



OPTIEMUS

Ref.No. - OIL/CO/SE/2018-19/32

August 2, 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 Android Mobile Phone 'BlackBerry Evolve' and 'BlackBerry EvolveX'

Dear Sir,

Please be informed that the Company has today, on August 2, 2018 announced the launch of its latest devices, the BlackBerry® Evolve and BlackBerry® EvolveX. The devices bring together the power of Android and the trusted security of BlackBerry; and reinforce Optimus Infracom's commitment to deliver innovative and powerful smartphones to Indian consumers. It also underlines the company's commitment to "Make In India", as the smartphones are designed and manufactured at Optimus' world class facility at Noida.

The devices are developed with today's tech-savvy, design-oriented and productivity-driven users in mind. These sport full view 18:9 display, Dolby Surround Sound, dual cameras, enterprise-grade security and privacy, and quick wireless charging technology. Additionally, these come loaded with next-gen security, privacy and convenience features such as facial recognition, encrypted with secure technology, and fast fingerprint unlock functionality.

Details as required under regulation 30 of SEBI (LODR) Regulations, 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015 are reiterated below:

S.No.	Particulars	Reply
a.	Name of the product	Android Mobile Phone 'BlackBerry® Evolve' and 'BlackBerry® EvolveX'
b.	Date of Launch	August 2, 2018
c.	Category of the Product	Android Mobile Phone
d.	Whether caters to domestic/International Market	Domestic Market
e.	Name of Countries in which product is launched (In case of international)	N.A.

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

CIN NO: L64200DL1993PLC054086

Reg. Office : K-20, 2nd Floor, Lajpat Nagar - II, New Delhi - 110024

Ph. no. : 011-29840906, Fax : 011-29840908

Corp. Office : Plot No-2A, 1st Floor, Wing A, Sector -126, Noida - 201301 (UP).

Ph. no. : 0120-6721900,901,902,903,904,905.

Website : www.optiemus.com



**Optimus Infracom launches Most Secure Android Full Touch Smartphones- BlackBerry
Evolve and BlackBerry Evolve^x**

Loaded with, Dual Cameras, Dolby Sound and Full View Displays

Evolve^x is the first BlackBerry smartphone with wireless charging

New Delhi, India - Optimus Infracom Limited (BSE: 530135, NSE: OPTIEMUS), a leading Indian telecom enterprise and BlackBerry Brand Licensee, today, announced the launch of its latest devices - BlackBerry Evolve and BlackBerry Evolve^x. The devices bring together the power of Android & Security of BlackBerry, reinforcing Optimus Infracom's commitment to deliver innovation-driven, power-packed smartphones to the Indian consumers. It also underlines, the Company's focus to "Make In India". The devices are being manufactured at its world class facility in Noida.

BlackBerry Evolve and BlackBerry Evolve^x showcase Optimus' sharp focus to bring stunning design yet powerful smartphones at aggressive price points. The smartphones sport full view 18:9 display, Dolby Surround Sound, quick charge, dual cameras and enterprise level security & privacy.

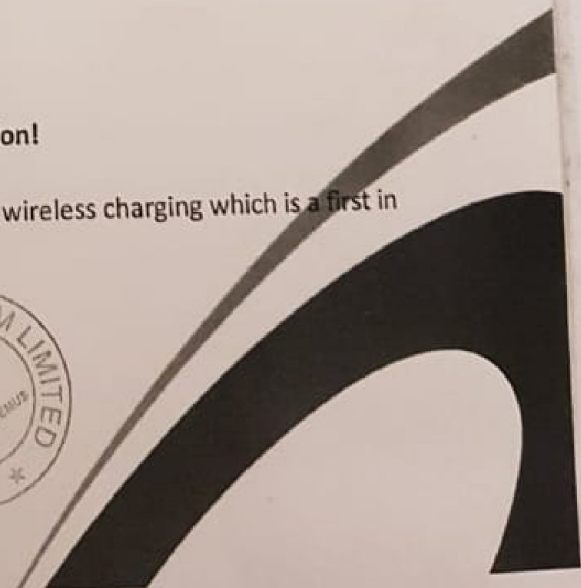
The devices also come loaded with next-gen features including Face recognition - encrypted with secure face recognition technology and fast fingerprint unlock function. The new BlackBerry devices are developed, keeping today's tech-savvy, design-oriented and productivity-driven users in mind. Both the devices are secured with BlackBerry DTEK App & security at the kernel level.

