

# MY MOBILE

FOR A CONNECTED LIFESTYLE

## SUPER PHONES

Ten of the best smartphones out there!

## Versus

Newcomer Prisma takes on the established giant, Instagram in the Great Photo Filter Battle!

## Tested

HTC 10, Sony Xperia X, HTC Desire 825, Panasonic Eluga Note, Lenovo ThinkPad X1 Carbon, LeEco Le 2, Samsung J2 (2016), Xiaomi Mi Band 2 and more...

## Reliance Jio

All set to rock the Indian tech world?

## PHONE OF THE MONTH

XIAOMI  
MI MAX

## Pokemon Go

The AR gaming phenomenon that has taken the world by storm



# honor

FOR THE BRAVE



## honor 5C

Kirin 650 16nm chipset

### DARE TO PERFORM

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**S**martphones have become unquestionably our inseparable companions. I start my day checking out hundreds of emails; read all the latest news by the time I reach the office; jot down notes during meetings; and make my important “to-do list” before I hit the bed. And I am not the only one - I think many of us would feel lost without our phones. In fact, I remember a survey in which many users claimed they would rather lose their wallets than their beloved smartphones.

The reason for this dependency on phones stems from the fact that they are increasingly becoming more powerful and versatile, and are now rivaling notebooks and PCs. Which is why we decided to do a detailed story on “The Super Phones”. With all the major smartphone brands having released their flagship devices -- the Samsung Galaxy S7 Edge, the HTC 10 and the LeEco Le Max 2, we round up the best smartphones in the market, highlighting the pros and cons of each.

And if smartphones are getting better and more advanced, so is the darker side of the web. We might spend hours there, but don't know everything about what's happening there. Which is why we did a story on the Dark Web. We share our personal data just about everywhere these days -- on smartphones, notebooks and on cloud. While you think that this data is safe, but at times it might get fall in the wrong hands. Plus, we take a closer look at the industry's reaction to the Government's recent decision regarding single brand retailers, and it's likely impact on the economy. Meanwhile, modular smartphones are back in the spotlight! With the arrival of the LG G5, the Moto Z and Google's Project Ara initiative, we might see the trend for modular phones picking up in the future. We take a closer look at the past, present and future of modular phones. We have a special feature on Pokémon GO, the augmented reality mobile game from Nintendo. Finally, we take a critical look at Google's Tango project that brings indoor mapping and augmented reality on mobile devices.

We also have an exclusive interaction with Manu Jain, India head, Xiaomi, and detailed reviews of the HTC 10, Sony Xperia X, LeEco Le 2, Xiaomi Mi Max and many more smartphones and the latest gadgets in town. And of course, there are responses to your queries and your letters.

All of which should give you plenty to read and hopefully think about. Keep us in your thoughts and do keep visiting our website for the latest in the world of mobile technology.

Happy reading. ■

*Pankaj*

**Pankaj Mohindroo**  
EDITOR-IN-CHIEF

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## MY MOBILE

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- ▶ Support Wi-Fi 11ac/BT/FM/GPS/Glonass/Beidou/ANT+

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## GAME ZONE

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Kick some footballs in Ronaldo Kick'N'Run, wreak havoc on roads in Crazy Car Chase, enjoy the classic Pac-Man and more...

## SMART APPS

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## ETCETERA

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Total number of pages = 148



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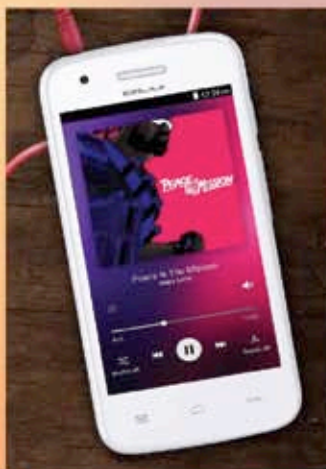


2MP + VGA

KitKat v4.4

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Dual Core  
1.3 GHz

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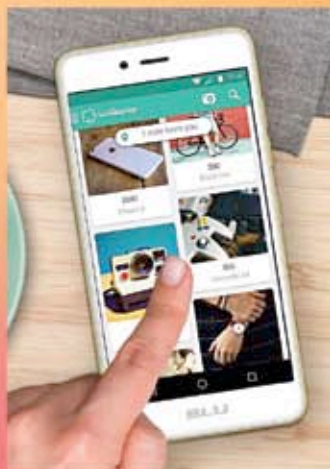


3.2MP + VGA

KitKat v4.4

Processor  
Dual Core  
1.0 GHz

AVAILABLE COLORS



## STUDIO G HD

5.0" HD  
Curved display

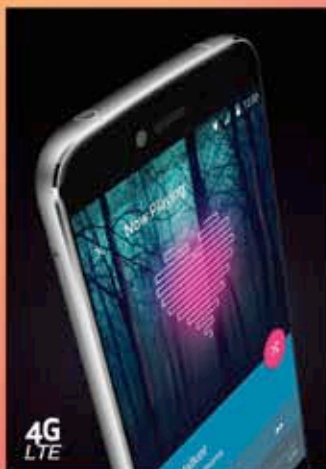


5MP AF + 2MP

Lollipop v5.1

Processor  
Quad Core  
1.3 GHz

AVAILABLE COLORS



## STUDIO ONE

5.0" HD  
Curved Display



13MP+5MP

Lollipop 5.1

Processor  
Quad Core  
1.3 GHz

AVAILABLE COLORS



## LIFE MARK

Display  
5.0" HD



13MP+5MP

Lollipop v5.1

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It has been quite some time since I am following My Mobile Magazine. I really like the magazine because it covers mostly all developments that take place around technology regardless of the brands and for my daily updates I follow the magazine page online.

**- Khushi Sharma, Mumbai**

I am an ardent reader of My Mobile magazine. I have recently taken up tech blogging and the magazine serves as a very strong source of information to me. The reviews in the magazine seem not exaggerated. The best part about the magazine is that it not only covers smartphones but treats even the accessories and application related to smartphones as a specific entity.

**- Harshneet Singh, Chandigarh**

Because of my growing curiosity in smartphones, I subscribed your magazine and so far I am not at all disappointed. The language

used in the magazine is simple and straight which helps a me to understand the keywords and features of smartphones. Along with this, I have also developed interest other news related to technology and has broadened my knowledge boundary.

**- Muskan Taneja, Bangalore**

I am a software engineering student and I love reading about various updates in softwares and application. The magazine feeds me with a lot information related to the same but I want to request you to add some more dedicated sections where one can read about various OS and application updates. Please add a fair ratio of news related to the operating systems, software updates and apps in the magazine as well.

**- Parth Desai, Pune**

I want to thank My Mobile Magazine for doing a story on Digital India and pointing out essential questions to the marketing head of

Intel India. I work with a NGO and we work towards bridging the gap of digital divide in remote areas. It feels good to read a story which gives you a picture about what the authorities and corporate people are doing in specific terms. Kudos to the team.

**- Shalini Mehra, Rohtak**

I read a couple of technology oriented magazine but I have to admit that My Mobile Magazine is my personal favourite. The magazine provides you with a bundle of stories, with criticism and appreciation both. There hasn't been any bias when it comes to the nature of the stories as far as I have observed which sets the magazine apart from all the other products out there in the market. I especially like to read about the new launches covered in the Just-In section.

**- Saksham Bajaj, Delhi**

I am a My Mobile Magazine subscriber and I read it stay updated about the current scenario of the tech world. I like how efficiently the magazine covers almost everything crucial that happens over a month and how the magazine puts even the new brand and not just established brands in a positive light when it is worth the appreciation. The ideas covered are generally very unique and are provided with extensive facts and figures in support.

**- Pranav Batra, Dehradun**

I follow your magazine and this time I was hoping for coverage on the Electronic Entertainment Expo 2016. Being a gaming freak, I think I got most of the information I needed about various companies and games.

**- Girish Shukla, Jaipur.**

Are you crazy about cellphones and have the potential to pen a few lines? Do you have a nose for news and can also key in a dream headline? Do you crave to lay your hands on the latest gizmos and tell the world about them? If you think you have it in you, we are looking for you. Rush your CV to **team@mymobile.co.in** to see your name in My Mobile, India's best mobile magazine.



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**Android Marshmallow's graph slowly rising**

Google has released its monthly report with the Android distribution numbers which clearly shows that Android Marshmallow has been on slow and steady rise. According to the report published, the numbers of devices running on Android Marshmallow have increased in the month of June. There has been an increase of about 3 per cent when it comes to Android Marshmallow. Earlier 10.1 per cent devices were running on Android Marshmallow in May whereas according to the numbers in the report, there are now around 13.3 per cent devices running on Android Marshmallow.

**WhatsApp parting ways with Symbian from December 31, 2016**

The Facebook-owned texting service, WhatsApp has decided to part its ways with Symbian OS. The application has started sending out notifications to the users using WhatsApp Symbian OS that the service will be discontinued from their devices by the end of this year. It's not just Symbian; WhatsApp is also cutting its services from BlackBerry and early Android and Windows versions. WhatsApp has advised the users to upgrade to higher versions of Android or iOS in order to experience uninterrupted services. Although the texting based application is yet to

announce a date from when it will withdraw its service from BlackBerry but for Symbian from December 31, 2016 will be the last date the users will be experiencing the service.

**Samsung to unveil Note 7 globally on August 2**

The South Korean electronics giant, Samsung has confirmed that the company will be unveiling its new flagship device, the Galaxy Note 7 during an event in New York next month on August 2. The event will be taking place at 11 AM in New York, while in Rio de Janeiro and London the event will be live-streamed. The event is likely to unveil the price of Samsung Galaxy Note 7. Samsung has also confirmed that the company will skip Note 6 and will directly jump on to Note 7 after Note 5. The device is likely to cost around Rs. 65,000.

**Asus ZenFone 3 Deluxe is world's first Snapdragon 821-powered smartphone**

After Qualcomm introduced the upgraded version of Snapdragon 820 processor, the Snapdragon 821, Asus has officially become the first company to incorporate it in its device. Asus unveiled Zenfone 3 Deluxe in the beginning of August and the phone is backed by the all-new

Qualcomm's Snapdragon 821 processor (as the company claims which works 10 per cent faster than its predecessor). The device comes in two variants, one packed with 6GB RAM and the other one packed with 4 GB RAM. The device comes with 64 GB/ 128 GB internal storage which can be further expanded up to a massive 256 GB by using a MicroSD card.

**BlackBerry bids farewell to the all time favorite BB classic**

The Canadian phone manufacturer BlackBerry has given farewell to one of its all time best seller, BlackBerry classic. The company in the beginning of August announced that the BB classic is being discontinued which was known for its tactile keys and classic looks. The new BlackBerry Classic was launched in 2014 but was not able to get the attention of the users. The Chief Operating Officer and General Manager in a statement mentioned that the company will no longer manufacture the BlackBerry classic.

**Spectrum auction to witness over Rs.1 lakh crore worth of investment from Telcos**

According to the credit rating company Crisil, the spectrum auction in September is likely to see Rs.1 lakh crore worth of investment by the Indian telecom companies. Leadings brands in the race namely, Airtel, Vodafone and idea are expected to account 55-60 per cent of the total spending in the auction. The auction was approved by the Union Cabinet in June and supposedly will be biggest spectrum sale in which the government plans to auction over 2200 MHz of airwaves across 4G bands and the 2100 MHz 3G band.

**DoT asks manufacturers to integrate panic button in new phones**

Earlier, the Department of telecom had announced that it is mandatory for all the phones to have panic button. The verdict did not quite go along with the smartphone manufacturers. The manufacturers explained that it is not feasible to incorporate a panic button in all the existing smartphones. After the debate, the latest development in the direction has been made according to which DoT has asked the manufacturers to integrate the panic button in all the device that will be introduced in 2017 and afterwards. The step has been taken after keeping in mind the safety of women.

**LeEco hires Jaiteerth Patwari as the new R&D Head of LeMall**

LeEco has hired Qualcomm's veteran Jaiteerth Patwari as the new Research and Development Head of LeMall, company's online shopping site in India. Patwari has worked for 14 years with Qualcomm. "I am thrilled to join the LeEco family at such a critical junction of its growth journey in India. In the next couple of months, we will look at aggressively scaling up operations for LeMall in India," said Patwari.

**Vivo to manufacture three million units in India soon**

Vivo, the only Chinese smartphone manufacturing company which has set up full-fledged manufacturing unit in





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the country under the Prime Minister Narendra Modi's Make in India initiative. The company is manufacturing around one million units of smartphones in the unit set up in Noida and has invested over Rs. 125 crores in the first phase. The company is all set to manufacture three million units which is triple the amount which is being manufactured currently. As the smartphone industry is growing with each passing days, the attempts to get in the league by Vivo are quite visible.

### Honor 8 with Dual Camera launched in China



The Honor 8 has been finally launched in China. Huawei's sister brand Honor has announced its next-gen smartphone which comes with a sleek glass body and aluminum side frame. With 5.2 inch Full HD 2.5 D curved glass display; the phone is backed by company's in-house processor Kirin 950. The major highlight of the phone is the 12 megapixel dual camera fixed on the back, with laser auto focus and 1.76-micron pixel size. The device comes in three variants: 3GB RAM with 32 GB storage, 4 GB RAM with 32 GB storage and 4GB RAM with 64 GB storage, priced at approximately Rs. 20,050, Rs. 23,050 and Rs. 25,070 respectively.

### Public Wi-Fi Hotspot could

### slash down mobile internet rates by 90 per cent

The idea of public Wi-Fi Hotspot has been around for a while. The telecom regulatory body TRAI conducted a survey to find the views of the public on allowing non-telecom companies to participate in setting up public Wi-fi Hotspots. As it turns out, low cost Wi-Fi set up could cut down internet price by 90 per cent. This will be an aid as the companies charge 23 paise per MB for data usage in cellular network like 2G, 3G and 4G, where it only costs the telecom companies around 2 paise per MB as per the regulator.

### Xiaomi to gain grip over offline market in India

Xiaomi known for its flash sales and now is ready to step up the game by gaining a grip over the offline market in India. The company earlier admitted the fact that India is the second largest market for the Chinese brand after its Homeland and the company is trying to tap the rest of the potential out the country as well. Xiaomi has tied up with Foxconn's subsidiaries and has announced partnership with Just Buy Live and Inncomm. The tech titan aims



to reach over 5,000 offline outlets through the country.

### Global developer ROM, MIUI 8 released

Xaomi has launched the promised MIUI 8 Global developer ROM and the beta

version of which is available to download for eligible handsets from MIUI Forum as well as the newly announced Mi community in India. MIUI 8 comes with a new design, second space, dual app support for most apps, long screenshots, new Calculator app, quick ball, new templates for Notes, redesigned Gallery app, and Smart menu for editing text. The beta ROM is currently available for selected Mi and Redmi devices

### Say hello to 'Android Nougat'



After a long discussion and debate, the name of the new Android N has been finalised. Google has decided that the upcoming Android N will be known as 'Android Nougat'. Known for the abrupt way of naming the OS after sweets, Google this time asked the fans to vote for their favourite names and New York Cheese Cake, Nougat and Nutella were considered to be the top names. Even the Indian fans tried their level best for Google to take up names like 'NanKatai' and 'Neyyappam' that clearly went in vain. The highlights include Split screen for multi-tasking which means that it will allow the user to view two applications by splitting the screen, simultaneously. The new OS is still in the beta version and is expected to be out soon.

### RIL to pump in Rs 15,000 crore in Jio through rights issue

Reliance Industries is planning to infuse another Rs 15,000 crore in its telecom arm Jio

through a rights issue. "We wish to inform you that the Board of Directors of the company at their meeting held on July 14 approved further issue of 1,500 crore equity shares of Rs 10 each aggregating to Rs 15,000 crore to the existing equity shareholders of the company on rights basis," the company said in a regulatory filing. The issue is expected to be completed in the next three months. The rights issue, which follows a similar size issue in January this year, will increase the equity of Reliance Jio to Rs 60,000 crore from Rs 45,000 crore, making it one of the most capitalised telecom companies in India.

### Telcos want uniform Net neutrality rules

The never ending debate related to net neutrality has taken another turn. The Cellular Operators Association of India and the Association of Unified Service Providers in India (AUSPI) have appealed to the



Telecom Authority Regulatory of India that the rules of net neutrality should be same for all the stake holders. The Industry bodies have asked TRAI that all the stakeholders should be covered under the regulations of net neutrality which includes websites, Mobile applications and cellphone manufacturers. On 30th May TRAI issued a pre-consultation paper on net neutrality to ascertain issues that should be considered while framing rules for the widely debated subject. ■

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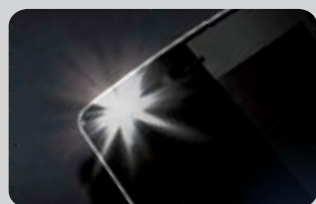
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Android 6.0 Marshmallow



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with Dual LED Flash



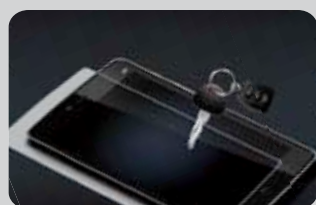
5MP Front Camera  
with LED Flash



Dual WhatsApp



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2GB RAM, 16GB ROM  
Expandable up to 64GB



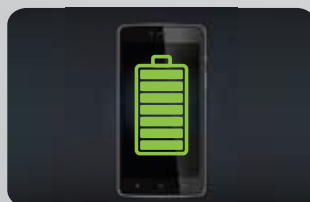
IPS Panel with Dragontrail X  
2.5D Curved Glass



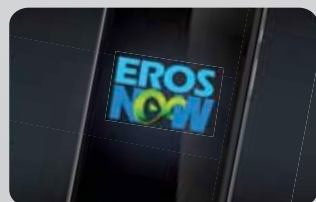
Smart Gesture Support



5 Multi-Touch Point



3000mAh Battery with  
20% Faster Charging



Free 6 Months  
Movie Subscription



their service centre as it is far from where I stay.

**-Jagriti Patel, Vadodra**

Please perform a factory reset and check - most probably the issue will be sorted out . But please remember to backup your data first.

I am looking for a phone with good battery life and I have a budget of Rs 8,000. Is it possible to get a phone in this price from a good brand? I am not very sure about the new Chinese brands. What is your opinion of them?

**-Ramesh Lahoti, Kanpur**

In the bigger battery segment, the Lenovo P70 is a good option. It is a Chinese company, but the product is good and the company is trustable as well

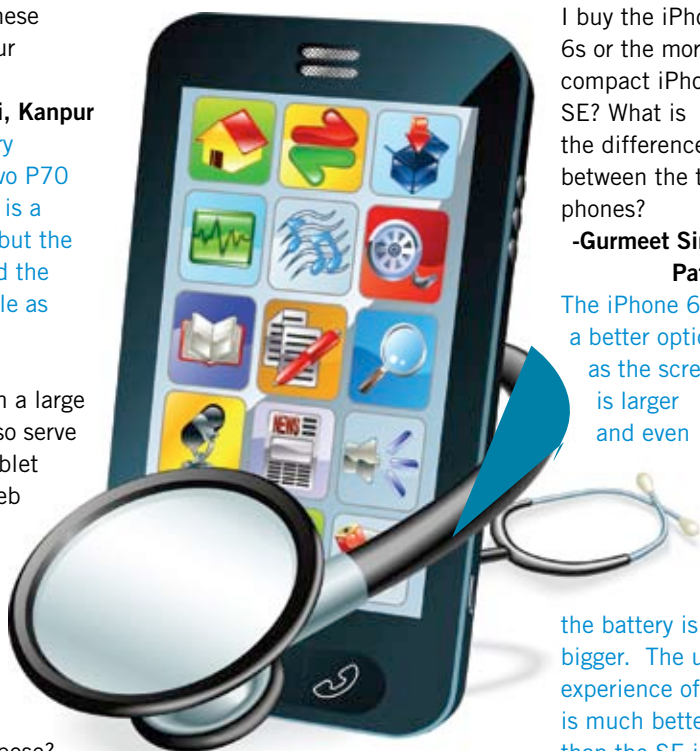
I want a phone with a large display that can also serve the purpose of a tablet for browsing the Web and other similar tasks needing a big screen. My budget is Rs 12,000. What do you think is the best phone in this budget for this purpose?

**-Mohammad Rashid, Delhi**

The Coolpad Note 3 Plus is a good option and is priced at nearly Rs10,000. It has a 5.5 inch full HD display, is suitable for your needs and comes with a 13 megapixel camera.

My OnePlus 2 phone is restarting frequently after a software update. What would you advise I should do? I do not want to go to

I want to buy a good phone for Rs 25,000 and I want the latest processor, high quality display and excellent camera. Right now, I have shortlisted the Xiaomi Mi 5, the OnePlus



3 and the Nexus 5X as my options. Which of the three would you recommend for me? Is there also any other fourth option.

**-Manohar Lal, Siliguri**

In these 3 I would suggest the OnePlus 3, as it offers a good and stable performance and its camera is outstanding .

I have been trying to install the Google Keyboard on my

Lenovo Vibe K5 Plus but everytime I am doing so, I see a message that says the app will be able to read whatever I type. Is this app safe to use? Should I install it?

**-Robert Verghese, Delhi**

This is normal as it is a smart keyboard with a word prediction option . It is considered to be safe as it has been published by Google.

I want to try the Apple iPhone. Would you suggest

I buy the iPhone 6s or the more compact iPhone SE? What is the difference between the two phones?

**-Gurmeet Singh, Patiala**

The iPhone 6s is a better option, as the screen is larger and even

the battery is bigger. The user experience of 6s is much better than the SE in

my opinion.

There has been a huge reduction in the price of the Lumia 950 recently, making it available for less than Rs30,000 . Would you recommend buying it, considering that it is running Windows 10, which is not as successful as Android? Are there enough apps for it, as compared to iOS and Android? What

will I be missing in it, if I buy it?

**-Gurjeet Sandhu, Delhi**

I won't recommend it as the user experience is very different and the ecosystem of application is very limited. Rs30,000 is a good price bracket and you can find very good phones on Android in this price bracket. I will suggest you go with Samsung if you are looking for a device in this price segment.

Why is there so much distrust about Chinese brands? Don't many companies get their phones manufactured in China, like Apple also? So why do people say "Chinese brands" in a negative sense of the word?

**-Jeetendra Kulkarni, Lucknow**

China is a place where you can get best and worst product. It's not that all Chinese brands are bad , you just need to select the right product. I would suggest you read reviews about the product before buying since so many companies came up in the past that you need to be an intelligent buyer. ■

Is your mobile phone acting strange? Email your queries at **team@mymobile.co.in** and our mobile doctor Arshdeep Singh will suggest remedies for your ailing device.

**Disclaimer:** The views expressed by Arshdeep Singh are his own and do not necessarily coincide with those of My Mobile.



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# Talk in Tech Corners



## OnePlus working on a VR headset?

The future of VR is bright -- and the Chinese smartphone sensation OnePlus seems almost ready to foray into virtual reality. In case, you might be wondering : OnePlus has been active in the VR space ever since it unveiled its OnePlus 2 last year; and this year the company teamed with VR specialists ANT VR to build 30,000 Loop VR headsets. Well, it looks like as if OnePlus is keen to bring its own VR headset in order to compete against the likes of Samsung and LG. The word on the street is that OnePlus plans to release a new VR headset with advanced features. Although the release date of the headset is vague at the moment, our close sources tell us that OnePlus may officially announce the long-awaited product sometime this year, or alongside the launch of the OnePlus 4 next year. We will keep you posted on any further updates.

## Amazon smartwatch to hit the market soon

Amazon is a highly unpredictable brand. After the failure of its Fire smartphone, it was said that Amazon would never ever again bounce back as a successful hardware maker. Despite being a leader in the eReader market, Amazon had to deal with negative comments. However, the online retailer proved its critics wrong with the impeccable success of the Amazon Echo -- a voice-enabled wireless speaker. Speaking to My Mobile, a reliable source told us that Amazon is now working building a smartwatch -- its next big project. While there remains some kind of ambiguity about the design part, the smartwatch will have one killer feature. According to sources, the Amazon-branded watch is said to have a built-in camera which when pointed at featured products/deals will automatically display its Amazon price on the watch. We still don't know how this gimmicky feature will benefit a shopper.

## Xiaomi Windows notebook is real; coming soon to India

A couple of months ago, we heard a rumour that Xiaomi was working on a sleek looking notebook, slated for release this year. Now, a source close to My Mobile who wishes to remain anonymous told us that Xiaomi is indeed working on a Windows 10 notebook. The Chinese company is working hard to deliver the notebook on time, with a target date of September or October, as far as the India release is concerned. Perhaps the talking point about the Xiaomi-made notebook will be its price in order to compete aggressively against the likes of Dell, HP, Lenovo and Apple. The notebook won't flaunt a 2-in-1 design though. Xiaomi had been rumoured to be working on a notebook for quite a while -- but when it will see the light of the day is still a burning question. ■

team@mymobile.co.in







## Gionee F103 Pro Fashionista

**G**ionee, the Chinese smartphone manufacturer has added another member to its F (Fashion) series family. The company has launched the new F103 Pro and has expanded its smartphone portfolio. It is pretty obvious that the F 103 Pro is the improved version of the F103 which was launched last year in September. The phone is priced at Rs. 11,999 and will be available on Gionee's official India Website and on various retail stores as well. The streak of introducing new phones is continuing as company has recently launched its high-end device S6 pro in China as well.

F103 Pro is the company's first 'Make in India' device and comes with a 5 inch HD 2.5 D curved display with a screen resolution of 720x1280 pixels. The display also comes with Dragontrail Glass protection to save the screen from scratches. The device, as it is a part of the 'F' series boasts a metal frame design. The device offers VoLTE and runs on Android 6.0 Marshmallow topped with company's Amigo 3.2 UI.

Under the hood, the phone comes with 1.3 GHz quad core processor which is integrated with 3 GB RAM. Also on board is 16 GB internal storage which can be expanded up to 128 GB by using a MicroSD card. The device accepts dual SIMS and comes with a 13 megapixel primary camera plus a 5 megapixel front camera. The F103 Pro comes with 2300 mAh battery which provides 20 hours of talk time and 470 hours of standby time. On the connectivity front the Gionee F103 Pro supports 4G VoLTE, Wi-Fi, Bluetooth 4.0, USB, GPS, OTG, and microUSB 2.0 port.

The device which is available in White, Gold and Grey colour options, weighs 143 grams and measures 145.3x70.5x8.5mm. ■





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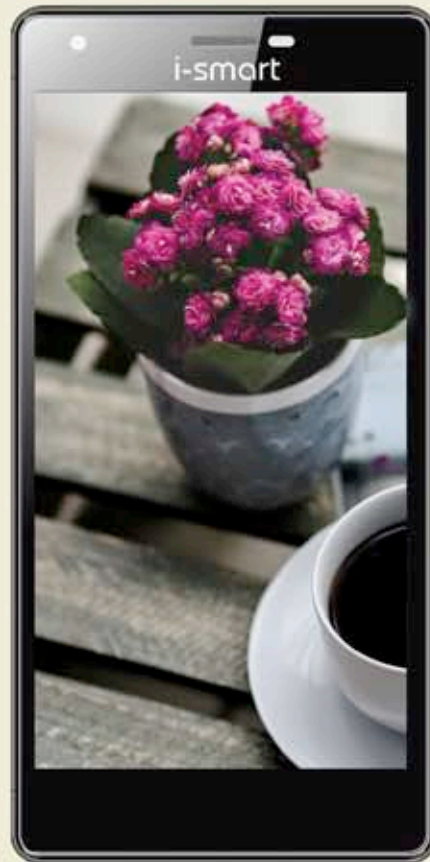
- . Android 4.2.2 KitKat
- . 8 MP Camera with Auto Focus
- . 1.3GHz QuadCore Processor
- . 4GB Internal Memory
- . 512MB RAM
- . 12.7cm (5.0") Display
- . 2100mAh Battery



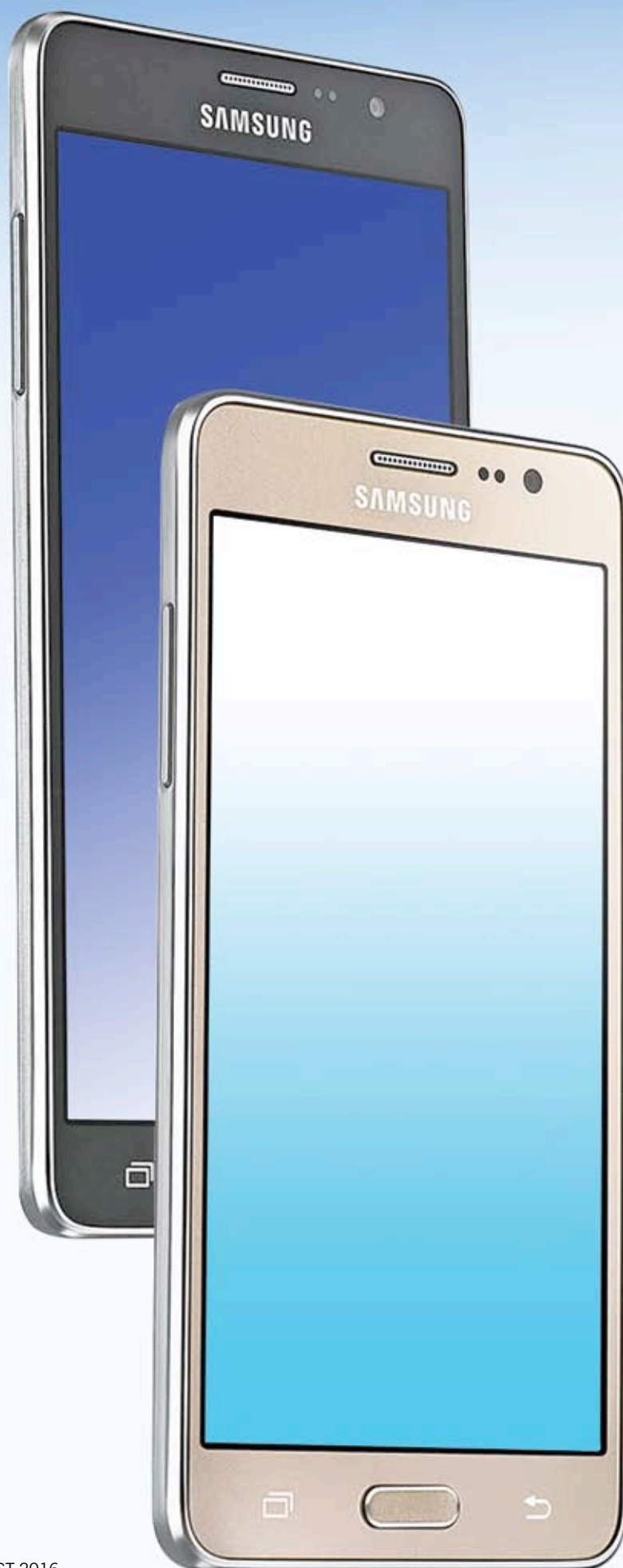
## IS-57i

### MERCURY V7

- . Android 4.2.2 KitKat
- . 8 MP Camera with Auto Focus
- . 1.3GHz QuadCore Processor
- . 8GB Internal Memory
- . 1GB RAM
- . 12.7cm (5.0") Display
- . 2100mAh Battery



## More than Smartphones...



## Samsung Galaxy On7 Pro and On5 Pro Bring it On!

Samsung, the South Korean Electronics giant, has introduced 2016 successors to the Galaxy On5 and Galaxy On7 launched in 2015. The company has launched the Galaxy On5 Pro and Galaxy On7 Pro and the phones are priced at Rs. 9,190 and Rs. 11,190 respectively. The new phones will be exclusively available on Amazon.

The new devices are another addition to the budget range of the company. Both phones run on Android Marshmallow 6.0 and sport a faux leather back design. Both come with the option of dual SIM and 4G compatibility, 2 GB RAM, as well as 16 GB internal storage which can be further expanded up to 128 GB by using a MicroSD card. The devices also sport some of the Samsung exclusive features like ultra data saving mode and Samsung's S-bike mode which was first introduced in the J-series launched by the company. When it comes to the optics, both the smartphones feature palm gesture selfie mode and 120 degree selfie mode.

In terms of specs, the Galaxy On7 Pro has an upper hand. It features a 5.5-inch HD TFT display with the screen resolution of 720x1280 pixels. The device runs on a 1.2 GHz quad-core Qualcomm Snapdragon Processor and sports a 13-megapixel primary camera with LED flash. The phone comes with a 3000 mAh battery, measures 151.8x77.5x8.2mm and weighs 172 grams.

