



Press Release

Micromax partners with Nazara Technologies

To preload Electronic Arts (EA) games on some its devices.

New Delhi, June 2nd, 2011: Micromax Informatics Limited ("Micromax"), which is the largest Indian domestic mobile handsets 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) has entered into an agreement with Nazara Technologies to embed try and buy versions of popular high end game titles from leading publishers such as Electronic Arts.

Nazara is the exclusive partner for EA in India and will offer over 40 key titles from the EA catalog to Micromax consumers. These include popular titles such as "Need for Speed, Tetris, Monopoly, EA Cricket 11, Harry Potter, GI Joe and Medal of Honor" among others.

The games will be available on Micromax handsets on a *try and buy model* wherein the customer will be able to play each game free for upto 5 times. After the free trial period, consumers could either purchase the game outright for Rs. 49 / Rs 99 or access the games through micro transactions for as low as Rs 3 for a day pass. Billing is enabled through all carrier channels.

Quoting Nitish Mittersain, CEO of Nazara, "The combination of high quality titles from our key partners such as EA with a leading handset partner such as Micromax, will make high quality gaming more accessible to consumers. We are focusing on affordable pricing and easy access to high quality titles from premium publishers such as EA to make gaming mass market in India. As a next step, we will also be experimenting with free to consumer games that will be monetized through in-game advertising and virtual goods"

Quoting Vikas Jain, Business Director- Micromax, We are extremely delighted to partner with Nazara and hence bring an experience delivery to our consumers. The idea is simple to provide a differential experience to our customers through Micromax devices coming bundled with content that consumers want and are not restricted to download as the option. Gaming has always been very central to Micromax plans of reaching out to the youth of the country and the partnership with Nazara helps us to reach out to our consumers and thank them for their unstinted support to Micromax in the growth story. We are sure our customers will like the partnership and provide us encouragement to enter into similar alliances.”

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.

About Nazara Technologies Pvt. Ltd.

Nazara is a leading mobile games developer and publisher focused on the large mobile consumer base in India and emerging markets including the Middle East and Africa. In addition to developing a range of branded and original mobile games, Nazara serves as a publisher for key game providers such as Electronic Arts. Its customers include all mobile carriers in India as well as several device manufacturers.

###