

Micromax Informatics Limited

Micromax – The Company:

Micromax Informatics Limited is one of the leading consumer electronics company in India and the 10th largest mobile phone player in the world. Over the past decade, Micromax has pioneered the democratization of technology in India by offering affordable innovations through their product offerings and removing barriers for large scale adoption of advanced technologies. Micromax is currently the 2nd largest smartphone company in India. Micromax is a brand which is close to the heart of the youth and celebrates the vibrancies of life and empowerment.

Products:

Micromax products have become an extension of the Indian youth's lifestyle and dynamism. The company has many firsts to its credit when it comes to the mobile handset market including the 30-day battery backup, Dual SIM Dual Standby phones, QWERTY keypads, universal remote control mobile phones, first quad-core budget smart phone etc. 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. Micromax sells around 2.3 million Mobility Devices every month, with a presence in more than 560 districts through 1, 25,000 retail outlets in India.

Network & reach:

With sales 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.

For more information, please visit www.micromaxinfo.com

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