On the other hand, the successor of Galaxy On5, the Galaxy On 5 Pro sports a 5-inch HD TFT display with a similar screen resolution. This one is backed by 1.3 GHz quad-core Exynos processor and on the camera front comes with an 8 megapixel primary camera with LED flash. The device runs on a 2600 mAh battery, measures 142.3x72.1x8.5mm and weighs 149 grams. ■



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## Xperia X Performance Primed to perform?

After shutting down the Z series, Sony came up with the Xperia X series. With the growing competition in the phone market, it looks like the company is not leaving any stone unturned to stay relevant. The Xperia X Performance is the improved version of the Sony Xperia X launched earlier and both the devices are almost identical but there is one massive difference - the new Xperia X Performance runs on the high-end Qualcomm Snapdragon 820 quad-core 64-bit processor as compared to the Snapdragon 650 seen on the Xperia X. Perhaps that's the reason for the 'Performance' suffix in its name. The device also has a slightly larger battery.

The rest of the story remains the same as the Xperia X. The phone comes with a 5 inch FHD screen with a screen resolution of 1080x 1920 pixels. The device runs

on Android Marshmallow 6.0 and is backed by a 2700 mAh non removable battery. It comes with 3 GB RAM and 32 GB internal storage which can be further expanded up to 256 GB by using the dedicated MicroSD card slot. Just as the Xperia X, the Xperia X Performance also grabs points for having a 23 megapixel primary camera up its sleeve and also comes with a 13 megapixel secondary camera for selfies and video callings. The device comes in White, Graphite Black, Lime Gold, Rose Gold colours. The dual SIM phone also boasts a finger print sensor and in terms of connectivity, offers Wi-Fi, GPS, Bluetooth, NFC, 3G, and 4G. The smartphone is globally unveiled and is most likely to be launched in India in late July or August as per our sources. ■

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*“At Reliance Jio, we have built an entire ecosystem that will allow Indians to live the digital life to the fullest. This transformational ecosystem consists of broadband connectivity, devices and powerful applications and services which will be available to every consumer in India.”*

**-Mukesh Ambani**, Chairman RIL, after announcing first quarter result

*“To bring in transparency, the DGS&D has worked on it very hard. The Department of Electronics and IT has also played a very big role in this. What they have done is to start with on those regularly purchasable items which the various government departments will need. They are just putting it on their portal”*

**-Commerce and Industry Minister Nirmala Sitharaman**, after launching e-marketplace (PTI)

*“Our top priority is resolving call drop. We expect there will be qualitative improvement in 4-5 months. We are also going to auction spectrum soon... hopefully by the end of September, which will help in addressing call drop problem”*

**-New Telecom Minister Manoj Sinha** on call drop issue (PTI)



*“We will push for more investments and I intend to visit some of the new mobile phones manufacturers of the country. I am happy that 11 crore mobile phones have been manufactured in the country, 50,000 jobs created and 17 new companies have come in the last one-and-a-half years.”*

**-Ravi Shankar Prasad** on investment in electronics manufacturing (Hindu Business Line)

*“We’re excited that Pokémon fans and gamers can now start exploring their very own neighbourhoods and cities to capture Pokémon using the Pokémon GO app. Players can discover and catch more than 100 Pokémon from the original Red and Blue games, take Pokémon into battle against other Pokémon at Gyms, uncover items including a variety of types of Poké Balls and eggs at PokéStops, hatch and train new Pokémon, and more.”*

**-John Hanke**, CEO of Niantic Labs





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# SUPER SMARTPHONES

# THE TOP 10 SUPERPHONES



THERE WAS A TIME WHEN THE MAIN FUNCTION OF A PHONE WAS MAINLY TO HANDLE CALLS AND MESSAGES. FAST FORWARD TO TODAY AND WE ARE TRULY IN THE AGE OF SMARTPHONES - PHONES THAT HEAD RIGHT ON TO COMPUTER TERRITORY, WITH MULTI CORE PROCESSORS, MASSIVE MEGAPIXEL CAMERAS AND OODLES OF RAM AND STORAGE. WE LOOK AT TEN OF THE BEST SMARTPHONES IN TOWN. PHONES GREAT ENOUGH TO BE CALLED "SUPERPHONES" ...

Every year there comes a time when all the major phone manufacturers in the world have pretty much shown their hand in smartphone terms, and laid their flagships out to sail in the copy waters of the global market. And as we come to the end of July, we are at one of those moments. Almost every brand worth its salt has put out its best device in the market and unlike a few years ago, this time around there are far more contenders for the top slot than there ever were. For the super phone is no longer the preserve of a few select brands that have the resources and the retail presence to launch them. Nay, thanks to the radical changes brought around in the phone market with the arrival of players like Xiaomi and OnePlus, today it is possible for a consumer to dream of owning a high-end smartphone - indeed, what we would even term a super phone - at a fraction of what it would have cost them a few years ago. And this has led to the super phones moving out of their super niche territory - where one had to consider investing as much as they would in a notebook - and move into a more accessible, democratic space. So with the best of almost every company in phone terms in the market or set to arrive very shortly, what better time than this to look at ten of the very best super phones out there? They come from a variety of brands, some barely more than a couple of years old, some of the old guard trying to hang on to their former glories. One thing they all share, however, is the fact that they are not just smart, but super!

### Specs and Content!

It might boast some very good cutting edge hardware but what makes the LeEco Max 2 special is the fact that it comes packed with access to a lot of multimedia content, including films and TV shows, which can be accessed by just a touch of a button.



## LeEco Le Max 2 Max in all respects

Few brands have taken a market by storm the way LeEco has in India. The company's LeEco Le 1S device did exceptionally well, but its more powerfully specced Le Max went relatively unnoticed. Which is perhaps the reason why this time around the company has decided to lead with the successor of the Le Max, the Le Max 2. Unlike the Le Max, the Le Max 2 boasts a relatively smaller display (5.7 inches as compared to 6.33 inches) but cuts no other corners in terms of spec muscle. The display remains a quad HD one giving it a more impressive pixel density as compared to its predecessor and is impressively bright.

The phone comes with a top of the line Snapdragon 820 processor and has 6 GB of RAM and 64 GB of storage. One of the biggest attractions of the phone is the presence of CDLA, a version of audio that LeEco claims to be superior to even Hi-Fi and which uses the USB Type-C port on the device (it does not have a 3.5 mm audio jack). Making the device a veritable media powerhouse are a pair of very good cameras - 21.0-megapixel at the rear and 8.0-megapixel in front - and content from a number of sources, allowing users to access live TV coverage from a number of channels (Yupp TV, Eros) by just hitting a button. Some might find its interface to be a bit too much on the plain side, especially those who have been seduced by the colourful brilliance of MIUI on the Mi 5 and touchWiz on the S7 Edge, but in terms of sheer functionality, there is absolutely nothing to complain. Yes, the phone might heat up and yes, the battery life could have been better. On the flip side, this is an awesome phone in terms of design, hardware and content, available at a killer price. More than that we could not ask for in a super phone. ■



### Speedy and water and dust free!

The Samsung Galaxy S7 Edge might be best known for its camera and its 'edgy' display but the one feature that perhaps marks it out from most of its competitors is the fact that it is both water and dust-resistant. The company had dumped both features in the S6 but brought it back for the S7. Consumers are not complaining one bit!



## Samsung Galaxy S7 Edge Edgy Supremo!

Samsung was its peak at the time of the Galaxy S3 and then had to endure a rough ride of sorts as people complained about its repetitive design and use of plastic. The jinx finally broke when Samsung introduced the Galaxy S6 Edge, a smartphone that came with a dual-edge screen and was a gorgeous blend of metal and glass. Earlier this year Samsung came with the Galaxy S7 Edge into the market and it again changed the rules of the game - or should we say Samsung left the competition in the dust. Perhaps the biggest highlight of the Galaxy S7 Edge has been its dual-edge screen. The 5.5-inch Super AMOLED QHD screen outshines any high-end smartphone you can think of right now, including the 5.5-inch Retina Display on the Apple iPhone 6s Plus. Although there's no removable battery, Samsung has brought back a microSD card and water-and-dust proof feature back into the flagship smartphone. Design-wise, the Galaxy S7 Edge looks glamorous: a metal rim is sandwiched between two slabs of Gorilla Glass 4. And then there is the camera. Samsung reduced the resolution from 16-megapixels to 12-megapixels, but improved image quality substantially. On the performance front, the Exynos octa-core processor coupled with 4GB of RAM and 32GB of on-board storage turned in a stunningly smooth performance, while the 3,600mAh battery kept running for hours on a single charge. Round that off with water and dust resistance, and you can see why many (us included) think that the Galaxy S7 sets a new benchmark for Android smartphones. ■

### Small is beautiful

At a time when most smartphone manufacturers have been opting for larger displays and form factors, Xiaomi has used the Mi 5 to prove that you can pack a fair dollop of style and substance into a very compact form factor. Shades of the Nexus 5. Only so much more classy. And glassy.



## Xiaomi Mi 5

### Small wonder!

It first created waves in the smartphone market with the Mi 3 in 2014. Last year, we saw the Mi 4 leading the charts and now comes the Mi 5. Available for Rs. 24,999 -- less than the cost of the iPhone 6s, the Mi 5 seems to be an obvious choice for many people wanting a high-end device at a relatively affordable price. The smartphone not only packs in the latest hardware internals, it's compact and beautifully crafted out of glass. Even though it has a smaller 5.15-inch Full HD display, it's fairly bright and also boasts high contrast and punchy colours. The Mi 5 may remind you of the Galaxy S7 in terms of sheer compactness, but still has Xiaomi's style and personal touch all over the design. It is significantly lighter, fits perfectly in your hand and weighs in at an astonishingly low 129 grams. As of hardware, the Mi 5 literally punches above its weight. It's powered by a Snapdragon 820 processor paired with 3GB RAM and 32GB of on-board storage, ensuring utterly smooth performance, especially when allied with Xiaomi's famous MIUI interface that is laid over Android Marshmallow. The 16-megapixel rear shooter was a bit iffy initially, but the camera performance massively improved in the course of time, courtesy a number of updates. There's a lot to like about MIUI 7. It's smooth, fast and easily customizable. Most importantly, the 3,000mAh battery on the Mi 5 won't disappoint you and will in most cases easily see through a day of hectic use. All in all, the Xiaomi Mi 5 is perhaps one of the most stylish and powerful phones out there. Which is why it gets the super phone billing. The price just makes it a super deal as well! ■





### Not spec(s)tacular!

Not too long ago, Sony used to pride itself on phones that delivered the best experience rather than the best hardware. And with the Xperia X, it returns to that territory. Some might wonder what a Snapdragon 650 chip is doing in a flagship. But consumers are not likely to complain, given how smoothly it performs.

## Sony Xperia X Not about specs

Sony is a legendary brand, however, it has its own set of challenges, and these have been just getting more and more significant especially in the mobile phone market. Although opinions remain divided about the strategy of the company's mobile handset division, Sony still remains many people's favourite smartphone manufacturer. Its latest smartphone, the Xperia X, takes on the competition with a sharp 5-inch 1080p display, best-in-class audio and elegant design. The Xperia X is a phone that, totally avoids being stereotyped. The 5-in full HD is bright and crisp. It's not quite up to par with the fantastic quad HD screen fitted to the Le Max 2 and LG G5, but feels good nonetheless. There's still the same power button on the side, which doubles as the power key. It has the same industrial design that the previous Sony handsets have used -- and there's nothing wrong with the ideology. Even Apple has been following the same approach. The phone has a Snapdragon 650 processor coupled with 3GB RAM

and 32GB internal storage. It also has a microSD slot for adding more storage. The Xperia X feels snappy, if not quite as quick as the OnePlus 3. The 23-megapixel camera has good detail and the so-called gimmicky augmented reality effects are fun to use. The Xperia X is an Android smartphone running Android 6.0 Marshmallow. Sony hasn't modified the user interface as such; it's very close to a near-stock experience. Yes, we know a number of people (us included - just read our review later in the magazine) have been less than pleased at what the Xperia X offers in spec sheet terms, especially against some very hefty opposition, but then this is Sony deciding to finally step away from the spec wars and fighting on ground that once defined it - pure experience. No, we do not know whether it will succeed in its endeavour or whether it will be forced back into hardware comparisons, but what we do know is that when the world talks of super phones, the Sony Xperia X will figure among the phones being considered. ■

# OnePlus 3

## Plus a lot more than One!

**I**t might have been in the market for just a couple of years and has a mere four phones to its name but OnePlus has already attained a cult following of its own among smartphone users. The reason for this is the company's ability to blend very good design with excellent hardware and innovative software and offer it all at a fraction of the price that more established brands do. And if the OnePlus 2 with its slightly buggy software was considered a blip on the horizon and the rather out of place OnePlus X was soon confined to history, the company seems to have won back lost ground with the excellent OnePlus 3. The 5.5 inch display is a full HD one, like the ones on the OnePlus One and the OnePlus 2, but colours stand out thanks

to its being an AMOLED affair. The processor is the Snapdragon 820 and aiding it in its task are a massive 6 GB of RAM with 64 GB of storage. And the camera has been given a massive overhaul, taking the megapixel count up to 16 and also improving clarity, detail and colour reproduction significantly. Some might complain that the phone has opted for a metal back rather than a sandstone finish one as seen in the OnePlus One and Two, but even they have had to concede that in terms of performance, the OnePlus 3 is right up there with the best, on par and at times even better than some phones that cost twice as much. The big challenge for the company remains the OS, Oxygen, which still tends to be oddly buggy from time to time, but in terms of sheer performance, this is one of the most powerful customers around. But judging by the speed at which the company keeps churning out updates and fixes, it is a challenge the folks at OnePlus relish. Now, that is what we call really super! ■



### Running on Oxygen

The OnePlus 3 comes with cutting edge hardware and a very nifty design but perhaps its most distinguishing feature is its OS, Oxygen, which draws inspiration from stock Android and delivers a very smooth, clutter-free performance. Definitely one of the more innovative Android overlays around.



# HTC 10

## Lord of style

**I**t packs in a very impressive spec sheet in best Android flagship tradition. The 5.2 inch display is a quad HD one, and driving the phone is the processor that seems to be the chosen one for most Android flagships in 2106 - the Qualcomm Snapdragon 820. This, allied with 4 GB of RAM and a new edition of Sense UI that seems to have swapped bells and whistles for neatness, give the HTC 10 a turn of speed that places it right among the best in the super phone race. But perhaps what really is its forte are - in best HTC tradition - its appearance and design. The phone is not exactly featherweight or super-slim but its blend of glass and metal, its curved edges and its heavily chamfered sides give it an appearance that cannot be matched by too many phones out there (perhaps the Galaxy S7 Edge for those who prefer glass to metal). Ally to that its 12.0-megapixel ultrapixel camera that takes some very good photographs and perhaps the first front facing camera with optical image stabilisation and what you have is a device that marries a lot of style with a fair amount of substance and solidity. Yes, the battery can take a hammering and the metal build means that the phone can heat up from time to time, but at the end of the day, this is perhaps the best looking superphone of them all. And well, it is more than capable of stepping into the shoes of a computer should push come to shove - that processor and the RAM mean that you can edit pretty much everything on it - be it photographs, videos or even good old fashioned documents and presentations. Now what else could you ask from a super phone - oodles of style, masses of muscle all packed together into one of the most spectacular frames you will find anywhere in the phone world. Is this HTC getting back to its terrific design days? We certainly hope so. ■



### Selfie OIS

We live in the era of the selfie and the HTC 10 pays tribute to this in the most effective manner possible - by adding optical image stabilisation (OIS) to the selfie camera on the device. That means less jerky and more clear selfies than on most cameras. Hey, it is a selfie world, remember?

### Modular magician

Forget those amazing high-end specs or even that camera that takes spectacular shots. What makes the LG G5 special is the fact that you can literally add elements to it thanks to its modular design. Want a better camera? Add it on. Better sound? Slap on a new speaker. That's the magic of modularity.



## LG G5 The Modular One

**I**t might not look as classy as some of the other phones in this list with its seemingly plasticky appearance (it does have a metal component), but don't let that fool you. At a time when most Android phone manufacturers have tried to stick to the tried and trusted and battling it out on spec sheets, LG pulled a bit of a rabbit out of its hat with the G5. Or to be more precise with the modularity of the G5. The phone allows different components to be attached to it, allowing you to change not just its appearance but also its performance - so you can add on a camera, a better speaker and so on, depending on which accessory you lay your hands on. But while its modularity is its most distinguishing feature, the LG G5 is no wimp when it comes to the spec sheet. It comes with a Qualcomm Snapdragon 820 processor, 4 GB RAM, 32 GB storage (expandable) and tops all this off with a remarkable dual camera (16.0-megapixel and 8.0-megapixel) combination on the back

for better clarity and depth of field. Yes, the 2800 mAh battery can tend to drain a little fast, thanks mainly to the magnificent 5.3 inch quad HD (1440 x 2560) display, and LG's Android UI remains one of the more complex ones around, but there's no getting around the fact that in terms of sheer performance, the G5 is a barnstormer. Want to edit a video? Want to view a document? Want to watch a film? Want to play a high definition game with console quality graphics? Go ahead, make its day. And well, if that does not suffice then just go right ahead to your local LG store and grab some modules. Pump out the sound a bit louder or take some extra detailed or sharp images. Thanks to its modularity, this is one phone that is not content with being just super out of the box but can go the extra mile and be extra super as well. Do not go by its appearance - remember that even the relatively modest looking Clark Kent was in fact, Superman. ■



# Asus ZenFone 3 Deluxe Force Zen!

Asus' last flagship smartphone the ZenFone 2 may have topped the reviewers marking scheme, but unfortunately failed to meet users' expectations. And this is why the Taiwanese electronics company may have 'moved' on, as seems evident from its flagship ZenFone 3 series. While Asus may take some time to bring the entire ZenFone 3 series to India, the launch of the jewel of the ZenFone crown, the ZenFone 3 Deluxe is imminent. Though details are scarce regarding its price and release date, we have a fair idea of just what it promises and what it is likely to offer. Firstly, the ZenFone 3 Deluxe is coming with a Qualcomm processor; rather than an Intel powered CPU as its predecessors did. That itself marks a big change in the strategy. Also, the ZenFone 3 Deluxe is the first smartphone to feature a Qualcomm Snapdragon 821 processor, perhaps the reason for all the excitement around it. Under the hood are an Adreno 530 GPU, 6GB of RAM, a 5.7-inch FHD display and up to 128GB of internal storage. It's not wrong to say that given the hardware it got, the smartphone won't get outdated for a while and is going to figure in everyone's list of terrific phones. And it is not just about the specs and hardware. Asus has redesigned its flagship smartphone from scratch. It has a full-bodied design with no visible antenna lines and is just 4.2mm thick on the edge. There's a 23-megapixel camera on the back with optical image stabilization, laser focus and phase detection autofocus. Asus claims the camera will take just 0.03 seconds to focus in a moving object. A 3,000mAh battery powers the ZenFone 3 Deluxe. Asus' ZenUI 3.0 has been improved; and users can now place custom icons and widgets on the lockscreen. With Mobile Manager you can check and boost your phone's performance, check data usage and set up your phone's privacy features. With the ZenFone 3 Deluxe, Asus might have created a powerful smartphone and perhaps the best Android smartphone of them all. ■

## Beyond Intel Inside

Unlike the first two flagship ZenFone devices, the ZenFone 3 Deluxe will be powered by a Qualcomm Snapdragon processor rather than an Intel one. For many, this represents a new chapter in Asus' mobile history, putting it on par with some of the most famous names in the mobile world. Look for some stunning benchmark scores in the coming days.



### Living the Mod life

"What LG did, Moto can do better" seems to be the rallying cry of the Moto faithful when they are told that LG too had tried the modular way with the G5. From what we have seen, Motorola's 'Mod' modules definitely seem a lot slicker than those for the G5, but a lot will depend on their availability and price. Indeed, the very fate of the phone hinges on it.



## Motorola Moto Z Inspired by Project Ara?

Motorola is no more under the influence of Google; it is now a part of one of China's most successful technology companies - Lenovo. So it is evident that the new Moto Z smartphone will have Lenovo's influence all over it. But the Moto Z isn't just a flagship smartphone from Motorola, it's about the beginning of what seems to be a hardware ecosystem. After LG, Motorola became the second major smartphone manufacturer to offer a smartphone whose capabilities could be enhanced with expandable modular attachments or Moto Mods. These modular accessories attach with a "swap", all thanks to the magnets in the rear of the smartphone. A number of Moto Mods have been launched, and Motorola has bigger plans in place to expand its Moto Mods initiative. That aside, the Moto Z is a premium smartphone, crafted out of aircraft-grade aluminum and stainless steel. The smartphone measures just 5.2mm thick and weighs 136 grams. One thing you will notice is that the Moto Z lacks a traditional 3.5mm headphone jack, just like the LeEco Le Max 2 and the Le 2. The Moto Z has a 5.5-inch QHD (2,560 x 1,440) display, giving it a very impressive pixel density of 534 ppi. On the hardware front, the Moto Z is as capable as any other flagship smartphone we saw over the past few months. It's loaded with a Snapdragon 820 processor, Qualcomm's flagship processor of 2016. The device is backed by 4GB RAM and 32GB or 64GB of internal space. The Moto Z's 2,600mAh battery is a little on the lower side though, but Motorola says the device will run up to 30 hours on a single charge. Motorola is betting its stakes on the whole modularity bandwagon and the Moto Z might be the perfect showcase for the modularity concept. At the time of writing, Motorola hasn't announced how much the Moto Z will cost in India or indeed, when it will arrive on Indian shores. ■





### Sleek, svelte, speedy

While the Zuk Z1 was designed on more functional lines, there is no denying that the Z2 Pro is designed to turn heads. At a mere 7.5 mm thickness and 145 grammes of weight, it is impressively slim and light for the specs it packs in. And there is some serious substance beneath that stylish exterior too. This is one of those rare phones that promises to score on flair as well as functionality and features.

## Lenovo Zuk Z2 Pro The challenger cometh

It has not been launched in India at the time of writing, but it would not be an exaggeration to say that the Z2 Pro, from Zuk, Lenovo's sister brand is one of the most eagerly awaited devices in the Indian market. The Zuk Z1 achieved moderate popularity courtesy a slightly staggered delay and a competition that had moved ahead by the time it actually hit the market, but the Z2 Pro is very much ahead of the curve in that regard. The phone features a 5.2 inch full HD display like its predecessor, the Z1, but its what follows that has stunned the world - it comes with a Snapdragon 820 processor, 6 GB RAM, and a colossal 128 GB of storage. The camera at the rear might seem a relatively routine 13.0-megapixel one but it comes with a f/1.8 aperture, while the one in front is a 8.0-megapixel one. Even the 3100 mAh battery is likely to last longer than

it is on some competing flagships given the fact that it has to power a full HD rather than a quad HD display, and it comes with QuickCharge 3.0 as well. All of this is inside an incredibly compact frame (a mere 7.5 mm thin and just 145. The Zuk Z1 had promised much but had been undone by a host of factors. It would not be an understatement to say that the Z2 Pro offers much more and therefore cannot really afford to ride its luck. The success of the device could well make or break the Zuk brand because unlike the Z1, which was perceived by many as being mainly a phone for geeks, the Z2 Pro has a much more mainstream flavour, both in terms of design as well as pricing. Is this going to be the super phone that throws down the gauntlet to the likes of Xiaomi and OnePlus by redefining the price: performance ratio? We will discover in the coming days. ■

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# Single Brand Retail Boost?

IN ORDER TO GET MORE FOREIGN DIRECT INVESTMENT (FDI) AND TO MAKE IT STILL EASIER TO DO BUSINESS IN INDIA, THE GOVERNMENT HAS INTRODUCED A NUMBER OF REFORMS TO THE FDI POLICIES IN THE RETAIL SECTOR. **PRIYANKA DUA** TRIES TO EXPLAIN THE INITIATIVE TAKEN BY THEM (GOVERNMENT) TO ATTRACT FOREIGN INVESTMENT IN SINGLE BRAND RETAIL.

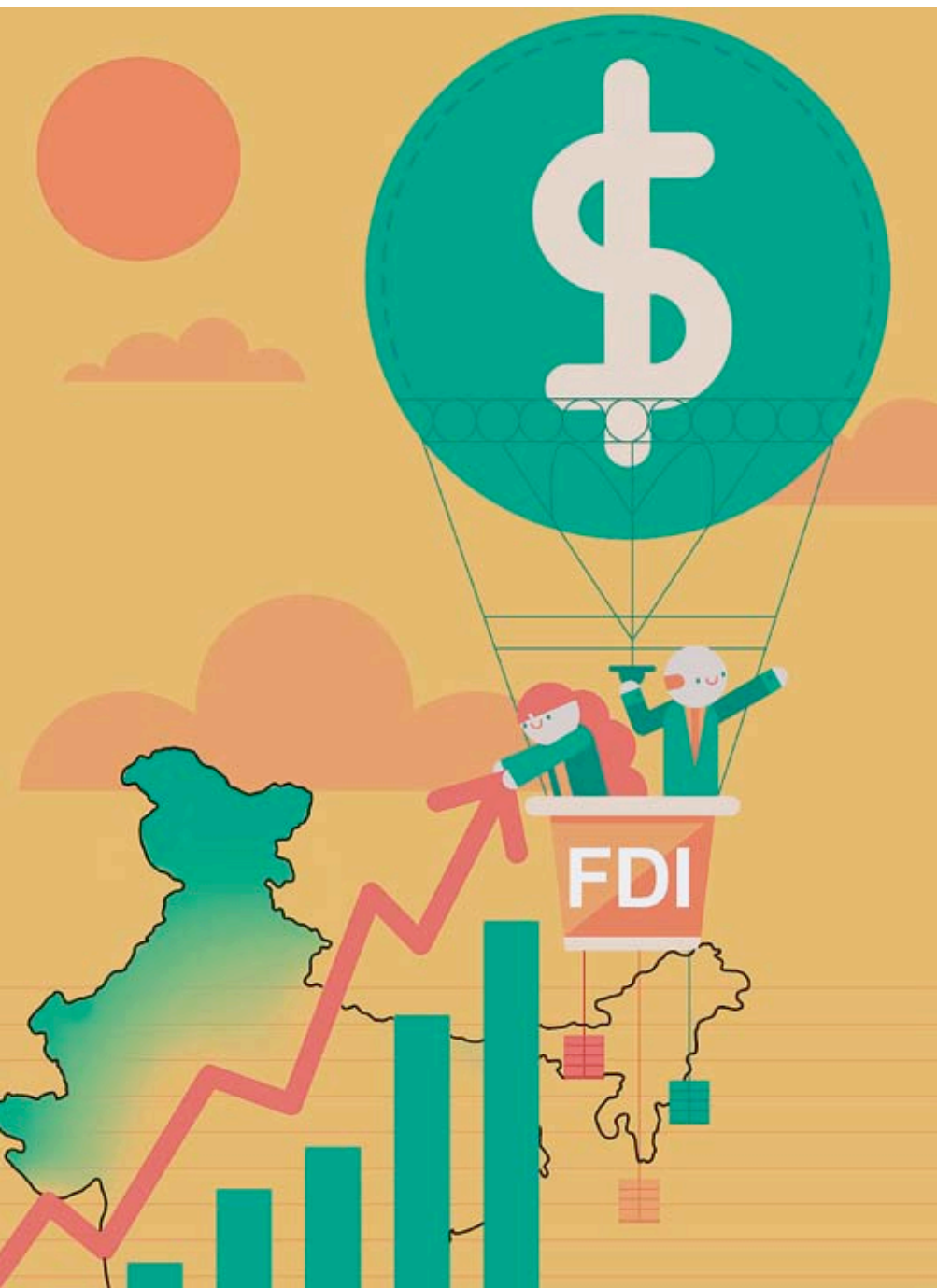
Although the Government has allowed 51 per cent FDI in single brand retail in 2003 and the cap was raised to 100 per cent in January 2012, the initiatives have received relatively lukewarm response from the sector - only \$ 135 million of FDI was seen in this sector over a period of nine years. On the other hand only one proposal in multi-brand retail attracted an investment of \$140 million.

According to some experts, the fact that 30 per cent of the value of goods purchased, preferably from micro, small and medium enterprises (MSMEs), village and cottage industries, artisans; and craftsmen conditions related to mandatory sourcing; and branding issues, were impacting FDI inflows in the single-brand retail sector.

But now the Government has seemingly made a U-turn by relaxing local sourcing norms for foreign brands keen to open their own stores in the country.

## A timely move

It was also reported that this step was taken by Government after the maker of iPhones and Mac computers, Apple had applied for license to set up its store in the country. At that time the application was not cleared as country's foreign investment laws stipulated that companies would have to locally source





30 per cent of their goods if they wanted to sell through their own retail stores in the Indian market. And it's not just Apple, many Chinese smartphone companies like LeEco, Oppo and Xiaomi have also applied for the same.

In its statement, the Government said, "It has now been decided to relax local sourcing norms up to three years and a relaxed sourcing regime for another five years for entities undertaking Single Brand Retail Trading of products having 'state-of-art' and 'cutting edge' technology." The nodal agency for clearing foreign direct investment (FDI) proposals has asked the Department of Industrial Policy and Promotion (DIPP) to incorporate a definition of the term 'cutting edge' in FDI policy framework."

"We are confident that after taking this extremely important step of entry into India through single brand retail in a more profound manner," sources close to the development told My Mobile.

"We believe that this decision will bring in more investment and help some of the global players to chalk out their India centric strategy more clearly especially when India is at the edge of digital revolution. Apart from this it is a welcome move because it irons out some of the stumbling blocks in the form of certain criteria like definition of cutting edge technology and lack of local manufacturing ecosystem," said Tarun Pathak, Senior Analyst Mobile Devices and Ecosystems, Counterpoint.

Chandrajit Banerjee CII Director General added: "Liberalisation of the FDI regulations reflects the Government's commitment to reforms and openness, and reassures investors that ease of doing

business remains a high priority."

"Taken together, the FDI rules announced today will attract big new investments across key sectors such as food processing, defence production, pharmaceuticals and civil aviation, among others, thereby adding to growth and employment," he said.

On the beneficiaries of this decision, Pathak explained: "Talking about smartphone space specifically, I believe the biggest beneficiaries will be smartphone companies who are moving out of hardware centric approach to a more software and service driven model where overall experience of smartphone will be their biggest differentiating factor. In such a scenario controlling end to end product experience becomes equally important to attract consumers to their ecosystem and exclusive store will help them in the direction."

### The Apple effect?

But did the Government take the step after Apple's application? Pathak does not think so. "I believe the step has been taken more because of lack of clarity in some of the rules laid couple of years back and weak manufacturing ecosystem. For example the definition of cutting edge technology still remains vague and without going more into specifics and confusion it is a wise decision to remove the pre conditions atleast for some years and wait till the over mobile manufacturing ecosystem become mature enough to qualify for 30 per cent local sourcing automatically," he explained.

Apple CEO Tim Cook during his recent visit had told his India team how company-owned stores are vital for Apple's long-term

### FDI push highlights



Sourcing norms were eased for single-brand retailers.



This move will encourage high-end single brand retail companies to open stores in India.

### Gainers

Apple, Oppo and LeEco have applied for setting up stores in the country.

plans since it would set benchmarks in sales and services, even though he does not want to disrupt the existing distribution and retail network as multi-brand stores still account for a large share of overall sales in India.

India remains a tiny contributor to Apple's revenue, accounting for a very small part of iPhone sales globally, but it's an increasingly important market for the company, especially as Apple's growth in China slows. In April, Apple posted its first quarterly sales drop since 2003, mostly due to unimpressive performance in China. However, in India—the world's second-largest smartphone market, largely dominated by South Korean smartphone brand Samsung and local player Micromax—Apple saw a whopping 56 per cent increase in sales

On the other hand its (Apple) request of selling its refurbished phones in India was not cleared by the Finance Ministry and Commerce Ministry because they are not in favour of Apple selling refurbished phone in the country.

But is there a chance that this move might be misused by fly by night operators out to make a fast buck? "That will be least likely because any investment in retail/offline distribution involve significant investment and only comes from players which have long term scalable business proposition in India," Pathak said.

All of which should give the retail segment reason to celebrate ■

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### FDI Limits

| Sector/Activity | %of Equity/<br>FDI Cap | Entry Route                                           |
|-----------------|------------------------|-------------------------------------------------------|
| Single Brand    | 100%                   | Automatic up to 49%<br>Government route<br>beyond 49% |

# Hiding in Plain Sight: The Dark Side of the Web

IT IS BIG. IT IS DANGEROUS. AND IT IS RIGHT OUT THERE ON THE INTERNET THAT WE ALL KNOW SO WELL AND USE 'ROUND THE CLOCK. **ROHAN PAL** LOOKS AT THE DARK WEB AND WHAT IT COULD CONTAIN.

