



## Lava storms the 4G smartphone market with three new devices priced Rs. 5000 onwards

- Introducing Lava A71, A88 and X11 with 5" display
- Equipped with Cat4 4G LTE, VoLTE support
- Special features includes Video PIP ,Smart Screen Gestures, LED flash with front and back camera

**New Delhi, February 09<sup>th</sup>, 2016:** Lava International Limited today unveiled a brigade of smartphones in the affordable 4G segment, beginning with the launch of A71. This will be followed by A88 and X11 in the coming weeks. Standing true to the brand's endeavor of making valuable technologies accessible these products have been designed for consumers who wish to upgrade from 2G/3G devices to experience the benefits of 4G. The three new 4G smartphones priced Rs. 5000 onwards come equipped with features that provide a superior experience.

Lava A71, the first one in this series comes with a guaranteed upgrade to Android 6.0 Marshmallow. It features a 5 inch HD IPS display with Corning Gorilla Glass for enhanced strength. The smartphone is powered by a 1.5GHz Quad Core processor, 1 GB DDR3 RAM and offers 8GB internal memory which is expandable up to 32 GB. It sports a 5.0 MP rear camera with LED Flash and 2.0 MP front camera. For seamless 4G connectivity it comes with 2300 MHz band to support the latest wave of 4G offerings from telecom players. Lava A71 is boosted by a 2500 mAh Battery which comes with a power saver mode. The device is further equipped with a Box Speaker with K-Class Amplifier, Video PIP mode, Smart Music, Smart Wake-up and gesture control. The smartphone is priced at MRP Rs. 6,499/- and will be available across all national retail stores, multi-brand outlets and online platforms in Royal Blue, Dream Black and Regal Gold colours.

The second smartphone is the Lava A88 which will be one of the most affordable 4G smartphones in the category. It comes with a 5 inch Display, resolution of 854 x 480 pixels which is ideal for video calling and multimedia content consumption. The smartphone has a beautiful design with a flat back and sharp edges making it easier to hold as well. It is powered with a 1.5GHz Quad Core processor and 512 MB RAM for a smooth experience. Additionally, the smartphone comes with a 5MP rear camera and 2MP front camera, both with LED Flash. It also has features like the Video PIP mode that helps to access any app while watching video. The device runs on Android 5.1 Lollipop and is backed up with a 2000 mAh battery. Internal memory is 4 GB that is expandable up to 32 GB. Additionally, Lava A88 also packs smart features like screen gestures, smart music in which music can be played even when the screen is off and LED flash on call to never miss a call. The smartphone is priced at MRP Rs. 5,499/- and will be available across all national retail stores, multi-brand outlets and online platforms in Black and White colours from February third week.

Last but not the least, Lava X11 comes equipped with a 5-inch HD IPS display with Corning Gorilla Glass. The device runs on Android 5.1 Lollipop and promises a guaranteed upgrade to Android 6.0 Marshmallow. For seamless 4G connectivity it comes with 2300 MHz band. The smartphone features an 8MP rear camera and 5MP front camera, both with an LED Flash. It is powered by a 1.5 GHz Quad Core Processor, 2GB DDR3 RAM and 8GB Internal memory that is expandable up to 32GB. With a 2500 mAh Li-Poly Battery the phone boasts of (3G) talk time of more than ten-and-a-half-hours. The smartphone is priced at MRP Rs. 7,999/- and will be



available across all national retail stores, multi-brand outlets and online platforms in crystal blue and white/Gold colours from February third week.

Commenting on the launch of new Lava 4G smartphones, **Mr. Navin Chawla, Chief Operating Officer, Lava International**, said, *“Mobile internet penetration is rapidly increasing in India and with 4G services being rolled out the pace will increase further. Even in markets where 4G services have not yet been launched by the operators, consumers want to opt for 4G devices to stay future ready. With affordable 4G devices at multiple price points, we aim to fuel the aspirations of the ever evolving mobile consumer. These devices have been designed to deliver an unmatched 4G hardware experience in terms of faster browsing, downloading, streaming and video calling”.*

Apart from 4G, other connectivity options on these devices include Wi-Fi, Bluetooth, USB and 3G capability.

