



Micromax strengthens its Android portfolio: introduces the A70

- *Packed with Android 2.2 (Froyo) and powered with a 600MHZ processor*
 - *Pre - loaded with M!- apps – application store by micromax*

New Delhi, July 19, 2011: Micromax Informatics Limited ("Micromax"), the third largest mobile brand in India, has set a new trend in the growing smartphone category with the launch of A70 today, the latest android device offering from Micromax with a capacitive touch screen and a dual camera for a better user experience.

The A70 comes with a 3.2" TFT HVGA capacitive touch screen, 65K color display and a resolution of 320x480 pixels. It runs on Android 2.2 (Froyo) and is powered by a 600 MHz processor, which helps you achieve your desired tasks much faster. The A70 is also equipped with a 5.0 MP primary camera and a VGA secondary camera.

Key features of A70

- ✓ Android 2.2 (Froyo)
- ✓ Camera Primary 5.0 MP
Secondary - VGA
- ✓ 600MHz Processor
- ✓ 8.128cm Multi Touch Capacitive Screen
- ✓ M! – apps - *application store by Micromax*
- ✓ WCDMA 2100 MHz
- ✓ HSDPA 7.2 Mbps
- ✓ Mi-Fi Pocket Wireless Internet
- ✓ GPS
- ✓ Wi-Fi 802.11 b/g
- ✓ Battery 1450mAh
- ✓ Proximity Sensor
- ✓ Gravity Sensor

The A70 is a 3G enabled device which supports download speeds upto 7.2 mbps and upload speed upto 3.6 mbps. The phone is also compatible with multiple audio/video formats and with the help of Officesuite Viewer ensures you that your work never suffers, even if you are on the go. The phone also boasts a gravity sensor and a proximity sensor making your web browsing experience even better.

The device also comes with some preloaded applications like Moneycontrol Markets, Ebuddy, Opera Mini, MiRoamer- Mobile radio, Saavn, Moshos, Mundu Live TV, Facebook and Whatsapp etc. There's also Micromax app store (M! – apps) for all other requirements. The A70 has an internal memory of 160 MB and is expandable upto 32 GB.

A70 is available at an attractive price of 8999/- The model will be available across India. For more information, please visit www.micromaxinfo.com

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 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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