



**Press Release**  
**FOR IMMEDIATE RELEASE**

## ***Micromax brings Q50 - QWERTY keypad phone to navigate between work and fun***

- ***Q50 comes in Dual GSM-Dual-Band option***
- ***With - 2.2 "TFT screen and Pre Loaded Opera Mini browser***

**New Delhi, October 1<sup>st</sup>, 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 **Q50** QWERTY keypad with optical Trackpad for navigation. Opera Mini browser for surfing the web. It also comes in Dual GSM-Dual-Band option.

- 2.2 "TFT, QVGA (320\*240 pixels)
- Dual GSM-Dual-Band (900/1800Mhz)
- Multi Format Music Player with 3.5mm Audio Jack and
- SRS WOW HD
- FM Radio with recorder
- Pre loaded Social networking applications like Opera Mini, Nimbuzz, Snaptu and Facebook
- 2 MP camera

Q50 has a 3.5mm Audio Jack and built-in radio with SRS WOW HD. It comes with 2.2 "TFT, QVGA (320\*240 pixels) screen with preloaded social networking applications like facebook, nimbuzz and snaptu. Users can download java applications and utilize embedded java apps. Q50 also offers 2 mp camera and video player with recorder.

Q50 offers a 16 GB expandable memory. features like – Multi Format music player, Bluetooth, FM recorder, GPRS/WAP/MMS and games. Q50 also has a talk time of up to 3 hours and stand-by of up to 8 hours battery life.

Q50 is available across India. For more information, please visit [micromaxinfo.com](http://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](http://www.sebi.gov.in) and the respective websites of the book running lead managers at [www.jmfinancial.in](http://www.jmfinancial.in), <http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm>, [www.edelcap.com](http://www.edelcap.com) and [www.nomura.com/asia/services/capital\\_raising/equity.shtml](http://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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