



Press Release

FOR IMMEDIATE RELEASE

Micromax launches X550 Qube for scintillating 3D experience

- ***Now Touch & Rotate to enjoy your favorite application with new X550 Qube***
- ***3D Qube User Interface to give a 360 degree viewing experience of the menu***
- ***X550 Qube brings a unique combination of speed-look-design for a delightful user experience***

New Delhi, September 23, 2010: Micromax, India's leading mobile handset manufacturing company today announced the launch of **X550 Qube** for incredible 3D experience, now in a phone. Its trendy and stylish design is packed with latest technology to keep users engaged anywhere and everywhere they go.

X550 has a 3.2" full touch screen for easy handling and enhanced readability. The customizable widget arc gives option of easy access to the list of applications like messages, camera, phonebook and many more. It also allows access to the most used applications as per the unique need of users. X550 offers touch sensitive wallpaper that comes with a range of animated and exciting wallpapers for a never-seen before experience

Key features

- 3.2" full touch lens
- 3D Qube user interface
- Touch sensitive wallpaper
- Customizable widget Arc
- Dual SIM & dual standby
- Multimedia applications like Opera Mini, Nimbuzz, Snaptu and Facebook
- Multi format music player
- 2 MP camera

of playing with vibrant colors and animated wallpapers on your mobile screen. 3D Qube User Interface will give the option of viewing all features of the phone at a glance.

Qube comes with a Dual SIM and Dual standby option to access the best of both worlds. Adding to this is the interesting Games options that come with the phone, to keep you entertained wherever you go. Besides the preloaded social networking applications like Facebook, Nimbuzz and Snaptu, X550 also brings an advanced multi format music player with WAV, MP3 and AMR for playing and sharing of the most desired songs. Qube also offers 2 mp camera and Stereo FM Radio to add to users' rich and delightful experience.

Micromax is kicking off new advertising campaign for the X550 Qube which will debut on television from 23rd September, 2010 onwards. The exciting new commercial is based on the message that how the magic of 3D Qube with exceptional features will keep users glued to the phone.

Qube X550 is available at an attractive price of Rs. 5,999. The model will be available across India. For more information, please visit micromaxinfo.com

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 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 a paradigm shift in the way cell phones are used by introducing groundbreaking mobile solutions technology.

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