

Press Release:

Micromax strengthens its foothold in Asia with the launch of its Maldives operations

Partners with Sense Wood Maldives (Pvt) Ltd. to enter SAARC's highest teledensity market

Maldives, August 04, 2011 – Micromax Informatics Limited (“Micromax”), India’s leading handset manufacturer today announced its foray into Maldivian telecom space, as a part of its aggressive global expansion activities. Micromax will launch 9 mobile phones competitively priced between 425 MVR to 4,500 MVR. Through an exclusive partnership with Sense Wood Maldives (Pvt) Ltd, Micromax will make the handsets available through more than outlets across the country, reaching out to the market with 150% mobile penetration.

Micromax aims to focus on consumers of all age groups, especially youth through their wide range of innovative products.

Innovative products have been a strong growth driver for Micromax in India and the company plans to bring the same innovation and quality products for Maldivian consumers catering to their advanced telecommunications needs and hence establishing a connect with the consumers of Maldives. Micromax will also be the first company to have exclusive service centers in the country.

This launch marks another milestone for Micromax, which aims to set its roots deep into the market and emerge as a leader in all the market territories it operates in.

Mr. Vikas Sahni, General Manager SAARC, Micromax Informatics Limited present on the launch said, “In 2011, we will continue our growth trajectory by developing our existing markets and expanding into newer markets. Today, I am delighted to offer an extensive range of innovative products designed to meet the communications needs of the highly evolved telecom users in Maldives. In addition to this, we will also bring the first ever exclusive service center through which we are confident to offer a delightful user experience in the region. With the younger generation accounting for 60% of Maldives’ total population, our focus will be to bring advanced mobility devices meeting the trends of the youth culture in the country.”

He further added, "To begin with, we are introducing 9 models ranging from less than 500 MVR to 4,500 MVR. These include feature-rich mobile phones with dual SIM, utility phones, QWERTY chat-phones, music-touch phones and Android based smartphones."

Micromax has been at the forefront of providing innovative and path breaking phones to the consumers across India, Bangladesh, Nepal, Sri Lanka, UAE and Brazil. Through this launch, Micromax will become the first company to have a mobile phone distribution network in Maldives. As another step to enrich users' experience, the company will offer 6 months warranty on all phones it launches in the country.

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, UAE and Brazil.

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