

Salora Unveils 'POWERMaxx'- A Revolutionary Smartphone with Powerful Battery Backup and Super Slim Looks

~Priced at Rs 15,999, the smartphone comes embedded with 3200mAh large capacity battery, and 'Zero air gap'- 4.5 IPS LCD(qHD) screen~

New Delhi, 08 January 2013: Salora International Ltd (SIL) today unveiled a high performance and energy efficient smartphone aptly called **PowerMaxx**. The newly launched smartphone is packed with advanced Cortex-A9 1GHz Dual Core Processor and runs on Android 4.0.4 Ice Cream Sandwich OS. The latest addition by Salora is all set to become the most sought after phone in its category. Promising a complete new experience for users, the power packed smart phone comes with lots of exciting and revolutionary features in hand which any smart phone user longs for.

What makes PowerMaxx unique is **3200mAh, large capacity battery (patented) in a slim body, which keeps it powered for nearly 430 hours lending it an edge over others.** The smart phone is capable of supporting 22 hrs of 3G talk time, 42 hrs of playing music, 10 hrs of playing video, 11 hrs of 3G networking & 13 hrs of Wi- Fi usage, placing it a notch above the rest. The battery uses a new generation material and cells which has more power and reduces energy wastage. It also has Smart Battery Protection Circuit' to protect any leakage.

According to G K Jiwarajka, Chairman & Managing Director, Salora International Ltd, "We are extremely excited on the launch of Salora Powermaxx. This is a feature packed phone with extremely high end technology and specifications which are unique to this product. The high capacity battery inn a slim body is a patented technology which will allow consumers to use the phone for long period without interruption. The IPS qHD display with OGS technology and toughened glass ensures great user touch experience. We are confident that consumers will appreciate this product and have a great experience. Powermaxx will definitely prove to be a game changer."

The super stylish phone with a body as slim as 10.2 mm, 64.5mm frame and round edges lends it an extremely classy and trendy look. The smart phone's surface shell is made of forging aluminum Alloy with a special fibre drawing technology. The Vacuum Plating Matte Surface is made of Plastic Drying Grain material with spraying Matte Surface technology.

Packed with features such as 4.5" IPS LCD (qHD) screen with a resolution of 960X 540 users can enjoy a strikingly clear display with 180 degree visual angle and a picture quality like never before. Its Advanced Assembly Technology with 'Zero Air Gap' makes the display more clear, colorful, fast and dust free and gives you a comfortable touch feeling. This technology uses High strength single layer toughened glass

Key Features

- ✓ 3200mAh, large capacity battery (430hr standby)
- ✓ 8 MP Auto Focus Primary Camera ,1.3mp secondary camera
- ✓ Metal body with fiber drawing technology
- ✓ Video calling over 3G network
- ✓ HD video recording (720P)
- ✓ Dual-Mic design for ambient free voice
- ✓ 4.5-inch qHD IPS display
- ✓ Zero air gap-4.5 IPS LCD(qHD) screen
- ✓ Android 4.0 (Ice Cream Sandwich)
- ✓ 1.3 MP Secondary Camera
- ✓ Dual SIM (WCDMA + GSM)
- ✓ Cotex-A9 1 GHz Dual Core Processor
- ✓ Wi-Fi Enabled
- ✓ Dual Mic Technology for voice clarity
- ✓ Memory-4GBROM+512RAM and expandable up to 32 GB

which makes it more firm, durable, Anti Fingerprint, Anti scratch and ultra thin. Its reflection display technology can keep the display colorful as usual in sunshine. This special technology prevents your eyes from drying and improves the clarity by 20%. Elaborating on the IPS technology, Powermaxx is having Golden 1mm technology: the best 1mm view which makes any view 1mm closer and improve the penetration of light higher by 10%. It is having TP+LCD full paste and dustproof technology.

Salora POWERMaxx operates on the latest Android ICS 4.0 platform (upgradable to Jelly Bean 4.1) which provides the smart phone superior security, fluency and intelligence. The Cortex-A9,1GHz Dual-Core 40nm processor with 4GB ROM+512RAM and external memory expandable up to 32GB, speeds up web browsing, video watching, gaming, surfing and downloading files , providing a more advanced experience to its users .

Not stopping at providing the quality features, Salora has used a leading signal process technology with a 'Dual Mic Design' in POWERMaxx, gives an Ambient Noise free and more clear voice service. With other features such as Wi-Fi, Blue tooth and dual camera, PowerMAXX lets users enjoy 24X7 uninterrupted entertainment at an affordable price.

The smart phone also has an impressive 1.3 mega pixel front facing camera and 8.0 Mega Pixel Auto Focus back facing camera front facing camera and 8.0 mega pixel high definition back facing camera which support a resolution of 3264 X 2448 pixel picture quality and 720p HD video recording. Bringing super photographic effects the camera not only capture memories but also lets users enjoy a video chat facility with superb clarity. In addition, the camera also supports feature such as Auto focus, optical image stabilization, panorama view, speed multi shot speed multi shot and time lapse video, facial beautify, smile shutter and automatic ambient detection etc

With exquisite features which are always longed for by smart phone users, POWERMaxx by Salora is set to become the hottest smart phone in town. **The power packed smart phone, by Salora is available at all the leading stores including online platforms like Flipkart, Infibeam, Snapdeal, Salzmart etc. The phone is priced at an MRP of Rs 15,999.**

About Salora International Ltd

Salora International Limited (SIL) is a leading player in the Indian consumer electronics industry and caters to both the B2B and retail space. With a track record of over 35 years in manufacturing and distribution, SIL became a public listed company in 1993. SIL is a listed entity on both the Bombay Stock Exchange and National Stock Exchange. Headquartered in New Delhi, SIL has a pan-India presence through 26 branch offices and 170 after-sales service centers named as 'SILCARE' in 127 cities, to meet the customers' expectations in telecom and consumer electronics.

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