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Adjust Expands Global Presence into India to Tap Region's Robust Advertising Industry

Seasoned Ad Tech Executive Ashwiny Thapliyal to Spearhead Regional Expansion

San Francisco/Berlin, August 8, 2018 -- [Adjust](#), the Berlin-based global mobile measurement leader, announced today it is expanding operations into India, with the opening of a new office in Mumbai. The new location comes at a time when India's mobile advertising industry has experienced remarkable growth. It is [set to become a \\$1.2bn market](#) by 2020, and apps now account for 88% of time spent on mobile in the country. After China, Japan and South Korea, Adjust continues its global expansion, branching out into another multi-billion dollar Asian market -- all within one year.

Christian Henschel, co-founder and CEO at Adjust, noted, "With the Indian advertising industry experiencing explosive growth, India was a natural fit for our next geographic expansion. Opening our office at such a dynamic time, we are thrilled to help our local clients succeed by offering best-in-class support and ongoing education."

Adjust has tapped Ashwiny Thapliyal to spearhead growth, manage operations, and lead a regional team. Leveraging more than one decade of local and international ad tech experience from Tune, Komli and InMobi, Ashwiny will continue to work closely with existing clients, while expanding Adjust's customer base in India. The Mumbai office will initially focus on supporting customers in gaming, ecommerce, and travel before expanding to other vertical segments.

The rapid growth of India's mobile advertising market comes with its challenges - in the form of rapidly evolving mobile ad fraud. [With 337 million people](#) in India projected to use a smartphone in 2018 - equivalent to more than 25% of the population - India-based marketers stand to lose millions of dollars to fraud. As the leader in fraud prevention, Adjust plans to provide continuing education to marketers about rampant tactics used by fraudsters such as click injections, SDK spoofing and click spam.

With 13 international offices, including New York, Beijing, and Berlin, the Mumbai operations extend Adjust's vision to unify advertisers' marketing activities, combat ad fraud and offer actionable data insights to help customers scale their business. The new office provides strategic, personalized support to new and existing customers in their time zone and native

language. The company already has a growing number of clients in India, including PlaySimple, Jabong, and foodpanda. Indian advertisers and marketers will now have greater access to Adjust's full range of competitive marketing products and services, allowing them to reinvent, and optimize their mobile marketing initiatives.

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The Berlin-based company provides high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Naver, Line, and WeChat. In total, more than 20,000 apps have implemented Adjust's solutions to improve their performance.

Adjust is the only attribution company to meet stringent EU privacy standards and is fully compliant with GDPR. For more information, interested parties can visit www.adjust.com.