

## TRITECH MEDIA NOW INTERNATIONAL WITH STELLR INDIA

*Stellr India is India's leading distributor of prepaid digital content servicing 1,5 billion consumers*

*Tritech Media is now the world's largest emerging market operator*

Tritech Media, the media technology innovator controlled by the Kirsh family, today announced the launch of **Tritech Media International** (TMI) to house its fast-growing and exciting international interests.

Portfolio company of TMI, **Stellr India** commenced development in 2014 and is today India's leading distributor of prepaid digital content, representing a number of global content, services and software brands.

The **Stellr India** business model replicates that of Tritech Media's **Opengate**, the leading provider of prepaid digital content in South Africa.

**Stellr India** has a formidable network incorporating 7 200 high-end retail stores including Reliance Digital, Croma and Vijay Sales, in all the major cities like Mumbai, Delhi, Kolkata and Hyderabad; and 275 000 points of presence in the informal retail sector, where most trade takes place. **Stellr India** also operates through a number of leading digital channels.

India, with 1,5 billion people has been one of the fastest growing economies in recent years. Its cash-based economy plays to the **Stellr India** prepaid business model. The major wallet players in India also widen the consumption of digital content.

Beside personal use of digital content, gifting of digital content has grown rapidly worth around US\$40 billion currently in India annually, **Stellr India** is well positioned to gain further market share.

**Stellr India** already represents 80 brands including the world's leading digital content brands as well as leading computer software, anti-virus and gaming brands. A range of top quality local brands have also been secured.

William Kirsh Group CEO and founder of Tritech Media commented: ***“Establishing Tritech Media International is a major strategic step forward for our group. Stellr India is a great asset from which to extend our reach. Between Stellr India and***

***Opengate we have access to more than 2 billion consumers, placing us in a favourable position to be the leading emerging market player. We also recognised that with our businesses having unique technology, there is an attractive opportunity to commercialise our technology in select international markets, which are substantially larger and more digitally advanced than South Africa. Trittech Media International is also a spring board to pursue acquisitions in our core media technology focus”.***

In South Africa **Opengate** is on-track to have 2000 retail stores operable by the end of 2017. These stores include Pick ‘n Pay, Checkers, HiFi Corp, Makro, Dions Wired and Game while negotiations are ongoing with Woolworths, Spar, Musica and Engen. **Opengate** aims to have ten e-commerce channels live by the end of 2017 and is already live with Discovery and FNB. Expansion in select African countries are at an advanced stage, in Kenya, Uganda and Rwanda in particular.

Ferdi Gazendam COO of Trittech Media and CEO of the Group’s prepaid businesses commented “***The success of these businesses is premised on having a sizeable physical and digital network with high-quality global and local digital content available. We have made solid progress and have developed leading positions in India and here in South Africa. Having these two businesses enable us to leverage our world-class technologies and relationships with the world’s leading global content brands as we look to expand our reach into other emerging markets”.***

Trittech Media International has two other businesses already operational. **ColonyLive** is active in the US and **GoMetro** has commenced expansion into the UK and Europe. **FetchThem** is set to launch in the US shortly.

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Visit [www.tritechmedia.co.za](http://www.tritechmedia.co.za) and [www.stellr.in](http://www.stellr.in) for more information.

## **Enquiries**

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