



Micromax unveils its new Brand logo

- *Eric Atkins of USA announced as the winner for 'Creative hunt to revamp logo' contest*
- *Winner to be awarded with a MacBook Pro and recognition on the Company's website*

New Delhi, March 17, 2012: Micromax Informatics Limited, the 12th largest handset manufacturer in the World* today announced a change in their logo, unveiling the new *punch* logo. The new logo will be revealed at the Micromax Asia Cup 2012, during the India vs. Pakistan match on Sunday, March 18, 2012. The punch logo has been developed through an extensive crowd sourcing exercise undertaken by Micromax, in association with Talent house India, inviting participants to submit their version of the logo.

The contest targeted the design community across the virtual world and students from over 150 colleges and design schools. The contest which ran for a span of 2 months registered over 2500 entries by more than 1500 participants from across the globe. Out of the entries received, Eric Atkins of USA was announced as the winner of the contest.

"Today, as we expand, this new brand logo gives us the opportunity to present a single, powerful and unified face to our customers around the world. At Micromax, we value customer feedback and hence, we are glad to unveil this new logo which has been created by the fresh and young minds. It was tough to choose one amongst 2500 entries but we all decided that the *Punch* logo is a true reflection of the Micromax brand which is young, innovative, dynamic, bold, extrovert and fun", **said Pratik Seal, Head- Marketing, Micromax.**

The winner of the online contest will be rewarded with a MacBook Pro and will be acknowledged on the company website. The entire branding will be revamped by the end of this month.

About Micromax:

Micromax is the 12th largest handset manufacturer in the World (According to *Global Handset Vendor Market share report from Strategy Analytics*). The Indian brand is reaching out to the global frontier with innovative products that challenge the status quo that Innovation comes with a price. **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.

* According to *Global Handset Vendor Market share report from Strategy Analytics*

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