



Press Release

For immediate release

Now CAN “BBM” on Micromax Canvas Range of Smart Phones

New Delhi, September 19, 2013 - Micromax, India’s leading handset manufacturer, today announced availability of the popular BBM™ application on its Canvas range of smartphones. The popular mobile messaging service application will come pre-loaded on new Micromax smartphones from the first week of October. Existing Canvas users CAN download the BBM for Android™ app from the Google Play Store, adding to the current slew of third party messaging services available on the Micromax smartphones.

Mr. Deepak Mehrotra, CEO, Micromax said, “We have built a strong mobile ecosystem for our users, which not only drives them to buy our products, but also builds a connection with the brand by massifying and democratizing technology in India. Bringing one of the most popular mobile messaging services with BBM on our smartphones is yet another effort to expand our bouquet of messaging services for our consumers to connect and communicate seamlessly with their loved ones.”

“We will continue to drive innovation ensuring that our customers have preferential access to the latest and most exciting applications such as the BBM in the future as well,” **concluded Mehrotra.**

With the arrival of BBM on the Canvas smartphones, Micromax customers will now have access to the BBM mobile social network around the world, including features such as BBM chats and multi-person chats with BBM Groups, which allow customers to connect with up to 30 BBM contacts at a time, as well as the ability to share voice notes and photographs.

“BBM offers customers a highly engaging mobile messaging experience, with the assurance that your message has been delivered and read, and privacy controls that let you easily connect with people without forcing you to give out your phone number or email address. We are delighted to work with Micromax to bring BBM to their customers directly on Canvas smartphones across India,” **said Sunil Lalvani, Managing Director for India at BlackBerry.**

BBM for Android will be available for download from the Google Play Store, **free of cost**.

For more information, please visit www.micromaxinfo.com or www.bbm.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.

BlackBerry and related trademarks, names and logos are the property of BlackBerry Limited. BlackBerry is not responsible for any third-party products or services.

For further information, please contact

Aashima Malik / Nikhil Kharoo

+919899215064 / +919999844058

aashima.malik@bm.com / nikhil.kharoo@bm.com