



## LAVA redefines the tablet category, launches Twinpad with dual functionality and bi-directional screen

- *Offers dual functionality of a tablet and laptop*
- *Enabled with a bi-directional screen with steady placement*
- *Competitively priced at Rs. 15,999*

**New Delhi, February 25, 2016:** Lava International Limited today announced the launch of Twinpad, the flagship dual functional device in its IT devices portfolio which works both as a Tablet and a Laptop. The device has been designed specifically to meet the needs of students and young working professionals who prefer a device with good aesthetics, multitasking capabilities, is easy to carry and at the same time offers a big screen for enjoying multi-media content. It has been competitively priced at Rs. 15,999.

The Twinpad runs on Windows 10 platform and has a unique feature of **bidirectional 10.1 inch screen i.e. the screen can be placed on the front as well as on the reverse side.** It comes with a detachable keyboard that makes it flexible to be used either as a tablet or as a laptop depending upon the requirement.

It is powered by 2GB RAM and 1.3 GHz Quad core Intel processor that offers speed up to 1.83 GHz. In addition to this, the 32 GB inbuilt Flash Memory boots faster and is expandable to 64GB Flash memory, ample to store all types of content.

Besides this the device has a 5-Point capacitive touch screen and comes with a stylus support to help students take down notes on the device. It has a 2 MP camera both in front & back. And to ensure that it lasts really long, it is packed with a mammoth 7400 mAh battery.

In terms of connectivity it comes with an inbuilt single SIM slot for 3G data access, Wi-Fi, Bluetooth v4.0, 2 USB Slots, 3.5mm Headphone jack. The device comes with a stylish case for protection while travelling. And the inbuilt track pad lets the users enjoy scrolling and clicking without the need for a mouse.

### Key features of Twinpad

- Dual functionality of a tablet and laptop
- Bi-directional and steady screen placement
- Windows 10 OS
- Premium look
- 3G SIM slot for Data Connectivity
- 5-Point capacitive touch screen with Stylus support
- 1.3 GHz Quad core Intel processor and 2GB RAM
- 32 GB inbuilt Flash Memory expandable to 64 GB
- 7400 mAh battery
- 2 MP front and rear camera
- Stylish pouch
- Available in silver color

**Commenting on the launch, Mr. Raman Sharma, Vice-President & Business Head Tablets, Lava International Limited said,** “In India, tablets as a category is still evolving but at the same time lines are blurring between phablets and tablets. At Lava, we are constantly investing in R&D to bring innovative yet relevant devices for the consumers. In Twinpad we have come up with a device that offers great computing functionalities and therefore finds a right fit with students & young working executives who are always on the move. The overall proposition led by dual functionality & a bidirectional screen will redefine benchmarks in this category.”



**Mr. Sharlin Thayil, Group Director - OEM, Microsoft India**, said, “We are excited to work with Lava to deliver the finest Windows 10 experience, at an affordable price, for our consumers. Product innovations such as Twinpad, on the Windows 10 platform, bring great functionality and unified experiences to life for the always-on-move consumers. At Microsoft, we believe that technology should be out of the way and apps, services and content should move with consumers across devices, seamlessly and easily. With Windows 10 ecosystem we aim to achieve this while at the same enhance productivity. Windows 10 is already running on over 200 million devices worldwide and our partners are continuously working to develop new devices across multiple price points and form factors.”

The Twinpad will be available in silver colour across all national retail stores, multi-brand outlets and online platforms. It comes with a one-year manufacturer warranty for the device and 6 months warranty for the in box accessories which includes battery and charger.

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, Mexico, 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. Recently, Lava was declared as the most trusted smartphone brand in product quality and after sales service amongst all Indian brands by Silicon India. The brand has also won ‘Best customer experience team of the year award’ at the 9<sup>th</sup> Loyalty Award & Customer Experience awards conducted by Kamikaze B2B Media. Headquartered in New Delhi, India, the company has offices in Mumbai, Hyderabad, Kolkata, and abroad.

#### ***For media queries, please contact:***

**Ananyaa Banerjee**  
Lava International  
E-mail: [Ananyaa.Banerjee@lavainternational.in](mailto:Ananyaa.Banerjee@lavainternational.in)

**Abhishek Shivam**  
Edelman India  
E-mail: [Abhishek.Shivam@edelman.com](mailto:Abhishek.Shivam@edelman.com)  
Mobile: +91 95821 99990 / +91 97171 96842