**Y**ou might have seen many Hollywood movies in which the villain or a drug mafia uses the Internet to carry out his nefarious activities from selling drugs to buying arms and ammunition. And you might have thought that it is all fictional and well “you can’t really do that, can you?” But what if we tell you that this is the reality of the Web? That there is a darker side of the Internet, which only few of us are aware of? And it is not only there but it is enormous as well. But what is Dark Web? Well, it can be considered a place where nothing is censored and you get all the information about anything you need to know, which you won’t find on regular search engines. It is considered to be a part of the Deep Web, which comprises basically those

sites that are not indexed or not visible to search engines like Google.

## Deep Web, Dark Web and Surface Web

The Internet can be broadly classified in three different categories: the Surface Web, the Deep Web and the Dark Web. The Surface Web is the Web we all use, which includes all websites that are accessible via search engines. On the other hand, Deep Web is that domain which cannot be indexed or fetched or crawled by your regular search engines. Lastly, there is the Dark Web - an area that has been intentionally hidden and needs special software and browsers to access it.

To make it simpler let’s take an example of a popular site like Facebook. When

you post something publicly on the social networking site, then everyone on the platform is able to see and search what you posted. This is the Surface Web. Now if you have restricted your sharing settings then not everyone will see it, this is what we call a Deep Web. And when you make your post highly private then only people with special rights have the right to access your post. Well this is what we call a Dark Web. So technically, the Dark Web relies on darknets or networks where connections are made between trusted peers. It also helps keep your identity a secret and makes it difficult for anyone to track you down.

## How do I access it?

There are many ways to access the Dark Web. For starters, you need to have some







knowledge about user-end encryptions. There are many networks like TOR, I2P or Freenet - the most commonly used is TOR network, which consists of thousands of servers located around the globe. TOR creates a random path that goes through the servers or nodes, before reaching the final website. And it does not leave any trails as no one node knows the complete path between sender and the receiver.

Once you choose the preferred network, you need to download and install the browser which is compatible. For example, TOR software comes bundled with a modified version of Firefox.

### What will I find inside the Dark Web?

The Dark Web is a domain where you find anything from confidential information

about government policies to buying guns to hiring assassins - it is a hub of sharing private and confidential information across the virtual world. Many whistleblowers use the Dark Web to share secrets or vital information with a journalist because it does not any trails of the exchange.

And as the Dark Web offers a certain level of anonymity, people tend to be more inclined to engage in illegal activities there - the Dark Web is often used by those who sell illegal drugs through the Internet. One of the most famous incidents which came into limelight was that of Silk Road. The website was a hub of selling illegal drugs and was operated via Tor network so that the users could anonymously browse and purchase the drugs through the portal. But in October 2013, the Federal Bureau of Investigation (FBI) shut down the website

and arrested Ross William Ulbricht under charges of being the site's pseudonymous founder "Dread Pirate Roberts."

And this is not all. There are many websites through which you can buy guns, fake passports and citizenships, hire hackers, buy and sell stolen accounts, leaked documents of politicians, celebrities and more. But what is more worrying is the hiring of assassination services through the Dark Web - there are hitmen for hire there as well. Small wonder that many of these anonymous networks have long been a target of the government agencies like the NSA and the FBI.

The Dark Web has no restrictions and no rules. It is a free place. And very dangerous. Enter with caution. ■

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# “WE BELIEVE IN BRINGING INNOVATION TO OUR FANS”

THERE ARE NOT TOO MANY BRANDS THAT CAN CLAIM TO HAVE REVOLUTIONISED A MARKET WITHIN A COUPLE OF YEARS OF THEIR ARRIVAL IN IT. XIAOMI HAS MANAGED TO DO JUST THAT IN INDIA. AS THE BRAND COMPLETES TWO YEARS IN THE COUNTRY, **NIMISH DUBEY** SPOKE TO XIAOMI INDIA HEAD **MANU JAIN** ABOUT JUST HOW THE CHINESE BRAND MANAGED TO MAKE SUCH AN IMPACT ON THE COUNTRY.



**Xiaomi is completing two years in India. How has the journey been so far?** It's been an incredible journey. I keep telling everyone that two years at Xiaomi gives you five years worth of learning outside, and that is because of the sheer passion in the company. We have worked, and worked really hard towards improving not just our products, but every single dimension of our India business.

We entered India in July 2014 with Mi 3. To date, Xiaomi has launched Mi 3, Mi 4, Redmi 1S, Redmi 2, Redmi 2 Prime, Redmi Note, Redmi Note 4G, Redmi Note Prime, Mi 4i, Redmi Note 3, Mi 5, Mi Max and Mi Pad in India, as well as other accessories including Mi Power Banks, Mi Band and Mi In-Ear Headphones and Mi Bluetooth Speaker.

We started selling products exclusively on Flipkart, but have now expanded to include five online partners in total and we also engage with some offline distributors with a DTR model such as Redington, Just Buy Live and Innocomm. We also sell through our E-Commerce portal called Mi.com and today we have more than 1 Million App installs of our Mi Store app on the Google Play Store. According to analyst firm IDC, Xiaomi became the 5th-largest smartphone company in India with a 4 per cent market share in Q4 2014, a result that it achieved in just five months. It also crossed 1 million devices sold in India in December 2014. Currently, we are the number #2 smartphone market online and #1 in wearables as per IDC.

We have over 100 employees and a great office in Bangalore. We have set up a 50,000 square feet warehouse in Bangalore and have also partnered with various third party warehouse service providers across the country. Mi India now has a growing presence in the country, with over 70 Exclusive service centres for Mi Devices and over 40 Multi Brand Service Centers.

All in All, these two years have been great and we are very hopeful of brighter days ahead.

**What has been the greatest challenge posed by the Indian market?**

When we started our India journey, the biggest challenge we were posed with was the lack of awareness. People in India had hardly heard of Xiaomi, nobody had heard of our devices and only a small portion of techies knew about this. To tap this, our business model was focused on online and we did not actively participate in offline marketing but sold mainly through fans. Basically, the Indian industry at that time was a challenge and we had to break a lot of mindsets in the industry. I am extremely proud to say that we have been able to break all those barriers and work against all challenges.

**When you had arrived in the country, there had been a perception**

**about Chinese phones being cheap but not of good quality. Today, as the reception to your Redmi Note 3 and Mi Max has shown, that has changed. How have you been able to change that perception?**

When you look back 10 years, the quality associated with Chinese products which came to India was primarily low. That perception has stuck around for a long time. What we did was different and we managed to change the mindset in India to a large extent. A core reason for that is because we focus a lot on our products, bringing innovation and great product quality to the fans. This has helped us in a great way in establishing the brand with our fans. Our core target audience are young people who are online and social media savvy, and are passionate about latest technology and innovation. Redmi Note 3 was the first device in India to be launched with Snapdragon 650 and we sold more than 600,000 units in the first two months of sale. Our Mi 5 was the 1st phone in the world and India to be launched with SD 820 and was again a great performer. Positive word of mouth from our fans also adds to the growing demand over time.

**One of the big challenges for any new brand in the market is providing good after sales support and service. How have you been tackling this in the diverse Indian market?**

I absolutely agree. We believe in exceptional customer experience and beyond the product, after sales support brings the most value to the table. A prime focus area for us is after sales support. We have invested hundreds of billions of dollars in our business here and a sizeable portion of that belongs to after sales.

We have 70+ exclusive service centers and we are expanding this number rapidly. We have a in house customer care team, and we invest a lot in their training to be able to resolve queries over the phone. We also have a service called Pick Mi service which caters to those set of customers who would like to get their devices picked up from their location. We have recently set up a dedicated spare part warehouse in Bangalore.

**When you arrived in India, you were mainly an online brand that did not advertise in conventional media. However, of late, we have seen some of your devices being available offline and also ads for Xiaomi products in print and TV. Does this represent a change in mindset?**

We believe in maintaining a two-way exchange between us and our fans. We therefore do our marketing mainly through social media, constantly engaging our fans, who then go on to spread the Xiaomi branding through word-of-mouth. Spending minimal marketing dollars helps us to offer our products at competitive prices. At the same time, we recognise that there are some people who might not have





had a chance to hear about Xiaomi this way, and we therefore do experiment with other traditional marketing initiatives as well. As for offline distribution, majority of our sales will always continue to come from online. India is an important market and we understand the need to explore the offline market currently. Exploring offline would allow even more people to experience our products and make their decision in the way they are most comfortable with to purchase our smartphones. However, since we are primarily an e-commerce company, we approach offline distribution in quite a different way. We bring our online learning and implement it in a similar model for offline called Direct to Retail. This means that the company sells directly to retailers via a single distributor, cutting several layers of distributors in between.

**You face stiff competition from other players like OnePlus, Meizu, LeEco and India's own YU. How do you plan to stand out?** We work really hard and it is primarily focussed on getting innovations to India first. With the Redmi Note 3 - we were the first to

devices sold in India are Made in India. This percentage is only set to grow further. A few months back, we announced a new manufacturing unit to be set up in India and we are working towards that.

**Any plans to bring products like rice cookers and air purifiers to the country?** We are a startup and a small company. Till the end of last year, we were barely 50 people managing everything from sales to customer care. We take calculated decisions with the help of our analytical team to dedicate our resources for getting the right product to India. We want to get all our innovations to India and we are working on it. We see a big requirement for the Air Purifier in India and we should be able to get it to India within this year.

**Staying with the Bring to India theme, a few Xiaomi phones and tablets have not been released in India. Why is this?** Our aim is to get a majority of the products to India, and reduce the lead time between China and India launches significantly. While getting a product to India, we make a calculated guess as to what device is suitable for Indian market and we work hard on it. With the Mi 4i, it was our first Made for India product. With the Redmi Note, we consciously made a separate batch for India with the Snapdragon 650 because we realized the requirement of a powerful processor in India.

**What can we expect from Xiaomi in India in the coming days?** When we began 2016, we were very clear on a few objectives.

- We wanted to bring as many products and new categories to India
- We wanted to reduce the lead time between China and India launches and with the Redmi Note 3, Mi 5 and Mi Max - we have been able to consistently reduce the time significantly. We hope to keep reducing the lead time.
- A key area of investment for us is Mi.com and expanding it further to make it one of the top performers in the Indian e-commerce industry.
- We became #3 in the Online Smartphone segment in Q1 2016 and #2 recently and we plan to keep growing further. Expanding our sales distribution network with Paytm, Tata Cliq and offline partners is definitely a right step in that direction. We will also look at increasing our manufacturing capacity.

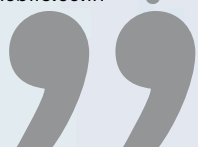
So you will see us working even harder and bringing in more technology innovation to India and our fans. We will invest a lot of time and resources in enhancing our customer experience ■

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bring Snapdragon 650 to India. With Mi 5, we were the first to bring the Snapdragon 820 to the world. We take risks and introduce new categories and focus on continuing to do that. We disrupted and redefined the sub 10K smartphone category in India, we matured the India wearable market and recently we introduced a new category 'Max' in India. We believe in bringing innovation to our fans and rest follows.

**Moving on to your Make in India initiative, how many phones are you manufacturing in India? And what are your future plans in this regard?** Currently, Redmi 2 Prime, Redmi Note Prime, Redmi 3 are manufactured in India and more than 75 per cent of our





**“For  
Gionee, the  
product  
has always  
been the  
hero”**



IT WAS PERHAPS THE FIRST CHINESE BRAND TO MAKE ITS PRESENCE TRULY FELT IN THE INDIAN SMARTPHONE MARKET. AND REMAINS ONE OF THE MOST VISIBLE ONES TO THIS DAY. BUT WHAT NEXT FOR CHINESE PHONE MANUFACTURER GIONEE? **PRIYANKA DUA** MET **ARVIND VOHRA**, GIONEE INDIA CEO AND MD, TO FIND OUT MORE.

**It has been almost four years since Gionee came to India. How has the journey been so far?** The journey for Gionee in the last four years has been exciting. We have achieved milestones and have been able to set benchmarks on various fronts being trendsetters in launching the smartphones with the best camera, style and battery. Gionee mesmerized the market with its smartphones introducing impeccable design and advanced technology. Gionee was one of the early movers to give the market chic and stylish devices and the brand was quick to understand that today a smartphone represents its user's taste, personality, and even identity and adapted a new approach with a focus on design.

**How has the smartphone market evolved in these four years in India?** The smartphone industry has gone through various phases and has come a long way emerging as one of the most sought after industries in the Indian market. This is clearly evident by the adoption rate of smartphones that has been much faster compared to any other device or gadget. The smartphone penetration is about 220 million, which is just about 20-25 per cent. So, even if 10 per cent of the people stay with feature phones, there's a huge potential of upgrading them to smartphones. The market is going to be immense and this is the first year when smartphone numbers will start crossing feature phones, in value terms it had crossed them a long time ago.

**How many smartphones have you sold in India since you have entered the market?** We have sold more than 7 million plus handsets since we have stepped foot in India.

**Gionee started as an offline brand but we see it now moving online. Why this change and how has been the response so far?** Though Gionee is omnipresent and is available through multi distribution channels, Gionee has been very clear that it wants to be a retail giant. Pricing the products 10 per cent higher above local competitors, Gionee shunned the discount frenzy of online retail. Gionee has always focused on its distribution network and service centres which have been crucial for the brand's growth in India. The brand has been rapidly expanding its footprint in India by opening brand stores and aims to open 250 brand stores in next one year. Even though the company sells its products through the online channel, Arvind Vohra has always believed that a brick-and mortar presence is essential for building the brand in India.

**For a while, Gionee had focused on having the most powerful devices in the market (like the E7 and E8), and the most slim ones. However, of late you seem to have shifted your focus towards devices with a high style quotient and long battery life (like the Marathon M5 Plus). What is the reason for this?** For Gionee, the product has always been the hero and it has been our constant endeavor to deliver what is in the best interest of the consumers. Gionee has introduced the most stylish and slim handsets with path breaking design and technology in camera and battery. Gionee's shift in focus to battery smartphones comes from the consistent understanding of the rising demand for handsets that not just looks great on the specs sheet, but also delivers an impeccable performance. The Marathon series of smartphones from Gionee boasts

of big battery phones that are essential for today's living. There is a continuous stress of your smartphone battery running out at critical times and the additional pain of carrying a charger with you at all times. Due to the increasing role of smartphones, the very thought of having a low battery puts people under pressure. Consumers today love to be connected on the go and are always on the lookout for powerful devices and our Marathon series is an answer to it.

**Could you share with us your most recent market share and revenue figures? What are you aiming at in the coming days?** Gionee is shifting its strategy by building a portfolio of phones to cater to local consumers and plans to spend aggressively on marketing to grow its revenue to Rs 8,000 crore in this fiscal year, sharply higher than the Rs 3,000 crore it clocked last year.

**You had told us that you saw no reason for getting into wearables last year. Has your thinking changed of late?** We are still not focusing on the wearable market and will enter it when the right time comes.

**What next can we expect from Gionee in the coming days – both on the global and Indian level?** We have a slew of smartphones from across our F and S series that we plan on launching in India in the coming few months. We also will be launching a new smartphone from our M series globally later this month which should soon see its way to India. Our new smartphones will definitely enhance the customer experience and will take performance and technology to another level. ■

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# GOOGLE TANGO: A Sneak Peek into Augmented Reality

LENOVO MADE WAVES WHEN IT ANNOUNCED THE FIRST PROJECT TANGO PHONE RECENTLY. BUT WHAT ON EARTH IS PROJECT TANGO AND WHY IS IT WORTHY OF SO MUCH ATTENTION?

**ANUJ BHATIA** UNRAVELS ONE OF GOOGLE'S PET PROJECTS WHICH IS SLOWLY BECOMING REALITY.



So everyone thinks that smartphones have reached a saturation point? Not really, if you ask the search giant Google and its affiliated partners. And Google has already taken “one step forward” in the mobile computing and 3D mapping space with the first ever consumer implementation of Project Tango -- now renamed “Tango” - with the recent announcement of the Lenovo Phab 2 Pro, the world’s first Tango-based smartphone, which will bring augmented reality to a mobile device. However, the big question is: what exactly is Tango?

### Tango: Who’s behind the tech?

Led by former Microsoft Kinect team member Johnny Lee, the Tango project has been in existence for years. It is a part of the Google’s Advanced Technology and Projects (ATAP) division that’s also working on Project Ara, a modular smartphone which could make smartphones a lot more customizable. Google started creating prototype devices two years ago: the Peanut smartphone and the Yellowstone tablet. Both devices were meant for demo purposes. Last year, Qualcomm and Intel announced Project Tango reference devices for developers to work on. This year, Lenovo became the first handset vendor to introduce the world’s first Tango-based smartphone.

### Tango: what’s different?

Simply put, Tango is a technology developed by Google that allows any mobile device to sense and understand their surroundings in a similar way as we humans do. With the use of a custom sensors paired with a processor and the Tango specific camera, a smartphone will be capable to scan a room and create a 3D image without using GPS. The primary aim of Tango is to offer better indoor navigations, alongside improving augmented reality and 3D worlds.

There are three aspects to the Tango technology. First up is Motion tracking, which allows the mobile device to understand its position and orientation using a motion



tracking camera, accelerometer, gyroscope, 3D depth sensor and GPS. These sensors combined with a motion tracking camera can tell a Tango-based smartphone to how to move in a specific area, and which way it’s pointing. Then there’s depth sensing and area learning. The sensor in your smartphone already detects orientation but a Tango-ready phone will be better at sensing actual surroundings without slipping out the accuracy. Tango technology enables a smartphone to not only map indoor spaces or areas but figure out where the floors, ceiling, curtains and even furniture are -- but to also know the location of the device within that specific space.

### What you can do with a Tango-based smartphone?

Google’s Tango technology will revolutionize the way we use our smartphones. For example you can use a Tango-based phone to calculate the distance between you and an object (say, a fan). Or, imagine you as a shopper who would like to order the carpet for your dining room. We assume that you are not aware about the room’s area. With a Tango-based smartphone you can instantly measure a room and record an area’s dimensions.

A Tango-based smartphone brings augmented reality to mobile devices. The advance cameras in a Tango-based smartphone detect the surroundings and then recognise where a device is in relation to the environment. So if you want to buy a new sofa for your room, simply place a virtual sofa in the room and see how it would look, before you finalize the purchase. Gaming is another area where a Tango-based smartphone can use augmented reality apps to let you play in real world environment.

### When will it arrive?

Lenovo’s Phab 2 Pro is the first phone to officially use Tango. It has a large 6.4-inch QHD display, a Snapdragon 652 processor and 4GB of RAM (the Snapdragon 652 is specifically built for Tango), depth and motion sensing cameras on the back, alongside a 16-megapixel RGB camera. The world’s first Tango-based smartphone is due in August, and will cost \$500 ( or approximately Rs, 33,500 in the U.S.

Google’s Tango technology is very much like Microsoft’s HoloLens, but much more affordable. And that’s where its charm lies. ■

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# “We aim to digitally connect at least 100 million Indians”

TELL PEOPLE THAT A MOBILE OS DESIGNED FOR INDIAN USERS HAS OVERTAKEN IOS IN INDIA, AND MANY WOULD SHAKE THEIR HEADS IN DISBELIEF. BUT THAT, AMAZINGLY, IS WHAT INDUS OS HAS MANAGED TO DO. JUST HOW DID IT DO SO AND WHAT IS NEXT ON ITS PLANS? **ANUJ BHATIA** MET **RAKESH DESHMUKH**, CO FOUNDER AND CEO, INDUS OS TO GET SOME ANSWERS.



**Indus OS, the regional operating system, recently became the country's second largest mobile OS surpassing iOS, according to Counterpoint research. To what do you attribute this success?** As a product, Indus OS offers a regional ecosystem that is required to increase smartphone adoption in the country.

We have created a unique and differentiated product that this market requires to take smartphone adoption in the country to the next level. Interestingly, the next 300 million smartphone users are going to be the ones who prefer their native language while using technology. And with our product philosophy built on the pillars of simplification, innovation and content; Indus OS delivers the required experience to increase adoption of smartphone technology.

**How many smartphones currently run on Indus OS?** Indus OS currently runs on more than 35 devices from Micromax and a few smartphone brands from Bangladesh. We have successfully launched Indus OS on popular chipsets like Mediatek, Qualcomm & Spreadtrum across different models having 2G, 3G and 4G network support.

**How did you come with an idea of having a regional mobile OS?** Our journey started in 2012, when we were doing some work in Android customization for Myanmar's

market. We got a customer in Myanmar, who wanted to customize Android to support Burmese language. After this work was done, we started exploring opportunities for the same in India, where a mass chunk of population was not comfortable with English language.

So we thought that something has to be done for the Indian market, as there are very few companies working to bridge this digital gap. And after an in-depth consumer survey of the Indian market, we learnt that less than 10% of the Indian population considered English as their first, second or third language and thus the smartphone experience needs to be regionalized for the Indian market as well. I had always believed that technology should have no barriers, and resolved to create a product to break the language barrier to smartphone adoption. I got my co-founder together and decided to create the World's First Regional Operating System, with a mission to empower the next billion people with technology. This is how Indus OS was born.

**We are sure you are often asked this: how is Indus OS different from Android running with Hindi as the primary language?** While Android uses a top-to-bottom approach to develop all its features, Indus' approach is always customer-first and bottom-up. For example, Android assumes that products like Email and Search are universal, which does not hold true for emerging markets. We know that many of our users do not have e-mail accounts (for registration) and that they "discover" phone features and Internet content, not search for them. These aspects of localization and customer-centricity differentiate Indus' approach from Android's. We have made OS level changes in our product to simplify phone's system applications such as the dialer, messaging, contacts, photo gallery and settings etc. We start with user understood menu text (not literal translations), develop a natural order and matrix prediction keyboard, focus on local language technologies like transliteration

and translation, text to speech etc. and distribute regional apps and content through App Bazaar (regional content marketplace). There is a need for deep integration of local language technologies within the OS, in order for consumers to use them on the fly.

**You recently partnered with Micromax to expand the reach of Indus OS. Any plans in place to have similar partnerships with other manufacturers?** We have a very successful partnership with Micromax. Since the time we launched our first device in May 2015, we have achieved staggering growth. We have acquired over 4 million users and we have managed to pip global giants like Apple's iOS and Microsoft's Windows by becoming the country's second largest OS. To fuel this growth further, we are now in the advance stages in our partnership talks with other top mobile manufacturers in India.

**Indus OS has its own app store, called App Bazaar. How do you plan to tap app developers?**

With millions of smartphone apps now available on multiple app marketplaces, a key task that most developers have at their hand, is to increase the discoverability of their apps. Since most of their app content including the title and description will be in English it is not in a consumable format for the next 300 million smartphone users who will be regional language users.

App Bazaar as opposed to other app marketplaces, has been built keeping the regional language user in mind. From the developer's point of view, for the first time, they can have all the meta content including the app description, title and search keywords of the app translated in 12 regional languages.

Looking at India's meagre credit card (~2%) and e-mail address (~10%) penetration numbers, we have incorporated carrier billing in App Bazaar. With carrier billing, our users can make the payment for paid apps or in-app payment for free apps using their mobile service provider. App

Bazaar users do not even require to have an email address to download apps from our store. Developers see this as a strong advantage that they get in partnering with App Bazaar as opposed to other popular app marketplaces. We have more than 30000 apps in regional languages on App Bazaar as of now.

**There is an impression that the home-grown Indus OS is limited to tier-2 and tier-3 cities. Would be looking beyond entry-level smartphones?** Indus OS' penetration is very high in tier-1 cities which has trickled down to the tier-2 & tier-3 cities of the country. Our objective with Indus OS is to create a mobile ecosystem in the user's preferred regional language. We have seen that a huge chunk of population is interested to use a smartphone in their own language across all cities of the country. Hence the technology is certainly not limited to tier-2 and tier-3 cities. Indus OS is currently available on smartphones under the price point of INR 10000 and we have seen adoption amongst all tier 1, tier 2, tier 3 and rural areas.

**What are your plans for the future?** We aim to digitally connect at least 100 million users in their native language by the end of 2018. We would continue to maintain our leading position by launching more innovations and partnering with more smartphone brands, app developers and the Government. We are continually exploring partnerships with major smartphone brands in the country to expand our current user base of 4 million and to make the Regional Operating System available to a wider user base. We are a mission oriented company with a vision to digitally connect the next 1 billion smartphone users.

The next smartphone growth in the country will be coming from the set of people who will use a digital device for the first time in their lives. Hence as of now, we do not have any plans for a desktop edition of the operating system. ■

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# RELIANCE JIO: A Revolution Cometh?

WHEN ALL TELECOM OPERATORS ARE BANKING ON 4G AND ARE ANNOUNCING LUCRATIVE OFFERS, THERE IS ONE BRAND WHICH HAS NOT EVEN OFFICIALLY ANNOUNCED ITS COMMERCIAL LAUNCH BUT IS MAKING HEADLINES EVERY DAY. YES, WE ARE TALKING ABOUT RELIANCE JIO, THE BRAND WHOSE PLANS AND STRATEGIES EVERYONE WANTS TO FIND OUT. **PRIYANKA DUA** TRIES TO DO JUST THAT.

“**T**hink big, think fast, think ahead. An idea is no one's monopoly”.

This statement by the man who founded Reliance, Dhirubhai Ambani, seems to have been thoroughly imbibed by his son Mukesh Ambani. Reliance Infocomm's entry into telecom, in 2003, initiated a price war and helped broaden the telecom services base. At that time when all telecom operators were charging Rs 16 for outgoing and Rs 8 for incoming, Dhirubhai dreamt of connecting people at the cost of a postcard ( 50 paise)

and within the 10 days the company ( Reliance Infocomm) managed to roll in millions of subscribers. Now the people are expecting same from Reliance Jio Infocomm Limited.

Mukesh Ambani exited the telecom business in June 2005, when, following a settlement, Reliance Infocomm went to Anil, who changed its name to Reliance Communications. This was seen by many as a setback for Mukesh as he had conceptualised RIL's first serious foray into telecom. Five years after exiting the telecom business, Reliance Industries





Jio access to spectrum in all 22 circles. Besides this the company tied up with RCom for spectrum-sharing and trading. This made Jio one of the largest holders of spectrum resources in the country, at par with Bharti.

### Moving fast and moving early

Before announcing its commercial launch, Reliance Jio Infocomm Limited ("RJIL"), a subsidiary of RIL, has extended the trial launch of its 4G to the public through an

shipping its LYF branded smartphones in retail channels. Jio shipments are expected to grow in the coming quarters with the launch of its service offerings.

The company says, it has now over 1.5 million test users on its network and the average monthly consumption per user is in excess of 26 GB (yes!!) and is increasing rapidly. Average voice usage per month is over 355 minutes. The test program will be progressively upgraded into commercial operations in coming months.

RJIL has also joined some of the

### Top 8 Mobile Operators in Numbers

| Sr. No | Telecom Operator       | Total Subscriber Count (till Feb 2016) |
|--------|------------------------|----------------------------------------|
| 1      | Bharti Airtel          | 248,690,245                            |
| 2      | Vodafone               | 196,746,283                            |
| 3      | Idea Cellular          | 174,627,491                            |
| 4      | Reliance Communication | 101,905,475                            |
| 5      | Aircel                 | 86,677,778                             |
| 6      | BSNL                   | 84,826,568                             |
| 7      | Tata                   | 60,278,625                             |
| 8      | Telewings / Telenor    | 51,677,533                             |

Source- TRAI

leading global telecom operators like China Unicom, China Mobile, China Telecom, Singtel, T-Mobile US, Telefonica and Axiata Group for an initiative for a universal Rich Communications Services (RCS) profile worldwide. This global initiative will provide a common universal profile which will enable these mobile operators to deploy an interoperable RCS implementation with a core feature set and configuration.

The company is the first telecom operator to hold pan India Unified License. The company expects to reach 2 million users by the end of July, and 2.5 million by August 15.

### "An entire ecosystem"

RIL Chairman Mukesh Ambani said, "At Reliance Jio, we have built an entire ecosystem that will allow Indians to live the digital life to the fullest. This transformational ecosystem consists of broadband connectivity, devices and

invite system, driven by its group employees.

The company has extended its trial services to all LYF devices users under the Jio LYF Preview Offer. This has enabled testing of all the services to customers outside the initial set of test users.

According to IDC, Reliance Jio replaced Lava as the fifth largest smartphone vendor with huge shipments of 4G devices. Jio has started building the VoLTE devices base by

Limited re-entered the telecom industry in 2010 by acquiring 95 per cent of Infotel Broadband Services Limited (ISBL), the only company to bag pan-India spectrum, for Rs 4,800 crore. ISBL was later renamed as Reliance Jio Infocomm. This gave



powerful applications and services which will be available to every consumer in India.”

Initially, the brand started offering its 4G SIM card from any Reliance Digital store on buying an LYF Phone but in a country like India where most consumers prefer to purchase phone and services separately, the company has now taken a different approach.

Tarun Pathak, Senior Analyst, Mobile Devices and Ecosystems from Counterpoint Research says, “Devices can be a challenging business even if it is bundled because of the competition in the market especially in a prepaid market like India

credit metrics of incumbents.” The agency further said the launch of RJio will lead to data revenues remaining stagnant for the existing players. It added that data realisations for a megabyte are likely to correct by 30-40 per cent. Apart from this, the need to keep the network in good shape to compete against RJio will lead to higher investments on spectrum by existing operators.

“Jio has the potential to be a disruptor in the space,” says Pathak. “LTE is comparatively new in India and this gives Jio chance to catch up with competition. It is also entering the market through an ecosystem led approach with a whole suite

Director, Amresh Nandan told My Mobile that, “this impression was created by the market and the competitors also said the same. I think they have given quite some time to competitors. Jio has lost lot of time and when they launch I don’t think they are going to make the same impact.”

### An expensive delay?

Global banking services provider Citi group said in a report that the delay in Reliance Jio Infocomm’s commercial fourth-generation (4G) services launch was a cause of frustration for investors. “The ensuing delay could be testing investors’ patience. It raises concerns of Jio further eroding its first mover advantage. The capital expenditure targets also continue to go up,” the report said. The delay is expected to be on the account of the company’s chase for “perfection”, it said.

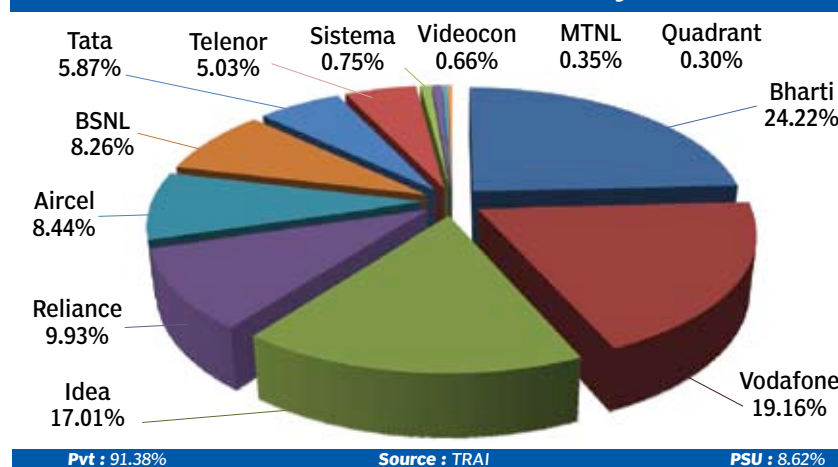
“While anticipation of Jio launch has surely pushed its competitors to be aggressive on their LTE strategy but we believe it won’t have a major impact since in any case it’s the experience and service that will be the real differentiator not the timing in a prepaid market like India,” adds Pathak.

The company also will take on some very well-entrenched competitors, including Bharti Airtel, Vodafone, Idea and others, who will be trying to make the most of the breathing space given to them.

The company has not yet announced its date for commercial launch but sources say that it might launch its 4G services on August 15, India’s Independence Day. Jio claims it has invested Rs 1.34 lakh crore of Rs 1.5 lakh crore for setting up its network, on spectrum and other expenses and will spend the rest on expanding coverage to 90 per cent of the population over two years from the date of the launch from the 70 per cent it has already achieved. Will the country’s telecom scene change come August 15 or later this year? Given Reliance’s track record, only a fool would bet against it. ■

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### Telco’s Market Share in February 2016



and we believe that won’t be the unique selling proposition for Jio and will be tough to track. But service on any type of devices should be the priority for Jio.” Sources told My Mobile, that company is in talks with all brands, and even as we go to print, we heard that it had tied up with Samsung .

### Will Jio bring a revolution?

Given its track record, the company is expected to shake up the wireless market with its disruptive pricing. It is expected that the company will offer 10 GB of data for around Rs 500, and its 1 GB pack will be priced around Rs 80. Rating agency India Ratings expects, “the launch of Reliance Jio Infocomm Limited (RJio) to intensify competition which will squeeze the market share, EBITDA margins and

of services and on top of it it will come up with aggressive plans. Apart from this, having deep pockets allows it to take hit on the margins for a longer time as compared to its competitors.”

