

MICROMAX

MOVING AHEAD

Micromax Informatics Limited is a consumer electronics company, which started its operations as an IT software company and later spanned into mobile handset business.

By targeting the low-cost feature phone segment in the domestic market they emerged as the domestic leaders and helped in creating advanced technology on a large scale with their innovative solution offerings.

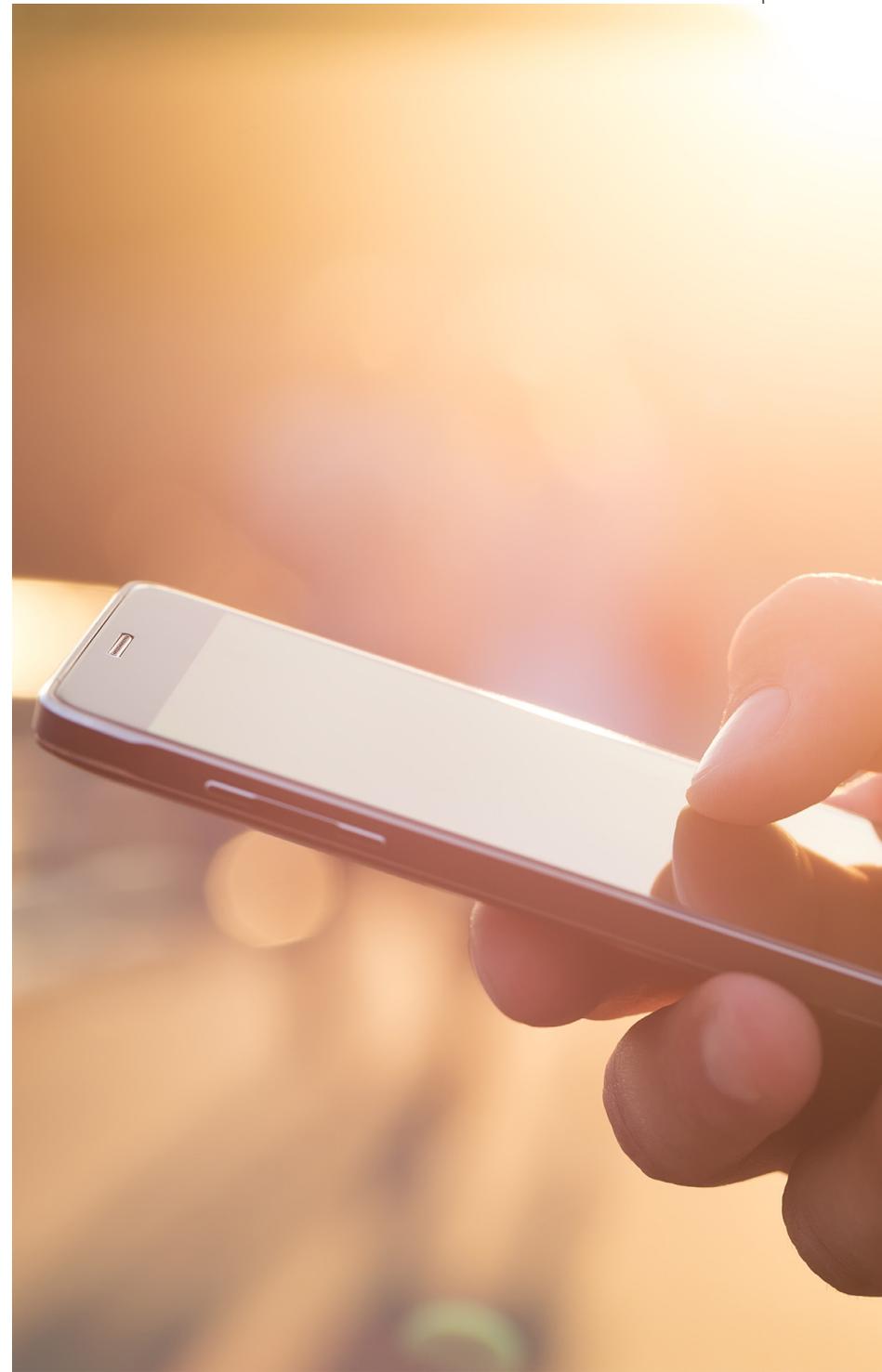
Micromax has not only turned out to be a global leader but has also captivated the youth with their vibrant designs and empowering technology.

They enjoy an impressive global standing as the 10th largest mobile phone player in the world having already captured the Russian and SAARC markets with its innovations. It targets on improving these statistics by a

few notches to feature among the top 5 mobile companies of the world. Registering an upward thrust in its nationwide monthly sale of 2.3 million Mobility Devices, Micromax is poised as the 2nd largest smartphone company in India with its market encompassing more than 560 districts through 1,25,000 retail outlets in the country.

CELEBRATING QUALITY

The brand's product portfolio embraces more than 60 models incorporating 30-day battery backup, Dual SIM Dual Standby phones, QWERTY keypads, universal remote control mobile phones & quad-core budget smart phones. Immersing itself in complete 'Indianness', Micromax has aptly named its latest 4G feature phone as Bharat1 which is powered with a Dual Sim, 2MP rear camera, Qualcomm Snapdragon



Processor with 4GB storage along with an affordable unlimited data and calling plan in collaboration with BSNL.

With its corporate practice of placing the customer at the top of the value pyramid, ergonomics has led Micromax to design flicker-free LED monitors with 3D anti-glare and anti-reflective coating, thereby, reducing eye fatigue. In addition, world-class HD and

FHD monitors, with a contrast ratio of 500000:1, and response time of 5 milliseconds have also been developed by Micromax.

The company also offers world-class consumer electronics with a range of LED TVs, sound systems, power banks and air conditioners. Their LED TVs with cutting edge technology provides a sophisticated theatre like experience to the viewer.