

## **Intex unveils IN 5050 -the dual SIM (GSM + CDMA) mobile phone**

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Agency: **Mutual PR**

New Delhi, August 21st, 2008 - The word 'convenience' could very well be the middle name of a dual SIM mobile phone. Intex Technologies, amongst the fastest growing IT hardware, Mobile Phones and Consumer electronics companies, debuts in the CDMA based mobile phones genre with the launch of much awaited dual SIM (GSM + CDMA)handset- IN 5050. Till now, Intex was operating in GSM genre only with seven models. This launch signifies company's strategy to widen the portfolio and offer a range satisfying the varying needs of different customers.

Representing the best combination of ease & technology, IN 5050- a sleek candy-bar model - allows the users to multi-task by installing two separate SIM cards belonging to two different service providers (GSM/CDMA) and make a smooth shift between them, without switching off the mobile phone. While receiving calls, the phone flashes from which SIM card the call is coming, along with other call details. The other 'duals' in the gadget include- Dual Stand By mode and Dual Speakers for a clear, high quality audio output.

The handset is a storehouse as far as all the 'must-haves' in a mobile phone are concerned. It weighs just 88gms, is equipped with Blue tooth, supports 2 GB T-Flash card and possesses a strong battery backup of 130hrs on standby mode with talk time of 160 minutes. The entertainment package includes in-built FM, MP3, and MP4 player. To capture record and share your bright moments, there is a 1.3 mega pixel camera and MMS & WAP services. An ample phone book memory of 1000 numbers and SMS capacity up to 400 is also there to enrich your human network. Freebies making the assortment lucrative are 1 GB memory card, an extra battery and a portable battery charger- all at a MOP of Rs. 7200.

Intex has been expanding its existing product lines at a really fast pace. Recently the company had introduced IN 2020, IN 2222, IN 1210 and IN 3333 mobile phones in the market and had also unveiled nine notebooks targeting different consumer segments.

Exuding confidence on the new offering, Mr. Shailendra Jha, DGM & Head Mobile Phones, Intex said "IN 5050 has imparted an important new dimension to our mobile phone portfolio. The bouquet now has a CDMA variant. With this revolutionary mobile phone, Intex strives to rise above entry level segment and explore middle and high end segments. We are committed to cater to communication needs of masses by offering mobile phones with simple & better technology at attractive price points and will be announcing more such products in the near future."

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About Intex Technologies

Intex Technologies is a 12-year-old IT Hardware and Electronics company, headquartered at New Delhi. It has been ranked 101 amongst the 200 fastest growing IT (hardware & Software) companies in India by Data Quest (July, 2008). Intex has improved its ranking in this survey in the last 3 years from 108 to 104 and in July 2008, to 101.

The company has a pan-India presence though its own network of 3 mother-warehouses, 28 branches, 2 regional offices, 62 service centers and 41 service franchisees. Brand 'Intex' covers 06 business segments- PC, Consumer Electronics, Computer Peripherals, Retail, GSM Mobile Phones, and Enterprise Business. The business segments cover a portfolio of 26 Product

Groups spread across more than 300 products ranging from Desktops, Notebooks, TFT-LCD monitors, DVD players, Home Theatre Systems, Multimedia Speakers, Headphones, Web Cameras, GSM Mobile phones and Computer Peripherals to name just a few.

Sales are routed through a channel network comprising of 1000+ distributors and 12,000+ dealers spread across the country. Through its retail business vertical, Intex products are positioned at 100 dedicated counters of reputed chains of hyper markets and specialty stores.

During the last 6 financial years, the company has achieved a CAGR of 47 % as compared with industry annual growth rate of about 25-30%. Turnover increased from Rs. 32 crore in 2001-02 to Rs. 333 crore in 2007-08. In pursuit of its goal to reach Rs. 575 - 600 cr. by March 2009, the brand has been growing beyond computer peripherals for some time now. Over the last 1-2 years, Intex has expanded its product offerings by adding more products with an end-user interface such as Desktop PCs, Notebooks, TFT-LCD Monitors, DVD Players, Home Theatre Systems and GSM Mobile Phones.

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