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January 4, 2018

The Deputy Manager,
Department of Corporate Services,
BSE Limited,
Floor 25, P J Towers,
Dalal Street,
Mumbai- 400 001
Scrip Code: 530135

Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
Symbol- OPTIEMUS

Sub: Launch of Blackberry Android Phone KEYone in Bangladesh

Dear Sirs,

Please be informed that the Company has today, on January 4, 2018 announced the launch of Blackberry branded android phone *KEYone limited edition Black* in Bangladesh. Entry in Bangladesh forms part of licensing Agreement entering into with Blackberry limited for designing, manufacturing and distributing BlackBerry branded smartphones in India, Sri Lanka, Bangladesh and Nepal.

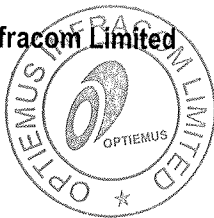
After successful launch of Blackberry 'KEYone' phones in Sri Lanka in 2017, where, Mr. Kumar Sangakkara, famous Cricketer, is the Brand Ambassador of the brand, Bangladesh is the second country where Optimus has launched Blackberry high-end phones apart from India. Optimus' entry into Sri Lanka in partnership with Softlogic and Bangladesh in partnership with Union group supports the company's growth strategy aimed at expanding its customer base in new geographies.

Press Release in this regard is attached herewith.

Thanking You,

For Optimus Infracom Limited

Vikas Chandra
Company Secretary & Compliance Officer
M. No.:22263



Encl: As Above

OPTIEMUS INFRACOM LIMITED

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Optiemus launches BlackBerry KEYone LIMITED EDITION BLACK in Bangladesh in partnership with Union Group

Bangladesh, January 4, 2018 – Optiemus Infracom Limited (BSE: 530135), a leading Indian telecom enterprise, today announced its entry in the Bangladesh market with the launch of BlackBerry KEYone LIMITED EDITION BLACK. Optiemus signed a licensing deal with BlackBerry in February 2017 to design, manufacture and distribute BlackBerry branded smartphones in India, Sri Lanka, Bangladesh and Nepal. After successfully launching the BlackBerry KEYone LIMITED EDITION BLACK in India and Sri Lanka, Optiemus has partnered with Union Group, a renowned business conglomerate in Bangladesh, to handle the distribution and retail operations of BlackBerry smartphones. Optiemus' entry into Bangladesh supports the company's growth strategy aimed at expanding its customer base in new geographies.

BlackBerry KEYone LIMITED EDITION BLACK is the first BlackBerry branded device locally manufactured by Optiemus Infracom under the licensing agreement. The device offers the best of BlackBerry Limited's software and security with Optiemus Infracom's commitment to deliver superior quality, premium smartphones to the tech-savvy generation in the country. The device priced at BDT 53,990 will be available for Pre-booking starting 4th January onwards with select partners across the country.

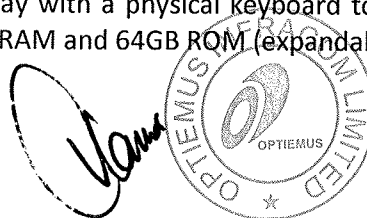
"We are extremely delighted to launch BlackBerry KEYone LIMITED EDITION BLACK in Bangladesh, as it reiterates our commitment to expand into newer geographies. Our endeavor is to offer highly secure BlackBerry smartphones that have the best of both worlds – the convenience of Android and security of BlackBerry - to the sub-continent audience. We are confident that the tech savvy audience here in Bangladesh will enjoy the BlackBerry KEYone LIMITED EDITION BLACK experience as it offers striking features, great camera quality, unmatched user interface and unparalleled productivity", said Mr. Hardip Singh, Executive Director, Optiemus Infracom Ltd.

