



Intex launches India's lowest priced Smartphone at Rs 1999

-Intex 'Cloud FX', the first Indian phone on Firefox OS platform is now available exclusively on Snapdeal.com

New Delhi (India) - August 25, 2014: Intex Technologies, one of the fastest growing handset company today announced the launch of India's lowest priced smartphone, the **Intex Cloud FX**. The much awaited device runs on Firefox OS and boasts of features such as Bluetooth, Wi-Fi, Dual SIM and comes with an expandable memory of upto 4GB – all of this at a unique price of Rs. 1999/-

Intex Cloud FX is available exclusively on Snapdeal.com in two premium colors – Black and White. The device also supports several languages like English, Hindi and Tamil.

Speaking on the launch of 'Cloud FX', Keshav Bansal, Director, Marketing, Intex Technologies said that, *"The launch of Intex Cloud FX marks the beginning of a new era of the Indian smartphone market and Intex is proud to be the first Indian company to understand and deliver on market needs. With the launch of Intex Cloud FX, we aim to enable the masses to get smartphone experience at the cost of a feature phone. We are delighted to partner with Snapdeal.com, the partnership allows us to offer the smartphone pan-India at a revolutionary cost."*

"We are excited that Intex Cloud FX is now selling in the market, being the first Firefox OS device available in India and Asia." "The positive consumer feedback from other markets tells that people like the unique user experience and openness we're building with Firefox OS. With the supports from Intex, Firefox OS smartphones in ultra-low-cost category will redefine the entry-level smartphones segment, which attract people to transfer from featured phones to smartphones. Having a stronghold as Intex, we believe Firefox OS devices are going to create another momentum in Asia," said **Dr. Li Gong, President of Mozilla** .

Commenting on the launch, Kunal Bahl, Co-Founder & CEO, Snapdeal.com said *"The launch of India's first Firefox OS smartphone by Intex and at such a lucrative price point, exclusively on Snapdeal.com, is very exciting, given the enablement it will provide to current feature phone users to upgrade to a high quality smart phone. We are sure to see a very positive response from our customers"*.

Key features

Cloud FX

- Firefox OS
- 2 MP Rear camera
- Spd 6821 1.0 GHz processor
- RAM- 128MB
- ROM- 256MB
- Memory expandable upto 4GB
- Display size and Display Resolution – 3.5" HVGA
- Dual SIM (GSM + GSM)
- 1250mAh (Li-ion)
- Bluetooth/Wi-Fi
- SMS/Email/MMS

Cloud FX is equipped with 1.0 GHz Processor for instant messaging and fast internet browsing. Boasting its dual-sim capabilities, the phone supports Bluetooth and Wi-Fi, ensuring full time connectivity for the social media buffs. The phone comes with an expandable memory of upto 4GB. Interesting, the phone has Build-in Usage monitor that allow users to monitor and control their data usage.

Firefox OS is a brand new open operating system for smartphones built entirely using HTML5 and other open Web standards. It is free from the rules and restrictions of existing proprietary platforms and therefore can deliver the performance, personalization and price people want in a smartphone with a beautiful, intuitive and easy-to-use experience that is unmatched by any other phone.

Aircel has also extended an attractive offer for Cloud FX users. Aircel subscribers can now avail 500MB data free per month for 3 months by simply SMSing 'INTEX' to 121.

About Intex Technologies (India) Ltd.:

Intex Technologies (India) Ltd., incepted in the year 1996 is a major player in India in mobile handset, consumer durables and IT accessories. A pioneer in technology, Intex Technologies has a PAN-India presence through its wide network comprising of 29 stock and sales offices and over 800 service touch points. The company has state of the art Centre for Research and Development in India and China which manufactures products in line with latest global standards. Sales are routed through a distribution network comprising 1100+ distributors and 40,000+ dealers spread across the country. Products are also available at more than 250 dedicated counters of reputed chains of hyper markets and specialty stores across the country, on TV shopping channels and e-commerce sites. Intex has global presence and Intex's products are available in more than 70 countries worldwide.

About Mozilla:

Mozilla has been a pioneer and advocate for the Web for more than 15 years. We create and promote open standards that enable innovation and advance the Web as a platform for all. Today, hundreds of millions people worldwide use Mozilla Firefox to experience the Web on computers, tablets and mobile devices. With Firefox OS and Firefox Marketplace, Mozilla is driving a mobile ecosystem built entirely on open Web standards, freeing mobile providers, manufacturers, developers and consumers from the limitations and restrictions imposed by proprietary platforms.

About Snapdeal.com:

Often referred to as the "Alibaba of India", Snapdeal's vision is to create India's most trusted digital marketplace that creates life-changing experiences for buyers and sellers. In February 2010, Kunal along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 5 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With over 25 million members and 50,000 sellers, Snapdeal.com is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. The company witnessed phenomenal growth in 2013-14, growing 600% from 2013 to 2014, making it the fastest growing e-commerce company in India, through its leadership the m-commerce revolution in India, with around 60% of its orders coming from mobile phones.

In its journey till now, Snapdeal has partnered with several global marquee investors such as BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, among others.

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