

## Micromax introduces the Canvas Tab

*Extends the Canvas experience to consumers, now on Tablet PCs*

*Looks to consolidate leadership in the Tablet market*

**New Delhi, September 18<sup>th</sup>, 2013:** Micromax, India's leading handset manufacturer, today announced the launch of its first flagship tablet in the Canvas series with **The Canvas Tab P650**. Exemplifying great style combined with superior technology, the device aims to be the perfect companion for people who want to stay connected on the move. The Canvas Tab comes with a slew of latest software and hardware features that offer seamless and enhanced user experience. After pioneering the edutainment category in the tablet market and truly democratizing the Indian smartphone eco-system with the Canvas series of smartphones, the company now promises to extend the *Canvas* experience to the tablet PC category.

Commenting on the launch, Mr. Rahul Sharma, Micromax Co-Founder said, "With Canvas Tab, we are offering Indian consumers a unique combination of superior technology complemented with unmatched style. It reinforces our commitment to massify and democratize technology by empowering the consumers with the best and most unique innovations that offer great value for them."

He further added, "With today's launch, we aim to extend the Canvas experience to our users on the tablet PC's, supported by an entire eco-system of applications. The Canvas Tab promises a seamless experience to the consumers. The Canvas Tab will strengthen our leadership in the tablet PC market complemented with a 360 degree go to market strategy to reach out to the consumers."

Adding oomph and style quotient, the Canvas Tab shows off a light and sleek design with full aluminum body. Sporting an 8" IPS full touch display, this new device promises excellent graphic quality its user.

Designed for work and fun on the go, the Canvas Tab is powered by a 1.2 GHz quad core processor and packed with a 4800 mAh battery promising users a seamless experience. With access to a huge number of apps which can be downloaded from the Google Play Store, this is the first tab in the Canvas series runs on Android 4.2.1 (Jelly Bean) upgradable via FOTA.

### **Key features of Canvas Tab**

- ✓ 1.2GHz Quad Core processor
- ✓ 8" IPS display
- ✓ 3G with Calling
- ✓ MHz 850/900/1800/1900/2100
- ✓ 4800 mAh battery
- ✓ Android 4.2.1(Jelly Bean)
- ✓ 5.0 MP AF Rear Camera; 2.0 MP Front Camera
- ✓ 16GB Internal Memory & expandable up to 32GB
- ✓ 1GB RAM
- ✓ Browsing time up to 5 hours
- ✓ GPS, Wi-Fi and Bluetooth v3.0 enabled
- ✓ Gravity Sensors
- ✓ Look away to pause video
- ✓ Video Pinning, Pop-up Browser
- ✓ Pre-loaded with , Opera, Spuul, Kingsoft Office, M!Live, M!Security
- ✓ Free Flip Cover

After the unprecedented success of **Canvas 4**, Micromax has taken key insights from consumer feedback and integrated some of its most popular applications and smart features on Canvas Tab like the video player where one can watch a video and at the same time preview another video with ease (multiple video view), pause the video when you are not looking at the screen (look away pause), or use the option of video pinning to continue surfing on the tab while the video continues to run, the tablet promises superior application performance. Promising a browsing time of up to 5 hours, this 3G tablet is the ideal gadget for the young generation who is always on the lookout for better, faster and savvier gadgets on the go!

The tab comes equipped with a lot of fun features and apps for the users like, **Spuul** to watch free movies online, **Music Hub** to get access to songs online, **Opera Mini** for superior browsing experience and **M! Live**, to allow users to download HD/premium games. For the security of Canvas Tab buyers, Micromax will also offer a unique M! Security feature that offer security solutions including Back-Up, Anti-Theft Tracker, Anti-Virus. The users can store their favorite pictures, audios and videos in the tab's 16GB internal memory which is expandable up to 32GB.

Priced at Rs. 16,500/-, Canvas Tab will be available in 2 colors White & Blue and would be available across all leading retail outlets in India from 18<sup>th</sup> September, 2013.

**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 started as an IT software company in the year 2000 working on embedded platforms. In 2008, it entered mobile handset business and by 2010 it became one of the largest Indian domestic mobile handsets company by offering unique affordable innovations. Micromax currently holds 22 percent market share in the Indian smartphone market according to IDC Q2 report. 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 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 etc. *Micromax* has presence in more than 560 districts through 125,000 retail outlets in India. The company has sales presence spread across Bangladesh, Sri Lanka and Nepal.

#### **For further information, please contact**

Aashima Malik

+919899215064

[aashima.malik@bm.com](mailto:aashima.malik@bm.com)

Aastha Khurana

+919711209880

[aastha.khurana@bm.com](mailto:aastha.khurana@bm.com)