



Press Release

Micromax is now the World's 12th Largest Handset Brand

New Delhi, 1st September, 2011: Micromax Informatics Limited (“Micromax”), the third largest mobile brand in India **achieved another milestone today and has become the world’s 12th largest handset manufacturer with 1% share globally.** This is the company’s highest ever worldwide ranking. Micromax is now larger than all Japanese brands, including such famous names as Sharp and NEC. Micromax is ahead of Lenovo (2.6M) and closing the gap on Sony Ericsson (7.6M).

According to the Global Handset Vendor Marketshare report from Strategy Analytics for Q2 2011, **Micromax** topped the micro vendor rankings, shipping an impressive 4.0 million handsets worldwide in Q2 2011. As per the report, Micromax commands an 8% share in its home market India, making the brand ranked third behind Nokia and Samsung in terms of volumes. **Micromax** grew 48% annually, leveraging its growing brand awareness, distribution reach, faster time-to-market and a diverse product portfolio.

Speaking on the occasion, Mr. Rahul Sharma Executive Director Micromax Informatics Ltd., said “This trend re-emphasizes the emergence of Micromax as a global mobility device brand and puts us as a competitive player on the global radar of telecommunication industry. The mobile handset market is a dynamic sector which changes with the ever changing needs of the consumers. Our commitment to bring innovative products which are relevant for our evolved customers has put us in a strong position to lead the markets we operate in.”

The report tracks the world's 30 largest handset vendors on a quarterly basis. Also, with the entry of 25 new micro vendors this quarter, the global legitimate handset shipments increased 12% annually to reach a record second quarter total of 358 million units in Q2 2011.

Micromax product portfolio embraces more than 60 models today, ranging from feature rich, dual-SIM phones to QWERTY, touch-enabled smart-feature phones and 3G Android smartphones designed for younger consumers in suburban and urban markets. Some of the latest innovations from Micromax are- Bling2, A70 android device and Van Gogh with build-in Bluetooth. Besides bringing the latest innovations in the mobile handset, the company also lays special focus on the packaging of the products to enhance the customer's overall experience with the device. Most of the products come with innovative packaging and bundled accessories.

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 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.

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