



Press Release

FOR IMMEDIATE RELEASE

Micromax launches A75 SUPERFONE Lite Dual SIM Android 2.3

- An affordable SUPERFONE for the youth
- Dual SIM (GSM + GSM) Android powered so you could enjoy the benefit of both voice and data plans.

New Delhi, December 12th, 2011: Micromax Informatics Limited ("Micromax"), the 12th largest handset manufacturer in the World (According to Global Handset Vendor Market share report from Strategy Analytics), launches their latest Android SUPERFONE- Micromax SUPERFONE Lite A75.

This is the second device under the SUPERFONE category focusing on the smart and tech savvy youth of the country. This phone has best in class features, keeping in mind the requirements of its consumers. The A75 runs on Google Android 2.3 Gingerbread giving users the freedom to download over 2 lakh applications from Android Market.

Key features of A75

- ✓ 3.75" capacitive touchscreen
- ✓ Android 2.3 Gingerbread
- ✓ 650 MHz processor
- ✓ Dual SIM (GSM + GSM)
- ✓ Dual Camera
- ✓ Wi-Fi enabled
- ✓ Bluetooth
- ✓ Google voice search
- ✓ GPS
- ✓ 3.5mm Universal Jack
- ✓ 32GB expandable memory

This dual SIM Android powered device from Micromax has a 650 MHz processor for fast web browsing, checking mails, blogs, sharing photographs, and updating your status on social networking sites. The phone also comes with features like a 3.75 inch capacitive touchscreen, dual camera, 3G, Wi-Fi, Bluetooth etc.

The A75 comes preloaded with apps like Google Voice Search which enables you to perform various actions by speaking to the phone, live sending text messages, taking down notes, play music, access websites, and find directions to places etc. The phone also has a series of apps like SAAVN for users to listen to their favorite music using this online music store, Times of India online newspaper, NETQIN ANTIVIRUS, to protect devices from certain virus threats using this antivirus etc.

The phone offers a practically unlimited phonebook and SMS memory and comes with a 3.5 mm universal jack for the best music experience.

A75 is available at Rs. 8999/- This model will be available across all leading outlets.

For more information, please visit www.micromaxsuperfone.com

About Micromax:

Micromax is the 12th largest handset manufacturer in the World (According to Global Handset Vendor Market share report from Strategy Analytics). The Indian brand is reaching out to the global frontier with innovative products that challenge the status quo that Innovation comes with a price. Micromax has sales presence across India and global presence in Hong Kong, Bangladesh, Nepal, Sri-Lanka, Maldives, UAE, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Afghanistan and Brazil.

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

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