“The competitive intensity will increase as Jio readies for a launch backed by a cash-rich parent. We expect Jio to contend for market share out of the existing pie of subscribers which are being serviced by incumbent operators,” India Ratings warned.

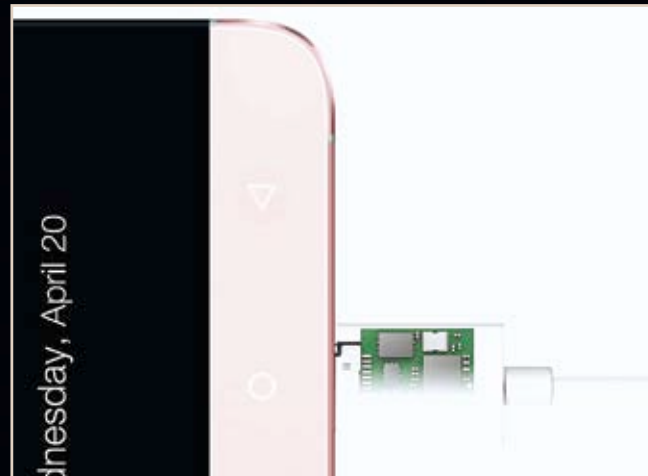
“We expect to witness a high-intensity battle for grabbing high usage, service-focused data subscribers once Jio enters the fray, which will also spawn a shift in focus from pure-play services to content differentiation,” Crisil said.

On the other hand, Gartner, Research

## CDLA (Continual Digital Lossless Audio)

Whenever a new technology is being introduced, chances are, we end up getting deeply confused by it. It's happened before, and it will happen again. We are talking about the technology called CDLA (Continual Digital Lossless Audio) -- a new audio standard created by LeEco. This CDLA audio technology powers LeEco's latest smartphones -- the Le Max2 and the Le 2. Both smartphones forego the 3.5mm headphone jack in favor of a USB Type-C port. CDLA is LeEco's proprietary audio technology, hence limited to the Le Max 2 and the Le 2. At the time of writing, LeEco will bundle the headset along with a USB Type-C to 3.5mm jack adapter with both smartphones. The question, however, is: how CDLA audio technology works? So basically, the USB Type-C headset, as per LeEco, is integrated with digital signal processors (DSP) and a decoder, thereby avoiding any loss in audio quality. In other words, the DAC and amps are moved from the smartphone to the headset itself, unlike in a 3.5mm jack-based typology where the decoder is built right into the phone, meaning there is no separate power going into the headset, thus failing to prevent audio quality loss. LeEco also says its USB Type-C headset delivers hifi (high-fidelity audio) audio without the need of any amp. Based on our testing, we found the audio quality on the Le 2 was far superior to anything we had heard from competing devices. Mobile audio side has remained largely untouched over the years, the CDLA technology might be the first step to deliver high-quality lossless audio on smartphones. ■

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# “We have a lot of surprises planned”

IT HAS GOT OFF TO A FLYING START IN THE INDIAN MARKET WITH ITS COOLPAD BRANDED PHONES WHICH DELIVER VERY GOOD VALUE FOR MONEY PRODUCTS. BUT WHAT IS THE NEXT STEP AHEAD FOR THE COMPANY IN INDIA? WILL IT CONTINUE TO SLUG IT OUT IN THE BUDGET SEGMENT OR WILL IT MOVE ITS SIGHTS UPWARDS ON THE MOBILE LADDER, AS SEEN BY THE RECENTLY RELEASED COOLPAD MAX?

**AKRITI RANA** MET **SYED TAJUDDIN**, CEO, COOLPAD INDIA TO GET A BETTER IDEA OF WHERE THE BRAND STANDS TODAY AND WHERE IT IS HEADED.



**You recently launched your flagship device, the Coolpad Max in the Indian market. What has been the response to it?**

Coolpad Max was created to take smartphone security to the next level as it is ideally explained by tech experts across the industry. With the Indian users spending an average of 3 hours on a smartphone each day, it is but obvious that a lot of confidential information is being exchanged among two parties. Adding layers to secure this information is the need of this hour and the Coolpad Max addresses this need. This device is a true example of Coolpad's innovative capabilities and has been popular with the audience that it was specially designed for. I am confident that with the level of threat to digital information on the rise, smartphone data security will be the number one requirement of users.

**How has been Coolpad's journey in India so far? What do you consider to be your greatest achievement?**

The journey for Coolpad in India so far has been one of learnings. Our first product the Coolpad Note 3 set the benchmark for the industry and was appreciated by the tech community across India for its ability to outperform established smartphones brands in India. It is Coolpad's mission to take our innovative products to the audience across India. Our products have been regular top selling products on Amazon.in, our exclusive partner platform and that in itself speaks volumes about our intentions for the Indian market. One of our products, the Coolpad Note 3 Lite, has been recently featured as a top 10 selling product for 2016 by IDC. A new entrant in a highly competitive smartphone market forces leaders to re-think their strategy, I believe that is a great achievement. Coolpad also won the "Brand with outstanding eRetail Performance- Best Mobile & Accessories brand" at the Indian Retail Congress.

**For an economy like India and keeping in**

**mind the stiff competition in the Smart device market, what growth and sales strategies are you working on?**

Coolpad has a very simple strategy: develop products that are value for money. I believe that with each product Coolpad has touched a segment of customers in India that were fed up with false promises and lack of innovations. With each Coolpad product a customer experiences something of value that the competition completely ignored. This can be directly proportional to specifications, price, a robust after sales network, etc. Also recently we have started our offline retail pilot program and by next quarter we can see Coolpad presence in offline space as well.

**There is a vast section of consumer base which only buys phone from offline retailers – how do you plan to reach them, given that Coolpad so far has been a mainly online brand?**

This holds true that there still lies a larger consumer base in the offline space. As mentioned before Coolpad has already started an offline pilot program and you will see Coolpad offline presence by next quarter. Also to make a point that Coolpad will bring innovations in the offline space as well, with respect to its products and distribution.

**LeEco recently brought 11 percent of Coolpad's shares and became its largest shareholder. How is this it going to influence the company and its branding?** LeEco was an existing shareholder in Coolpad and recently bought 11 per cent shares increasing its stake to 28.9 per cent and making it largest stakeholder. In the future, LeEco will use its ecosystem to help Coolpad with its transformation and upgrading it in every aspect to step into the IT era hand in hand. The advantages of Coolpad, such as R&D, patents and channels, will be fully integrated with LeEco's product idea, which is "advanced technology, complete ecosystem and subversive prices." The combination of LeEco and Coolpad will

result in strong interactions of both sides, which will help these two companies to produce the best products and provide the excellent services. The new products and services will create higher value and better experience for the users. We are ready to build a bright future together.

**CoolPad has just ventured into VR gears with Coolpad VR 1x. Can we expect any other device in the similar direction soon?**

Coolpad has a lot of surprises planned for its fans in the upcoming quarter. Coolpad has already given a feeler of its smart watches, selfie sticks and power banks, etc., to the media and fans. I will be not be able to disclose the products but all I can say is that Coolpad is aggressively working to bring multiple accessories to its users. It's an ecosystem after all that we are looking to build.

**After services for any company acts as a vital point when it comes to smartphones, what are your plans related to the same?**

Coolpad has an existing partnership with HCL for after sales support and we have an amazing TAT that is above industry average. This is possible through a skilled and professional after sales service team and an exclusive call center to handle service related queries. We are aiming to expand our service centers from an existing 240 to 500 by 2017 and are also planning to build experience centers in metro cities. Coolpad understands its customer's needs and we look to go as deep as our existing user base.

**What next can we expect from Coolpad in the coming days – both in India and in the global market?**

As mentioned earlier Coolpad is planning 2-3 disruptive products in the upcoming months and we expect it to create a buzz similar to that which brought Coolpad at the center stage of the Indian smartphone space. Also fans will see Coolpad bring more and more cutting edge accessories to enrich their experience. ■

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# HP SPECTRE 13: The MacBook Killer?

1

The HP Spectre 13 is unlike any other HP notebook we've seen so far. At just 10.4mm thick, the Spectre 13 is thinner than AAA batteries, making it the world's thinnest laptop. In terms of weight, the laptop weighs 1.1kg.

2

The Spectre 13 is constructed out of aluminum with bronze along the sides, as well as a lightweight carbon-fibre body. The "piston hinge" is another unique design element. Complementing it all is HP's redesigned logo. Classy!

3

The premium laptops boasts a 13.3-inch Full HD (1920 x 1080) non-touch display. That should appear sharp, but not as good as Apple's Retina display or Dell XPS 13 with 3,200 x 1,800 resolution.

4

Despite being thinner, the HP Spectre 13 does not make some of the sacrifices the 12-inch MacBook does. For instance, there are three USB-C ports of which two support Thunderbolt 3. And a headphone jack.



NO ONE LIKES TO TALK ABOUT THE PERSONAL COMPUTING SPACE ANY MORE, AS THE FOCUS HAS LARGELY SHIFTED TO SMART DEVICES. BUT HEWLETT PACKARD (HP) STILL SEES GROWTH OPPORTUNITIES IN THE HIGH-END NOTEBOOK MARKET. ITS LATEST CREATION, HP SPECTRE 13, IS THINNER THAN AAA BATTERIES, MAKING IT THE THINNEST NOTEBOOK IN THE WORLD. HERE'S A CLOSER LOOK. *By Anuj Bhatia*



5

For music enthusiasts, HP partnered with Bang & Olufsen to provide amazing experience on the Spectre 13. HP claims the sound coming from the stereo speakers will 'bring entertainment to life with sound you can feel'.

6

The Spectre 13 can be configured with a sixth-generation Intel Core i5 or Core i7 processor. The base model has 8GB of RAM and 256GB of SSD storage. Beast!

7

To avoid overheating, HP uses a unique hyperbaric cooling system with two fans under the hood that push air out through the vents located on the back of the notebook. Very cool, literally, especially with that processor.

8

The laptop can deliver up to 9.5 hours of non-stop battery life, as per HP. The keyboard is spacious and the touchpad has a mechanical click mechanism. All for Rs. 119,990.

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# The Pokémon Go Phenomenon

IT WAS A PROMISING CONCEPT THAT HAD BEEN FORGOTTEN. IT WAS AN ICONIC COMPANY BEING WRITTEN OFF BY SOME. AND BOTH GOT A NEW LEASE OF LIFE THANKS TO A FAMOUS ANIMATION CHARACTER. **ROHAN PAL** TAKES A CLOSER LOOK AT NINTENDO'S POKEMON GO PHENOMENON AND ITS IMPLICATIONS FOR AR.





From finding a dead body in the river to a mob going haywire in Central Park, New York to catch a rare mystical creature, Pokémon Go has become a sensational phenomenon around the globe. The popularity of the game can be gauged from the fact that it has about 21 million daily active users at the time of writing, catching up and even surpassing social media networks which have reached this milestone after years of aggressive marketing and word of mouth. Pokémon Go has been declared the biggest mobile game in the US beating the likes of Candy Crush Saga, Clash of Clans and America is not the only one country in which it has broken all the records. According to a recent report by industry reporter ZHugeX, the game is the highest grossing app in all 33 countries that the game has launched in, making it the first and only mobile app to do so in history.

It safe to say that the game has become a hot topic of discussion around tech town with people debating about whether the game has opened new doors for a concept which was on a verge of decimating into oblivion. We all have heard the concept about augmented reality in news articles, seminars and on other possible platforms but for all its promise, the idea never percolated down to the masses. And it was partially

due to lack of interest shown by the tech giants. Microsoft's HoloLens was one project that everyone was excited about but it seems that we still have to wait for a longer period of time to see the final commercial product by the Redmond giant. And Google aspirational Project Tango has just saw the light of day recently when Lenovo announced the Phab 2 Pro, but it still needs to carve a niche for itself.

Pokemon Go has, however, added a new perspective to this concept. Nintendo was already teasing about the game on various social media platform for a while before launching the actual game, which in turn gathered a lot of attention from the media and people around the globe. And the company has hit the right chord with the people. Pokémon after all is a classic series that almost everyone has heard of. All the 90's kids will relate to it and giving the thrill of catching a Pokémon virtually has created nostalgia for the millennial generation, which is why a broader section of people are going crazy about this game.

Coming to the game, Pokémon Go can be considered as a perfect blend of using GPS location and augmented reality. The developers behind this game, Niantic Labs were familiar with this concept and earlier had a launched a game called Ingress, which had a similar concept. The game is all about walking

outdoors searching for different types of Pokémon. It uses map and GPS data to get the precise location of the Pokémon and the players. The AR element comes in play when we are about to catch a Pokemon—you have to look through your smartphone camera to find and capture the Pokémon. And in order to capture it you need to throw a 'Pokeball' at the characters, which can be picked up from Pokestops, which are located throughout the real world whether it be some famous landmarks or a local tea stall. These landmarks provide in-game items like Pokeballs and eggs and are a source of income for the developers. This means that the restaurant's owner could buy the in-game 'Lure' item which will show many Pokemon to their location which in turn will bring more customers.

It is not the first application that has used augmented reality, but Pokemon Go is by far the most popular AR app ever. Will it usher AR back into the spotlight? We don't know as of now, but it might well do so, given the revival of interest in the developer community.

Now excuse us, we have a Pikachu to catch! ■

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# “Indian OEMs have ruined the Android market”



IT HAS WON A PLACE IN THE HEARTS OF THOUSANDS AS PERHAPS THE MOST INNOVATIVE INDIAN COMPUTER BRAND.

**NIMISH DUBEY** MET **ROHAN SHRAVAN**, CEO AND FOUNDER, NOTION INK TO FIND OUT JUST WHAT THE COMPANY HAS IN STORE FOR INDIAN CONSUMERS.

**You have now been in the Indian market for a few years now and have released a few devices. How has your experience been?**

Quite interesting! Have had too many highs and lows. Had grown our team size from 1 to 120, back to 4 to 35. Co-Founders also grew up from 0 to 9 at one stage, back to 0 now. We have found Indian market to be very perceptive of the returns they get from a product at a particular price point. Unfortunately Indian OEMs have ruined the Android

market, by flooding in cheap Android tablets, which worked for 4-5 months and dissipated any

value people could have seen in them.

**Building on that, how has the market responded to your products? Any figures you would like to share?**

Unlike what people think, Adam 1 was a runaway commercial success for us. We sold more Adam tablets than Motorola sold Xooms in the same time period. Our comparison was with a wrong beast, for which we need more time to be ready. Cain 2in1 has also been very successful, in 2in1 market we enjoy healthy 20 per cent market share. 2in1 is a small segment, but unlike low margin Android segment, we can now focus on quality and build a long lasting brand. We are doing better in B2B segment, and nearly all top BFSI companies are using our products. We haven't tasted success in offline retail market yet, which our competition enjoys.

**We get to the tough part - what is the greatest challenge you have faced in the Indian market?** Two things. First I would say is the investment in the Hardware segment. And I believe it would only get



better after 2018, once online/services segment cools down. Value for innovation in hardware segment is measured in actual profits generated, unlike parameters like “potential revenue” or “GMV” or “future monetization models”. Moreover the investors in India do not come from hardware background, so there is a lack of strategic mindset on scaling up hardware companies.

Second is the ecosystem for manufacturing or hardware design. There are top class high-end firms making products so good, that even US defence/Police either buys from them and gives them strategic projects. But we don't hear about them, so companies in India looking for development partners are left hungry. And the mid-range manufacturing ecosystem is either bad or non-existent. Every single components needs to be imported. Quality experienced project managers are also non-existent, and even simple things like plastic molding is an art, which one learns after years of practice and failure. The whole world has literally spent the last 3 decades in teaching China, while we have spent time on providing services, which keep getting obsolete.

**Let's move on to your latest product, the Able. It is rather different in terms of design from the Cain. What drove this decision?** When we asked our customers what is that they loved and hated the most about Cain, nearly everyone had one major point: the keyboard. They loved the feel, but hated that it doesn't give them multiple usable angles or auto-sleep mode or ability to use the device on their lap. We had to fix this. We had also restricted Cain to 2GB RAM and 32GB storage to keep the cost (including Windows Licensing) down, but not this time. Licence for 4GB RAM devices is higher, but we have opted not to compromise on performance.

**Staying with the Able, what kind of segment is it targeted at? And why would anyone opt**

**for it against competing devices from what are perceived to be better and established brands?** Able is your second laptop. Competition is again doing the same mistake of dumping cheaper devices which lack performance or value and will ultimately lead Windows segment to the same destiny as Android's. Imagine this: Baytrail is already obsolete, and competition is pushing it hard, because there is some inventory left in China. With low memory, RAM, and computing power they are creating a customer base which would think that Windows devices are slow, inefficient and die within a year. I personally would have loved to see competition pushing Core M based devices within 30k and disrupt the market while creating value, rather than pushing devices below 10k and closing it.

**Your first device was based on Android, but since then you have been on the Windows platform. What drove this change?** Our version of OS was indeed based on Android, but it was very different. We had 21 core apps, replacing every single one on Android. It had multi-Windows UI, multi-tasking, strong email client, strong javascript accelerated browser and much more. And this was before Honeycomb was launched. We were designing an OS built for productivity. Honeycomb was closed source OS, so we couldn't get to build on top of the new framework (very good work was done on graphics, butter smooth App animations, Camera and Google Services). This meant we have to wait for an open source Android from Google (with GMS). And when we did get it, it had moved far away from productivity. Android is an excellent OS for phone, for consuming content, for playing Angry birds, but that's about it. Google doesn't use it on their services which serve search queries, neither use it for their Deep Learning development. Even the version of the Chrome you see on Android is also limited and falls back on development.

We wanted a device, which we

personally can use and be dependent on. This is something which Windows has time and again proved. It fits well with the kind of products we want to make, but does take away design freedom which we would have wanted.

**A big challenge for any manufacturer in India is providing sales and service. How are you tackling this issue?** We created a unique services model which now competition is literally copying. Imaging taking your device to a service center. First you need to find one, then take leave from office, then drop it, again follow up and then pick it up. This we have to do at the time when Amazon and others have one day delivery! We have opted for up-front SWAP warranty. If anything happens to our devices, we ship a unit before we pick the older unit back. User can test this new device, and once he is happy he/she confirms back to us and then we pick the old unit. Electronics is too complex today, that most of the components have to be either discarded or sent to SMT, which takes a long time. We cannot let our customers wait that long!

**You have so far stuck to a mainly online-only model. What is the reason for this?** We have tried offline retail, but frankly it's not worth the 2in1 market share right now. Once 2in1 market grows we will return to retail.

**What is the next big thing we can expect from Notion Ink?** Notion Ink would continue working on computing devices, and expand its portfolio to multiple product categories. Spread of IOT and other technologies has been slow, and are still risky to enter. We also work on special ODM projects where we take care of the complete development of the product and allow our partners to only focus on Software. A couple of these products would also hit the market this year. ■

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# Calling A Modular Future?

THEY HAVE BEEN TALKED ABOUT FOR A WHILE NOW, BUT MORE IN TERMS OF CONCEPTUAL POSSIBILITY RATHER THAN MAINLINE PRODUCTS. BUT OF LATE MODULAR PHONES - DEVICES TO WHICH YOU CAN ADD NEW FUNCTIONS BY ADDING NEW COMPONENTS - ARE BECOMING REALITY. BUT WILL THEY EVER GO MAINSTREAM? **ANUJ BHATIA** PEEPS INTO THE MODULAR PHONE PHENOMENON.

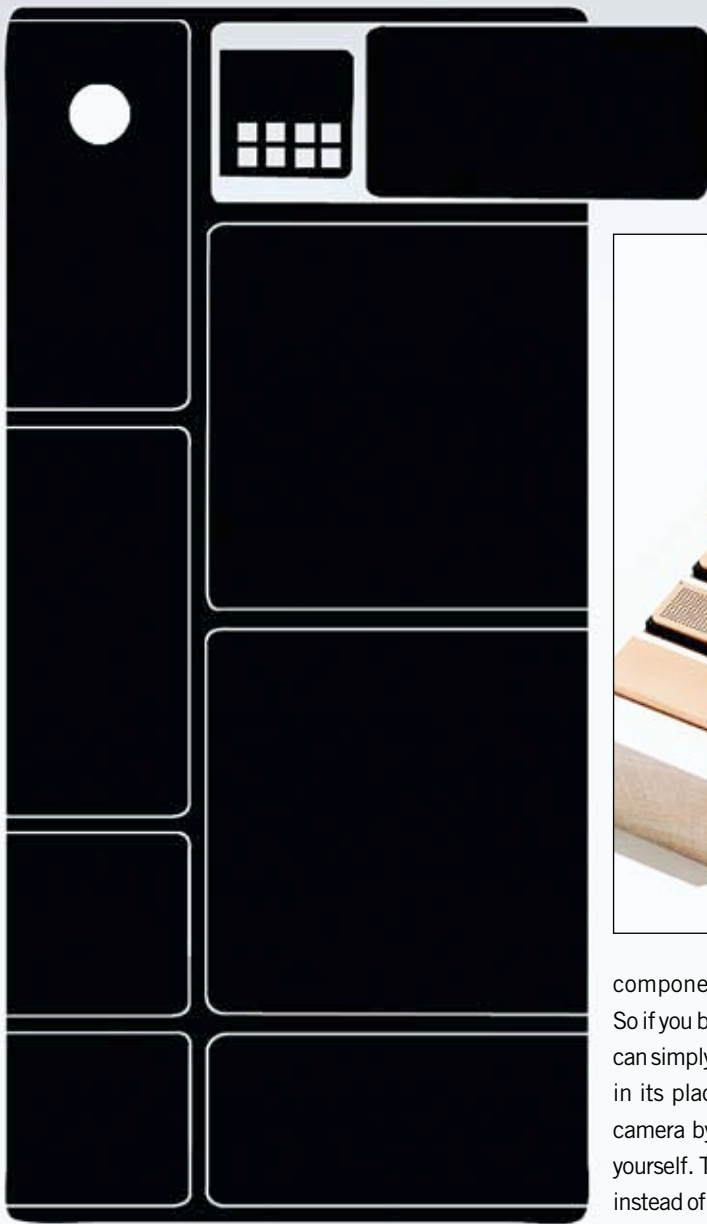
**M**odular phones have been repeatedly tried in the past, but somehow faced a number of challenges to become a reality. As we approach the midpoint of 2016, we can see some progress being made towards making true modular phones. LG has been heavily publicising its flagship modular smartphone, the G5. The device has the ability to add a camera grip or a high-res music player. In similar fashion, Motorola's Moto Z smartphone has a new system for accessory add-ons called Moto Mods. Google is working on a project that aims to develop an open hardware platform, Project Ara. Are we going to see the era of upgradable phones? Desktop PCs have been upgradable for years and the idea has been around for phones, but why it's taking so much time to implement?

## Modular phones: multiple false starts

A modular smartphone is a phone which can be easily upgradable, just like a desktop PC, by swapping individual







components or modules. So if you break a display, you can simply swap another one in its place, or change the camera by simply adding it yourself. The idea is simple: instead of throwing away the smartphone, users can easily replace the internal hardware.

It would extend phone lives, reduce e-waste and lower the repair cost.

In 2007, Modu, an Israeli-startup led by Dov Moran, introduced the first modular device, the Modu phone. It allowed users to play with the phone's looks and introduce different enclosures called Modu jackets. Although revolutionary, the idea failed to catch on because of the chunky design, the proprietary user interface and the limited number of Modu jackets available. Modu tried its luck again with the Modu T in 2010, but it met with the similar fate. Soon after, the company announced its bankruptcy.

Modu was not alone toying up the idea of a modular phone. Japan's NTT DoCoMo, too, showed off a four-part modular phone at Mobile World Congress, back in 2009.

The idea was similar to Modu phone -- a device onto which different "part" and "holders" could be fixed. Unfortunately, the device never formalized as a finished product. In 2011, Microsoft filed a patent for an interchangeable Windows phone with a swappable gamepad, featuring four buttons and an analog stick, an extra battery, a full-blown QWERTY keyboard and a secondary touch screen for scrolling through assigned apps. Again, nothing happened. In September 2013, Dutch designer Dave Hakkens announced a modular phone concept called Phonebloks that subsequently led to the foundation of Project Ara when Motorola was still a part of Google. As of now, the initiative is under the Advanced Technology and Project division of Google. More recently, in 2014, ZTE showcased its Eco-Mobius modular smartphone at the Consumer Electronic Show in Las Vegas. The modular smartphone concept could allow users to replace the camera, battery, display, and other modules, including the smartphones processor, RAM, internal storage and its graphics processor. It looks like ZTE has no plans to



launch the device in the near future.

## A not so modular present

On paper, an upgradable smartphone seems to be a great concept but its execution has always been iffy. Take the case of the LG G5, the company initially promised to bring a modular design, and it did, but failed to execute it properly - swapping a component always necessitates removing the battery which means restarting the phone. Modules have been in short supply as well as expensive. Motorola's Moto Z again heavily emphasises the add-on components or Moto Mods. The Mods snap on to the back of the smartphone, connecting with proprietary pins and help in place by magnets. Like LG, Motorola has added a number of modules that include the JBL SoundBoost, the Moto Insta-Share Projector and the Power Pack. Ironically, the phone has been advertised as the slimmest in its class - the mods will actually bulk it up. What's more, one is not too sure about their availability and whether they will be compatible across different generations of the device.

Fairphone 2, a smartphone from the Dutch start-up makes more sense as a modular smartphone.

If something  
breaks in the

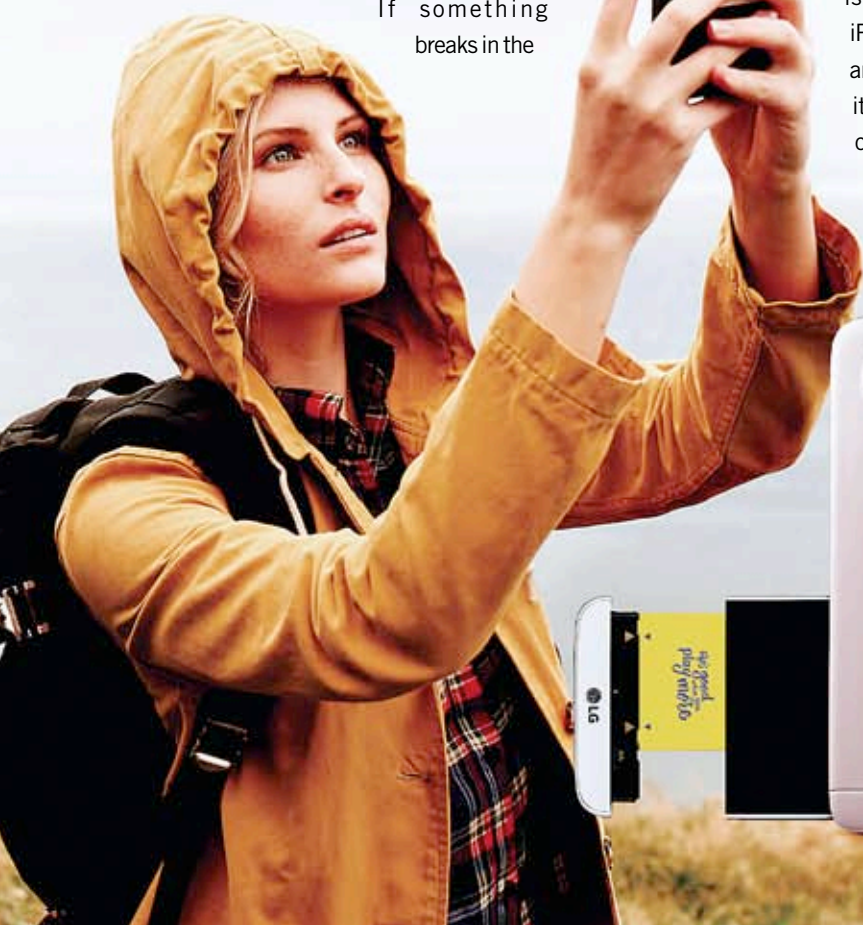
Fairphone 2 you can replace the component on your own with the help of a screw driver. Users can replace the screen, the camera, the battery or any other part for that matter. Those components can be easily purchased online from the company's website. However, the Fairphone 2 won't come cheap, and is limited to Europe.

Not just smartphone manufacturers, but accessory makers have also jumped into the modular smartphone bandwagon. Otterbox, the phone case company, is trying to make an iPhone a modular one. Its Universe Case System is designed for the iPhone 6, 6S, 6 Plus, and the 6S Plus, but it's not just a phone case. Basically it's like a platform where a number of

manufacturers like Square, Polar Pro, SanDisk, Seek Thermal, Goal Zero and Olloclip will offer modules. The case itself costs \$50, but the price will vary depending on which module you choose.

## A modular future?

With Project Ara, Google hopes to create a platform for modular smartphones, providing an open hardware standard to allow smartphone vendors to design and manufacture hardware modules. In nutshell, Google is trying to create an app-store like business model, where all the modules will be manufactured by third-parties will need an approval from Google, before they become available in stores. Google's first Ara smartphone will hit the market next year. However, it is hard to tell whether consumers are interested in getting modular smartphones. Ara's core components - CPU, battery, screen and processor - are not upgradable, meaning the device will be dated after a while. Price is also a big issue here. We still don't know how much an Ara device and its supporting modules will cost to the user. But on its success could well depend the future of modular phones! ■  
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# INTEX AQUA VIEW

Betting on budget VR



Indian brand Intex has launched the Aqua View in an attempt to cash in on the craze for Virtual Reality (VR). The phone boasts a decent design as well as a pair of Google Cardboard VR glasses. But will it be enough to attract the attention of budget conscious geeks?

## Display and Design

The phone is made up of all plastic body and the front side of the phone sports a single circular button with a silver ring on the circumference which gives the device very iPhone-ish Kind of a look. The phone is pretty sleek and can easily fit in one's pocket. Volume rockers are on the right hand side along with the power/unlock button. The charging slot has been placed on the bottom of the phone whereas the 3mm jack is up on top.

In terms of display, the device comes with a 5 inch HD display. We found the display of the phone to be bright and responsive. The back of the device sports the primary camera and flash over a black stripe. The button present on the front side of the screen also

acts as a fingerprint scanner. The sensor works pretty smoothly once the fingerprint is analysed. However, getting the fingerprint scanned can be quite a task - there are about 16 rounds in order to register the fingerprint, which can take time. The back once removed, reveals a 2200 mAh battery with two SIM slots.

## Performance

The phone sports an 8 megapixel camera which works impressively in bright daylight. We found that even the secondary camera works better than what we expected, although both are a trifle slow. The phone is powered by 1 GHz MediaTek quad-core processor and comes with 2GB RAM. We encountered no major lags on the device for most general tasks and mult-tasking was reasonably smooth as long as we did not load too many apps. In the audio department, the device turned out to be decent enough, both on headphones

and speaker.

The battery gets through the day (which is an effort) but when the phone is on gaming mode, it barely holds on. Speaking of gaming, the device handles light games nicely but when it comes to heavy games like Asphalt 8, the performance graph drops down.

The major attraction of the phone however is virtual reality (VR). The phone comes with a VR headset (the Eyelet) which is similar to Google's Cardboard virtual reality headset. Unfortunately there is not enough content to make the most of it and we would have honestly appreciated better build quality in the glasses themselves - wearing them is not comfortable and they do look rather fragile.

