



Press Release

Micromax launches its latest innovation the Van Gogh X450

India's first phone with built-in Bluetooth headset device

New Delhi, June 27th, 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*) today announced the launch of its new phone the Van Gogh X450- A stylish phone that integrates a Bluetooth hands-free headset in its sleek design. The phone is packed with some great features, for those whom communication matters the most.

In addition to its unique design feature, Van Gogh X450

sports a matt finish with a glossy front and a 2.6" mirror-like TFT screen. The fashionable X450 comes with a 65K color display and a 2.0 MP camera for capturing moments of life. The X450's integrated Bluetooth headset has a discreet docking port on the back of the phone for convenient storage and adding to the looks of the phone. The phone has a multi format audio and

Key features of X450

- 2.6" QVGA TFT screen (65K color Display)
- Dock-able Bluetooth headset with self charging
- Swappable back panel
- 2.0 MP camera
- 3.5mm audio jack
- Multi format video and audio player
- FM Radio
- Expandable memory upto 8GB.
- Dual Sim

video player with a 3.5mm universal jack to ensure that you and music are always in touch. Along with the phone you also get a Swappable back panel to change the look of your device according to your style.

The X450 also allows you to access the internet through Opera Mini web browser and have instant messaging services like Facebook, Yahoo, msn etc. through ebuddy. It owns a long lasting 1000 MAH battery to give you maximum enjoyment. The phone's memory is expandable up to 8 GB which makes it a high performance communication device.

X450 is available at an MOP of Rs 3499/- The models 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 now UAE.

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