



**Press Release:**

**Micromax announces Bangladesh as the next territory for launch of its innovative mobile phones.**

*~ Company to launch latest range of its handsets in price range of sub 2000 BDT to 16000 BDT*

*~ Company to have an aggressive presence in the country through 2500+ Retail outlets*

**Dhaka, July 16, 2010 – Micromax**, one of the leading Indian mobile handset companies, announced its presence in **Bangladesh** today. Focusing more on innovative technological solutions, Micromax is all set to delight the Bangladeshi customers with its wide range of innovative yet affordable handsets. Micromax handsets will be aimed at consumers across all segments with special focus on the Youth.

Micromax has entered into a distribution arrangement with **Reach Distribution Limited** who will partner with Micromax as a national distributor for the geographical territory of Bangladesh. Reach Distribution Limited has already signed agreements with key retailers to make Micromax products available through 2500+ outlets across the country, ensuring deeper shelf space and wider outlet spread. To begin with, the company will launch 12 models ranging from less than 2000 BDT up to 16000 BDT.

Micromax has incubated several innovative, feature rich and distinct mobile phones ranging from 30 day long battery backup, Dual sim, Qwerty Chat-phones for youth, Music-touch phones, Lifestyle phones and utility phones.

Speaking on the occasion of the launch, **Mr. Vikas Jain, Business Director, Micromax Informatics Limited** commented, "Micromax is indeed privileged and blessed to have supreme consumer confidence for its products, their performance and utility for its consumers. We have been keenly observing Bangladesh telecommunication market for the tremendous growth it has undertaken over last few years. We feel challenged to bring our set of innovative mobile phones and look at contributing further to fuel the growth of telecommunication connectivity in the country. We are sure that the country is on path for a digital connectivity and has a great future for telecommunication industry as whole and wireless communication in particular."

He further added, "Our key focus has always been in providing unique value additions for our customers, and we are confident to repeat the success story in this extremely vibrant nation. We partner with operators and contribute in reducing their Capex cost towards handset launches and through this partnership deliver premium handsets at value for money prices to the consumers. We are proud of our partnerships with the telecom operators in our country of operation and we are in process of engaging into similar arrangements with key operators of Bangladesh too."

Micromax will make its mobile phones available at multiple price points for its different consumer segments. “Delighting consumers with lucrative combination of innovation and affordability will be our priority. We shall also be reaching out to the low tele-density rural population of the territory with affordable yet robust mobile handsets, which will delight consumers with their advanced technology and add on features. We will strive to take consumers through an all-together new telecommunication experience,” remarked **Vikas Sahni, Business Head for SAARC Territory, Micromax Informatics Limited.**

Speaking on the association with Micromax, **Mr. Faruque Hassan, Group MD, Reach Distribution Limited** said, “We are delighted to partner with Micromax who has been a pioneer in visioning innovative mobile phone for mobile subscribers and we look at replicating their fulfillment model in the shortest possible time here in Bangladesh as well. In the process, we also aim to achieve our set of delighted Micromax customers in Bangladesh. Our earlier experience in the mobile handset distribution space is the key strength on which we intend to revolutionize the markets immediately. ”.

**Mr. Naimul Islam Kollol, CEO, Reach Distribution Ltd.** added in the same tone, “We also hope to create the similar level of performance and delivery in Bangladesh as the other countries where Micromax is operating. “ He also said “we are here to provide an extensive handset distribution model and look at making the innovations available across the country at the time of launch itself”.

To attain a strong positioning and enhance brand visibility in the territory, Micromax will undertake 360 degree branding exercises. Micromax will continue to provide its customers with more innovative and utility products in a bid to satisfy their need for cutting edge mobile phones.

#### **About Micromax:**

**Micromax** is one of the leading Indian Telecom hardware Company with 23 domestic offices across India and international presence in Hong Kong, USA, Dubai, Nepal, Sri-Lanka and now in Bangladesh. Within a short span of time Micromax has become a preferred choice of millions, ranking **Micromax** as No. 3 mobile brand in the Indian telecom space (source: IDC report).

**Micromax** has focused their efforts towards creating innovative mobile phone solutions and wireless technologies that cater to the increasingly sophisticated needs of mobile users in India. Driven by aspirations and passion for the telecom world, **Micromax** has geared up to bring about the paradigm shift in the way the cell phones are used by introducing groundbreaking mobile solutions technology.

#### **About Reach:**

**Reach Distribution** is one of the fastest growing marketing and distribution solutions companies in Bangladesh. With a nationwide network that comprises offices in all metro cities and major district towns, Reach Distribution has been enabling its valued clients to reach their goods and services to every corner and niche of the country. Since inception **Reach Distribution** got matured in promoting and distributing telecommunication products while handling top-notch global brands. With a vision to provide premium products that ensure the ultimate consumer delight, **Reach Distribution** has emerged as a trusted name not only to its clients and customers but also to the trade bodies.

**Reach Distribution** belongs to **The Giant Group**, which is one of the oldest conglomerates of Bangladesh. Besides their flagship competence in the Textiles and RMG sector, **Giant Group** has successfully diversified into different sectors like Real-estate, Agro, Education, resource development,

distribution & retail chain management, Advertising & marketing solutions and many more. With their foresight and adroit planning, the group has prevailed over the ever-changing dynamics of domestic and international trade. Today the group is successfully running more than 20 companies that generate a hefty 35 million dollars turnover.

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