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Micromax ties up with Aircel, MediaTek for bundled services

Offers will be available on four Micromax devices

OUR BUREAU

New Delhi, March 20

The country's second largest mobile handset maker Micromax on Thursday partnered with Aircel and MediaTek to offer one-stop solutions to address data demands.

While Aircel will provide range of offers for consumers, which will be equivalent to cost of a device, MediaTek will offer its chipsets for powerful user experience, Micromax said.

The offers will be initially available across four Micromax devices — MMX 377G (dongle), Funbook Mini 410i, A090 and X070.

While Aircel customers can get



New phase Vikas Jain (left), Co-founder, Micromax; Anupam Vasudev, Chief Marketing Officer, Aircel; and Finbarr Moynihan, GM, Business Development, MediaTek, at a press meet on Thursday. KAMAL NARANG

data benefits for six months at ₹141 with the dongle, including 2 GB/month data for the first three months, the Funbook customers can get 1 GB data per month and 1.2P/2 sec in local and STD call-

ings. Similarly, in smartphone devices customers can get 500 MB data per month and 1.2P/2 sec on local/STD calling, the company said.

"Entering a new phase, our fo-

cus is now to provide seamless solutions to the consumers using their smart devices, concentrating a large chunk of our efforts on coming up with products and services which act as solutions to the fast evolving consumers," Vikas Jain, co-founder, Micromax, said here.

Targets \$1 billion revenue

Meanwhile, the company said it expects to hit \$1 billion (around ₹ 6,100 crore) in revenue by end of this financial year, as targeted earlier.

The company's revenue were recorded at ₹3,168 crore for the last financial year.

In an interview with *Business Line* in November 2012, the then CEO of the company Deepak Mehrotra had said that target is set — to make Micromax a \$1-billion revenue company by 2014.