



## LAVA strengthens its tablet portfolio, launches flagship Ivory M4 with high end specs

- *Sports an 8-inch IPS HD display and is 7.9mm thick*
- *Comes with 8 MP Auto focus Rear Camera and 3.2 MP front camera*
- *Is Competitively priced at Rs. 9,299*

**New Delhi, December 31<sup>st</sup>, 2015:** LAVA International Limited today introduced Ivory M4, the flagship device in its tablet portfolio. The device has been designed to meet needs of students & young working professionals offering everything that is required for personal and professional usage. It is competitively priced at Rs. 9,299.

Standing true to the brand's endeavor of offering products with clutter breaking design, Ivory M4 features an 8 inch HD IPS display screen with 1280 \* 800 resolution and is just 7.9mm thick. The combination of 2GB DDR3 RAM and 1.3 GHz Quad Core Processor provides a stellar performance in terms of speed & multitasking. It runs on Android Lollipop 5.1 with and supports single-SIM 3G. With 16 GB internal storage, there is ample space to store applications & multimedia content.

In terms of camera, it sports an 8-megapixel autofocus rear shooter with HD recording. In the front is a 3.2-megapixel camera that offers great video calling experience. Other camera modes include Panorama, macro, Live Photo, Motion track and Face beauty. On the connectivity front, the tablet offers 3G, USB, WCDMA, GSM, Wi-Fi 802.11 b/g/n, Micro-USB, and Bluetooth support.

Ivory M4 also offers interesting business features such as E-Mails, To-Dos, news & weather, Office Suite and language translator that make it a high utility device for the young working professionals. And to ensure uninterrupted long hours of usage, it packs a powerful 4000mAh Li- Po battery.

**Commenting on the launch, Mr. Raman Sharma, V-P & Business Head Tablets, Lava International said,** "We see a tremendous potential in the tablet category and Lava has aggressive plans to expand its portfolio in this space. We will launch multiple devices in the next 3 months to meet the demand and our latest offering Ivory M4 will redefine the benchmarks in terms of features available in less than 10k price segment. It offers a great design with power packed features to meet all the computing needs of students & young working professionals alike."

The tablet will be available Silver and Dark Grey colour variant across all national retail stores, multi-brand outlets and online platforms. It comes with a one year manufacturer warranty for the tablet and 6 months warranty for in the box accessories which includes battery, data cable, charger and USB Cable.

For more information, please visit [www.lavamobiles.com](http://www.lavamobiles.com)

### **Key features of Ivory M4**

- 8 inch IPS HD display powered by Android™ Lollipop 5.1
- 1.3GHz Quad core MediaTek processor
- 2GB RAM and 16GB ROM
- 8 MP rear camera with auto-focus and 3.2MP front camera
- Powerful 4000 mAh Li- Po battery
- Available in two color variants Silver and Dark Grey



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### **About Lava International Limited**

In a short span of five years, Lava International Limited has become one of the fastest growing mobile handset companies in India. It achieved revenues of USD 1.2 billion in FY14-15 registering more than 100% growth over FY 13-14. The company has overseas operations in Thailand where it is the number 2 smartphone brand and is also present in Nepal, Bangladesh, Sri Lanka, Pakistan, Indonesia, Middle East and Russia. Lava is the only Indian mobile handset brand that has an in-house R&D and product-testing set-up in China and India with over 700 people in product design and development. Lava has already set up its first manufacturing plant in Noida and plans to invest INR 26.15 billion in a phased manner to scale it up to have an annual production capacity of 216 million phones. Headquartered in New Delhi, India, the company has offices in Mumbai, Hyderabad, Kolkata, and abroad.

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