

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

***Micromax partners with modu to launch in India modu T –  
the world’s lightest 3.5G touch mobile phone***

***The modu T phone is co-branded and customized with Micromax***

*New Delhi, October 20, 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 an exclusive partnership with Israeli based company Modu Limited (“modu”), to launch the co-branded and customized modu T phone in India.*

modu T, a 3.5G touch phone was awarded a Guinness World Records™ for being the lightest touch mobile phone in the world. The phone has a 2.2” touch screen and memory card slot for external memory card (capability up to 32GB). The phone has functionalities and applications which include web access, Instant Messaging, direct links to different social networks, a built in FM radio, GPS, music player. modu T includes a wide variety of applications such as: YouTube™, Google™ Search, Twitter, Facebook, Flickr, TuneWiki, eBuddy, Snaptu & operates on Qualcomm’s Brew operating system.

modu T is unique in its modularity, enabling connectivity with the different “fy” devices, which allows the phone to acquire additional features and functionalities which extend the user experience to higher levels.

Says **Vikas Jain, Business Director, Micromax**, “We are excited to work with modu, and bring this unique phone to the Indian audience with the Micromax touch. The modu T phone, co-

branded and customized with Micromax gives consumer this modular mobile experience. Innovation has been a driver for Micromax success in India and we believe that by bringing the modu T phone to India, we are targeting “the aspirational” segment of Indian consumers, who are the early adopters of technology and passionate about electronic gadgets. The modu T phone is a new device that capitalizes strongly on the innovation and style statement and we are happy to introduce it to our set of customers. ”

He further adds: “The **fy** devices provide an enhanced ecosystem, with multiple new functions added to the phone to enable users the freedom to choose, to change and to express themselves. Initially we will provide 2”**fy**” devices that make the phone multi functional and we are working with modu to introduce more **fy** devices in the near future. The modu T phone will be available in India from 22<sup>nd</sup> October 2010 and will be launched with pre-bundled 2GB memory card and both “**fy**” devices under a special launch promotional offer for the auspicious Indian festival of Diwali.

**Dov Moran, CEO and founder of modu**, comments: “We are quite fortunate to be launching in a dynamic market such as India with Micromax and with what we believe is a break-through product as the modu T. It is an opportunity for both companies.”

The modu T “**fy**” family of devices, which enhances and completes the user experience, includes:

- **camerafy** your modu T phone and capture moments while staying super compact. Simply slide your modu T phone into the compact and intuitive 5MP **camerafy** and start capturing and sharing your most memorable moments.
- **sportfy** your modu T phone and instantly turn it into your exercise companion. You can listen to your favorite music, get training information during and after your workout and track your route and performance online.

## 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 " .

## About modu

modu was established in 2007 by Dov Moran, inventor of the USB Flash Drive (DiskOnKey™) and other innovative flash data storage devices. modu manufactures modular communication devices. With over 130 employees, modu has assembled a team with unparalleled competencies and experience in the consumer electronics and wireless / mobile world. Current and future products will include cellular and Wi-Fi devices that interface with range of supporting devices. modu is headquartered in Kfar-Saba, Israel, for more information visit our website at: [www.modumobile.com](http://www.modumobile.com)

You can find modu on [Facebook](https://www.facebook.com/modumobile), or follow us on [twitter](https://twitter.com/modumobile)

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## For further information please contact:

Sheetal Singh

20:20 MEDIA

9891462813

Email: [sheetal@2020india.com](mailto:sheetal@2020india.com)