, before becoming an entrepreneur.
