

## Micromax strengthens its Core team / management in India

- *Mr. Deepak Mehrotra joins as the new CEO from Bharti Airtel*
- *Mr. Khaja Muzaffarullah joins as the Feature phone division head from Sony Ericsson*
- *Mr. Ajay Sharma, Ex Country Head from HTC to lead the Smart phone division*

**New Delhi, December 27<sup>th</sup>, 2011** – Micromax, the leading Indian mobile brand, in its endeavor to further firm up its leadership position in the market, today announced appointment of key positions further strengthening its management team in India. At the helm of affairs will now be Deepak Mehrotra, joining as the new Micromax CEO. His last assignment in Bharti was as the operations directors- mobility business, handling a large part of the country.

The brand is already a key player in the feature phone segment and is now aggressively looking to capture the smartphone market share as well. The focus going forward will be to have two separate divisions, the '**Feature Phone division**' to be led by **Mr. Khaja Muzaffarullah** and **Smart phone division**' to be headed by **Mr. Ajay Sharma**.

Commenting on the development, **Rahul Sharma, Executive Director**, Micromax said, "We are a brand that's admired for its different thinking and challenging the conventional. The new team brings with them wealth of experience by virtue of their long-standing association and in-depth understanding of the overall mobility market globally."

Considering the way Micromax has taken the unprecedented leap in the mobile ecosystem in India and globally, the appointments are a testimony to a great future in coming times as well. Says **Deepak Mehrotra, CEO, Micromax Informatics Ltd**, "These are exciting times not only for the brand but for the industry as a whole. We are witnessing technology advancements every day and that further excites us at Micromax. The Indian mobile industry is growing at a rate of 12% and we would like to capture this opportunity and drive the next phase of growth for the brand. We would further leverage brand's success in this high potential Indian market and build new capabilities.

He added, "The Indian market will witness a smart phone revolution which has only just begin, we would want to script this story in the typical Micromax way"

The innovative feature phones from Micromax have already changed the game in the industry. In the next 2 years, as India gears up become the largest mobile market, Micromax aims to double its reach as well and strengthen its distribution network. Leading this vision will be Khaja Muzaffarullah, Head of sales for feature phone division, as he leverages his expertise on emerging markets. Khaja Muzaffarullah, was earlier with Sony Ericsson at a leadership position.

Commenting on his new role, Muzaffarullah said, "The channels partners are a key to our business model and form the backbone of our strong presence in the country. We would be strengthening our

distribution across the country and work towards creating a robust network that brings us closer to the customer.

Micromax has already established its leadership in the feature phone market in India and as India witnesses adoption of android, Micromax aims to build a strong portfolio of smartphones for the discerning Indian consumers.

Commenting about the potential of smartphones, Ajay Sharma, who is leading the Smart phone division at Micromax says, "Micromax would aspire a 10% of the market share at the earliest.