	<b>A88</b>	<b>A71</b>	<b>X11</b>
<b>Display</b>	5 12.7 cm(5) FWVGA Display 196 PPI (Pixels Per Inch)	12.7 cm (5.0) HD IPS LCD with Corning Gorilla Glass	5”(12.7 cm) HD IPS Display with Corning Gorilla Glass
<b>Memory</b>	512 RAM, 4GB ROM expandable upto 32 GB	1 GB DDR3 RAM, 8 GB ROM, Expandable upto 32 GB	8 GB ROM microSD, up to 32 GB 2 GB RAM
<b>OS</b>	Android 5.1 Lollipop	Android Lollipop, 5.1 Out-of-Box	Android 5.1 Lollipop Guaranteed upgrade to M
<b>Processor</b>	1.5 GHz Quad Core Processor, CPU	4 X, ARM A7(Quad Core) 1.5 GHz, SPRD 9830, Mali 400 GPU	1.5 GHz Quad Core Processor
<b>Rear Camera</b>	5.0 MP with LED Flash	5.0 MP Camera with LED Flash	8 MP Auto Focus Rear Camera with LED Flash
<b>Front Camera</b>	2.0 MP Camera	2.0 MP Selfie Camera	5 MP Selfie Camera with LED Flash
<b>Battery</b>	2000 mAh Battery	2500 mAh Battery with Power Saver Mode	2500 mAh Battery with Power Saver Mode
<b>Multimedia</b>	Full HD Video Playback and Recording	Full HD (1080p) Video Playback and Full HD (1080p) Recording	Full HD (1080p) Video Playback and Full HD (1080p) Recording
<b>Audio</b>	MP3/AAC/3GP/WAV/MIDI/AMR-NB supported , FM Radio Support	1511 Box Speaker with K Class amplifier for loud sound	MP3, MIDI, WAV, 3GP, AAC, AAC+, AMR-NB, AMR-WB, EAAC+ , FM Radio,
<b>Input Methods</b>	Smart Music, Drawing gestures, Video PIP, LED Flash on calling, Smart Wake up	Smart Wake-up, Smart Music and Drawing Gestures	Smart Wake-up and Drawing Gestures, Smart Music
<b>Network</b>	<ul style="list-style-type: none"> <li>4G Enabled</li> <li>Mali-400 Graphics Engine</li> <li>4G Band TDD40 (2300 MHz), FDD3 (1800 MHz), FDD5 (850 MHz)</li> </ul>	<ul style="list-style-type: none"> <li>4G Band TDD40 (2300 MHz), FDD3 (1800 MHz), FDD5 (850 MHz)</li> <li>WCMDA 900 and 2100 MHz HSPA+</li> </ul>	<ul style="list-style-type: none"> <li>Dual Sim (4G + 4G) [Only one SIM slot at a time can be 4G]</li> <li>4G Band TDD40(2300 mhz), FDD3(1800</li> </ul>



	WCDMA : 2100 MHz HSPA+ (3G) <ul style="list-style-type: none"> <li>GSM 900, 1800 MHz, 5 Mode Cat 4 LTE: (DL 150 Mbps, UL 50 Mbps), HSPA: (DL 21.1 Mbps, UL 5.76 Mbps)</li> <li>DUAL SIM: 4G+3G/2G</li> </ul>	(3G) <ul style="list-style-type: none"> <li>GSM 900, 1800 MHz</li> <li>5 Mode Cat 4 LTE: (DL 150 Mbps, UL 50 Mbps)</li> <li>HSPA: (DL 21.1 Mbps, UL 5.76 Mbps)</li> <li>Dual Sim (4G + 4G) [Only one SIM slot at a time can be 4G]</li> </ul>	MHz), FDD5 (850 mhz) <ul style="list-style-type: none"> <li>GSM 900, 1800 MHz</li> <li>Dual Band W-CDMA 900 and 2100 MHz HSPA+ (3G)</li> <li>CAT 4 LTE : DL 150 Mbps, UL 50 Mbps</li> <li>3G: HSPA : DL 21.1 Mbps, UL 5.76 Mbps</li> <li>VoLTE enabled</li> </ul>
<b>Other features</b>	<ul style="list-style-type: none"> <li>Auto Call recording with folder</li> <li>Video PIP</li> <li>LED Flash on calling</li> </ul>	<ul style="list-style-type: none"> <li>Flip to Mute, Auto-Call Recording</li> <li>Video PIP</li> <li>12 Indian languages Support</li> <li>Flip to Mute</li> <li>Smart Music</li> </ul>	<ul style="list-style-type: none"> <li>Video PIP</li> <li>Auto Call Recording,</li> <li>Flip to Mute</li> <li>12 Indian languages Support</li> <li></li> </ul>
<b>Connectivity</b>	USB 2.0, Bluetooth, Wi Fi 802.11 b/g/n, GPS	GPS, A-GPS, Wi-Fi 802.11 b/g/n, <b>Wi-Fi Direct</b> , BT 4.0, USB v2.0 High-Speed	USB, WiFi 802.11 b/g/n Support, GPS
<b>Sensors</b>	G- Sensor	Accelerometer, ALS, P-Sensor, Ambient Light Sensor	Accelerometer, Ambient Light Sensor, Hall Sensor

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

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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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