Commenting on the launch, Mr. Hardip Singh, Executive Director, Optimus Infracom said, "We are constantly working to make cutting-edge technology available to consumers at a competitive price point. With BlackBerry Evolve and Evolve^x, we have worked hard to refine design and technology elements. Every single detail on the BlackBerry Evolve series has been designed keeping users' convenience and privacy at the core. Because, we believe in providing the best and the most secured experience to our consumers above everything else. And these devices are designed to fit their life and their needs. We are positive that the newly launched devices will be very well received by people from every walk of life."

BlackBerry Evolve^x

Productivity & entertainment powerhouse – Designed to perfection!

Battery - Equipped with a massive 4000mAh battery and supports wireless charging which is a first in BlackBerry device.





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Wireless Charging - Equipped with Qualcomm Quick Charge 3.0 technology, Evolve^x battery can last hours with a few minutes of charge time and also features wireless charging – first time in a BlackBerry Device.

Camera - BlackBerry Evolve^x sports a 16MP selfie camera and 12MP+13MP AF dual rear camera with Dual Tone LED Flash. It comes with F1.8 + F2.6 Rear Aperture and a F2.0 Front Aperture, that offer great results even in low light conditions. Evolve^x camera is also equipped with live bokeh mode.

Design - The design and finish of the BlackBerry Evolve^x sets new standards in materials engineering, with every detail carefully crafted to give the device a stylish yet powerful experience – The premium soft touch back panel is coupled with grade 7 aluminium frame, making the device ultra-durable. The device runs 6GB RAM with 64 GB internal memory expandable up to 2TB memory (through micro SD) making it an ideal device to store data, images and videos.

X factor - Powered by Qualcomm Snapdragon 660 Octa-Core processor and the Android 8.1 Oreo OS, the smartphone offers smooth and seamless performance. The 5.99-inch screen of Evolve^x and full view display provide impressive screen-to-body ratios for better viewing experiences with more on-screen information, whether for reading or gaming. 2.5D Corning® Gorilla® Glass 5 – Corning's latest offering, makes the screen resistant to scratches and daily wear & tear. BlackBerry Evolve^x is equipped with Dolby Atmos that offers premium sound experience. Users can enjoy their favourite movie or music with immersive 360° surround sound.

BlackBerry Evolve- A smartphone hard to miss

The BlackBerry Evolve offers a stunning design and delivers the performance to match. With just the right size for single hand use, the Evolve sports a 18:9, 5.99-inch full view display and is protected by damage resistant Corning® Gorilla® Glass 5 – Corning's latest offering which provides resistance against drops onto rough surfaces and is up to 4x better than alternative glass. Powered by Qualcomm SDM450 Octa-Core 1.8 GHz processor, Evolve runs on Android 8.1 Oreo OS.

The smartphone offers smooth and seamless performance along with easy multi-tasking. BlackBerry Evolve comes loaded with 4GB RAM + 64GB variant which is expandable up to 256GB memory (through micro SD) making it an ideal device to store data, images and videos. The face unlock and fingerprint sensor on the device are ultra-quick and responsive. Dolby Digital makes the user experience amazing sound quality.





Evolve comes equipped with a powerful 13MP+13MP dual rear camera (this 16MP is with wide angle with tetra cell) and Aperture F2.0 & dual tone LED flash, producing amazing results, even in low light conditions. Evolve features 2K video recording, allowing users to create high-quality videos with better colour and deeper pixels. The 16MP wide angle front camera is engineered specifically keeping selfies in mind.

Pricing:

BlackBerry Evolve is priced at a competitive 23,990/-

BlackBerry EvolveX is priced at 34,990/- / 32,990/-

Availability

BlackBerry Evolve will be made available from August 8th, 2018 and EvolveX will be available from August 30th, 2018. It comes bundled with Reliance Jio cashback offer of Rs. 4,450 and ICICI bank cash back offer of 5% along with additional launch benefits.

About Optimus Infracom:

Founded in 1993, Optimus Infracom is a diversified, award-winning, high-performance telecommunications enterprise. The group has over two decades of rich experience in managing and distributing mobile brands and other telecommunication products in India. The Promoters of the Company introduced the first mobile phone in the country way back in 1995 and since then has been at the forefront to bring the latest technology products through its widespread distribution and retail operations. Optimus 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. Optimus has also formed a JV with Taiwan-based OEM Wistron Corporation for mobile manufacturing unit – Optimus Electronics Limited. In February 2017, Optimus 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.optimus.com/>

Media Contact:

Aekta Vijay | Aekta.vijay@text100.co.in | +91 8130241977

Kaustav Kalita | Kaustav.kalita@text100.co.in | +91 8800772521

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