## Conclusion

The phone provides an experience of Virtual reality in budget range but for its price is a middling performer. There are better devices in the market at this price point - most notably the Lenovo K3 Note. ■

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## INTEX AQUA VIEW

### TECH SPECS

**Dimensions** | 124 x 64 x

10.3mm

**Weight** | 146 grams

**OS** | Android 5.1 Lollipop

**Display** | 5 inch HD

**Processor** | MediaTek MT6735P

**RAM** | 2 GB

**Storage** | 32 GB

**Battery** | 2200 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 8.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 8,999**

### VERDICT

**Looks** 08 / 10  
Compact and smart, a bit like the iPhone

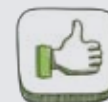
**Features** 08 / 10  
Well specced, fingerprint scanner and VR

**Performance** 07 / 10  
Prone to lags, VR not the greatest

**Ease of Use** 08 / 10  
Android with a few neat touches

**Value For Money** 07 / 10  
Better phones out there at this price

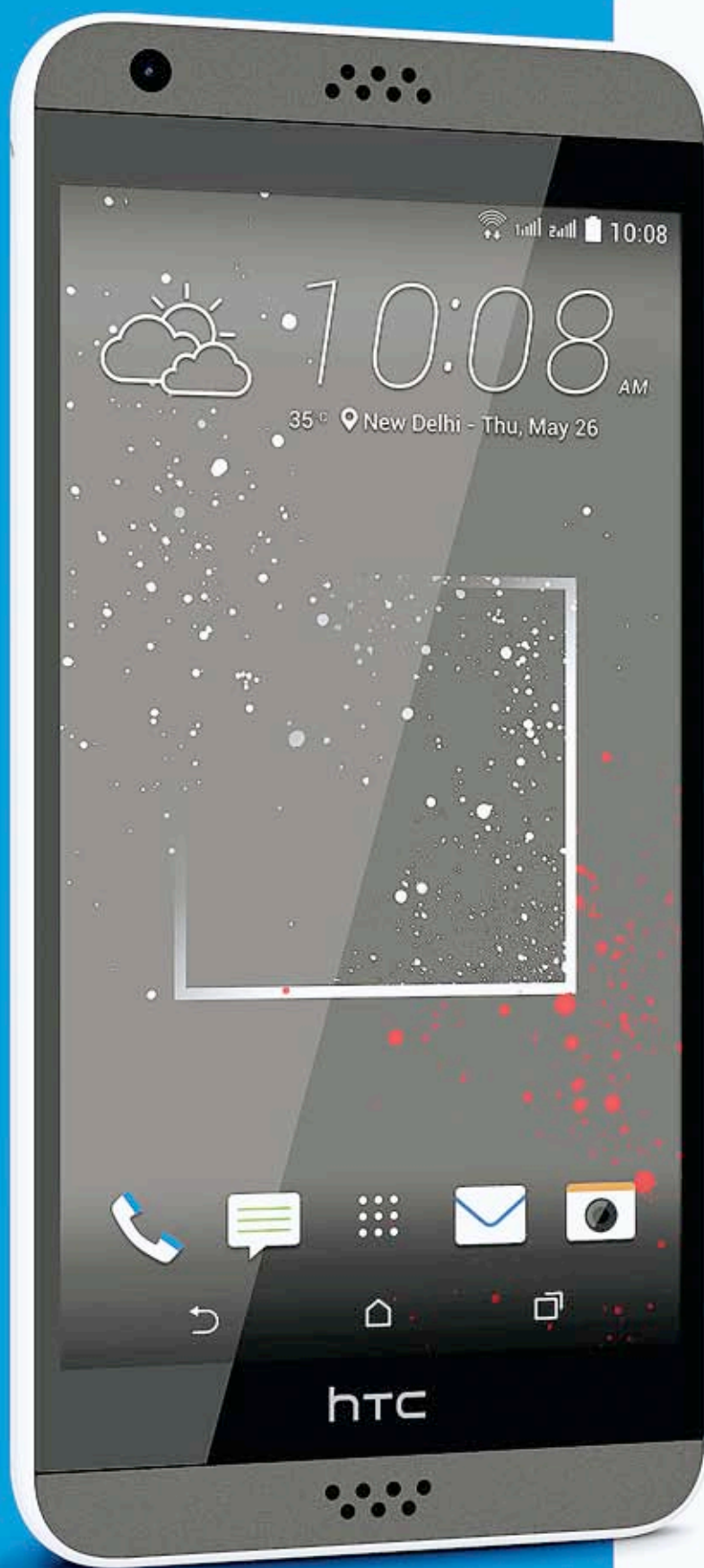
**OVERALL** 76%



**PROS**  
Camera, Display



**CONS**  
Battery, VR



## HTC DESIRE 630

### Not quite Desireable

**H**TC is desperately trying to make a comeback to the smartphone big time but with mixed results. The much-hyped HTC 10 got mixed reviews around the globe, and now it is up to the Desire 630 to fuel its ambition in the more affordable smartphone segment. Does it succeed in doing so?

#### Similar design with a splash of paint

It's been a while now since HTC has done some design innovation in its Desire series. And with the HTC Desire 630, you still get the same sense of déjà vu as regards the form factor. However, the company has at least tried to do something as regards its color scheme—a splash of paint drops which HTC calls Micro Splash. Yes, it does give a different look on the rear panel but the front still remind us of the same-old HTC design. We got the Golden Graphite model for review - it was compact enough (just 8.3 mm thick) and is quite lightweight at 140 grams. The body is all plastic but the material feels to be premium enough.

At the front you will witness a secondary camera dual company's iconic dual speaker grille - one at top and one at base. On the right, you will the volume rockers and power on/off button while on the left are

the dual-SIM slot and microSD card slot. The back comes with splashes of golden colour and the primary camera bumped out a bit and below it is a single LED flash. On the top and at the base you will see an audio jack and microUSB port. Moving to the display, the HTC Desire 630 comes with a 5-inch HD display with a screen resolution of 1280x 720 pixels. HTC is always known for making good displays and the 5.0-inch display does look compact and has some good viewing angles but find that under direct sunlight, the screen fails miserably. The display is a bit of a let down when we consider that many phones at similar price points have full HD displays.

#### Poorly specced

At a time when companies like Xiaomi, LeEco are opting for the Qualcomm Snapdragon 650/652 SoC in Redmi Note 3 and LeEco Le 2, HTC has surprisingly opted for the rather aged Snapdragon 400 processor. Although the company has optimized the software, but the performance falls flat. Things work well as long as you are doing normal tasks but get into multi-tasking mode and the lags start to come in. In terms of gaming, we did not encounter any noticeable lags in casual titles and to some extent the device manages to runs high-graphics games



like Asphalt 8: Airborne without any hiccup or noticeable lags. But the detailing and graphics output was not as good as we have seen on other devices.

On the camera front, the Desire 630 features a 13-megapixel rear camera with f/2.4 aperture, auto-focus and BSI sensor. We have seen many HTC devices with good cameras but this is not one of them. The performance of the camera is not at all satisfactory as it is not able to focus properly and does not handle glares effectively. Under low-lighting situations, pictures come out to be grainy and detailing was below average. The front snapper was average as well.

The Desire 630 runs on the latest Android 6.0.1 Marshmallow with company's latest SenseUI 7 on top of it. The interface is as usual easy to use and navigate. Although the BlinkFeed integration might be a headache especially when you connect your smartphone to a Wi-Fi after a long time. The phone comes with a 2200mAh battery which last almost half a day of normal use. We advise you to carry an additional power bank. Call quality is acceptable and the front-facing speaker does give a reasonably good output.

## Conclusion

With a price tag of Rs 14,990, HTC Desire 630 does not really bear comparison with the likes of the Xiaomi Redmi Note 3, the Mi Max, the LeEco Le 2 or the Lenovo Zuk Z1, all of whom offer markedly better hardware at lower prices. Yes, the specks of paint on the back make the HTC Desire 630 stand out from the crowd. Alas, nothing else does. ■

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## HTC DESIRE 630

### TECH SPECS

**Dimensions** | 146.9 x 70.9 x 8.3 mm

**Weight** | 140 grams

**OS** | Android 6 Marshmallow

**Display** | 5 inch HD

**Processor** | Qualcomm Snapdragon 400

**RAM** | 2 GB

**Storage** | 16GB, expandable up to 2TB

**Battery** | 2200 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 13.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 14,990**

### VERDICT

**Looks** 08 /10  
Sleek design with micro splash paint drops

**Features** 07 /10  
Average display but comes with good viewing angle

**Performance** 07 /10  
Last-year specs and average camera

**Ease of Use** 08 /10  
HTC Sense interface is very smooth to use

**Value For Money** 07 /10  
Poorly specced and an average performer

**OVERALL** 74%



#### PROS

Sleek design, compact look, smooths UI



#### CONS

Average display, mediocre camera, average battery life



# PANASONIC ELUGA NOTE

Not so Note(able)

Panasonic recently launched one of its most expensive smartphones in recent times in the Indian market, the Eluga Note. But will the “Note” appendage suffice to carry it through in a very competitive segment of the market?

## Good design and display

We have seen many Panasonic devices in the past and it is safe to say that although the Eluga Note sticks to the conventional Panasonic design language, it still manages to deliver a compact and premium look. The display is surrounded by





a golden ring coupled with an ergonomically curved back from both the sides to allow users to grip the phone comfortably. The back comes with a textured finish which looks good and yes the device is surprisingly lightweight at just 142 grams. Although the front does remind one of a LeEco Le 1s, the Note is more compact in nature.

At the front you will see a front shooter coupled with earpiece and sensor on the top while there are on-screen navigation buttons at the base. The display comes with near edge-to-edge bezels. On the right, there is a power on/off button while on the left you find the volume rockers. On the top there is an audio jack coupled with an IR blaster while at the base there is a speaker grille and microUSB port. At the back you will find the primary camera with triple LED flash and when you remove the back panel, you can see dual-SIM slot and a microSD card slot. Panasonic has opted for a plastic body at a time when its competitors like Xiaomi (Redmi Note 3), LeEco (Le 2) and even Lenovo (Zuk Z1) are giving a metal unibody with a more solid look and better design.

Moving on, the Eluga Note comes with a 5.5-inch Full HD IPS display with a screen resolution of 1920 x 1080 pixels. The display comes with a good output in terms of colour reproduction but colours tend to be oversaturated. Watching movies or reading was easy in indoors lighting

but readability diminished the moment you stepped into broad daylight.

### Average performer

The Panasonic Eluga Note is powered by a 1.3GHz octa-core MediaTek MT6753 processor coupled with 3GB of RAM and 32GB of internal storage which can be further expanded up to 32GB via microSD card. On the connectivity front, the device supports 4G, Bluetooth, WiFi and GPS. In spite of being reasonably specced, however, the performance of the device was very inconsistent. Although the phone handled daily tasks like social media, browsing, streaming quite effectively, and we faced no issues while multi-tasking but it tended to slow down when there were too many apps running in the background. The Eluga Note handled most of the casual games like Zombie Age 3 and Temple Run 2 nicely but when we tried playing high-graphic games like Asphalt 8: Airborne, we saw lags kicking in and some frame drops. The phone also heated up noticeably during prolonged gaming sessions.

On the camera front, the device comes with a 16-megapixel rear camera with triple LED flash and a 5-megapixel front-facing camera. The camera performance was certainly below average. When we clicked photos in broad daylight, the camera clicked some average photos that were lacking in terms of detail.

And in low-lighting situations, the camera was not able to handle glare effectively and photos came out to be grainy. The front-facing camera's performance was also nothing to write home about.

The device runs on Android 6.0 Marshmallow with the company's FitHome UI on top of it. The interface is very easy to use and our favourite feature is that it can be used in any orientation, so you can hold the phone any way you want to get the same interface. On the battery front, the device is powered by a 3000mAh battery which lasted a day under normal usage but struggled when subjected to heavy usage. The IR blaster works fine and we used it to control Toshiba LED TV, Tata Sky set-top box and Daikin AC without any trouble at all.

### Conclusion

With a price tag of Rs 13,290, the Panasonic Eluga Note strikes us as a slightly expensive proposition for what it brings to the table - honestly, we were not too sure what the 'Note' moniker is about as it does not come with a stylus and neither does it have an unusually large display. It will work fine for normal users but those looking for higher levels of endeavour from their phone will be better served by the likes of LeEco Le 2, Xiaomi Redmi Note 3, and Lenovo Zuk Z1, which not only offer much better specs but are better all-round performers in all departments in comparison. ■

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## PANASONIC ELUGA NOTE

### TECH SPECS

**Dimensions** | 146 x 74.5 x 8.1 mm

**Weight** | 142 grams

**OS** | Android 6 Marshmallow

**Display** | 5.5 inch Full HD

**Processor** | MediaTek MT6753

**RAM** | 3 GB

**Storage** | 32GB, expandable up to 32GB

**Battery** | 3000 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 16.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 13,290**

### VERDICT

**Looks** 08 / 10  
Smart-looking device but doesn't sport a metal body

**Features** 08 / 10  
Good display but no fingerprint sensor

**Performance** 07 / 10  
Middling specs, sluggish performance

**Ease of Use** 08 / 10  
FitHome UI is easy to use

**Value For Money** 07 / 10  
An average performer

**OVERALL** 76%



#### PROS

Good display, sleek design, good battery life



#### CONS

Last-year specs, sluggish performance, average camera

# XIAOMI MI MAX

## Mr Big

Just when we thought that phones had got as big as they could have, Xiaomi have surprised us with the Mi Max, a phone that sports a massive 6.44 inch display, on top of some very good hardware. But does it herald the return of big phones to our lives?

### Massive...but magnificent

There is no two ways about it - the Mi Max is a huge phone. Yes, its relatively slim 7.5 mm frame does make it seem a little less large than other devices but at 173 mm in length, it is significantly bigger than even the bulky iPhone 6s Plus. And at 203 grammes, it is also one of the heaviest phones around. Which makes it all the more remarkable that the Mi Max actually looks rather dishy (in phone terms). We got the gold model and it did carry its weight with a certain amount of élan. In terms of design, the phone seems to have blended features of both the Redmi Note 3 and the Xiaomi Mi 5. The front is very much all about the 6.44-inch display, below which come three touch navigation buttons and above which are a front facing camera, earpiece and a sensor. The sides are chamfered - a change from

the relatively plain sides of the Redmi Note 3 - and are relatively straight rather than curved, giving the phone a slightly more boxy look as compared to the rounded one of the Redmi Note 3. The volume rocker and display buttons are on the right, the SIM and memory card tray on the left and there's a micro USB port flanked by two speaker grilles on the base, while right at the top is the 3.5 mm audio jack and an infra red port. The back houses the camera and fingerprint scanner and is smooth metal, giving the phone (especially the gold model) a very classy look. Yes, it is a hefty device but unlike other large screen devices, the Mi Max is actually a head turner, simply because it wears its weight well!

### Well specced with stamina to spare

In terms of spec sheet, the Mi Max borrows heavily from its cousin, the Redmi Note 3 - it has a similar Qualcomm Snapdragon 650 processor, 3 GB RAM, 32 GB storage, full HD display, 4G connectivity, 16.0-megapixel rear camera, fingerprint scanner, infra red port, et al. Where it differs materially is in coming

with Android Marshmallow out of the box and in terms of a much larger 4850 mAh battery. The result is perhaps the best attempt to bridge the tablet-phone divide that we have seen for a while. The specs ensure that the Mi Max, while not a benchmark scorcher, can definitely handle almost all high-definition games and content without too many issues, and the large display means that watching content on it is an absolute joy. We would have liked louder volumes for such a large device but even then, this is perhaps one of the best phones for viewing multimedia content. And that battery means that you can actually get through two days of heavy usage without too much trouble - there are not too many phones about which you can say that today. Yes, the sheer size of the phone makes it difficult to use one-handed - even using the fingerprint scanner can be a pain at times - but on the flip side, this is a great device to read and write on. The tablet

effect! That said, we would have liked a better camera - the 16.0-megapixel camera is a fair light friend at best.

### Conclusion

No, we are not sure whether the Mi Max signals the return of big display devices to our midst, but at Rs 14,999, it does represent very good value for money for the features it brings to the table. Interestingly, its closest rival is the Redmi Note 3, which comes with a similar processor and RAM as well as camera but has a smaller 5.5 inch display and a relatively smaller battery at 4000 mAh, and is available for Rs 11,999. At this price point, the only other large display device is the Lenovo Phab Plus which sports a larger 6.8 inch display, but comes with only 2 GB of RAM and runs on a relatively inferior processor. If you are looking for a phone with a big body and a big heart, then the Mi Max is the only one in town. ■

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## XIAOMI MI MAX

### TECH SPECS

**Dimensions** | 173.1 x 88.3 x 7.5 mm

**Weight** | 203 grams

**OS** | Android 6 Marshmallow

**Display** | 6.44 inch Full HD

**Processor** | Qualcomm Snapdragon 650

**RAM** | 3 GB

**Storage** | 32GB, expandable up to 64GB

**Battery** | 4850 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 16.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 14,999**

### VERDICT

**Looks** 09 /10  
Although large, is attractive to look at

**Features** 09 /10  
Good hardware and software

**Performance** 09 /10  
Excellent display and battery life

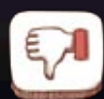
**Ease of Use** 07 /10  
MIUI is excellent but the size is bulky

**Value For Money** 09 /10  
Excellent deal for the price

**OVERALL** 86%



**PROS**  
Price,  
Battery life,  
Good hardware



**CONS**  
Camera,  
Bulky

## LEECO LE 2 The second coming

**I**t has been in the Indian market for less than a year but LeEco, a Chinese player, is turning heads with its aggressive marketing and pricing strategies. The company surprised a lot of people with the Le 1S device, and has now come out with its successor, the Le 2. It may not set a new benchmark in the smartphone market, but it could inspire others to follow a dual focus approach – where hardware and software integrated with services is the way forward.

### A refined design, bright display

At first glance, the Le 2 looks nearly identical to the Le 1s with the same bottom-facing speakers, volume rocker, power button, a USB Type-C port on the bottom, a SIM tray on the left, same fingerprint sensor on the back, etc. A few design changes are apparent, though, on the back of the smartphone. The camera module, for instance, is now larger and has an uncanny resemblance to the HTC One M9. Well, of course, a standard 3.5mm headphone jack is absent from the Le 2. Instead, LeEco stresses on the idea of abandoning of a 3.5mm headphone jack in favor of the USB Type-C port for a better audio experience.

Following the current

trend, the Le 2 is made out of aluminum, with the antenna lines clearly visible at the top and bottom. It's an attractive design but not distinct from the rest of the crowd. Our review unit was in Rose Gold colour, which may annoy gents (it is also available in gold, silver and grey). The Le 2 feels well built and good in the hand. It is 7.5mm thick and weighs 153g, making it slimmer and lighter than the ZUK Z1 (8.9mm, 175g).

The 5.5-inch Full HD (1920 x 1080) screen is reasonably bright, vivid and sharp. It offers pretty good viewing angles, too. The Le 2's display proved bright enough to even be used outdoors on a sunny day.

### Robust performance, long battery life

Under the hood is a Qualcomm Snapdragon 652 processor, perfectly capable of handling most duties without issue with 3GB of RAM. The handset was snappy throughout testing despite the fact that the native user interface is fairly heavy. We were able to load My Mobile's new website without any issues, and even ran a few graphics-intensive games such as Asphalt 8 and Real Racing 3 and a multitude of apps running in the background.

The Le 2 lacks a key

feature: the internal storage is limited to 32GB and non-expandable. The dual-SIM supported handset is 4G LTE ready. And its 3,000mAh battery lasted 11 hours on a single charge, long enough to make it through the workday. The Le 2 supports Qualcomm's quick charging support, like the Redmi Note 3. The Le 2 runs on Android 6.0 Marshmallow based on LeEco's own EUI 5.6 custom interface. It's the same version of the software that we saw on the Le Max 2. While we found the UI a bit on the heavy side, we loved how it blends with LeEco's content delivery platform. Apps preloaded on the handset include Live, Le Vidi and LeView, an HTC Blinkfeed like home screen. Live lets you access YuppTV's entire live TV catalogue, while Le Vidi will allow you to access Bollywood and regional content. In case you were wondering: the smartphone comes pre-bundled with one year of free content membership worth Rs. 4,200.

### Decent cameras, superb audio quality

The Le 2's 16-megapixel camera is a capable shooter. Images in broad daylight are good, and details are acceptable in low-light, and is considerably better than

that of the 16-megapixel shooter on the Xiaomi Redmi Note 3. The rear camera is capable of shooting 4K and slow-mo videos. The 8-megapixel front camera, though, was mainly a fair weather friend.

The Le 2 and Le Max 2 are the only notable smartphones to come without a regular 3.5mm headphone jack. Instead, it supports a Type-C audio connector. LeEco has designed a special earphones (they come as part of the package, at least for now) that take advantage of the company's CDLA audio technology. You also get a USB Type-C to 3.5mm audio adapter inside the box. The sound quality of the headphones was extremely expensive (read our review in the ETC section) and the speakers did a great job of pumping out sound.

### Conclusion

The successor to the LeEco Le 1s is an impressive smartphone on all fronts, be it in terms of design, hardware, software or even content. It is not too often that we see a device that is this difficult to find fault with at this price point. In fact, the Le 2 bests the very good Xiaomi Redmi Note 3 in our ratings. At Rs. 11,999, the Le 2 is worth every penny. ■

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## LEECO LE 2

## TECH SPECS

**Dimensions** | 151.1 x 74.2 x 7.7 mm

**Weight** | 153 grams

**OS** | Android 6 Marshmallow

**Display** | 5.5 inch Full HD

**Processor** | Qualcomm Snapdragon 652

**RAM** | 3 GB

**Storage** | 32 GB

**Battery** | 3000 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 16.0-megapixel

**Front Camera** | 8.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 11,999**

## VERDICT

**Looks** 08 /10  
Full metal body, elegant looks but familiar design

**Features** 08 /10  
Full HD display but lacks microSD card slot

**Performance** 09 /10  
Capable processor and smooth performance

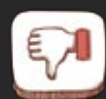
**Ease of Use** 09 /10  
EUI 5.6 UI blends well with LeEco's content delivery platform

**Value For Money** 09 /10  
Overall, impressive smartphone on all fronts

**OVERALL** 86%



**PROS**  
Bright display, superb audio quality, decent cameras



**CONS**  
Missing microSD card, UI reminds of iOS



# HTC DESIRE 825

## Riding high on audio

**H**TC recently added three new members to its Desire series with the launch of Desire 630, 825 and 830. And out of three, the Desire 825 comes with 24-bit Hi-Res audio; but will it be enough to make a long-lasting impression in an insanely competitive price segment?

### Sleek design, average display

HTC has done some innovation by adding a unique micro splash finish to every HTC Desire 825 smartphone, adding a new sense of aesthetic to it. The micro paint droplets give an artistic look to the smartphone. We got the white model for review and the back was colourful indeed. The body is made of polycarbonate which gives a better grip and also makes the smartphone lighter—it weighs just 155 grams. There is no doubt that HTC Desire 825 is a sleek device - it is a mere 7.4mm thick. On the front you will notice a secondary camera, sensors and speaker grille perfectly aligned in a row, while at the base there are physical navigation buttons. On the right there is a volume rocker and a power on/off button while at the left you will see a cover which hides the dual-SIM slot and microSD card slot.

At the back, there are the very arty splashes of red and grey and there is a primary camera that just bumps a little out from the top coupled with an LED flash sitting right beneath it. On the top there is an audio jack while at the base you will see a speaker grille along with

a microUSB port and lanyard strap holder. Overall, the device does look slim and artistic and definitely very different from the run of the mill HTC Desire template.

While the design language of Desire 825 is good, the same cannot be said about the display. The device sports a 5.5-inch HD display with a screen resolution of 1280 x 720 pixels (267ppi), which is a surprise when you consider that many of its competitors like the Lenovo Vibe X3, Creo Mark 1 and Zuk Z1 offers much more sharp displays with higher resolution. That said, the device has some good viewing angles and colours looks natural but the screen itself is a bit dull.

### Not the greatest specs

At a time when many manufacturers are opting for newer and more powerful processors even in their more affordable devices, it is surprising to see HTC still stuck with an older Qualcomm Snapdragon 400 processor. The smartphone is backed by a 2GB of RAM and 16GB of internal storage out of which only 10.5GB is available for uses, once again well behind what the competition is offering (3 GB RAM is quite common at this price point). Thankfully, with a microSD card slot you can expand storage up to 2TB, though. The phone supports all the connectivity options like Bluetooth, Wi-Fi, GPS, but all said and done, we have seen better configurations at this price point.

### High quality Audio, not so high on performance

When it comes to the audio part

of the device, the Desire 825 does deliver some good audio output and this is partly due to HTC BoomSound with Dolby Audio.

The two speaker grilles—one at front and another at base—delivers good sound and watching movies or listening to music is a delightful experience.

The Desire 825 handles daily tasks like social media, streaming, browsing and all easily. But when stretched you can see lags kicking in. Although games like Temple Run 2, Subway Surfers ran smoothly, the device starts stuttering when handling high-graphics games like Asphalt 8: Airborne and Real Racing 3.

Moving on, the smartphone sports a 13-megapixel rear camera, whose performance was just above average as we felt that it lacks detail and that images tend to get grainy at the first hint of low light. The front camera clicked some average selfies.

The device runs on Android 6.0.1 Marshmallow with the company's excellent SenseUI running on top of it. But good luck trying to make the phone last a day on a single charge - the 2700 mAh battery barely makes it through a day of careful use.

### Conclusion

With a price tag of Rs 18,990, the HTC Desire 825 scores in design and audio, but devices like the Lenovo Vibe X3, the Redmi Note 3, the Zuk Z1, the LeEco Le 2, and even the new Moto G 4 Plus offer much more on other fronts. ■

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# BURNTEST

## HTC DESIRE 825

### TECH SPECS

**Dimensions** | 156.9 x 76.9 x 7.4 mm

**Weight** | 155 grams

**OS** | Android 6 Marshmallow

**Display** | 5 inch HD

**Processor** | Qualcomm Snapdragon 400

**RAM** | 2 GB

**Storage** | 16GB, expandable up to 2TB

**Battery** | 2700 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 13.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 18,990**

### VERDICT

**Looks** 08 /10  
Sleek design with micro splash paint drops

**Features** 08 /10  
Speaker output is good

**Performance** 07 /10  
Poorly specced and average camera

**Ease of Use** 07 /10  
HTC Sense interface is very smooth to use

**Value For Money** 06 /10  
Competitors are offering much more at this price point

**OVERALL** 72%



#### PROS

Sleek design, Hi-Res audio does its charm, smooths



#### CONS

Average display, mediocre battery life, average camera

*Tried & Tested*

## SAMSUNG GALAXY J2 (2016)

### TECH SPECS

**Dimensions** | 136.5 x 69 x 8.4 mm

**Weight** | 129 grams

**OS** | Android 6 Marshmallow

**Display** | 5 inch HD

**Processor** | 1.5 GHz quad-core

**RAM** | 1.5 GB

**Storage** | 8GB, expandable up to 256GB

**Battery** | 2600 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 8.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 9,750**

### VERDICT

**Looks** 08 /10  
Polycarbonate build and compact form factor

**Features** 07 /10  
'Smart Glow' LED feature is just a gimmick

**Performance** 08 /10  
Mediocre camera and generally balanced performance

**Ease of Use** 08 /10  
The UI has been cleaned up

**Value For Money** 07 /10  
The competition offers better hardware and features at much lower prices

**OVERALL** 76%



#### PROS

Compact design, long battery life



#### CONS

Mediocre cameras, weak processor

## SAMSUNG GALAXY J2 (2016) Not quite a super successor

Samsung has had a terrific year so far. It started off with the success of its Galaxy S7, and the months that have followed have seen its entry-level and mid range smartphones taste success, in spite of competition from the likes of the Lenovo K3 Note and the Xiaomi Redmi Note 3. The company is in no mood to let up, however, and is spending millions on TV ads, featuring Bollywood's current heartthrob Shahid Kapoor to constantly remind you of its Galaxy J series. And the latest in the series is the Galaxy J2 (2016).

### Compact form factor

The new Galaxy J2 is the spiritual successor to the Galaxy J2 (2015), and although the devices are far from identical, it immediately

feels similar. The new J2 is made out of polycarbonate plastic with a soft-touch finish that feels good in the hand. The Galaxy J2 looks similar from the front, with the physical home key button at the bottom flanked by capacitive keys. The back of the smartphone is where you will find the real difference. Although the camera, the speaker and flash have been placed exactly the same as seen on the last year's Galaxy J2, there is a patterned band running below them with the Samsung logo on it. The rest of the phone is largely as expected. Our review unit was in gold color, and it looked really good. You can remove the back cover and the battery inside it. While

not in the league as the Le 2, the smaller form factor of the Galaxy J2 has its own advantages.

### 'Smart Glow' - a bit gimmicky

The key design change, however, is the inclusion of a "Smart Glow" LED feature around the camera. Basically there are four LED rings hidden in the ring. The smartphone lets you set a custom color using an RGB scale. The purpose of the Smart Glow LED ring is to serve as a notification light. The ring's color can be customized for missed calls, apps, emails, messages and contacts. You can also set a custom color of choice, based on your usage alerts. The light ring will also light







up when the battery is low and the Selfie Assist feature detects your face when you're taking a selfie with the rear camera and glows blue. While the Smart Glow LED light does look useful on paper but it seemed gimmicky in real life situations because of the location of the LED on the back - you miss the notifications if you place the phone face up on a surface, which is how most people use it.

### AMOLED display magic

We are a big fan of Samsung's AMOLED display technology. The 5-inch HD (1280 X 720) display on the Galaxy J2 is quite bright, viewing angles are excellent while color reproduction is good. It's a good display but you need to keep in mind that there are other smartphones available on the market with Full HD displays. The missing ambient sensor also does make a huge difference.

### Balanced performance but nothing expectational

The J2 delivered a consistent performance but nothing exceptional. It features a Spreadtrum SC9830 SoC, with a quad-core CPU, coupled with 1.5GB of RAM and 8GB internal storage, which is expandable with a microSD card. While normal everyday usage seemed to be reasonably

acceptable, there were few times we noticed serious sluggishness - we were unable to play graphics intensive games such as Asphalt 8, and the native storage is too limited to store a few MP3 files. You get a mere 3.9GB of on-board storage anyway. In terms of connectivity, there is dual SIM support, 4G LTE, Wi-Fi, Bluetooth, and A-GPS. The smartphone does not have a gyroscope which is a shame.

The Galaxy J2 is loaded with a new version of Samsung's skin running on top of Android 6.0.1 Marshmallow. The S Bike mode comes pre-loaded like the Galaxy J5 and J7. There is also the Ultra data saving mode, which uses Opera Max to compress all data, including over Wi-Fi.

### Mediocre cameras, long battery life

The 8-megapixel rear-facing camera could have been better. Photos clicked with the J2 were full of noise but

not out of focus, although we were really impressed by a few macro shots. Capturing low light photographs was a bit of a challenge, and we were surprised to discover that the J2 isn't optimized to record videos in Full HD. The 5-megapixel front-facing camera, on the other hand, was just above average. The 2,600mAh battery lasted through a full day in our regular usage.

### Conclusion

The Galaxy J2 (2016), like its predecessor, is an entry-level offering. While some will be impressed by its appearance, we found using it to be a frankly middling experience. At Rs. 9,750, the Samsung Galaxy J2 (2016) has nothing compelling going for it. The Xiaomi Redmi Note 3 (2GB RAM, 16GB storage) for Rs. 9,999 seems a better deal. ■

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## SONY XPERIA X

### A Scuttled Flagship?

**I**t is not often that a device from Sony ends up puzzling us but we must confess to feeling bemused after using the Xperia X. The device was originally promised to be a Samsung Galaxy S7 killer, but does not even come close. Period. We had high hopes from the Xperia X but, unfortunately, it raised more questions than it answered. At Rs. 48,990, the Xperia X looks out of its depth against some very formidable competition.

### Design – repetitive and overdone

For Sony, the 'X' series is not a continuation to its 'Z' series, meaning the Xperia X shouldn't be seen as the successor to the Xperia Z5. However, the Xperia X, from the design point of view, appears to be identical in nature. We do appreciate how they crammed up so much power into a tiny package but Sony seems to have overdone with the design. The frosted glass back has gone now; instead the smartphone has a brushed metallic finish. Both the back and front of the smartphone are flat, while the sides are slightly rounded, just like the



Xperia Z5. The phone is easy to hold when compared to larger smartphones with over 5.5-inch screen sizes. The handset isn't thin but that's not a major concern. Alongside the side of the phone, you will notice a home button with an embedded fingerprint scanner, volume rocker and a dedicated camera button. The fingerprint scanner is fast and it worked every efficiently and we also love the fact that Sony persists with a dedicated camera button, but the odd positioning of the volume rocker button (being placed towards the bottom) is difficult to understand as it is very hard to reach. The left side of the handset has a hybrid SIM tray that hold both a nano SIM and microSD card, but every time you try to open the tray, it automatically restarts the phone. And for some reason, the Xperia X is one of the first high end Sony devices in recent times that is not water resistant. All of which makes the Xperia X a compact but hardly compelling device in terms of design.

## Display and speakers

The 5-inch full HD display is eye-popping. It's vibrant, colorful and with good viewing angles. The gameplay trailer of the upcoming God of War game looks amazing on it. We were able to see emails and photos easily on the screen under direct sunlight. In terms of sound quality, the built-in two front facing speakers

failed to make any impact. The song "Good Feeling" by Flo Rida sounded distorted when played at full volume. The audio quality was surprisingly good over in-ear headphones, though.

