



Lava launches X81 smartphone which is 'Designed to Impress' at Rs. 11,500/-

- Ergonomically designed with sleek metallic finish
- Better viewing experience with 12.7 cm (5") HD IPS, full lamination, 2.5 D curved glass display
- Lag-free multi-tasking and un-interrupted gaming and internet browsing experience - 1.3Ghz Quad Core processor coupled with 3GB RAM and Cat4 4G LTE connectivity
- Splendid photography experience with 13MP rear camera & 5MP front camera

New Delhi, June 09, 2016: LAVA International Limited, one of the leading and fastest growing multi-national companies in the mobile handset industry today announced the launch of Lava X81, a smartphone with a combination of impressive design and technology.

'Designed to Impress', Lava X81 offers an exceptional package of good looks, ultra-fast internet, un-interrupted calling and smooth video playback. It is a perfect gadget for those who love flaunting their smartphones in their social circles as well as look for reliability and performance from their personal device. **Priced at Rs. 11,500/-**, Lava X81 will be available in Space Grey colours across all the national retail stores and multi-brand outlets and exclusively on Flipkart from June 13, 2016 onwards. The smartphone will also be available in Gold from next month onwards.

Commenting on the launch, **Mr. Gaurav Nigam, Head of Product, Lava International** said, *"It's an immense delight for us to announce Lava X81, a smartphone with a powerful combination of design and technology. It's not just a complex maze of components put together - it is, in the truest sense, a device that has a style quotient and flaunt value of its own. Through X81, we aspire to offer a device which is stylish and reliable, and at the same time enhances the overall smartphone experience of our consumers through its technological excellence"*.

Lava X81 is the smartest and the fastest smartphone which is powered by a 64 bit 1.3 GHz MediaTek Quad Core processor along with 3GB DDR3 RAM. It also offers an onboard storage of 16 GB ROM, which is further expandable up to 64 GB, providing the consumers with ample storage for music, videos, pictures, applications and other data.

Key features of X81

- 2.5D Curved Display, 4G smartphone (upgradable VoLTE)
- Powerful 2700 mAh Li-Po Battery
- 13 MP Rear camera along with 5 MP front camera
- 3 GB DDR3 RAM and 16 GB ROM which can be expanded up to 64 GB
- Dual SIM support
- Full HD (1080p) video playback and recording

Lava X81 sports a super-rich 2.5D curved display supported by Corning Gorilla Glass 3 protection, making it a sturdy and reliable device. The device provides an un-interrupted calling experience with Cat4 4G LTE upgradable to VoLTE. It also supports GSM 900, 1800 MHz, HSPA (DL 150 Mbps, UL 50 Mbps) and offers the much required, dual SIM (4G + 4G*) connectivity.



It also comes with an incredible backup with 2700 mAh Li-Po battery for prolonged usage through a single charge. With Lava X81's Super Power Mode consumers will be able to improve the device stand-by time up to 2 days. LAVA X81 runs on Android Marshmallow 6.0 which further enhances the reliability of the smartphone.

Not just this, LAVA X81 comes equipped with a splendid 13 MP rear camera offering dual LED flash and 5 MP front camera which offers LED flash and 84 degree wide angle lens. In addition, consumers will be able to choose their screen as a flash while taking selfies in low light for brighter pictures.

The cameras are further supported by integrated features - *Pic Focus* for sharp focus on the subject and blurring the background like in professional camera, *Wide Selfie* to add more people/objects in every selfie, *Beauty-fi* for perfect picture in one go and *Night Pro* for bright and clear image even in low light.

Users will be able to fast forward time and capture it with LAVA X81's time-lapse video feature - in which the frame rate is lower than what it is used to view the sequence. So when the video is played at a normal speed, time appears to be moving faster.

Additionally, Lava X81 features full HD (1080p) video playback and recording along with bottom placed speakers, giving the users an amalgamation of great video experience and excellent audio quality.

Lava X81 comes bundled with an Airtel double data offer. The smartphone also offers manufacturer warranty for a year along with 6 months warranty for the in-box accessories which include battery, headset, charger and a USB Cable. Additionally, consumers will get 1 year free screen replacement for purchase of the smartphone within the first initial month.