



Press Release

Micromax and Tata Teleservices to launch EG333 handset to deliver Tata photon+ 3G services for CDMA as well as GSM subscribers

- ***[Powered by Tata Photon, EG333 delivers high speed browsing with download data-speeds upto 3.1 Mbps.***
- ***With a 3.0" TFT LCD, EG333 set to power video streaming experience***

New Delhi, December 01, 2010: Micromax Informatics Limited ("Micromax"), which is the largest Indian domestic mobile handsets company, in terms of units shipped during the quarter ended March 31, 2010 and the third largest mobile handset seller as at March 31, 2010 (*Source: IDC's India Quarterly Mobile Handsets Tracker, 1Q 2010, June 2010 release*) today announced the launch of EG333 EVDO & GSM combo touchphone powered by Tata Photon+ 3G services capable to deliver video streaming and high speed internet experience. With EG333 users can [browse the internet at speed of up to 3.1 Mbps].

Key features

- Dual-Mode (EVDO & GSM)
- High speed broadband support through EVDO connection
- 2.8" TFT LCD
- CMOS 2 Megapixel Camera
- Radio Band - CDMA 1X EV-DO Rev. A, 800Mhz + GSM 900/1800Mhz
- Bluetooth profiles
- 5-pin micro-USB connector with data sync

EG333 is a device that offers a variety of mobile multimedia services along with delivering high speed internet browsing.

Speaking on this occasion, **Mr. Vikas Jain, Business Director, Micromax said,** "At Micromax we constantly strive to innovate and develop technologically advanced devices. With the launch of

EG333 handset powered by [Tata Photon]+ 3G services, we have tried to provide a 3G handset to GSM as well as CDMA subscribers. Users can experience fast access to Live TV, social networking, video streaming, gaming, high speed Internet surfing and more. The experience will be extended to existing and potential TATA consumers and also the existing GSM subscribers (of any Indian telecom operator) who can procure the handset and use their current GSM number and access photon+ 3G services from Tata Teleservices through a pre-bundled photo+ SIM card."

EG333 uses [Tata photon] + [3G?] service that provides a downlink speed of upto [3.1 mbps] on Tata Teleservices network and can also access services from any GSM operator. It has Bluetooth and USB support for sharing images, music etc. It comes with Radio, music player and video player for entertainment & features a 2.8" TFT LCD touch screen with a resolution of 240 x 400 pixels and 262K color display. Apart from being a dual band phone (GSM & CDMA), it comes with a CMOS 2 Megapixel Camera & with multiple Bluetooth profiles such as Advanced Audio Distribution Profile, Audio/Video Remote Control Profile, Generic Access Profile (GAP), Generic Object Exchange Profile, Hands-Free Profile, etc and 5-pin micro-USB connector with data sync.

Micromax EG333 is available at a price of MRP. 9999. The model will be available across India. For more information, please visit www.micromaxinfo.com

About Micromax:

Micromax, is the largest Indian mobile handset company, in terms of units shipped during the quarter ended March 31, 2010 and the third largest mobile handset seller as at March 31, 2010 (Source: IDC's India Quarterly Mobile Handsets Tracker, 1Q 2010, June 2010 release). **Micromax** has domestic offices across India and global presence in Hong Kong, Bangladesh, Nepal, Sri-Lanka and now UAE.

Disclaimer: *Micromax Informatics Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed a Draft Red Herring Prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of SEBI at www.sebi.gov.in and the respective websites of the book running lead managers at www.jmfinancial.in,*

<http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm>,

www.edelcap.com

and

www.nomura.com/asia/services/capital_raising/equity.shtml.

Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the DRHP.

The equity shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, and, unless so registered, may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. There will be no public offering of the equity shares in the United States " .

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