Lava rolls out Android Marshmallow upgrade for its smartphone LAVA P7
Announces plans to provide Marshmallow update for its 4G smartphone portfolio range

New Delhi, June 15, 2016 – Lava International today announced the rollout of Android Marshmallow upgrade on its smartphones, beginning with LAVA P7 smartphone which was launched earlier this year. The company also announced its plans to provide the upgrade for most of its 4G smart phones with 1 GB RAM, in coming few weeks.

Post the upgrade, consumers will be able to enjoy a lot more benefits such as improved battery life, easy accessibility to app information, smoother and enhanced smartphone experience and many more.

Lava P7 has a premium pearly finish with Corning Gorilla Glass and offers Front LED Flash. Marshmallow upgrade will be an added advantage to the users of this phone. The OS update will also be available in other models including Pixel V2, X10, V2s, V5, X11, A71 and A72 in coming few weeks.

In addition to this, Lava V2 3GB already comes equipped with Android 6.0 and is one of the few devices in its price segment, with Marshmallow out of the box.

Some prominent features of Marshmallow which sets it apart from its predecessor Lollipop are :
- **Now on Tap: '**Now on Tap button' gives easy access to useful information and apps
- **Enhanced Battery Performance:** Android M helps the smartphone battery to work smarter and save on the extra drainage
    1. **Doze**: When a Lava smartphone with Android Marshmallow is at rest, the 'Doze' feature automatically puts it into a sleep state - which helps users save energy for some important tasks by increasing its standby battery life. Also users' phone still set off alarm on its own, even when the phone is out of battery or switched off
    2. **App Standby**: This features saves battery from extra drainage by the apps which are less frequently used. App Standby limits apps impact on battery life, so battery charge lasts longer
- **Better Security**: On the Lava smartphones with Android Marshmallow 6.0, apps designed for Android Marshmallow only ask for permission to access users' data. Users can deny any permission and still continue to use the app.
- **Refreshed Google Now Launcher**: The app list includes search, fast alphabetic scrolling and predictive app suggestions. This is an impactful change from the last Android version and will drastically improve the phone browsing experience for consumers.
- **Flex Storage:** This makes using SD cards or external storage devices as extended storage for apps and games on Android Marshmallow.

To check if the update is available go to device's Settings->About Phone->System Updates->Check now for update.