

Date: 29th January, 2010

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Viedea Capital advises Global Access, a leader mobile phone retailer, in its acquisition by Hotspot Mobile (A Spice Group Company)

Bangalore, 26th October 2009: Viedea Capital, the Bangalore based boutique investment bank with a focus on technology, media and retail, was the sole advisor in the acquisition of Global Access, a leading South Indian mobile retailer by Hotspot Mobile, one of the largest mobile phone retailers in the country.

Global Access is a 10 year old brand, based out of Bangalore and a national leader in sales of high-end mobile phones. Bangalore is India's second largest market for mobile phones and the largest for high-end mobile phones.

Hotspot is a part of the B.K Modi led Spice Group, having a national presence with over 600 retail outlets. It has a dominant position in the Northern and Eastern regions of the country selling a wide selection of mobile phones and accessories. With the acquisition of Global Access, Hotspot is poised to consolidate its position as the leading mobile retailer in India. It will be a clear number one in the Bangalore market with sales almost twice its nearest competitor, post acquisition.

According to Siraj Fulara, CEO of Global Access, "The Viedea team not only found the best buyer for us but also created a deal structure that helped maximize the value of the brand and business we had created"

Consolidation is imminent in the mobile retail space as national players acquire regional players over the next 12 to 18 months. Viedea, with its deep relationships in the retail space, is well positioned to play a significant role in this consolidation wave.

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About Global Access

Founded in 1998, Global Access is Bangalore's leading Mobile Phones, Accessories & Gadget retailer in Bangalore. It is a one-stop high-end organised mobile phone solution shop for buyers of telecom products. The chain is known for its distinctiveness through excellent customer services, ambience & a wide range of buying options.

For More Information Please Visit www.globalaccess.in

About Hotspot (A Spice Group Company)

Hotspot is, today, India's leading multi brand retail chain in the technology space with wide presence across the country. Hotspot boasts of the widest range of mobile handsets, accessories and airtime options at competitive rates.

Recently, Hotspot has launched its own range of accessories and its own service centres across the country in an effort to address customer issues effectively and efficiently. Starting operations in 2005, with a small team of 15 people, Hotspot has grown exponentially. Today, it employs more than 2000 people. In the years ahead, the Chain is expected to play a leading role in enhancing the profitability of the Spice group.

For More Information Please Visit www.hotspot.co.in

About Viedea Capital Advisors

Viedea is a boutique investment bank founded in 2007. The Viedea team has operating experience in technology and technology enabled services as well as transaction execution experience, thus enabling it to offer high quality deal advisory. Viedea's focus sectors include Technology products, IT Services and technology enabled B2C and B2B services across verticals such as Education, Digital Media & Internet, Mobile VAS, Defense and Aerospace, etc.

For More Information Please Visit www.viedea.com