## Performance

Sony had been producing flagship smartphones with up-to-the-date processors for years. And whatever we could have accused the company of, we had no complaints on the spec front. Sony's previous smartphone, the Xperia Z5, had suffered from multiple issues but it came with the top-of-the line processor. So you can imagine our surprise when we saw the Xperia X sporting a Snapdragon 650 processor, 3GB of RAM, 64GB of on-board memory and a microSD card support. In an odd decision, Sony has used what is considered to be a mid-segment processor to power a flagship smartphone. The same processor can be found inside running the Xiaomi Redmi Note 3 which will cost you a mere Rs. 11,999. That said, the device worked well - we had no trouble running N.O.V.A 3 and the device was lightning fast at scrolling through home screens, launching menus and switching between apps. It did get warm at times, though.

## Disappointing cameras

The smartphone packs in 23-megapixel camera, although the sensor is smaller than that on the Galaxy S7. Yes,

photos were detailed and crisp in certain conditions. Outdoor shots, for that matter, looked good and did not get overexposed. Unfortunately, the rear camera often just failed to focus on the subject, leading to a lot of time being wasted in just composing a shot. The camera was also surprisingly sluggish at times and low light performance was ordinary. We were also puzzled by the lack of support for 4K video. Even the 13-megapixel front-camera delivered insipid selfies.

The phone comes with a 2620mAh battery, small enough by today's standards, but it lasted a day at the most with heavy usage. Sony's version of Android Marshmallow felt exceedingly snappy, and we didn't notice the phone slow down in our regular usage. Sony has kept the interface simple, while adding a number of first and third-party apps, such as Movie Creator, Amazon Kindle, AVG Protection and a few preloaded game titles.

## Conclusion

It has its moments but the Xperia X is no alternative to the Samsung Galaxy S7 and Apple iPhone 6s. In fact, it seems a step below the current flagship line up from the competition in terms of both performance and hardware. At Rs 48,990 it seems exorbitant as compared to the OnePlus 3 which comes with a Snapdragon 820 processor and 6GB of RAM – and costs Rs. 27,990. ■

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## SONY XPERIA X

### TECH SPECS

**Dimensions** | 142.7x69.4x7.9 mm

**Weight** | 153 grams

**OS** | Android 6 Marshmallow

**Display** | 5 inch Full HD

**Processor** | Qualcomm Snapdragon 650

**RAM** | 3 GB

**Storage** | 32GB, expandable up to 200GB

**Battery** | 2620 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 23.0-megapixel

**Front Camera** | 13.0-megapixel

**Dual SIM** | Yes

**Price: Rs. 48,990**

### VERDICT

**Looks** 08 /10  
Durable design, feels handy

**Features** 08 /10  
Sharp display, pretty good battery life

**Performance** 08 /10  
Fast enough to run any graphics intensive game

**Ease of Use** 07 /10  
Stock-like UI, users can uninstall bloatware apps

**Value For Money** 07 /10  
A Snapdragon 650 processor is an odd choice for a high-end phone

**OVERALL** 76%



**PROS**  
Impressive display, compact design, microSD card support



**CONS**  
Overpriced, no waterproofing, slow camera



## HTC 10

### TECH SPECS

**Dimensions** | 145.9 x 71.9 x 3.0-9.0 mm

**Weight** | 161 grams

**OS** | Android 6 Marshmallow

**Display** | 5 inch QHD

**Processor** | Qualcomm Snapdragon 820

**RAM** | 4 GB

**Storage** | 32GB, expandable up to 2TB

**Battery** | 3000 mAh

**3G/4G** | Yes/Yes

**BT/WiFi** | Yes/Yes

**Rear Camera** | 12.0-megapixel

**Front Camera** | 5.0-megapixel

**Dual SIM** | No

**Price: Rs. 52, 990**

### VERDICT

**Looks** 09 /10  
One of the most striking devices in the market

**Features** 09 /10  
Very good hardware and software

**Performance** 08 /10  
Generally smooth, expected more from camera

**Ease of Use** 09 /10  
Uncluttered UI makes the phone a joy to use

**Value For Money** 07 /10  
Better performing devices are available at that price point

**OVERALL** 84%



#### PROS

Eye catching design, Good hardware, Clutter free UI



#### CONS

Price, Camera not as per the hype, Battery life

## HTC 10 The Greatest One Yet!

**H**TC has dropped the One moniker from its flagship device, leaving the successor of the HTC One M9 with a rather plainer HTC 10 nomenclature. But the device cuts no corners in the spec segment and also comes with perhaps the most radical design we have seen in an HTC phone for a while. Will it suffice to make it stand out against some very tough competition?

### Look at those chamfers

HTC has got a proud tradition of coming out with devices that look very different from your run of the mill Android phone. Indeed, until Samsung turned over a new leaf with the design of the S6 and S7, it was HTC that was considered to be the leader when it came to design in Android smartphones. But after following a relatively predictable template for its One series, HTC seems to have gone back to the design blackboard for the 10 and the result is striking. At first glance, from the front, there does not seem to be anything radically different about the HTC 10 in design terms - the front features a 5.2 inch display with an oval-shaped fingerprint scanner placed just below it, flanked by two touch buttons. Above this is the earpiece and the front

facing camera. A closer look however will reveal that the dual front facing speakers that were a part of HTC's flagships are now no longer present. But the real difference comes when you turn the phone over, where its large chamfers make it unlike any other phone in the market. Whereas the chamfers on other devices tend to be relatively slim affairs, on the 10, these are wide and make the phone very distinct. The sides have the usual array of ports and volume and display buttons (the power/display button has a slightly rough feel which makes it distinct from the others). The phone at 161 grammes is definitely on the heavier side and at 9 mm is definitely not the slimmest in tech town, but the fact that its back curves outwards makes it appear thinner than it actually is. At 145.9 mm, it is compact enough to fit most hands and while the chamfers do make it slippery, the metal back gives it a look of solidity.

### Check out that hardware

HTC has not pulled any punches in the hardware department either. The HTC 10 comes with a spec sheet that is comparable with the best Android flagships out there. The 5.2 inch display has a quad HD resolution (1440 x 2560), giving it

a staggering pixel density of 565 ppi, a figure that cannot be matched by many. Powering the phone is a Qualcomm Snapdragon 820 processor with 4 GB RAM, and 32 GB onboard storage, which can be expanded using a memory card. Connectivity options include 4G, Wi-Fi, Bluetooth and GPS. And running on top of this is Android 6.0 with HTC's Sense UI. HTC has bet heavily on the camera of the phone, with the front facing 5.0-megapixel camera coming with optical image stabilisation while the one on the rear is a 12.0-megapixel ultrapixel one with laser autofocus and dual LED flash. The phone is powered by a 3000 mAh battery, which seems a bit on the smaller side when you consider that quad HD display.

### Stunning performer in most departments

The HTC 10 more than does justice to its hardware in most departments. The display is an excellent one, be it for playing games or watching videos and speaking of games, the processor and RAM combination allowed us to play just about any title on it without lag. Yes the phone does heat up a bit from time but never to any alarming levels. Both cameras turn in

exceptional performances but do not really live up to the hype around them - we felt that the OnePlus 3 and Galaxy S7 had better rear cameras, while the benefits of OIS do not really seem apparent for the front facing camera. And yes, that battery will not last you a day if you are a power user. That said, we love the refined and clutter free version of Sense. Sound quality on headphones and calls is exceptional, but yes, we do miss the front facing speakers.

## Conclusion

At Rs 52,990, it not only has to contend with the formidable Samsung Galaxy S7 which comes with a much more eye-catching design (thanks to that curved glass back and front), is water resistant and has arguably the best camera we have seen on an Android device, but also to contend with the wave of devices from Chinese manufacturers that offer comparative or indeed better hardware at much lower prices like the Xiaomi Mi 5, the OnePlus 3 and the LeEco

Le Max 2. Whether you decide to choose it over them is going to depend upon how much weightage you accord to its design and interface. ■

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## NOTION INK ABLE

### Budget-friendly Two-In-One

**T**he 2-in-1 market has been evolving over time. But there have not been too many decent options available in the budget segment for a person looking for a Windows notebook which can also double up as a tablet. Notion Ink, a Bengaluru-based startup, is trying to fill the gap with its latest 2-in-1, the Able. At Rs. 24,990, the Notion Ink Able promises to be the Windows 10-based detachable for work and play. But does it deliver?

#### Part laptop, part tablet

The Notion Ink Able doesn't

look like a regular laptop, nor does it feel like a tablet. In fact, it falls somewhere in the middle but unfortunately lands nowhere. When it's closed, or when it's used as a laptop, it looks like yesteryear's netbook, courtesy its relatively unremarkable design. The device is entirely made out of plastic and it's fairly bulky and heavy for a 10 inch. The tablet itself weighs over 655 grams, which is rather hefty for a 10-inch tablet and isn't comfortable to hold. The iPad Air 2, for instance, weighs less than 400 grams. Both tablet and the keyboard together weighs 1.4 kg

The device comes in black

color, and in spite of having a soft matte finish, it catches fingerprints easily. The metal frame makes sure that it is sturdy enough with absolutely no flex when using it. The only letdown is that Notion Ink has kept the polycarbonate back. The 2-in-1 form factor certainly has its own advantages. In case of the Able, the tablet features a variety of ports including a full-size USB 2.0, a USB 3.0 port, a micro HDMI, a headphone cum mic combo jack and a microUSB port for charging. The tablet supports 3G cellular connectivity and has a microSD card slot for memory expansion. The power and volume keys are placed

on the top edge. You also get a pair of speakers, front and rear 2-megapixel cameras. All the ports are placed on the display, making it a little top heavy.

The 10-inch display can be completely detached from its keyboard dock to transform it into a tablet. Basically friction catches and strong magnets hold the two components together. To separate the two, give the display a strong tug and then release the keyboard. Typing on the keyboard will





be inconvenient for those with larger hands. The layout is decent but not perfect. The keys themselves click well, but this is not a keyboard we would recommend for long typing sessions. It is not backlit and the trackpad below the keyboard is relatively small in size, and is a little inconsistent. In terms of ergonomics and usability, we were not convinced about the Able - you can't hold the Able for hours, on a couch or bed easily.

## Display and performance

The Notion Ink Able comes

with a 10.1-inch touchscreen, which isn't full HD but is bright, offers fairly good viewing angles and accurate colors. We think for browsing the Web and watching movies it's more than enough. Unfortunately, the built-in speakers aren't good enough - we did not get the greatest audio experience.

The 2-in-1 runs on Windows 10 Home Basic like any other modern convertible/hybrid device. Powering it is a 1.44GHz quad-core Intel Atom Cherry Trail X5-Z8300 processor (up to 1.84GHz) with Intel HD Graphics 5300. It packs 4GB of DDR3L RAM,

and ships with with 64GB inbuilt storage out of which you get about 54GB of free storage. You can expand the internal memory up to 128GB via microSD card. A 2-megapixel front camera is placed on top of the screen. There's a camera on the back as well, which we barely used for testing. The Intel Atom X5-Z8300 processor is not for gaming but will handle browsing, movies, Photoshop, MS Office and editing documents without any major trouble. But the 8,100mAh battery in our daily usage didn't last more than 4.5 hours on a single charge. It also took a long time to charge, although it can be charged through a microUSB charger.

## Conclusion

To sum up in one sentence: the Notion Ink Able is a decent device but we would have preferred a better design, keyboard and battery life. It remains perhaps the most affordable 2-in-1 with 4 GB RAM and the ability to handle apps like Adobe Photoshop and Tally, but it does come with its compromises. ■

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## NOTION INK ABLE

### TECH SPECS

**Dimensions** | 262 x 166.4 x 9.45 mm

**Weight** | 1.4 kilograms

**OS** | Microsoft Windows 10

**Display** | 10.1 inch HD

**Processor** | Intel Cherry Trail

**RAM** | 4 GB

**Storage** | 64 GB

**Battery** | 8100 mAh

**3G/4G** | Yes/No

**BT/WiFi** | Yes/Yes

**Rear Camera** | 2.0-megapixel

**Front Camera** | 2.0-megapixel

**Dual SIM** | No

**Price: Rs. 24,990**

### VERDICT

**Looks** 07/10  
Unattractive design but has sturdy build

**Features** 08/10  
Offer all the ports you need for work and play, sharp display

**Performance** 08/10  
Intel Cherry Trail X5 processor is more than enough for heavy multitasking

**Ease of Use** 08/10  
Tablet mode in Windows 10 is great to use

**Value For Money** 08/10  
Decent performer but there are other alternative available in this price bracket

**OVERALL** 78%



**PROS**  
Bright display, applaudable performance



**CONS**  
Feels heavy when used as a tablet, Weird keyboard, trackpad

# The Big Big Big Screen Smartphones

**L**ove it or hate it, but when it comes to smartphones, you cannot ignore large displays. The jury may be out on whether the era of the tablet is over, but phone companies are already working overtime to delight our eyes and stretch our palms with some massive devices. We take a look at some of the best out there.

*By Rohan Pal*



**Price:** Rs. 14,999

## Xiaomi Mi Max

**X**iaomi surely did make some headlines with this one. As the name suggests, the smartphone does offer a big display—

6.44-inches to be precise. The screen

comes with a full HD display with a pixel density of 342ppi and 450nit high-brightness, putting it in contention to be the ultimate entertainment package for just Rs 14,999. And yes it is compact enough to fit in your pocket at just 7.5 mm thickness. It will stick out, though. Just a bit.

## Asus ZenFone 2 Laser (ZE601KL)

**A**sus ZenFone Laser series comes with some good camera muscle. But with the Asus ZenFone 2 Laser (ZE601KL), the company also decided to try its hand at big displays. And as a result you can get a smartphone which not only comes with some good specs but also sports a large-screen display - a full 6.0-inch one - which makes watching movies, editing images or streaming videos a delightful experience.

**Price:**  
Rs. 17,999







## Gionee Marathon M5 Plus

**G**ionee Marathon M5 Plus comes with a 6-inch full-HD AMOLED display with a screen resolution of 1920x1080 pixels meaning that the device certainly makes the movie watching experience a pleasurable one. And yes blending an AMOLED display with such huge screen size gives you a display with high contrast ratio, deep blacks, brighter images and better viewing angles. And with a 5020mAh battery, you can keep enjoying the videos without worrying much about the battery running out.

**Price:** Rs. 26,999

## Yu Yureka Note

**I**f you are a fan of the YU series of smartphones but want to buy a large-screen smartphone then Yu Yureka Note is just for you. The phablet does come with a combination of 6-inch Full HD display and dual speakers making it one of the best device for those who like to watch videos, play games and listen to music.

**Price:** Rs. 13,499



## Sony Xperia C5 Ultra Dual

**T**he third 'ultra' phone launched by Sony India, the Xperia C5 Ultra Dual comes with a 6-inch full-HD display and has super thin bezels. And to make the display experience more premium the company has added mobile BRAVIA Engine support and super Vivid mode that not only makes colour look more



vivid but also increases the brightness. Overall, if you are looking for a premium phablet then the Sony Xperia C5 Ultra Dual is one for you.

**Price:** Rs. 27,990



## Lenovo Phab Plus

**L**enovo Phab series is all about big screens. Be it the recently announced Phab Pro 2 with augmented reality or its older Phab smartphone, the Phab series has always delivered massive displays. And the same is the case with the Lenovo Phab Plus. With a massive 6.8-inch full HD display and just 7.8mm thickness, the phablet comes with a perfect size for fulfilling all your gaming, video and surfing needs. It is pretty big, though. ■

**Price:** Rs. 14,999

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# DOOM

## It's Doom Time...Again

**T**here is a saying that the world can be divided into two parts - those who have played Doom in some form or another, and those who have never used a computer. For if there ever was a game that dominated computers, it was Doom. Right from its debut in 1993 to subsequent editions (and there have been a few), the game is easily one of the most popular in the world, keeping people glued to their computer, mobile and console screens with its mixture of shock, horror and extremely simple gameplay. And it is now back in a slick new avatar for PCs and consoles. We played the Xbox One edition.

### Old story, new Doom

Notwithstanding the release of new versions of the game, the storyline has remained largely untouched. And well, that bit has still not changed. You are still an unnamed marine who is stuck on the planet Mars (now a colony of Earth) and is battling the forces of Hell, which have been unleashed thanks to an accident. And no, you still do not have a name - Doom is one of those rare games where you never know the name of the hero!

What is new however is the presentation.

Of course, the pixelated first edition of the game is a thing of the past and while we were expecting something very polished, Bethesda and Id deserve a round of applause for upping the graphics ante to almost benchmark levels. Put simply, Doom is one of the most visually stunning games you will play for a while, rich in detail. And also one of the darkest - we would suggest playing this with the lights switched off for maximum impact. There are flickering lights, and thuds and scratching sounds, as you make your way around deserted areas, looking at blood on the floor, and hearing sounds of enemies you cannot see. Not that seeing them improves matters - the game comes with some of the most scary hell residents we have seen. It can be quite terrifying at times (some might NOT want to keep the lights off, actually).

It is also quite hectic. For, Doom in its latest avatar retains the breakneck speed action that was the forte of its predecessors. Yes, you can opt to hide and progress slowly but take it from us, it will not pay off. No, there is just one way to play it - go at the enemy with all guns blazing, the good old-fashioned Doom way. Don't worry about health, ammunition and assorted weaponry - you will find them along your

path of destruction. For the record, the chainsaw is very much there as is that old favourite, the BFG 9000. Just don't let your appetite for destruction overwhelm your will to explore, for there is plenty to be discovered from guns to health packs to weapon and equipment enhancements. There is often more than one way out of an area, so looking around never harms.

### New wrapping, old magic

It has weapons and aliens galore, tension aplenty, and no end of gore and explosions. The latest avatar of Doom is not for the weak of heart, and yes, we can see those who prefer more "refined" games with stronger storylines turning up their noses at it. No, this ain't a Dishonoured or Assassin's Creed in terms of storytelling. But what Doom is, and has always been, is an insane adrenaline rush. Hurling yourself into mayhem and taking out enemy after enemy as you wade into trouble has got a certainly reckless attraction to it. Yes, if you love first person shooters, this is definitely the game to play. Yes, they were saying the same thing waaaaay back in 1993.

Some things don't change. Doom hasn't. We are not complaining. ■

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# Gadgets from abroad

# Shopping List

GOING ABROAD OR HAVE A FRIEND OR RELATIVE OVERSEAS WHO IS COMING VISITING TO GIVEN THE FACT THAT THERE ARE A NUMBER OF DEVICES OUT THERE THAT HAVE NOT BEEN RELEASED IN THE COUNTRY, WE SUGGEST YOU HAND THEM THIS UBER GEEK SHOPPING LIST.

**ANUJ BHATIA**



## Huawei Matebook

If you are looking for a 2-in-1 device, do consider the Huawei Matebook. The 12-inch Matebook is a tablet-cum-laptop hybrid, which can be connected to a detachable keyboard to turn it into a laptop.

Running Windows 10, the Matebook is thinner than the Surface Pro 4, and comes

with a digital pen. It can have either 4GB/8GB of RAM, 128GB/256GB/512GB of internal storage, and an Intel M processor. It can be purchased from the U.S. for \$699 (or Rs. 46,833) onwards. The keyboard cover is separate! ■

## Microsoft Surface 3

It may not boast kick ass hardware but the Surface 3 certainly delivers staggering value for money. And with Microsoft already deciding to end the production of the Surface 3, the time is right to get the hybrid tablet at the earliest. Thin and light and powered by a quad-core Intel Atom x7 processor and featuring a 10.8-inch ClearType HD display with 3:2 aspect ratio and 1920 x 1280 pixel resolution, the Surface 3 has the familiar three position kickstand from the Surface Pro 3, and comes in 4G and non-4G editions. The based model comes with 2GB RAM, 64GB of on-board storage and Wi-Fi. It costs \$499 (or Rs. 33,433). No keyboard included, though! ■





## Samsung Galaxy S7 Edge Injustice Batman Edition

From a comic book character to a legendary figure on a silver screen, the Batman has touched millions. And if you are among those, who love the Batman as well as collectibles, Samsung has a deal for you. Samsung, Warner Bros Interactive and DC Entertainment have teamed up to come out with a special limited edition version of the Galaxy S7 Edge with the Caped Crusader's logo emblazoned on it. Although the limited edition smartphone will offer the same specs as the original Galaxy S7 Edge, but we are not complaining. This special "Injustice" edition is now available in select countries; pricing may vary. ■



## Nintendo Wii U

The Nintendo Wii U may be lagging behind both the PS4 and Xbox One in terms of sales but that doesn't make it into a weaker game console. The Wii U, still, is a brilliant console and boasts of a number of first party titles such as Super Mario Bros, Mario Kart 8, The Legend of Zelda and Paper Mario: Color Splash chief among them. If you haven't yet got yourself a Wii U, you might consider this one. The 32GB console with deluxe set with Mario Kart 8 will cost just \$299 ( or Rs. 20,003). At that price, it does make sense to pick up the Wii U home console. ■



## Misfit Ray

Misfit is well known for its unique take on wearable devices. Its latest wearable, the Ray, is no different. The \$99 (or Rs. 6700) cylindrical fitness and sleep monitor can be worn as a wrist band or as a necklace. The tracker, made out of aluminum, comes in rose gold and black colours. It also packs a three-axis accelerometer that keeps check on your movements when awake or asleep. The device is powered by a three cell battery which means no charging for months. Misfit, now a Fossil company, is clearly trying to find a niche in the crowded wearables market. The Ray is certainly not a high-end fitness tracker but will appeal to lovers of minimalism. ■



## Xiaomi Mi Pad 2

The original Mi Pad is showing its age, and needless to say many of you would be anxious to upgrade to the Mi Pad 2. Its release in India has been shrouded in mystery at the time of writing, we highly recommend getting the Mi Pad 2 from China. For those who are not aware, the Mi Pad 2 is lighter, thinner and boasts new hardware and a faster processor. The tablet runs either Android or Windows 10 out of the box. Xiaomi is selling the tablet at a low price point, just 999 yuan ( or Rs. 9990). The Windows 10 version of the Mi Pad 2 retails for 1,299 yuan (or Rs. Rs. 13,000). ■

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# Oppo F1 Plus FCB Edition: Viva Barca!

1

In spec sheet terms, the Oppo F1 Plus FCB edition is identical to the original Oppo F1 Plus. It comes with a 5.5 inch full HD AMOLED display, is powered by a MediaTek Helio P10 processor with 4GB RAM and 64 GB storage.

2

It might be F1 Plus in terms of specs but it is nothing like it in appearance. Whereas the F1 Plus had an all white front, the FCB Edition has a black front.

3

Just like the original F1 Plus, the FCB edition is beautifully crafted too. It is all metal and glass, is an incredible 6.6 mm thin, and actually weighs just 145 grammes. It is more compact and lighter than the iPhone 6s Plus in spite of featuring a display of the same size.

4

The default UI of the phone is inspired by the colours of Barcelona - Red and Blue. Inside the phone are also special pictures of some Barcelona players. The phone runs on Android 5.1, with Oppo's Color OS on top of it, but with a deep Barcelona flavour to it.

5

Red and Blue come to the fore again on the back of the phone, making it unlike any other phone in the market. The back is all blue with two red stripes - one at the top and one at the base.





THE OPPO F1 PLUS FCB EDITION IS A PHONE DESIGNED TO DELIGHT FOOTBALL FANS IN GENERAL BARCELONA'S FANS IN PARTICULAR, COMING AS IT DOES IN THE CLUB'S ICONIC COLOURS AND PACKED WITH ELEMENTS THAT PAY TRIBUTE TO IT. WE BRING YOU AN EXCLUSIVE LOOK AT THE DEVICE. *By Nimish Dubey*



**6** The back of the device bears the Oppo brandname but also comes with the Barcelona club insignia. And the logo is 18K gold-plated material. Premium indeed!

**7** One of the biggest attractions of the phone is the front facing camera, which is actually more noteworthy than the rear one - the phone features a 16.0-megapixel selfie snapper, as compared to the 13.0-megapixel one on the rear.

**8** The phone comes with a special case bundled with it. This blue case is not only designed to protect the phone, but also has the signatures of five Barcelona players laser printed inside it - Ivan Raketic, Neymar, Luis Suarez, Andres Iniesta and above all, the legendary Lionel Messi.

**9** The price of the device is not known as it has not yet been officially released in India but with those gorgeous looks and the Barcelona angle, both on the phone and in the case, we can see footy fans lining up for it.

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# “We believe that quality often speaks for itself”

IT MIGHT BE A RELATIVELY NEW PLAYER IN THE INDIAN MARKET, BUT ITEL MOBILE HAS BEEN MAKING ITS PRESENCE FELT WITH ITS DEVICES. BUT WELL BEGUN IS JUST HALF DONE AS THE SAYING GOES. WHAT IS LIKELY TO BE THE NEXT STEP FOR THE BRAND AND INDEED THE COMPANY IN THE COMING DAYS. **ROHAN PAL** MET **SUDHIR KUMAR**, CEO, ITEL MOBILE INDIA TO FIND OUT MORE.

**You are a relatively new brand in India.**

**Do tell us a bit more about yourselves.** Itel mobile though new to India is backed by a great lineage. Itel mobile is a part of the global conglomerate Transsion Holding, which is available across 40 countries in the world and is the No. 1 manufacturer of smart keypad phones worldwide. Itel mobile, the hi-tech innovative brand for the masses is endeavouring to empower people, through its high-performance, quality-assured mobility solutions. The brand has proven its relevance and track record across the globe and has entered the Indian market to replicate its global success. Having sold more than 68 millions devices since its inception, itel has in particular seen widespread adoption in the big billion markets of China and Africa owing to its pedigree and consumer connect. As a result, it was recently ranked 51st in Brand Africa 100 Most Admired Brands 2015 by Africa Business Magazine, Africa's largest business magazine.

**What are your targets as regards the Indian market?** Our main focus area in the Indian market, at present, is to replicate the success and the impact we have achieved globally through our vast array of mobile connectivity solutions such as

feature phones, smartphones and mobile accessories. By making mobile ownership more accessible and 'within your means' for the hitherto untapped rural and semi-urban consumers or socio economic class C, D, E we are aiming to be the brand of choice for the Indian masses with our focus on camera quality, long lasting battery and 4G-LTE connectivity. Our aim is to offer impeccable quality not only in our smart phones portfolio but also in the smart keypad phones.

**The Indian phone market is an extremely competitive one. How do you plan to stand out from the crowd of brands here?**

We believe that quality often speaks for itself, and therefore our focus is always on providing the Indian consumer with high-quality, value-plus products which will help us in carving out our own niche in the Indian mobile and smartphone industry. For this, we have a dedicated R&D team that comes up with unique innovations that provide relevant solutions that offers more to mobile users for less; in a price category where our competition provides 1800 mAh battery capacity, we have benchmarked our products with a battery capacity of 2500mAh. Similarly, we also offer superior camera quality when compared

to other products within similar price points. All this quality assurance because of our own ecosystem. We currently have a complete hold on our supply chain and are involved in component production, in-house manufacturing and design of all our offerings. This allows us to make good on our promise of delivering value-driven, quality products that will create their own benchmarks. With 90 per cent of our mobile models standing out from the crowd due to our value-added approach, we are confident that our products will be able to create their own segments with less or no competition over time.

**Do you plan to follow an online or offline sales strategy? And what is the reason for your choice?**

The online market in India still has a long way to go before reaching the scale and acceptance of the offline market. This holds especially true for our key target geographies where traditional channels of sales continue to occupy around 75 per cent of the total business. There is also direct conflict between the online channels and retailer, so to avoid that we would be supporting traditional channels. We are therefore focusing on direct distribution with 325 distributors and 12835 retail outlets already on board. This will help us in facilitating



seamless sale and delivery of itel's value-plus offerings, with feature phones strategically priced below INR 2,000 and smart phones below INR 10,000 in India.

**How has been the response to your first handset?** The response has been nothing less than phenomenal. Having rolled out our products in 11 states as a part of the first phase of our India launch, we have sold more than 10 lakh handsets in span of two months. We will now be looking to build on this impressive showing and expand into West, East and South India, including states such as Maharashtra, West Bengal, Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Madhya Pradesh, Chhattisgarh, Orissa and North Eastern states by mid-July, and will be targeting sales of 10 lakh handsets/month by Diwali, 2016.

**A major challenge for many phone manufacturers in India is after sales and service. How are you planning to deal with this?** After-sales service is something which is currently not paid much attention to by the incumbent market players. We are looking to change that by enabling better service delivery and adopting a user-centric approach. We have plans to establish 1000 service centres across the country by end of this financial year with highly-trained support staff to deliver efficient pre-and post-purchase support. We have full trust in our product and we are giving a 100-days replacement warranty to our users in order to further reiterate our commitment to deliver the most user-centric services. The dedicated focus on providing quality after-sales services gives us a major advantage over others as we seek to establish our services in India.

**What is your opinion on the Make in India initiative? Do you have any plans**

**to start manufacturing devices in India in the coming days?** The 'Make in India' initiative is the way forward for the country as it looks to establish its position as a global economic powerhouse. Brand itel is firmly behind the campaign and is looking to play an active part in driving its success. We have significant investment plans in place for the country and are planning to set up manufacturing units at strategic locations within India. This will help us in establishing the foundation of a robust supply chain which will help keep our mobile connectivity solutions easily accessible for the Indian consumer. Moreover the idea is to have an industrial hub where we can support the entire ecosystem for manufacturing development.

**What is the next big device we can expect from you? And what will you be focusing on in the coming days?** We, at itel Mobile, are aiming to make smartphones accessible for all consumers across social and economic classes. We will be launching smartphones across various price points which will make smartphone ownership a tangible reality for this hitherto unattended consumer demographic. Our focus is on delivering a great user experience and providing features which add value to the end-user purchase. Since battery life and camera performance are the two foremost aspects which Indian consumers look for in their phones, our focus is on providing products equipped with long-lasting batteries and high-quality cameras which can even function in environments with low lighting. This value-addition will serve to distinguish us from our competitors and will allow our smartphones to establish their own niche in the Indian market. ■

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VERSUS

# △ Prisma vs Instagram: Filter App Face-Off

THEY ARE BOTH APPS THAT HAVE MASSIVE FOLLOWINGS AMONG THE SHUTTERBUG COMMUNITY. ONE HAS BEEN AROUND FOR A WHILE. ONE HAS JUST ABOUT ARRIVED. BUT WHICH SUITS YOU BETTER - THE OLD FAVORITE INSTAGRAM, OR THE NEW KID ON THE BLOCK, PRISMA? WE PIT THE TWO APPS AGAINST EACH OTHER TO FIND OUT.

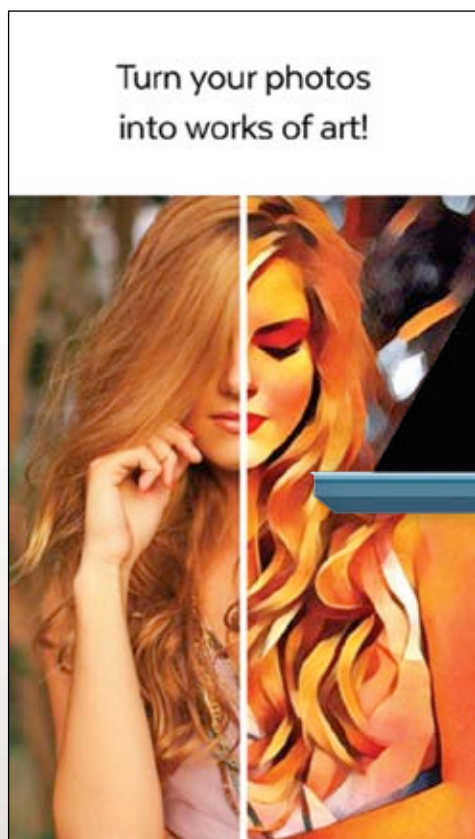
*By Nimish Dubey*

**T**he past month has seen the app world being all abuzz about a new image editing app called Prisma.

While photo editing apps are a penny a dozen in app stores all around the world, what made Prisma special was the fact that it transformed photographs into something approaching works of art by masters such as Van Gogh and Munk. So rapidly did its popularity grow that many asserted that it would replace Instagram as the people's favourite image tweaking app. But can it actually do so? After being asked that question by dozens of people, we decided to compare the two apps in our very first app-based Versus. The results were very interesting:

## Main strength

While Instagram's biggest strength is the fact that it can transform your photographs into retro looking snaps, Prisma tends to try to convert them into works of art inspired by the sketches





of some of the masters. Which is better? Well, it really depends on what you give more importance to. We have to concede that Prisma has a winner here as it actually tries to convert the picture into something radically different from the original, whereas Instagram tries to place a layer of sorts over it.

**Winner:** *Prisma*

## Ease of use

In terms of sheer ease of use, the Force lies with Instagram. Whereas in Prisma, you actually have to choose the image and then wait a while to see how the app alters it, Instagram not only instantly shows you the effect a filter will have on the picture, but also includes thumbnail previews of the effect of other filters below it. This is also important because

in both cases, the names of the filters and effects (Clarendon, Lark, Reyes, Dreams, Raoul, Urban, etc.) are unlikely to be understood by the mainstream user.