Alex Thurber, Senior Vice President, General Manager, Mobility Solutions at BlackBerry said, *"We would like to congratulate our partner Optiemus Infracom on bringing the BlackBerry KEYone to customers in Bangladesh. We have worked closely with Optiemus to ensure that the BlackBerry smartphone experience and security is intact and built into every layer of the device, offering the security and productivity that BlackBerry has always been known for. It is exciting to see our ecosystem of software licensing partners collaborating together to launch BlackBerry-branded smartphones in new markets."*

Mr. Raquibul Kabir, Managing Director, Union Group said, *"It is our pleasure to partner with Optiemus Infracom to launch the BlackBerry KEYone LIMITED EDITION BLACK in Bangladesh. This demonstrates our commitment to bring the latest in innovation and technology for our customers in this country. We are positive about the success of this device."* Mr. Rana Shafiullah, Chairman Union Group was also present at this occasion.

Uniquely designed for the Bangladesh consumers

BlackBerry KEYone LIMITED EDITION BLACK has been distinctly designed for the customers in Bangladesh to offer Dual SIM capability. It is equipped with a metallic black frame and soft touch textured back. Featuring a 4.5-inch scratch resistant display with Corning® Gorilla® Glass 4 offering greater scratch resistance, it combines a touch display with a physical keyboard to give users more useable space for typing. The device comes with a 4GB RAM and 64GB ROM (expandable upto 2TB).





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The device's Smart Keyboard responds to touch gestures mimicking the heritage of the BlackBerry trackpad making web browsing, reading emails and writing messages with flick typing a much smoother and intuitive experience. It allows launch up to 52 customizable shortcuts, providing even greater ease of use. In addition, BlackBerry KEYone LIMITED EDITION BLACK also offers the security of a fingerprint sensor built directly into the keyboard spacebar for added functionality and security.

Powered with Security and Convenience

BlackBerry KEYone, LIMITED EDITION BLACK, comes with the legendary security features that BlackBerry is known for. The smartphone offers the most secure Android smartphone experience. It comes pre-loaded with DTEK™ by BlackBerry, enables users to automatically monitor their OS and apps to know when their privacy could be at risk and to take action to improve it. The device runs on Android 7.1 – giving users access to the entire Google Play store and apps. It comes loaded with BlackBerry Hub® a unified messaging inbox which combines emails, texts and messages from social media accounts including Facebook, Twitter, LinkedIn, BBM, WhatsApp, Instagram and others.

The BlackBerry KEYone experience

In addition to the design and security features that make BlackBerry KEYone, LIMITED EDITION BLACK, strikingly different, the additional features truly reinvent mobile communications for the productivity user. At its core, the device is powered with a Snapdragon 625 2GHz Octacore processor. It includes Qualcomm® Quick Charge™ 3.0 technology, making it possible for the 3505 mAh battery, the largest ever in a BlackBerry device, to receive up to 50 percent charge in roughly 36 minutes. And for when you only have a few moments to grab a fast charge, BlackBerry's Boost can turbo charge the battery to get the most charge with the limited available time. The device is engineered to deliver professional-looking photos with an 8MP front facing camera and a wide-angle lens and a 12MP auto-focus rear camera.

About Optiemus

Founded in 1993, Optiemus Infracom is a diversified, award-winning, high-performance telecommunications enterprise. The group has over 22 years of rich experience in managing and distributing mobile brands and other telecommunication products in India. The company sold the first mobile phone in the country way back in 1995 and has been bringing the latest technology products to the Indian consumers through its widespread distribution and retail operations. Optiemus Group's affiliate Global Devices Network is one of the first companies in India to setup a state-of-the-art mobile assembly plant in the country. Optiemus has also formed a JV with Taiwan-based OEM Wistron Corporation for mobile manufacturing unit. In February this year Optiemus signed a licensing deal with BlackBerry to design, manufacture and distribute BlackBerry branded devices In India, Sri Lanka, Bangladesh and Nepal. For more information, please visit: <http://www.optiemus.com/>

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