



## ***PRESS RELEASE***

### ***MoMagic bags the Digital Marketing Mandate for Super Boxing League, across all platforms***

**New Delhi, India 7 July 2017:** Boxing in India has for many years been one of the most popular sports and with the launch of Super Boxing League (SBL) with participation from top pugilists from India and abroad, the stage is set for some exciting ring action. Keeping up the momentum of the game and to promote the league, SBL partners with MoMagic, leading Online and Offline mobile digital marketing company for digital marketing across all the platforms for SBL Season One.

MoMagic works on data driven technology to help Brands, Ecommerce players and Business partners acquire Quality Users and drive Effective Revenue Growth. The Company has a unique 360-degree user-insight intelligent technology platform to understand and predict user behaviour with 24/7 constant optimization on user acquisition and boosting business revenue.

**Speaking on the win, Arun Gupta, Founder and CEO MoMagic Group said** "One of the most notable trends that we are witnessing today is the digital revolution, which is having a significant impact on consumer behaviour and market structure. Today, Internet is becoming a key channel for gathering information, arriving at purchase decisions and transacting online with more and more consumers using the medium. SBL is an exciting brand to work on and with this collaboration we wish to provide best of our expertise to SBL for promoting the event on a targeted consumer base."

The inaugural edition of the Super Boxing League (SBL) is all set to commence from the 7th of July 2017. The event will be held in New Delhi, India.

**Speaking about the League and the collaboration with MoMagic, Bill Dosanjh, Founder and Promoter said,** "Super Boxing league - world's leading boxing league - in its inaugural season itself has attracted wide fan base in the country. Super Boxing League is all set to woo Indian audiences with the best of action in boxing and we plan to optimize our reach to a wide-across fan base -

target audience with our strategic collaboration for Digital marketing across platforms with MoMagic.” **He further added,** “Recognizing the impact of digital era as an opportunity, we wish to use an aggressive digital marketing strategy to promote the Super Boxing League through consumer driven platform provided by MoMagic.

Upended on key channels, MoMagic is equipped with an advantageous position to access massive user base and potentially to reach huge data pool in Asia powered by Big Data Technology towards AI Marketing Capability. MoMagic has become a KEY Online USER Acquisition Solution Expert drawing huge potential of growth and revenue generation for its partners and clients. Besides SBL, MoMagic has made a mark in the digital marketing segment with reputed clientele that includes names like Flipkart, MakeMytrip, Uber, OLX and Opera.

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## **ABOUT Super Boxing League**

This unique concept was born thanks to British businessman Bill Dosanjh, also the founder and promoter of successful Super Fight League held recently in New Delhi, India.

Super Boxing League with its tag line Hit Harder will also be promoted by none other than Olympic medalist and two time world champion boxer, Amir Khan. Scheduled to be staged from July 7 - Aug 12, 2017.

The franchise-based SBL is Bill Dosanjh's yet another innovation after the Super Fight League. The Super Boxing league - world's leading boxing league - in its inaugural season has attracted wide fan base. Now the Super Boxing League is ready to woo Indian audiences with the best of action in boxing.

One of the features of the league will be its unique point scoring system which is being introduced for the first time in the history of professional boxing wherein a boxer can claim six points on winning a bout through knock-out.

The SBL will consist of 8 franchises. Each team will comprise of six players (five male boxers and one female boxer with six back up players per team). There will be competitions in six different weight categories with bouts of 4 rounds of 3 minutes each.

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## **About MoMagic**

MoMagic Group, founded in 2011, with strategic investments by MediaTek (<https://www.mediatek.com/>) and Foxconn (<http://www.foxconn.com/>), has been consistently innovating-developing AI/Big Data Technology solutions and has the widest deployment of applications on Mobile platform ecosystem. Mo magic has strong business presence in Asian Market along with Strategic tie-ups with multiple Mobile OEMs. It also has joint venture companies with Leading OEMs. Other than Mobile Brands and ecommerce players, MoMagic is strategic partner with leading Apps and Content Providers in Asian Market.

The Company started from the software differentiation business for Mobile Handset companies and has successfully transitioned to data-driven Online User Acquisition Marketing Platform with technological prowess. From being pioneers previously in Factory Preloads and Offline – and from Feature phones to smart phones in Asia. MoMagic has become a KEY Online USER Acquisition Solution Expert drawing huge potential of growth and revenue generation for its partners and clients.

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