



Press Release:

Micromax launches its Dubai operations

The range of dual SIM mobile phones will offer a greater variety of choices to Dubai consumers

Dubai, Oman, Kuwait & Qatar 05/10/2010 - Micromax Informatics Limited ("**Micromax**"), which 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*) announced its foray into **United Arab Emirates, Sultanate Of Oman, Kuwait and Qatar** today, through its wholly owned subsidiary, Micromax Informatics FZE. Micromax handsets will be aimed at consumers across all segments with special focus on the youth in the age group of less than 30 years. Product innovation has been a key factor in driving Micromax growth in India and it plans to bring an innovative product lineage to the consumers in Middle East too. Micromax will offer a wide variety of phones that range from gaming specific phones to social messenger that are in also line with its brand essence "Nothing like anything" and are targeted at the youth population of the city.

With phone features ranging from 30 day long battery life (standby mode), Dual SIM, QWERTY phones for youth, Multimedia mobile phones, and utility phones the Company believes it captured the entire value chain of handsets. The company has entered into a distribution arrangement with 2020 Mobile UAE LLC in the region who will distribute Micromax products in UAE. For distribution in Oman, Molecules Group of Companies has been shortlisted whereas Jumbo Electronics has won the distribution contract for Qatar and Kuwait

Speaking on the occasion of the launch, **Mr. Vikas Jain, Business Director, Micromax Informatics Limited** commented, "Micromax is indeed privileged to have consumer confidence, which has enabled us to establish ourselves in India, in a short period. We are very excited about the market opportunity Dubai offers and we believe that consumers would appreciate our dual SIM handsets, which would allow them to carry two mobile numbers in one phone.

He further added, "Our strategy has always been to provide unique value additions to our customers and we believe that we will be able to replicate our growth in the region.

We will target the youth population of the region with our varied range of products and believe that we will be able to create a new segment with each of our products in the new markets.

Post the launch in Nepal, Sri Lanka and Bangladesh; this will be the fourth international foray for Micromax. Micromax aims to become an established brand in all the market territories where it operates.

To attain positioning and to enhance brand visibility in the territory, Micromax aims to undertake a 360 degree branding exercise and focus will be on activities like, store branding, merchandisers in key retails and channel marketing.

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.*

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