**Winner:** *Instagram*

## Filters and effects

Both apps have more than two dozen filters and effects and keep adding to them as well. However, while Instagram's filters are more designed towards just adding a few touches - generally retro - to the selected photographs, the effects on Prisma are much more in-depth, as they try to change the photograph into not just a painting but one by a famous painter. Interestingly, while Prisma allows you to increase or lessen the impact and intensity of its effects, Instagram has only one level,

even though it does allow you to tweak smaller elements like brightness. Another win for Prisma here, simply because its results are way more spectacular at the time of writing than Instagram's.

**Winner:** *Prisma*

## Editing options

When it comes to additional editing, Instagram is an easy winner. It allows you to straighten and crop an image, edit contrast levels, saturation, colours, and even sharpen images and add vignettes among other things. Prisma on the other hand, is limited to letting you decide the orientation of the image and the intensity of the effect. For those who like to tweak their images endlessly, there is only one winner here.

**Winner:** *Instagram*

## Share-ability

So you have tweaked your image and added the requisite effects. What next? Well, both Prisma and Instagram allow you to save your edited images and also share them across social networks. But this is where an important difference comes into play - while Instagram itself is a social network with its own subscriber base, Prisma is basically an app. In fact, Prisma even describes itself as an "Art Photo Editor With Free Picture Effects & Cool Image Filters for Instagram, Pics and Selfies." Yes, both apps allow you to tweak images and share them, but Instagram is a social network in its own right, which gives it this round.

**Winner:** *Instagram*

## Conclusion

So, which of the two should you use? Well, actually, we would suggest using both as both are free and awesome - although at the time of writing, Prisma was available only for iOS devices (an Android version is expected soon, though). But if you had to choose one of the two, then it would really depend on your own tastes and preferences. Those who love retro photography and like quick results with a number of editing options would love Instagram, while those looking to revamp their pictures radically and with an eye for art would love Prisma. Either way, you don't have to pay a penny. Either way, you are a winner. We just hope someone now blends the best features of both apps - Prismagram would be perfect!■

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# AMAZON'S ALL-NEW KINDLE: The loaded basic e-book reader

1

The Kindle Oasis is definitely the shining sword -- but it's not meant for everybody. This all-new kindle, however, has the same exact price as the previous generation model but still has weeks of battery, a glare-free display and storage space aplenty.

2

The new entry-level Kindle is 16% lighter than its predecessor, coming in at just 161g. It now measures just 9.1mm. Still thicker than the iPad Mini 4, but slimmer and lighter than before. Easy to slip into a coat pocket or a bag.

3

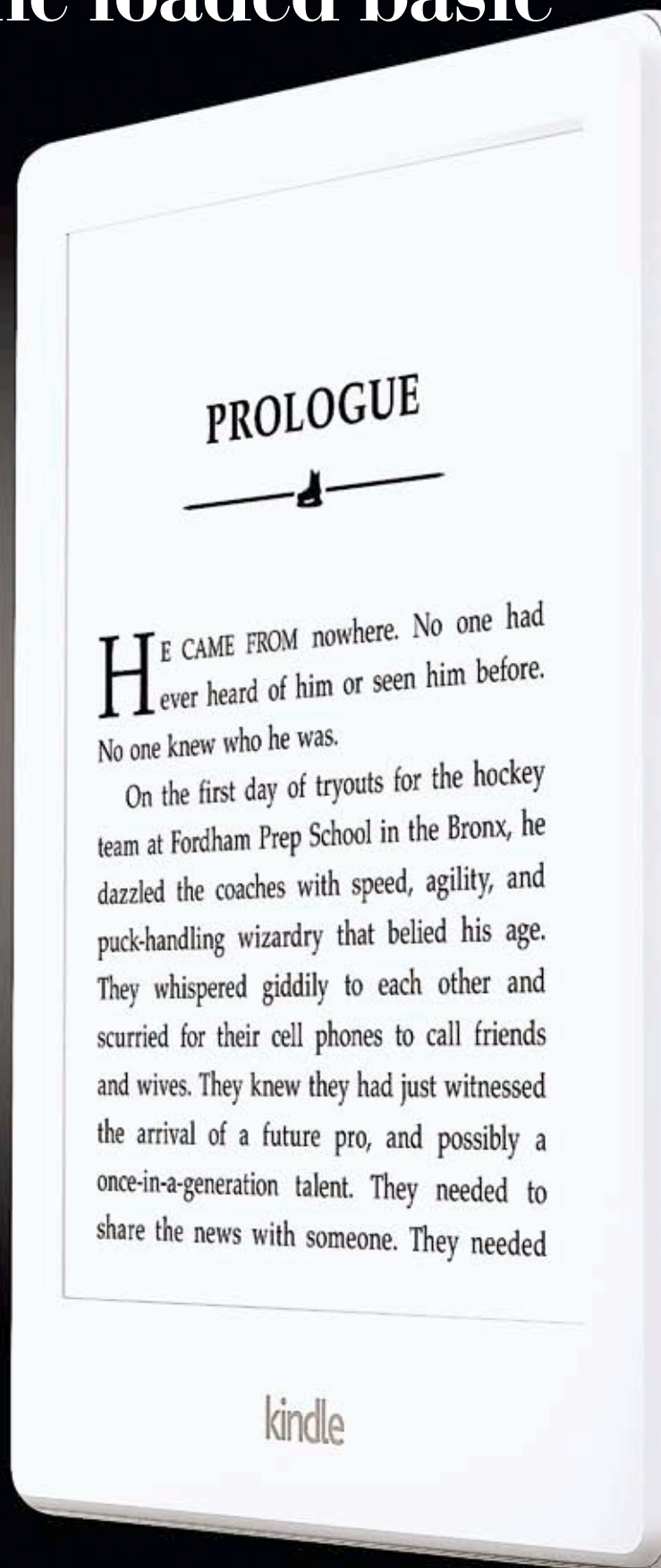
The new Kindle is still made out of polycarbonate matte plastic but has a rounder design, making it easier to hold. You will also notice a power button, a micro USB charging port, and status LED on the bottom of the reader. Comes in black and white.

4

Perhaps the most important aspect of any eBook reader is the display. The all-new Kindle has a 6-inch display, powered by Amazon's E Ink Pearl technology. The 6-inch touchscreen display eliminates glare in any setting -- even direct sunlight.

5

Sadly, the display hasn't had improved over the previous generation model. And once again, due to the lack of built-in backlight, you cannot really read ebooks in a dark room.





THE NEW AMAZON KINDLE IS HERE IN INDIA. IT IS NOT ONLY LIGHTER, THINNER, SPEEDIER BUT ALSO COMES WITH BUILT-IN BLUETOOTH AUDIO SUPPORT. ALL FOR RS 5,999. IF YOU ARE GUNNING FOR AN AFFORDABLE EREADER OPTION, THE ALL-NEW AMAZON KINDLE IS FOR YOU. HERE'S A CLOSER LOOK.

*By Anuj Bhatia*



Amazon has doubled up the RAM in the all-new Kindle. It now features 512MB of RAM, which needless to say should speed up the loading of ebooks and page turns. Storage has remained the same at 4GB -- enough to store thousands of ebooks.

6

Bluetooth audio has been built into the Kindle for the visually impaired to use the VoiceView screen reader without the need for an adaptor. It's not meant for listening to music though.

7

The entry-level Kindle has a Wi-Fi only model available, and it does not offer a 3G cellular connection. That might not be a compelling feature any more, as every cafe and airport now provide free Wi-Fi hotspots.

8

There are some tweaks made to the software as well, including the ability to export your notes and highlights to your email in PDF or spreadsheet form. An updated interface and improved navigation will allow users to personalize their home screens.

9

At Rs. 5,999, the all-new Kindle is perhaps the most affordable ebook reading device we have right now in the market. If you are really into reading e-books, nothing comes close to the Kindle.

10

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## CRAZY CAR CHASE: *Run free, drive crazy*

**W**hat you have I done? Why is everyone in the city after me?" Well this is a question you will need to ask yourself when you see an ambulance trying to bring you down. Although it might look bizarre in real life, it is actually fun in this game. Yes that's right, you are a maniac running from law enforcement and creating chaos in the city. Yes, there is a learning curve but once you get familiar with the game, you will end up playing it for hours and hours. The game has a simple 8-bit style design and colour arena which kind of make it cute but with fast chasing and driving, you don't get the time to adore your surroundings. The gameplay is simple: you have to survive for as long as possible. During the initial stages you will encounter normal police

vehicles, ambulances (like seriously!) chasing you, but as you proceed further and keep collecting stars, you will see a flood of law enforcement vehicles after your life. And as if it was not enough you will also have Zeus-like Gods firing lightning bolts on your car (man you really must have committed some serious sin). And there are tanks and military vehicles going to stop you as well. The controls are really simple: all you need to do is touch left or right to change the direction of the car. And you have over 30 vehicles to choose from which includes tanks, racing cars and more. Overall, it is a must have game for those who want to wreak havoc on the road.

**Available from:** iTunes App Store, Google Play Store

**Price:** Free ■



# RONALDO KICK'N'RUN: *Run, Shoot, Goal!*

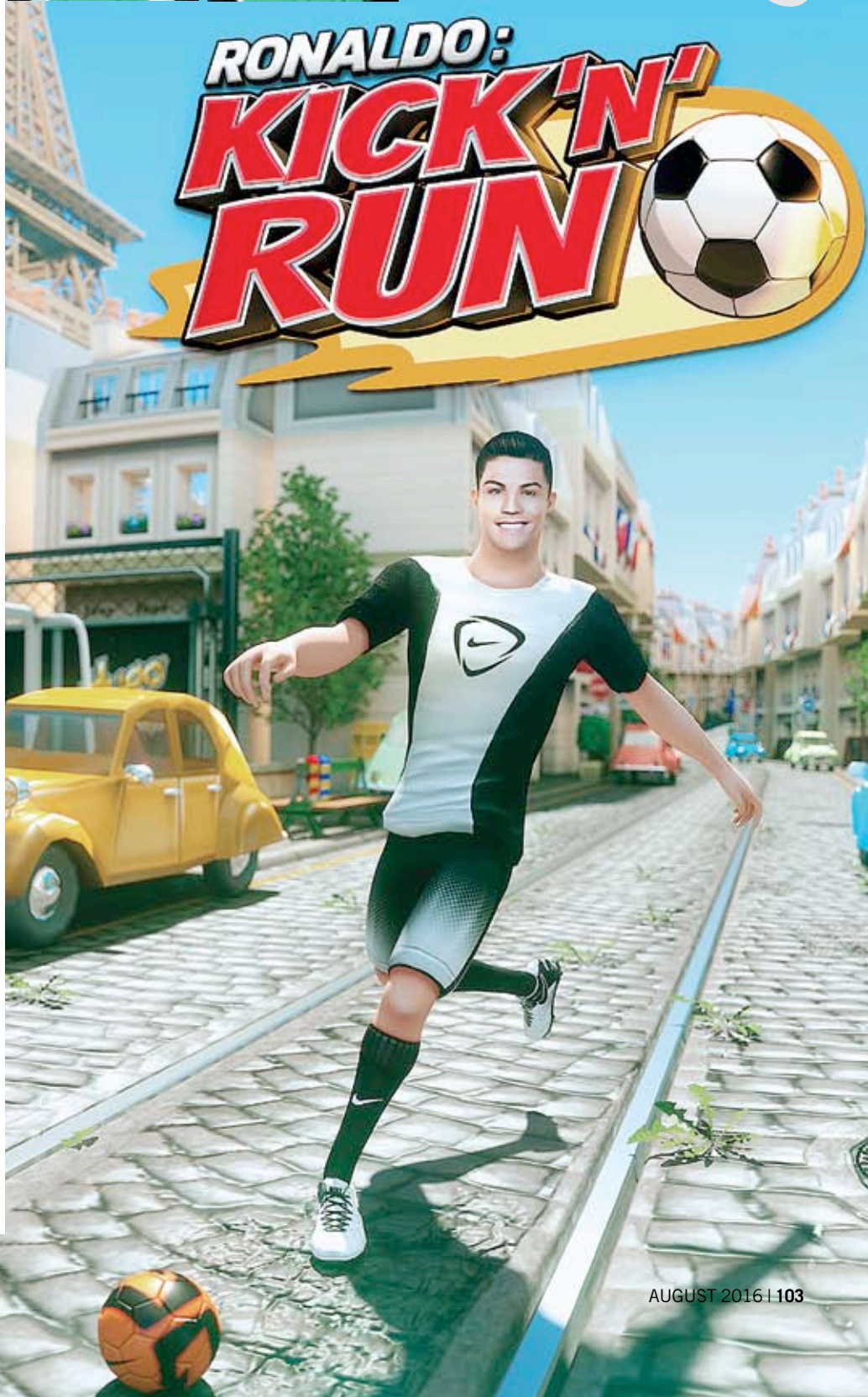
Cristiano Ronaldo, a name needs no introduction. The footballer who is known for being lightning fast at football field, is now on street running, dodging opponents and scoring goals. Well, at least that is what he seems to be doing in a new game known as Ronaldo Kick'n'Run. The game is an endless runner but the game itself is special. In the game you play as Ronaldo who is on the street playing soccer and running all the way while dodging opposing players, trains, and collecting coins. Although the game does reminds you of Subway Surfers, it has some interesting elements. In this game you have to run and side by side need to score points by shooting the ball on the bulls eyes-like scorer, even as you avoid oncoming players who are trying to attack you. And then you will come across some power ups from time to time which help you to build a high-score in the long run. And we are just warming up - there is more. In the game there is also a tournament which allows you to compete with other players around the world, although you require some coins to play it. The controls are simple: you have swipe right or left to change the lane, up and down to jump and slide and lastly touch to shoot the ball. Overall, with smooth gameplay and simple controls, Ronaldo Kick'n'Run is one addictive game and it doesn't matter if you are a fan of this star or not, you will certainly become a fan of this game. Subway Surfer and Soccer are a potent mix.

**Available from:** iTunes App Store, Google Play Store

**Price:** Free ■



Game On







## ZOMBIE AGE 3: *Fighting zombies...with cuteness*

There are many games in which you get a chance to kill thousands and thousands of zombies but these are generally dark, violent affairs complete with evil characters, ugly bosses and lots of blood and violence. The third installment of *Zombie Age* follows the same rule, but it does so by adding an element of cuteness to it (yes, we know it sounds strange). The developers have done quite a few modifications in the game, making it smoother and yes, more bloody. In the game you play as Ben who has a hammer to punch zombies and as you advance you play as different characters which include the Panda Po, and many more with each character having different weapons of zombie destructions and different abilities. There are also different types of weapons which can be unlocked by reaching different levels which can be attained

by completing different missions. The controls are simple: there is a virtual joystick on the left and two buttons on the right. You need to move the joystick in the desired direction to move your character and the two buttons are used to fire weapons. There are different missions like time-bound missions; bike missions in which you just have to ram zombies - the action is non-stop, making the gaming experience a fun one. But mind you, you need to upgrade your arsenal from time to time as it becomes difficult to kill zombies when you progress further. With its

simple design and immersive gameplay, oh and some cuteness baked in, *Zombie Age 3* is one game you should be playing right now.

**Available from:** iTunes App Store, Google Play Store

**Price:** Free ■

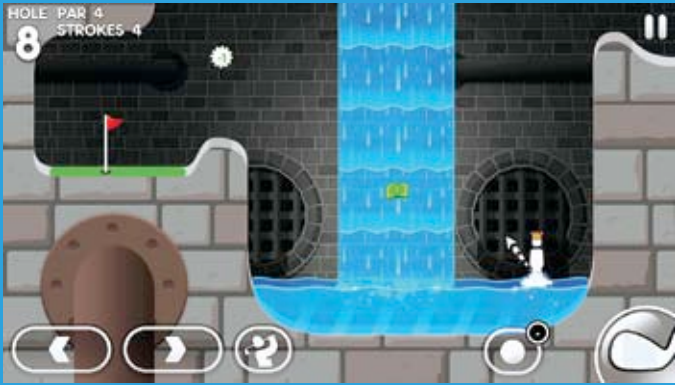


ZOMBIE SLAUGHTER WITH YOUR OWN STYLE



THRILLINGLY TOUGH BOSS BATTLES





## SUPER STICKMAN GOLF 3: *Playing golf the sticky way*

Super Stickman is one of the oldest and popular series when it comes to playing golf games in a different way. And the third installment from the franchise has made it even more funalicious with some new interesting elements. For those who don't know about the game, Super Stickman Golf is basically a 2D physics-based golf game where you need to set an angle, work out power to hit the ball and put it in the hole with as few strokes as possible and doing this is a lot of fun, thanks to some mesmerizing graphics coupled with smooth gameplay and

soothing background music. And Super Stickman Golf 3 continues the legacy of its predecessors. Although the gameplay similar to its previous versions, the developers have added some new elements and powerups, making the game even more interesting. The game has introduced a new spin mechanic through which you can now spin the ball back and forth. The game itself is as addictive as always and with better graphics and simple controls, it is a must-have for appy golfers!

**Available for:** iTunes App Store, Google Play Store.

**Price:** Free ■



## PAC-MAN: *A classic revived*

Pac-Man needs no introduction! We all have grown-up playing this game whether be it our retro consoles or PCs. It's been 37 years since the game was originally launched and there is no decline in its popularity. And now this legendary game has come to mobile gaming platforms. Bandai Namco has brought the game to mobile platform and has kept the design as original as possible—meaning you get the same yellow Pac-Man and also present are Blinky, Pinky, Inky and Clyde. The gameplay is simple and you get the feeling of going back in time while playing this all-time classic game - be it eating dots, dodging the four enemies, and eating those big dots which give him the power to, well, eat his enemies and send them back to the cage like structure. And whenever you collide with the ghost you lose a life and when all lives have been spent,



the game ends. There are 256 levels in this game and the controls are rather simple. You can choose between touch and joystick options. In the touch mode, all you have to do is swipe in the direction you want to move your Pac-Man while in the joystick mode, there is a virtual joystick which is designed in a very retro way, adding to that sense of déjà vu. And then there is a tournament mode. To access it, you need to register and once done you will get one free play opportunity (you will have to use in-game currency to play more than once) —each tournament cost you one token. Overall, we highly recommend you download this game. To relive your childhood. Or simply just to have fun.

**Available from:** iTunes Store, Play Store

**Price:** Free ■

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STAGE 1/256



STAGE 1/20



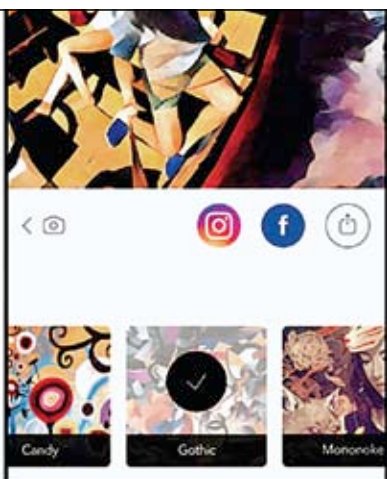
## PRISMA *The Photo Art App*

It happens every few months as regular as clockwork. An app appears seemingly out of nowhere and shakes up the world. This time it has been the turn of Prisma, an app from Russia. The app describes itself as “Art Photo Editor with Free Picture Effects and Cool Image Filters for Instagram Pics and Selfies” but as with most descriptions, it barely touches the tip of the image editing iceberg that is Prisma. For, while the app does allow you to add effects and filters to images, it actually goes beyond basic tweaks and actually tries to convert your photograph into a work of art based on the style of renowned artists such as Picasso. So for instance, your mugshot might get converted into a water colour that borrows heavily from the style of a classic painting like *The Scream*. There are more than two dozen effects available and the developer says that they will keep adding to them, giving you the option to try out a number of options before getting into save or share mode. There are not too many editing options available beyond initial cropping and orientation and a swipe-based control of the intensity of the effect, but the effects themselves are so dramatic that in most cases, you will end up with an image that has very little semblance to the original - which perhaps accounts for the popularity of the app. We would have liked the filters and effects to have been better defined and to have provided previews (right now you have to implement an effect to see it), but even without it, there's no doubting that Prisma is an awesome app for anyone who loves photography or art. Or both.

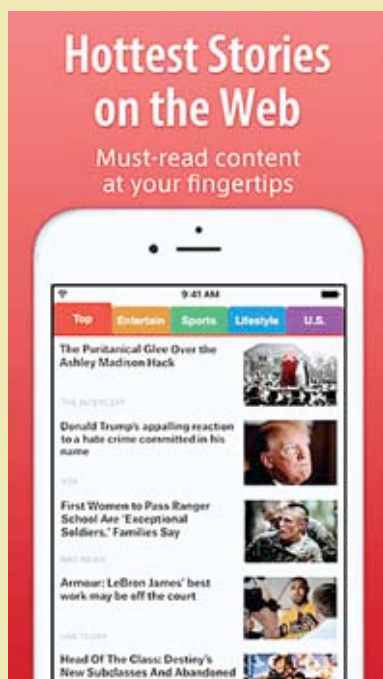
**Available from:** iTunes App Store

**Price:** Free. ■

**Rating** ★★★★★



Turn your photos  
into artworks!



## SMARTNEWS News - *simply and with speed*

There is no dearth of news apps, but going through the news on them can be a bit of a pain. The likes of Flipboard, News Republic and Pulse do deliver a lot of news to your device but there is always the chance of being overwhelmed by just too much information. And of course, the more elaborate the app, the longer it is likely to take to load. If you are the type that wants news in a jiffy with minimum fuss, then perhaps it is time you checked out SmartNews. The app's algorithm analyses millions of news stories and then picks out the ones that are trending and which it considers important for you to see. What's more, the app also gives you the option to see the news in two formats - a Web one which replicates how it appears on a website and a Smart one which cuts out the clutter and provides a clean reading experience. You can tweak the order of channels (categories) that you watch, set notification settings, change font size and also choose from three editions - International, US and Japan. What makes the app special is the speed at which it loads news and with which it works, courtesy its rather minimalistic interface which keeps the bells and whistles out. We have seen news apps that deliver more in terms of information, but when it comes to being succinct and speedy, SmartNews is the one to go for.

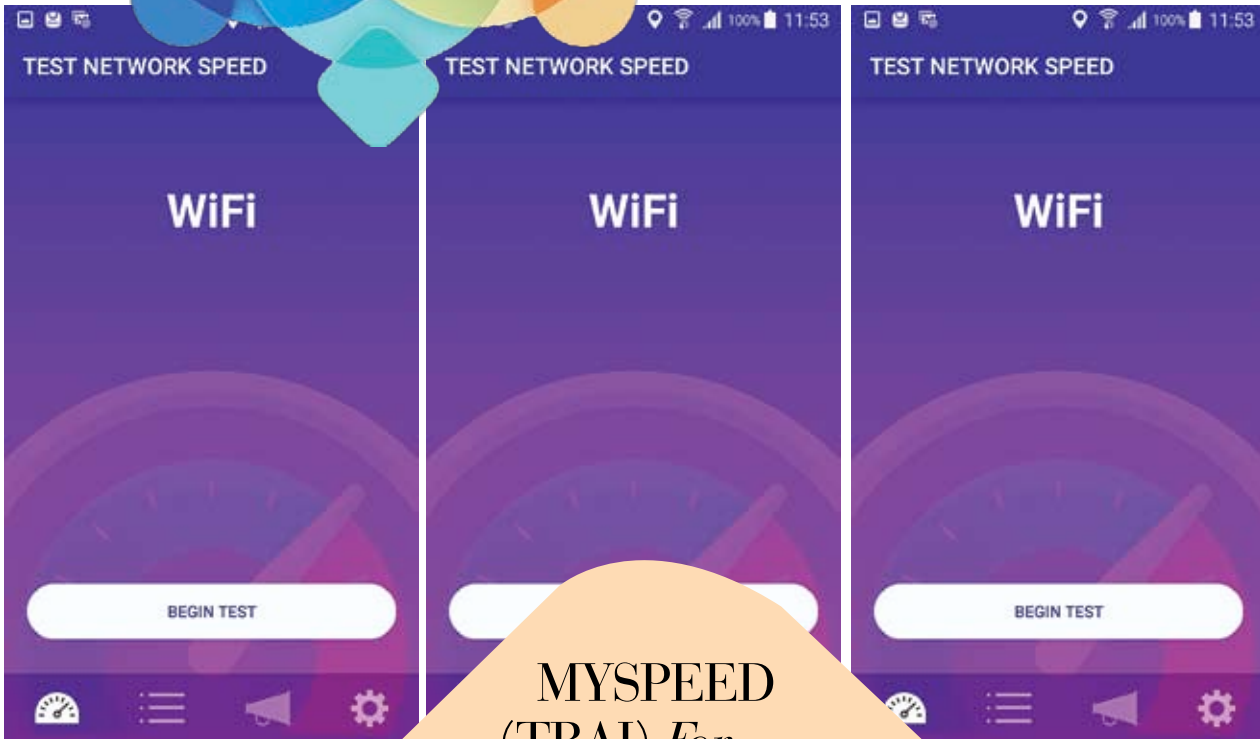
**Available from:** iTunes App Store, Google Play Store

**Price:** Free. ■

**Rating** ★★★★★







## MYSPEED (TRAI) *For those with a need for (Net) Speed*

We all know that how difficult it gets when you want to check the Internet speed on your smartphone or tablet. Although there are many apps available in the market which gives you the desired results but most of them are either not reliable or comes with waves of ads. But the Telecom Regulatory Authority of India (TRAI) has just solved this problem. The regulatory body has come up with a new app known as MySpeed which not only helps you to test your Internet speed but also share your result with the TRAI. The app design is simple. Fire up the app and you will see an

analogue speedometer which shows your download and upload speed. And once the test is completed you will the result page which is divided into four parts: Download Speed, Upload Speed, Network Delay and Packet Loss. The results are accurate and pretty simple to understand. Overall, it is a must-have application if you want to test your Internet speed from an authoritative source without getting tangled up in ads.

**Available from:** iTunes App Store, Google Play Store

**Price:** Free. ■

**Rating** ★★★★★

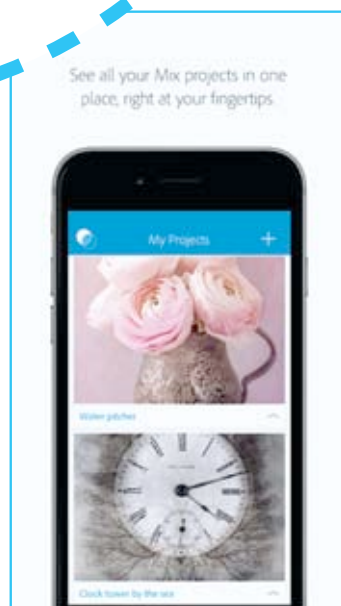
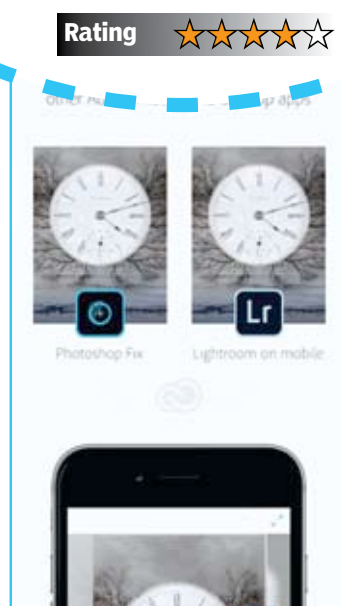
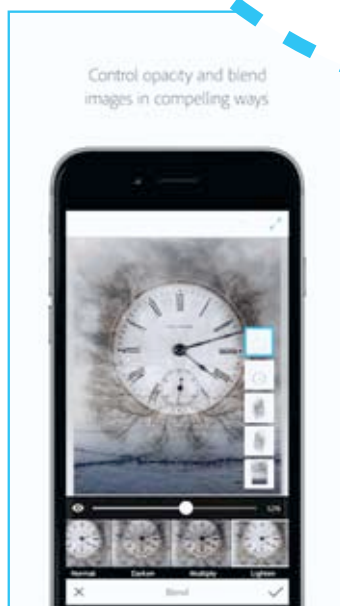
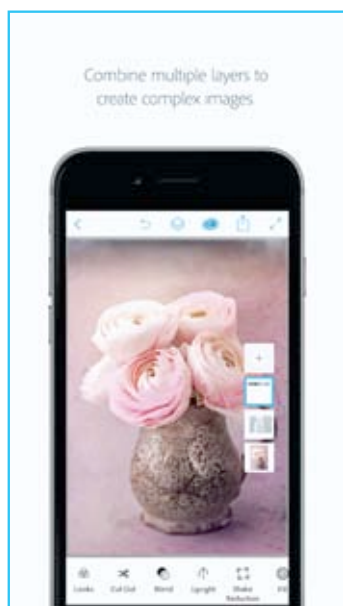
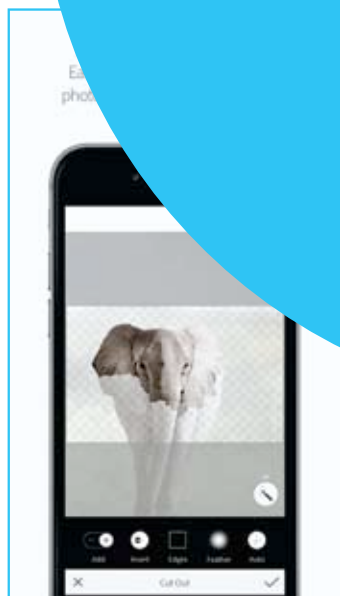


## ADOBE PHOTOSHOP MIX *Blending images*

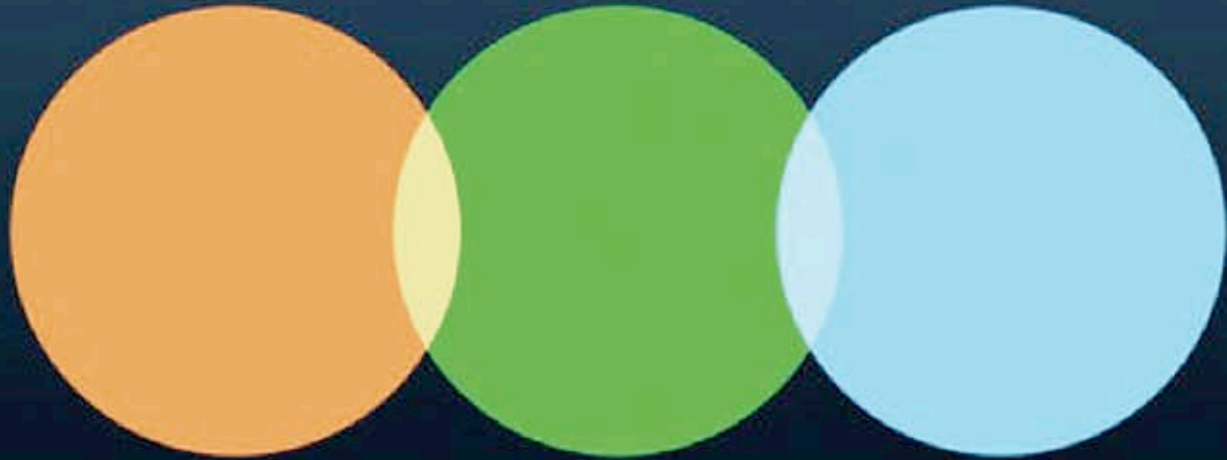
Adobe has been bringing a number of its powerful image editing tools to mobile devices in the form of apps. And while the likes of Photoshop Express have gained more attention, there are a number of other tools from the company that allow you to do a whole lot more with your pictures. And one of the most notable of these is Photoshop Mix. As the name indicates, the app allows you to combine a number of pictures and create a single picture in the process. So for instance, you can select an image, take another and either choose to blend elements of both or simply go ahead and use part of one in the other. No, it is not the simplest process (we really think that the app should be accompanied by a very good tutorial), but once you get the hang of the basics, the number of options available is nothing short of staggering. You can adjust levels of blending, crop out undesired elements, play with colours and saturation and do a whole lot more as you go about making different images meet. And well, this being an app from Adobe, the quality of images that emerge after processing is fantastic. Some of the processing happens online so we would advise you to keep a decent Internet connection while using the app. No, it is not the fastest and well, there are times when the interface seems to have come from another time and place. But these quirks are overwhelmed by just how much the app delivers.

**Available from:** iTunes App Store, Google Play Store

**Price:** Free. ■







Log and rate films as you watch them to create a diary of your viewing history



Use Letterboxd to track the films you've watched, and those you want to watch



Browse top rated and popular lists to find and rate films you've watched



Follow friends, make lists, get cast & crew info, discover new films and much more!



