



Press Release

Micromax unveiled Asia Cup 2010 Trophy to announce the launch of the cricketing event.

~Unveiling of Micromax Asia Cup Trophy kicked off the battle to secure the title for Championship~

~ Micromax Asia Cup Trophy displays the unique artwork to convey the message of Friendship beyond Boundaries~

14th.June'2010, Sri Lanka: The inaugural **Micromax Asia Cup 2010** officially kicked off today with the unveiling of the **Micromax Championship Trophy** at a glittering event in Dambulla, Sri Lanka in advance of the Micromax Asia Cup. With the unveiling of the trophy, Micromax Informatics Limited ("**Micromax**"), a reputed Indian telecom company is all set to enthrall the millions of cricket lovers of the continent by presenting Micromax Asia Cup 2010. **Mahendra Singh Dhoni (Captain Team India), Shahid Afridi (Captain Team Pakistan), Kumar Sangakar (Captain Team Sri Lanka)** unveiled the trophy in the presence of **Mr. Vikas Jain, Business Director, Micromax and Mr. Ashraful Huq, CEO – Asian Cricket Council.**

Teams from India, Srilanka, Pakistan and Bangladesh will compete for the title of **Micromax Asia Cup 2010** **scheduled for 15th June-25th June' 10** in Colombo, Srilanka. It's a dream come true for all the cricket fans in this paradise island to witness what Micromax believe's is one of the most promising cricket action of the season.

As the title sponsor of the **Asia Cup 2010, Micromax** unveiled the **Micromax Asia Cup Trophy**, an artwork signifying the message of "**Friendship beyond boundaries**". Standing proud, the Micromax trophy for the Asia cup definitely is a symbol of glory to the champions. Made of a combination of silver, gold, copper and brass with a silver finish with mat and gloss finish, it stands to communicate the strength, purity, humility and persistence that not only represents the four metals but also the four participating nations that have come together to light up not just the stadium but also the lives of the millions watching them from home. True to its words, "Friendship beyond boundaries" the trophy stands as a physical representation of the friendship among the four participating nations. The four grooves in the design of the trophy represent the four nations as a flower defining the entangled roots of these nations. The fact that it does not close indicates the limitless and glorious future that all four nations have in store for them while the joint base states that no matter which way they take and how far they go, these nations shall always be tied together at their beginning.

Present at the occasion **Mr. Vikas Jain, Business Director, Micromax Informatics Limited** said “Micromax Asia Cup trophy embodies Micromax’s commitment to make the tournament a reputed international event, viewed and enjoyed by cricket lovers from around the world. We believe that the innovative design of the Micromax Asia Cup 2010 Trophy represents the vision of our company that is synonymous with innovation.

He further added, “Micromax has always been enthusiastic in sports and we strongly believe that India has immense potential and a great sporting spirit which needs the right support and encouragement to grow. Micromax believes in promoting serious cricket bereft of frivolous paraphernalia that has come to be attached with cricket now. We believe that cricket should be played in its true spirit, the way we’ve known it to be and grown up to love.

We also believe that the action on the cricket field is really going to be promising in the coming few months and we will be associated with the cricketing frenzy all season through with the Micromax India - Sri Lanka-Newzealand ODI tri-Series – 2010 and the Mircomax India- Sri Lanka Test Series – 2010.

Team Squads:

Team India - MS Dhoni (capt), Virender Sehwag, Gautam Gambhir, Virat Kohli, Suresh Raina, Rohit Sharma, Ravindra Jadeja, Harbhajan Singh, Praveen Kumar, Zaheer Khan, Ashish Nehra, Pragyan Ojha, Ashok Dinda, R Ashwin, Saurabh Tiwary.

Team Pakistan- Shahid Afridi (capt), Salman Butt (vice-capt), Imran Farhat, Shahzaib Hasan, Umar Akmal, Shoaib Malik, Asad Shafiq, Umar Amin, Kamran Akmal (wk), Abdul Razzaq, Mohammad Asif, Mohammad Aamer, Shoaib Akhtar, Saeed Ajmal, Abdur Rehman.

Team Sri Lanka- Kumar Sangakkara (captain), Tillakaratne Dilshan, Mahela Jayawardene, Muttiah Muralitharan, Upul Tharanga, Angelo Mathews, Chamara Kapugedara, Thilan Samaraweera, Nuwan Kulasekara, Farveez Maharroof, Lasith Malinga, Chanaka Welegedara, Thilina Kandamby, Suraj Randiv, Rangana Herath.

Team Bangladesh - Shakib Al Hasan (capt) Mushfiqur Rahim (wk) Tamim Iqbal Imrul Kayes Jahurul Islam Junaid Siddique Mohammad Ashraful Mahmudullah Mashrafe Mortaza Naeem Islam Abdur Razzak Syed Rasel Rubel Hossain Shafiul Islam Suhrawadi Shuvo.

About Micromax:

Micromax is one a reputed Indian Telecom [hardware] Company with 23 domestic offices across the country and international offices in Hong Kong, USA and Dubai. Within a short span of time the Brand has become the preferred choice of millions, ranking Micromax as No. 3 mobile brand in the Indian telecom space (source: IDC report). And has now set sight on the global markets with its launch in Nepal and Sri Lanka, soon to to be followed by launches in Bangaldesh, Maldives, Dubai and Brazil. Micromax has focused its efforts towards creating life-enhancing 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 believes that it has geared up to bring about the paradigm shift in the way the cell phones are used by introducing groundbreaking mobile solutions technology.

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