

Press Release:

Micromax announces its foray into Sri Lanka

Company to introduce innovative products at affordable price range of 3000 to 25000 Sri Lankan Rupees

Aggressive plans to tap the huge untapped telecom consumer space with presence in 1500+ outlets across the country

Colombo, May 26th, 2010 – Micromax, one of the leading Indian mobile handset company announced its foray into **Sri Lanka**, the island jewel of the Indian Ocean today. The leading Indian mobile phone brand with its innovative and exciting range of mobile products is all set to win the trust of Sri Lankan consumers.

Micromax has entered into a distribution arrangement with M/s Infinity Lanka Holdings (P) Limited for its Sri-Lankan venture. Infinity plans to make Micromax products available through 1500+ outlets across the country, ensuring deeper shelf space and wider outlet spread. To begin with, the company will launch 7 models of handsets and 3G USB Data Cards ranging from less than 3,000 and upto 25,000 Sri Lankan Rupees.

“Micromax looks at Sri Lanka as a very important business territory and we are extremely delighted to be commercially available in Sri Lanka. This launch gives us a chance to take the success of Micromax from India to entire SAARC nations. Our key focus has always been technology innovation and value adds for our customers, we are confident to repeat the success story in this paradise island by becoming the preferred mobile phone brand in the territory. Sri Lankan Market has immense potential for the growth of mobile phone industry and there is a huge untapped telecom consumer segment waiting for our range of innovative mobile phone models.”, commented **Vikas Jain, Business Director Micromax Informatics Limited**.

Micromax shall bring in the products in multi price segments and for different consumer segments. “Youth will be our core customer segment in Sri Lanka and we shall also be reaching out to the low tele-density rural population of the territory specially with our 30 days battery backup phone models and Dual SIM mobile phones which will provide an operator choice to our customers”, remarked Vikas Sahni, Business Head for SAARC territory, Micromax Informatics Limited.

“We shall be providing Micromax customers in Sri Lanka with unique and full-fledged Micromax Experience Zones and the commercial launch shall coincide with opening of a Micromax Experience Zone in Colombo where the consumers can experience in live the entire range of Micromax handsets”, suggested Mr. Sajith Hewakurumbura, Director Infinity Lanka Holdings (P) Limited. It is our delight to partner with Micromax who has been a pioneer for mobile phone devices in India and we look at replicating their Indian fulfillment model in the shortest possible time and achieve our set of delighted Micromax customers in Sri Lanka, he further added.

To ensure brand awareness and visibility in the new launched business territory, the company has already acquired the sponsorships of key properties in entertainment and cricket rolling from IIFA 2010,

The Asia Cup and The Tri Series. Micromax is proud and very happy to bring to this wonderful nation the Micromax IIFA awards which will bring the best of bollywood to Colombo.

This is the 2nd international foray of the Indian company. Micromax's 1st step in the international market was in Nepal. After Sri Lanka the company plans to launch its business in Bangladesh within a span of a month and finally taking Middle East market and Brazil route. With its vision to develop path-breaking technologies and efficient processes, the company aims to become the trusted market leader in all the market territories where it operates.

Micromax acknowledges and thanks Sri Lankan tourism promotion board, Sri Lankan Airways and Sri Lankan airport authorities for the support extended to us.

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 and now in Sri Lanka. 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).

Micromax, has focused their 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** 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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