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Enterprises in India Move to BlackBerry 10

NEW DELHI, INDIA and WATERLOO, CANADA--(Marketwired - Jan 15, 2014) - BlackBerry(R) Limited (NASDAQ:BBRY)(TSX:BB), a world leader in mobile communications, today announced the growing adoption of BlackBerry(R) 10 and BlackBerry(R) Enterprise Service 10 (BES10) by Indian enterprises across a range of sectors. BlackBerry has a strong market position in India where the Company has seen more than 1,000 Indian enterprises adopting or testing BES10 since its launch in January 2013.

ITC Limited, an Indian conglomerate, has implemented BlackBerry Enterprise Service 10 across their various businesses. "The robust architecture of the BlackBerry Enterprise Solution has ensured the availability of a secure and reliable mobility solution that addresses the requirements of ITC's managers. With BlackBerry 10 smartphones and the implementation of BES10, ITC's employees will be able to share information securely with all their stakeholders," said VVR Babu, Chief Information Officer, ITC Ltd.

Indiabulls, with its strong presence in important sectors like financial services, power and real estate, has recently adopted BlackBerry 10 smartphones managed by BES10. "Indiabulls is very pleased with its implementation of BES10 and the deployment of BlackBerry 10 smartphones is growing across the organization," said TejinderPal Singh Miglani, Group CIO, Indiabulls. "BlackBerry 10 offers very strong and compelling features, especially when it comes to data security and the flexibility to meet different working needs. With features like BlackBerry Balance technology, we are able to keep corporate information separate and secure from personal content. Users can access the corporate resources as per their needs and effortlessly along with the confidence that the data is fully secure and cannot be unintentionally leaked via personal channels."

The 3C Company, a leading real estate company in North India, was looking for a robust and secure mobile solution that would enable enhanced productivity along with ensuring that employees could share and access confidential information securely to match the needs of the rapidly growing company. According to Anupam Kaushik, AVP, Information Technology at The 3C Company, "BlackBerry 10 smartphones offer strong productivity benefits and help our employees stay connected while on the move. BlackBerry 10 smartphones are fast, stable and provide our IT admins with control over the 'Work' space using BES10. If The 3C Company implements a BYOD policy, it will be with BES10, as it provides ease of information access, while retaining control of it."

Emcure Pharmaceuticals, a fast growing Indian pharmaceutical company engaged in developing, manufacturing and marketing a broad range of pharmaceutical products globally, was looking for a mobile solution to deliver high security and flexible device management. "Emcure Pharmaceuticals is very pleased with the deployment of BES10 to manage its BlackBerry 10, iOS and Android devices," said Rajani Shetty, Sr. Director IT at Emcure Pharmaceuticals. While allowing employees to continue using their own devices as the company expands, the organization wanted to make sure that it would be able to secure corporate data on employee's personal devices. With the deployment of BES10, Emcure's IT team is able to manage and secure corporate data on iOS, Android and BlackBerry devices, and has successfully implemented BYOD to support the needs of its employees.

Nishith Desai Associates is a research-based Indian law firm with offices in Mumbai, Silicon Valley, Bangalore, Singapore, Mumbai BKC, Delhi and Munich that aims at providing strategic, legal and tax

services across various sectors. "Nishith Desai Associates has been one of the first users of BlackBerry since its launch in India," said Milind Mundankar, Director IT, Nishith Desai Associates. "Being a law firm, security and confidentiality play a very significant role and because of BlackBerry's strong security and productivity features, we decided to equip all our lawyers and support staff with BlackBerry smartphones. We not only use BlackBerry for email communication but have also developed various mobile applications, like a business development module, a time capture application, document filing and HR applications, which enable our lawyers to work seamlessly while on the move. We are very pleased with our deployment of BlackBerry 10 smartphones and BES10. With BES10, we are able to separate work and personal data through BlackBerry Balance, which enables our associates to fully enjoy the best of both worlds on their smartphones. The setting of various IT policies with BES10 gives us confidence that our official data is fully secured."

The rising number of organizations embracing BES10 in India as part of their mobile strategy showcases the enterprise commitment to the BlackBerry solution, which is recognized as the gold standard in security for Enterprise Mobility Management (EMM). "The enterprise market continues to grow in India and holds immense untapped potential for BlackBerry, especially in sectors like retail, insurance, banking, healthcare, construction and professional services. BES10 offers a single, unified management console to manage iOS, Android and BlackBerry smartphones," said Sunil Lalvani, Managing Director for India at BlackBerry.

For more information about BES10, please visit <http://blackberry.com/bes10facts>.

About BlackBerry

A global leader in mobile communications, BlackBerry(R) revolutionized the mobile industry when it was introduced in 1999. Today, BlackBerry aims to inspire the success of our millions of customers around the world by continuously pushing the boundaries of mobile experiences. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com.

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Media Contacts:

Stephanie Frisina

BlackBerry Media Relations - North America