



Apsalar Opens Bangalore Office

Newest office for mobile measurement and data management provider will support company's fast-growing business in India and Southeast Asia

San Francisco, CA (May 10, 2016): Apsalar, the app ROI platform that helps mobile-first marketers drive extraordinary growth, today announced that the company has opened an Asia headquarters office in Bangalore, India. The new office supports the company's large and growing client base in India and Southeast Asia.

Apsalar's new office reflects the size and growth of its attribution and data management services businesses as well as the company's deep commitment to delivering outstanding support. Over the past two years, Apsalar has grown rapidly across the region, winning engagements with many of its leading app-centric businesses including Cleartrip, Grab, Grofers, Hungama, Myntra, Ola, Oyo, Reebonz, Snapdeal, Times Internet and Wego. The new office provides account management and technical support for these and dozens of other leading app-based businesses. It is also home to Apsalar's Asia sales team.

"India and Southeast Asia have been outstanding growth markets for Apsalar," said Michael Oiknine, Cofounder and CEO. "This new office and outstanding new hires demonstrate our deep commitment to ensuring that our clients continue to enjoy the very best services and support available."

Apsalar's new office is in the popular Koramangala section of Bangalore, at:

**Prestige Blue Chip, No.9,
Hosur Road, Nr. Dairy Circle,
Bangalore 560 029**

About Apsalar

Apsalar is the leading mobile app marketing measurement and optimization company that helps app marketers drive maximum return from all their marketing investments. With Apsalar attribution and audiences, app marketers can optimize their media allocation and empower their partners and platforms to deliver customized communication, for better results and monetization at every step in the customer journey. For more information, visit <https://apsalar.com>.

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