

Press Release

**Micromax Growing Stronger Globally,
Commences Operations in Brazil**

New Delhi, August 23rd, 2011: – **Micromax Informatics Limited (“Micromax”)**, India’s leading handset manufacturer announces its foray into the Brazilian market. With initial investments of around BRL 20 million the company is all set to take on its Brazilian competitors. Present in many countries across the globe, the Indian mobile manufacturer brings models targeting the youth, focusing on key features such as dual SIM, multimedia and 12 days marathon battery products.

The Indian mobile manufacturer has over 50 handsets in its portfolio, from basic phones to 3G technology, handsets with Android operating system, data cards & MI –FI routers. Launching new models every month, the company sells around 1.5 million phones per month in the countries it is present in. Initially, Micromax plans to launch 3 models in Brazil which would be available at all major retail stores across the North-East markets of the country. The products will be distributed by CIMEL and will be available in the Northeast markets. Four new models are expected in the next few months as the company expands its business in the Brazilian territory.

Present at the occasion, **Mr. Pratik Seal**, Head Marketing, Micromax Informatics Limited said, “We aim to sell around 1 million units in the first 12 months of our commencement of business in Brazil, with our goal being to establish ourselves as a top brand in the first 2 years. For the Brazilian consumers, we have plans of bringing innovative products. Our capacity on developing unique handsets and our history of growth in the other markets put us on a strong position to conquer a significant share of the Brazilian market.

With a great portfolio, strong branding, marketing actions and a great distributing partner, we hope to create a strong brand recall amongst the consumers. We plan to launch smart phones, Androids, music oriented phones and many other products that focus on innovation and design. We plan to take on the local market with an aggressive marketing strategy.”

Mr. Seal further added, “Micromax’s arrival in the local market comes with an aggressive marketing strategy and a 360^o marketing plan. Since our focus lies majorly on innovation and connecting with the youth, we have roped in the famous Brazilian comedienne and television personality, Sabrina Sato as the brand ambassador for our first campaign. Sabrina has the brand profile: she is fun, spontaneous and modern and has a great appeal to our youth audience.”

Models offered to the consumer are enumerated below:

Q55 – Also known as Bling brings a glamour quotient to the smart women of today. With an innovative design, Swarovski Zirconia buttons, Yamaha sound, FM radio, MP3 and easy access to Social Networks, it is set to take the mobile phone market by a storm.

X225 – A phone with a revolutionary battery life. The phone's 'marathon battery' last for 12 days on standby mode. It also comes with FM radio, MP3, and vibrant speakers.

X114 – a day-to-day handset, featuring FM radio with recorder, MP3 and a LED flashlight.

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, Maldives and UAE.

* Micromax holds the 3rd position amongst the handset manufacturers in India as per revenue with a market share of 6.9% for the FY 2011. (Source: V&D report)

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