

## **Micromax introduces Canvas Win series; Launches two Windows-based phones- Canvas Win W121 and Canvas Win W092!**

- First Indian brand to launch Windows-based phone, backed by personalized UI  
- Powered by a Qualcomm® Snapdragon™ quad-core processor; world's most personal phone with Live Tiles

**New Delhi, June 16, 2014:** Micromax, India's 2<sup>nd</sup> Largest Smartphone Manufacturer and World's 10<sup>th</sup> Largest Mobile Manufacturer, today introduced its Canvas Win series with the launch of **two Windows-based phones – Canvas Win W121 and Canvas Win W092**. With this announcement, Micromax has become the first Indian smartphone player to launch a Windows-based phone.

This partnership marks a milestone in the Indian mobile phone eco-system as it brings together for the first time; Microsoft, Qualcomm and Micromax, the three pioneers who have been leveraging their technology as an enabler for the masses.

**Commenting on the launch, Mr. Sanjay Kapoor, Chairman, Micromax said,** "With our vision to democratize technology and belief in providing consumers with choice of platforms, we are pleased to introduce a new range of Windows-based phones. I am pleased that Micromax is the only Indian mobile phone brand to be present across the two most popular operating platforms in the world."

**He further added,** "Micromax's innovative demeanour and belief in strong partnerships has culminated in today's launch powered by Microsoft's UI enriching platform and Qualcomm's next generation processor. We will continue to introduce products and services that simplify and enhance the data experience of consumers across markets."

"I congratulate Micromax on the launch of their first Windows Phone today. The Micromax Canvas Win will be available both in India and other emerging markets. Our deep engagement with local OEMs is one of the engines of growth for Windows Phone and we are proud of our partnership with Micromax. With Micromax Canvas Win, Windows Phone is now available to a whole new group of consumers in India, who are looking for innovation and value," said **Bhaskar Pramanik, Chairman, Microsoft India**.

"We are excited to collaborate with Microsoft and Micromax, through the Qualcomm Reference Design Program by Qualcomm Technologies, to introduce one of the first Windows Phone 8.1 smartphones by an Indian brand, Canvas Win W121, powered by the Qualcomm® Snapdragon™ 200 processor," said **Avneesh Agrawal, President, Qualcomm India and South Asia**. "Qualcomm Technologies has a long history of working with Microsoft and we continue to be a leading chipset supplier for Windows Phone. Qualcomm® Snapdragon™ processors are designed to support an exceptional level of integration between hardware, software and services on Windows Phone, which in turn helps Micromax to offer users a comprehensive set of business and entertainment applications with a combination of processing performance, rich multimedia, high-performance graphics, wireless connectivity and power efficiency."

### **Key features of Canvas Win W121**

- ✓ Windows Phone 8.1 OS
- ✓ Qualcomm® Snapdragon™ 200 processor with 1.2 GHz Quad Core CPU
- ✓ 5-inch HD IPS display
- ✓ 2000 mAh battery
- ✓ 8MP rear camera with flash; 2MP front camera
- ✓ Dual-SIM
- ✓ 1GB RAM; 8GB ROM
- ✓ Up to 32GB expandable memory
- ✓ Proximity Sensor, Gravity Sensor, Light Sensor and Accelerometer

### **Key features of Canvas Win W092**

- ✓ Windows Phone 8.1 OS
- ✓ Qualcomm® Snapdragon™ 200 processor with 1.2 GHz Quad Core CPU
- ✓ 4-inch IPS display
- ✓ 1500 mAh battery
- ✓ 5MP rear camera with flash; 0.3MP front camera
- ✓ Dual-SIM
- ✓ 1GB RAM; 8GB ROM



Powered by the new Windows Phone 8.1 operating system and a Snapdragon 200 processor by Qualcomm Technologies, the Canvas Win W121 & Canvas Win W092 assimilate the best of Microsoft, Qualcomm and Micromax, offering great performance, great mobile experience and a multitude of features for work and fun. The new Windows Phone 8.1 focuses on personalising and customizing the phone with features that can be controlled by the user offering a multitude of features for work and fun. One can enjoy a personalized user interface with LiveTiles and find faster ways to connect via the People Hub, which bring together friend updates and social networks into one place. Users can now search swiftly and smartly using the pre-loaded Internet Explorer 11. The Windows Phone App store boasts of over 300,000 apps and also powers a very active developer ecosystem to provide consumers with a delightful app experience. With Microsoft Office and OneDrive, users can fulfil all their business needs on-the-go while entertainment seekers can access an all-in-one music service through Xbox Music. Aptly designed for the discerning consumer, the phone combines the best of software and hardware. Globally the Windows Phone is an aspirational brand as well as the world's most personal phone, with Live Tiles reflecting the user's priorities and promising security & reliability at the same time.

Powered by a Snapdragon 200 processor, the Canvas Win smartphones are designed to support powerful processing, efficient multi-tasking, richer graphics and media capability while optimizing battery life. Sporting a 5-inch HD IPS display, the dual-SIM **Canvas Win 121** is power-packed with a 2000 mAh battery. Users can capture all their favourite moments with the 8MP rear camera with flash and connect with their friends and family over Skype using the 2MP front camera. Users don't need to worry about running out of space on the smartphone with the 32GB expandable memory. The **Canvas Win W092** sports a 4-inch IPS display and is power-packed with a 1500 mAh battery. Equipped with a 5MP rear camera with flash and 0.3MP front camera, users can click vibrant images lighting up the dull moments. With a 1GB RAM and 8GB ROM, users can store all their music, videos, images and documents. Both smartphones support Bluetooth v4.0 and Wi-Fi, ensuring full time connectivity for the social media buffs. Microsoft's cloud storage tool OneDrive adds many other capabilities such as Bing, Skype, Xbox Games, Office 365 and more to give consumers added value.

The Canvas Win W121 and Canvas Win W092 priced at Rs. 9,500/- and Rs. 6,500/- respectively, will be available across retail stores and e-com portals starting early July 2014.

For more information, please visit [www.micromaxinfo.com](http://www.micromaxinfo.com)

You can also connect with us at – f - [Micromax](#) or @[Micromax Mobile](#)

### **About Micromax**

Micromax Informatics Limited is one of the leading consumer electronics company in India and the 10<sup>th</sup> largest mobile phone player in the world ([Counterpoint Research](#)). Over the past 5 years, Micromax has pioneered the democratization of technology for masses by offering affordable innovations through their product offerings and removing barriers for large scale adoption of advanced technologies. Micromax is currently the 2<sup>nd</sup> largest smartphone company in India with a market share of 17.5 percent in Q1 of 2014 ([CyberMedia Research](#)). The brand's product portfolio embraces more than 60 models today, ranging from feature rich, dual – SIM phones, 3G Android smartphones, tablets, LED televisions and data cards. The company also has many firsts to its credit when it comes to the mobile handset market including the 30-day battery backup, dual SIM phones, QWERTY keypads, universal remote control mobile phones, first quad-core budget smart phone etc. The company has its operations across Russia and SAARC markets. Micromax sells more than 3 million Mobility Devices every month, with a presence in more than 560 districts through 1, 50,000 retail outlets in India. With presence across India and global presence in Russia and SAARC markets, the Indian brand is reaching out to the global frontier with innovative products that challenge the status quo that Innovation comes with a price.



### **About Microsoft**

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft set up its India operations in 1990. Today, Microsoft entities in India have over 6,000 employees, engaged in sales and marketing, research and development and customer services and support, across nine Indian cities - Ahmedabad, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi and Pune. Microsoft is committed to touching and transforming lives and businesses in India through technology.

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