## LETTERBOXD *The film lover's social network*

They say that there is an app for everything. Well, the same applies pretty much for social networks these days. There are social networks for everything, be it cooking, books or photography. So well, it is only fair that one of the most popular pastimes of them all got a social network too - watching films. Letterboxd is a social network that is all about the silver screen. You can make lists of movies that you have seen and you want to see and well, if the fancy strikes you, even a list of films you would like made (no guarantee they will be made though). But it is the review section where the app really comes into its own with members posting their views and others responding

with their likes and comments. Honestly, we found the reviews in the app to be better than anything we have seen online, simply because of the sheer spontaneity of the writing. You can also see film details, trailers and rankings based on the reviews of members of the community. The app is very sleekly designed and in keeping with its subject is colourful as well, although it is at its best with a quick network. Most importantly, this is a very busy community and there's something always happening. Log in if you love the movies.

**Available from:** iTunes App Store

**Price:** Free. ■

**Rating** ★★★★★

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# MY GUIDE

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(Last updated on July 20, 2016)

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- Rs. 2,500 – Rs. 5,999



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- Rs.10,000 – Rs. 14,999



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- Rs. 20,000 – Rs. 29,999



- RS. 30,000 and above.



- Tablets



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★ Spreadtrum—ST

★ Intel Atom—IA

★ Qualcomm Snapdragon—QS

★ MediaTek—MT

★ MediaTek Helio—MT H



|                      | MICROSOFT                                                                         |                                                                                   |                                                                                   | MICROSOFT                                                                         |                                                                                    |                                                                                     | MICROSOFT                                                                           |  |
|----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | MICROSOFT                                                                         |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |  |
| Model                | 215                                                                               | Asha 225                                                                          | Nokia 230                                                                         | Lumia 535                                                                         | Lumia 550                                                                          | Lumia 540                                                                           | Lumia 640                                                                           |  |
| Display (inches/res) | 2.4/240 x 320                                                                     | 2.8/ 320 x 240                                                                    | 2.0/ 320 x 240                                                                    | 5.0/ 960 x 540                                                                    | 4.7/ 720 x 1280                                                                    | 5.0/ 720 x 1280                                                                     | 5.0/ 720 x 1280                                                                     |  |
| Dimension (mm)       | 116 x 50 x 12.9                                                                   | 124 x 55.5 x 10.4                                                                 | 124.6 x 53.4 x 10.9                                                               | 140.2 x 72.4 x 8.8                                                                | 136.1 x 67.8 x 9.9                                                                 | 144 x 73.7 x 8.6                                                                    | 141.3 x 72.2 x 8.8                                                                  |  |
| Weight (grams)       | 79                                                                                | 101                                                                               | 92                                                                                | 145.3g                                                                            | 142                                                                                | 152                                                                                 | 145                                                                                 |  |
| Processor/RAM        | NA/8MB                                                                            | Single Core/8MB                                                                   | NA/16 MB                                                                          | QS 200/1GB                                                                        | QS 210/1GB                                                                         | QS 200/1GB                                                                          | QS 400/1GB                                                                          |  |
| Operating system     | Series 30+                                                                        | Series 30+                                                                        | Series 30+                                                                        | Windows Phone 8.1                                                                 | Windows 10                                                                         | Windows Phone 8.1                                                                   | Windows Phone 8.1                                                                   |  |
| Storage/Expandable   | NA/32GB                                                                           | NA/32GB                                                                           | NA/ 32GB                                                                          | 8GB/128GB                                                                         | 8GB/200GB                                                                          | 8GB/128GB                                                                           | 8GB/128GB                                                                           |  |
| Rear/Front Camera    | 0.3MP/NA                                                                          | 2.0MP/NA                                                                          | 2.0MP/2.0MP                                                                       | 5MP/5MP/Yes                                                                       | 5MP/2MP                                                                            | 8MP/5MP                                                                             | 8MP/0.1MP                                                                           |  |
| Battery (mAh)        | 1100 mAh                                                                          | 1200 mAh                                                                          | 1200 mAh                                                                          | 1905 mAh                                                                          | 2100 mAh                                                                           | 2200 mAh                                                                            | 2500 mAh                                                                            |  |
| 2G/3G/4G             | NA                                                                                | Yes/No/No                                                                         | Yes/No/No                                                                         | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                        | Yes/Yes/No                                                                          | Yes/Yes/No                                                                          |  |
| Dual SIM             | Yes                                                                               | Yes                                                                               | No                                                                                | Yes                                                                               | No                                                                                 | Yes                                                                                 | Yes                                                                                 |  |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                            | Yes/Yes                                                                             | Yes/Yes                                                                             |  |
| Launch               | January, 2015                                                                     | April, 2014                                                                       | February, 2016                                                                    | January, 2015                                                                     | October, 2015                                                                      | April, 2015                                                                         | March, 2015                                                                         |  |
| Price Rs.            | 2,199                                                                             | 3,200                                                                             | 3,900                                                                             | 6,590                                                                             | 6,750                                                                              | 7,500                                                                               | 8,999                                                                               |  |

|                      | MICROSOFT                                                                           |                                                                                     |                                                                                     | MICROSOFT                                                                           |                                                                                      |                                                                                       | UP TO RS. 2,499                                                                       |                      |
|----------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------|
| MODELS               |  |  |  |  |  |  |  |                      |
| PARAMETERS           | MICROSOFT                                                                           |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       | ADCOM                                                                                 |                      |
| Model                | Lumia 640XL                                                                         | Lumia 650                                                                           | Lumia 640 XL LTE                                                                    | Lumia 950 Dual SIM                                                                  | Lumia 950 XL                                                                         |                                                                                       | X5                                                                                    | X9 (Nonu)            |
| Display (inches/res) | 5.7/ 720 x 1280                                                                     | 5.0/ 720 x 1280                                                                     | 5.7/ 720 x 1280                                                                     | 5.2/ 2560 x 1440                                                                    | 5.7/ 2560 x 1440                                                                     |                                                                                       | 1.8/128 x 160                                                                         | 1.8 /128 x 160       |
| Dimension (mm)       | 157.9 x 81.15 x 9                                                                   | 142 x 70.9 x 6.9                                                                    | 157.9 x 81.5 x 9                                                                    | 145 x 73.2 x 8.2                                                                    | 151.9 x 78.4 x 8.1                                                                   |                                                                                       | 120.2 x 40.65 x 20.6                                                                  | 120.2 x 40.65 x 20.6 |
| Weight (grams)       | 171                                                                                 | 122                                                                                 | 171                                                                                 | 150                                                                                 | 165                                                                                  |                                                                                       | 120gm                                                                                 | 120gm                |
| Processor/RAM        | QS 400/1GB                                                                          | QS 212/1 GB                                                                         | QS 400/1GB                                                                          | QS 808/3GB                                                                          | QS 810/3GB                                                                           |                                                                                       | NA/ 32MB                                                                              | NA/ 32MB             |
| Operating system     | Windows Phone 8.1                                                                   | Windows 10                                                                          | Windows Phone 8.1                                                                   | Windows 10                                                                          | Windows 10                                                                           |                                                                                       | NA                                                                                    | NA                   |
| Storage/Expandable   | 8GB/128GB                                                                           | 16GB/200GB                                                                          | 8GB/128GB                                                                           | 32GB/200GB                                                                          | 32GB/200GB                                                                           |                                                                                       | 64MB/8GB                                                                              | 64MB/8GB             |
| Rear/Front Camera    | 13MP/5MP                                                                            | 8MP/5MP                                                                             | 13MP/5MP                                                                            | 20MP/5MP                                                                            | 20MP/5MP                                                                             |                                                                                       | 1.3MP/ 0 MP                                                                           | 1.3MP/ 0 MP          |
| Battery (mAh)        | 3000 mAh                                                                            | 2,000 mAh                                                                           | 3,000 mAh                                                                           | 3,000 mAh                                                                           | 3,340 mAh                                                                            |                                                                                       | 800mAh                                                                                | 750mAh               |
| 2G/3G/4G             | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          |                                                                                       | Yes/No/No                                                                             | Yes/No/No            |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  |                                                                                       | Yes                                                                                   | Yes                  |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/No                                                                              | Yes/Yes                                                                              |                                                                                       | Yes/Yes                                                                               | Yes/Yes              |
| Launch               | April, 2015                                                                         | April, 2016                                                                         | October, 2015                                                                       | October, 2015                                                                       | October, 2015                                                                        |                                                                                       | NA                                                                                    | NA                   |
| Price Rs.            | 10,499                                                                              | 14,500                                                                              | 14,969                                                                              | 29,998                                                                              | 34,998                                                                               |                                                                                       | 999                                                                                   | 999                  |



|                      | UP TO RS. 2,499                                                                   |                                                                                   | UP TO RS. 2,499                                                                   |                                                                                   |                                                                                    | UP TO RS. 2,499                                                                     |                                                                                     |
|----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | ADCOM                                                                             |                                                                                   |                                                                                   |                                                                                   |                                                                                    | CELKON                                                                              | HITECH                                                                              |
| Model                | X20 (Power)                                                                       | X21(Elegance )                                                                    | C1 CDMA                                                                           | ICON A25                                                                          | T-35 (PDA)                                                                         | A352E                                                                               | Yuva Y1                                                                             |
| Display (inches/res) | 2.4/ 240 x 320                                                                    | 2.4/ 240 x 320                                                                    | 1.8/128 x 160                                                                     | 2.4/ 240 x 320                                                                    | 3.5/ 320 x 480                                                                     | 3.5/320 x 480                                                                       | 1.8/-                                                                               |
| Dimension (mm)       | 140.6 x 50.4 x 25                                                                 | 140.6 x 50.4 x 25                                                                 | 113×47×13.8mm                                                                     | 140.6 x 50.4 x 25                                                                 | 125 x 67.2 x 10                                                                    | -                                                                                   | 111.4 x 46.8 x 11.5                                                                 |
| Weight (grams)       | 220g                                                                              | 210g                                                                              | 82g                                                                               | 210g                                                                              | 108g                                                                               | -                                                                                   | 65                                                                                  |
| Processor/RAM        | NA/ 32MB                                                                          | NA/ 32MB                                                                          | NA/ 32MB                                                                          | NA/ 32MB                                                                          | NA/ 64MB                                                                           | RDA 8810M/256MB                                                                     | ST 6531DA/NA                                                                        |
| Operating system     | NA                                                                                | NA                                                                                | NA                                                                                | NA                                                                                | NA                                                                                 | Android 4.2.2                                                                       | Nucleus                                                                             |
| Storage/Expandable   | 32MB/8GB                                                                          | 32MB/8GB                                                                          | 64MB/8GB                                                                          | 32MB/8GB                                                                          | 64MB/16GB                                                                          | 512 MB/32GB                                                                         | 32+32MB/-                                                                           |
| Rear/Front Camera    | 1.3MP/ 0MP                                                                        | 1.3MP/ 0MP                                                                        | 1.3MP/ 0 MP                                                                       | 1.3MP/ 0MP                                                                        | 1.3MP/ 0MP                                                                         | 2MP/No                                                                              | 0.3 MP/NA                                                                           |
| Battery (mAh)        | 1800 mAh                                                                          | 1200 mAh                                                                          | 1050mAh                                                                           | 1500mAh                                                                           | 1250 mAh                                                                           | 1,400                                                                               | 1500 mAh                                                                            |
| 2G/3G/4G             | Yes/No/No                                                                         | Yes/No/No                                                                         | Yes/No/No                                                                         | Yes/No/No                                                                         | Yes/No/No                                                                          | Yes/No/No                                                                           | Yes/No/No                                                                           |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                            | Yes/Yes                                                                             | Yes/Yes                                                                             |
| Launch               | NA                                                                                | NA                                                                                | NA                                                                                | NA                                                                                | NA                                                                                 | 2,014                                                                               | -                                                                                   |
| Price Rs.            | 1,400                                                                             | 1,500                                                                             | 1,500                                                                             | 1,600                                                                             | 1,700                                                                              | 2,209                                                                               | 699                                                                                 |

|                      | UP TO RS. 2,499                                                                     |                                                                                     | UP TO RS. 2,499                                                                     |                                                                                     |                                                                                      | UP TO RS. 2,499                                                                       |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | HITECH                                                                              |                                                                                     | I-SMART                                                                             |                                                                                     |                                                                                      | I TEL                                                                                 |                                                                                       |
| Model                | Yuva Y2                                                                             | Pride 350                                                                           | IS-101 Champ                                                                        | IS-111i Pro                                                                         | IS-203i Pro                                                                          | IS-201 Pro                                                                            | Smart Selfie it2180                                                                   |
| Display (inches/res) | 1.8/-                                                                               | 2.8/-                                                                               | 1.8/128 x 160                                                                       | 1.8/128 x 160                                                                       | 2.4/ 240 x 320                                                                       | 2.4/ 240 x 320                                                                        | 1.77/ QQVGA                                                                           |
| Dimension (mm)       | 122.6 x 50.7 x 14.3                                                                 | 131 x 58 x 10.2                                                                     | 112 x 46.5 x 13.5                                                                   | 112 x 47 x 14.5                                                                     | 122 x 52 x 13                                                                        | 119.6 x 50.0 x 14.2                                                                   | 114.5x49.3x14.2                                                                       |
| Weight (grams)       | 86                                                                                  | 82                                                                                  | 70                                                                                  | 50                                                                                  | 58                                                                                   | 50                                                                                    | -                                                                                     |
| Processor/RAM        | ST 6531DA/NA                                                                        | ST 6531DA/NA                                                                        | NA/No                                                                               | NA/No                                                                               | NA/No                                                                                | NA/No                                                                                 | 260MHz/32MB                                                                           |
| Operating system     | Nucleus                                                                             | Nucleus                                                                             | NA                                                                                  | NA                                                                                  | NA                                                                                   | NA                                                                                    | -                                                                                     |
| Storage/Expandable   | 32+32MB/-                                                                           | 32+32MB/-                                                                           | NA/8GB                                                                              | NA/8GB                                                                              | NA/16GB                                                                              | NA/16GB                                                                               | 32Mb/32GB                                                                             |
| Rear/Front Camera    | 1.3 MP/NA                                                                           | 1.3 MP/NA                                                                           | Digital camera/No                                                                   | Digital camera/No                                                                   | 1.3MP/No                                                                             | Digital camera/No                                                                     | 0.08MP/0.08MP                                                                         |
| Battery (mAh)        | 1500 mAh                                                                            | 1800 mAh                                                                            | 1,000                                                                               | 1,800                                                                               | 1,000                                                                                | 1,500                                                                                 | 1000mAh                                                                               |
| 2G/3G/4G             | Yes/No/No                                                                           | Yes/No/No                                                                           | Yes/No/No                                                                           | Yes/No/No                                                                           | Yes/No/No                                                                            | Yes/No/No                                                                             | Yes/No/No                                                                             |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                              | Yes/Yes                                                                               | Yes/Yes                                                                               |
| Launch               | -                                                                                   | -                                                                                   | 42,522                                                                              | 42,401                                                                              | 42,401                                                                               | 42,430                                                                                | April.2016                                                                            |
| Price Rs.            | 799                                                                                 | 1,299                                                                               | 1,099                                                                               | 1,099                                                                               | 1,399                                                                                | 1,499                                                                                 | 839                                                                                   |

|                 |                                                                                   | UP TO RS. 2,499    |                                                                                   |                     | UP TO RS. 2,499                                                                   |                     |                                                                                   | UP TO RS. 2,499     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
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| MODELS          |  |                    |  |                     |  |                     |  |                     |  |  |  |  |  |  |
|                 | PARAMETERS                                                                        |                    | ITEL                                                                              |                     |                                                                                   | M-TECH              |                                                                                   |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Model                                                                             | Smart Power it5600 | Shine it5020                                                                      | Smart Selfie it5231 | V7                                                                                | L9                  | M15 Pro                                                                           | Star ++             |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Display (inches/res)                                                              | 4.5cm(1.77) QQVGA  | 6.1cm(2.4) QVGA                                                                   | 6.1cm(2.4) QVGA     | 2.4-inch, 240 x 320                                                               | 2.4-inch, 240 x 320 | 2.4-inch, 240 x 320                                                               | 2.4-inch, 240 x 320 |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Dimension (mm)                                                                    | 116.6x50x15.8mm    | 118x51.7x14.2mm                                                                   | 124.5x54x11.4mm     | 122.7 x 52 x 14                                                                   | 124.7 x 53 x 11     | 123 x 52.5 x 13.15                                                                | 114.7 x 50 x 13.9   |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Weight (grams)                                                                    | -                  | -                                                                                 | -                   | 72                                                                                | 85                  | 100                                                                               | 93                  |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Processor/RAM                                                                     | 260MHz/32Mb        | 312MHz/32Mb                                                                       | 360MHz/64Mb         | Single-Core/ No                                                                   | Single-Core/ No     | Single-Core/ No                                                                   | Single-Core/ No     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Operating system                                                                  | -                  | -                                                                                 | -                   | NA                                                                                | NA                  | NA                                                                                | NA                  |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Storage/Expandable                                                                | 32Mb/32GB          | 32Mb/32GB                                                                         | 64Mb/32GB           | 32MB/16GB                                                                         | 32MB/16GB           | 32MB/16GB                                                                         | 32MB/16GB           |                                                                                     |  |                                                                                     |  |                                                                                     |  |
|                 | Rear/Front Camera                                                                 | 0.08MP             | 0.08MP                                                                            | 0.08MP/0.3MP        | Yes/No                                                                            | Yes/No              | Yes/No                                                                            | Yes/No              |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| Battery (mAh)   | 2500mAh                                                                           | 1000mAh            | 1900mAh                                                                           | 1,000               | 1,000                                                                             | 1,700               | 1,600                                                                             |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| 2G/3G/4G        | Yes/No/No                                                                         | Yes/No/No          | Yes/No/No                                                                         | Yes/No/No           | Yes/No/No                                                                         | Yes/No/No           | Yes/No/No                                                                         |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| Dual SIM        | Yes                                                                               | Yes                | Yes                                                                               | Yes                 | Yes                                                                               | Yes                 | Yes                                                                               |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| Music Player/FM | Yes/Yes                                                                           | Yes/Yes            | Yes/Yes                                                                           | Yes/Yes             | Yes/Yes                                                                           | Yes/Yes             | Yes/Yes                                                                           |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| Launch          | April.2016                                                                        | May.2016           | May.2016                                                                          | NA                  | NA                                                                                | NA                  | NA                                                                                |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |
| Price Rs.       | 973                                                                               | 1011               | 1296                                                                              | 1,099               | 1,199                                                                             | 1,349               | 1,249                                                                             |                     |                                                                                     |  |                                                                                     |  |                                                                                     |  |

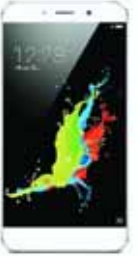
|                      | UP TO RS. 2,499                                                                     |                     | Rs. 2,500 – Rs. 5,999                                                               |                   |                    |                    |                    |
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| MODELS               |  |                     |  |                   |                    |                    |                    |
|                      | M-TECH                                                                              |                     | ASUS                                                                                | HUAWEI            | HITECH             |                    |                    |
| PARAMETERS           |                                                                                     |                     |                                                                                     |                   |                    |                    |                    |
| Model                | G10                                                                                 | Trendy              | Zenfone Go                                                                          | Honor Bee         | Amaze S9           | Air A3i Plus       | Air A8             |
| Display (inches/res) | 2.8-inch, 240 x 320                                                                 | 2.4-inch, 240 x 320 | 5.0/720 x 1280                                                                      | 4.5/ 854 x 480    | 4.5 /-             | 4.5/ 480 x 854     | 5.0/ 540 x 960     |
| Dimension (mm)       | 126 x 52.5 x 12.6                                                                   | 126.7 x 52.7 x 11.1 | 144.5 x 71 x 10                                                                     | 134.3 x 66.7 X 10 | 140 x 66.88 x 9.65 | 140 x 66.90 x 9.64 | 140.2 x 72.4 x 8.8 |
| Weight (grams)       | 100                                                                                 | 100                 | 135                                                                                 | 170               | 150                | 124                | 152                |
| Processor/RAM        | Single-Core/ No                                                                     | Single-Core/ No     | MT6580/2GB                                                                          | ST SC 7732/1GB    | ST 7731/512MB      | ST 8830/1GB        | ST 7731/1GB        |
| Operating system     | NA                                                                                  | NA                  | Android OS, v5.1                                                                    | Android OS, v4.4  | 5.1 Lollipop       | 5.1 Lollipop       | 5.2 Lollipop       |
| Storage/Expandable   | 32MB/16GB                                                                           | 32MB/16GB           | 8,16GB/64GB                                                                         | 8GB/32GB          | 4GB/32GB           | 8GB/32GB           | 8GB/32GB           |
| Rear/Front Camera    | Yes/No                                                                              | Yes/Yes             | 8MP/2MP                                                                             | 8MP/2MP           | 5MP/2MP            | 5MP/2MP            | 8MP/2MP            |
| Battery (mAh)        | 1,700                                                                               | 1,600               | 2,070                                                                               | 1730 mAh          | 1,400 mAh          | 1,550 mAh          | 2,000 mAh          |
| 2G/3G/4G             | Yes/No/No                                                                           | Yes/No/No           | Yes/Yes/No                                                                          | Yes/Yes/No        | Yes/Yes/No         | Yes/Yes/No         | Yes/Yes/No         |
| Dual SIM             | Yes                                                                                 | Yes                 | Yes                                                                                 | Yes               | Yes                | Yes                | Yes                |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes             | Yes/No                                                                              | Yes/Yes           | Yes/Yes            | Yes/Yes            | Yes/Yes            |
| Launch               | NA                                                                                  | NA                  | August, 2015                                                                        | May, 2015         | -                  | -                  | -                  |
| Price Rs.            | 1,299                                                                               | 1,299               | 5,299                                                                               | 3,999             | 2,999              | 2,999              | 4,999              |



|                      | Rs. 2,500 – Rs. 5,999                                                             |                                                                                   | Rs. 2,500 – Rs. 5,999                                                             |                                                                                   | Rs. 2,500 – Rs. 5,999                                                               |                                                                                     |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | IN-FOCUS                                                                          |                                                                                   | INTEX                                                                             |                                                                                   | ITEL                                                                                |                                                                                     |                                                                                     |
| Model                | Bingo 10 (M415)                                                                   | Bingo 21 (M 430)                                                                  | Cloud Glory 4G                                                                    | Cloud String HD                                                                   | Wish it1407                                                                         | Power Pro it1410                                                                    | Wish it1507                                                                         |
| Display (inches/res) | 4.5/ 480 x 854                                                                    | 4.5/ 854 x 480                                                                    | 4.5/ 480 x 854                                                                    | 5/ 720 x 1280                                                                     | 4/WVGA/TN                                                                           | 10.1cm(4)/WVGA/TN                                                                   | 5/FWVGA/IPS                                                                         |
| Dimension (mm)       | 135.65 x 67.38 x 10.43                                                            | 136.8 x 67 x 10.95                                                                | 134.2 x 68 x 9                                                                    | 144.5 x 72.5 x 8.7                                                                | 125x64.3x10.9                                                                       | 124x64.7x12.2mm                                                                     | 144.4x73X8.5mm                                                                      |
| Weight (grams)       | 140                                                                               | 152                                                                               | 120                                                                               | 150                                                                               | -                                                                                   | -                                                                                   | -                                                                                   |
| Processor/RAM        | MT 6580A/1GB                                                                      | ST Shark/2GB                                                                      | MT 6735M/ 1GB                                                                     | SC 9832A/ 1GB                                                                     | 1.2 GHz/512MB                                                                       | 1.3 GHz/512MB                                                                       | 1.2 GHz/512MB                                                                       |
| Operating system     | Android OS, 6.0                                                                   | Android 5.1                                                                       | Android 6.0                                                                       | Android 5.1                                                                       | Android 5.1                                                                         | Android4.4                                                                          | Android 5.1                                                                         |
| Storage/Expandable   | 8GB/32GB                                                                          | 8GB/32GB                                                                          | 8GB/ 32GB                                                                         | 8GB/ 32GB                                                                         | 8GB/32GB                                                                            | 8GB/32GB                                                                            | 8GB/32GB                                                                            |
| Rear/Front Camera    | 5MP/5MP                                                                           | 8MP/5MP                                                                           | 5MP/2MP                                                                           | 8MP/2MP                                                                           | 2.0MP/0.3MP                                                                         | 2.0MP/0.3MP                                                                         | 5.0MP/2.0MP                                                                         |
| Battery (mAh)        | 2,000 mAh                                                                         | 2,300                                                                             | 1,800                                                                             | 2,200                                                                             | 1500mAh, Li-ion                                                                     | 2800mAh, Li-Polymer                                                                 | 2400mAh, Li-ion                                                                     |
| 2G/3G/4G             | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                          | Yes/Yes/No                                                                          | Yes/Yes/No                                                                          |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/No                                                                            | Yes/No                                                                            | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             |
| Launch               | April, 2016                                                                       | March, 2016                                                                       | June, 2016                                                                        | May, 2016                                                                         | April.2016                                                                          | May.2016                                                                            | April.2016                                                                          |
| Price Rs.            | 4,399                                                                             | 5,499                                                                             | 3,999                                                                             | 5,599                                                                             | 2,989                                                                               | 3,339                                                                               | 5,063                                                                               |

|                      | Rs. 2,500 – Rs. 5,999                                                               |                                                                                     | Rs. 2,500 – Rs. 5,999                                                               |                                                                                     | Rs. 2,500 – Rs. 5,999                                                                 |                                                                                       |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | KARBONN                                                                             | LYF                                                                                 | MICROMAX                                                                            |                                                                                     | M-TECH                                                                                |                                                                                       |                                                                                       |
| Model                | Mach One Titanium S310                                                              | Flame 1                                                                             | Canvas Juice 3 Q393                                                                 | Canvas Spark 3                                                                      | Canvas Bolt Selfie                                                                    | Turbo L7                                                                              | Turbo L9                                                                              |
| Display (inches/res) | 4.7/720 x 1280                                                                      | "4.5/854 x 480"                                                                     | 5.0/720 x 1280                                                                      | 5.5/720x1280                                                                        | 4.5/854x480                                                                           | 5.0/ 854 x 480                                                                        | 5.0/ 854 x 480                                                                        |
| Dimension (mm)       | 137 x 68 x 8                                                                        | 132.6 x 66.2 x 9.3                                                                  | NA                                                                                  | -                                                                                   | -                                                                                     | 143 x 70.6 x 8.8                                                                      | 145 x 72.25 x 8.5                                                                     |
| Weight (grams)       | 145                                                                                 | 138                                                                                 | NA                                                                                  | -                                                                                   | -                                                                                     | 142                                                                                   | 150                                                                                   |
| Processor/RAM        | MT6582/1GB                                                                          | QS 210/1GB                                                                          | MT6580/2GB                                                                          | quad-core/1GB                                                                       | MTK6735/1GB                                                                           | Quad Core /512MB                                                                      | Quad Core/1GB                                                                         |
| Operating system     | Android OS, v4.4.2                                                                  | Android Lollipop 5.1                                                                | Android Lollipop 5.1                                                                | Android Lollipop 5.1                                                                | Android Lollipop 5.1                                                                  | Android OS, v5.1                                                                      | Android 5.1                                                                           |
| Storage/Expandable   | 8GB/32GB                                                                            | 8GB/128GB                                                                           | 8GB/32GB                                                                            | 8GB/32GB                                                                            | 8GB/32GB                                                                              | 4GB/32GB                                                                              | 8GB/32GB                                                                              |
| Rear/Front Camera    | 8MP/5MP                                                                             | 5MP/5MP                                                                             | 8MP/2MP                                                                             | 8MP/5MP                                                                             | 5MP/5MP                                                                               | 3.2MP/1.3MP                                                                           | 3.2MP/1.3MP                                                                           |
| Battery (mAh)        | 1,800                                                                               | 2,000                                                                               | 4,000 mAh                                                                           | 2500 mAh                                                                            | 1750 mAh                                                                              | 2,000                                                                                 | 2,000                                                                                 |
| 2G/3G/4G             | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                         | Yes/Yes/No                                                                          | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                           | Yes/Yes/No                                                                            | Yes/Yes/No                                                                            |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                   | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                               | Yes/Yes                                                                               | Yes/Yes                                                                               |
| Launch               | July, 2014                                                                          | February, 2015                                                                      | NA                                                                                  | March, 2016                                                                         | May, 2016                                                                             | NA                                                                                    | NA                                                                                    |
| Price Rs.            | 5,395                                                                               | 5,499                                                                               | 4,171                                                                               | 4,999                                                                               | 5,499                                                                                 | 3,499                                                                                 | 4,299                                                                                 |

|                      | Rs. 2,500 – Rs. 5,999                                                             |                                                                                   |                                                                                   | Rs. 2,500 – Rs. 5,999                                                             |                                                                                    |                                                                                     | Rs. 2,500 – Rs. 5,999                                                               |  |
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| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | PHICOMM                                                                           |                                                                                   |                                                                                   | VIDEOCON                                                                          |                                                                                    |                                                                                     |                                                                                     |  |
| Model                | Energy E670                                                                       | Challenger V40HD                                                                  | Graphite V45DB                                                                    | Challenger V40CF                                                                  | Graphite V45DD                                                                     | Graphite V45BD                                                                      | Krypton V50DA                                                                       |  |
| Display (inches/res) | 5.0/ 1280 x 720                                                                   | 4.0-inch, WVGA                                                                    | 4.5-inch, FWVGA                                                                   | 4.0-inch, WVGA                                                                    | 4.5/ FWVGA IPS                                                                     | 4.5/FWVGA IPS                                                                       | 5.0/FWVGA IPS                                                                       |  |
| Dimension (mm)       | 144 x 70 x 8                                                                      | 62 x 118.25 x 10.6                                                                | 136 X 70.8 X 11.0                                                                 | 124 x 64.5 x 9.0                                                                  | 136 X 70.8 X 11.0                                                                  | 69X134.5X11.5                                                                       | 10.2 X74.5 X 146                                                                    |  |
| Weight (grams)       | -                                                                                 | -                                                                                 | -                                                                                 | -                                                                                 | -                                                                                  | -                                                                                   | -                                                                                   |  |
| Processor/RAM        | Quad Core/2GB                                                                     | Single Core/256MB                                                                 | Quad Core/512MB                                                                   | 1.2 Quad Core/1GB                                                                 | 1.2 Quad Core/1GB                                                                  | 1.2 Quad Core/1GB                                                                   | 1.3 Quad Core/1GB                                                                   |  |
| Operating system     | Android 5.1                                                                       | Android OS 4.4                                                                    | Android OS 4.4                                                                    | Android OS 5.0                                                                    | Android OS 5.0                                                                     | Android OS 5.0                                                                      | Android OS 5.0                                                                      |  |
| Storage/Expandable   | 16GB/64GB                                                                         | 512MB/32GB                                                                        | 8GB/32GB                                                                          | 8GB/32GB                                                                          | 8GB/32GB                                                                           | 8GB/32GB                                                                            | 8GB/32GB                                                                            |  |
| Rear/Front Camera    | 8MP/2MP                                                                           | 3.2MP/VGA                                                                         | 5MP/VGA                                                                           | 5MP/2MP                                                                           | 5MP/2MP                                                                            | 5MP/2MP                                                                             | 5MP/2MP                                                                             |  |
| Battery (mAh)        | 2,300                                                                             | 1400 mAh                                                                          | 1600 mAh                                                                          | 1500 mAh                                                                          | 1600 mAh                                                                           | 2400 mAh                                                                            | 3,000                                                                               |  |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                        | Yes/Yes/No                                                                        | Yes/Yes/No                                                                        | Yes/Yes/No                                                                         | Yes/Yes/No                                                                          | Yes/Yes/No                                                                          |  |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                | Yes                                                                                 | Yes                                                                                 |  |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                            | Yes/Yes                                                                             | Yes/Yes                                                                             |  |
| Launch               | February, 2016                                                                    | February, 2016                                                                    | March, 2016                                                                       | March, 2016                                                                       | March, 2016                                                                        | March, 2016                                                                         | April, 2016                                                                         |  |
| Price Rs.            | 5,499                                                                             | 2,605                                                                             | 3,638                                                                             | 3,692                                                                             | 4,237                                                                              | 4,505                                                                               | 4,922                                                                               |  |

|                      | RS. 6,000 – RS. 9,999                                                               |                                                                                     |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                      |                                                                                       | RS. 6,000 – RS. 9,999                                                                 |  |
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| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | ASUS                                                                                |                                                                                     |                                                                                     | CELKON                                                                              | COOLPAD                                                                              |                                                                                       |                                                                                       |  |
| Model                | Zenfone C ZC451CG                                                                   | Zenfone 2 Laser ZE550KL                                                             | Zenfone Max                                                                         | Q500                                                                                | Note 3 Lite                                                                          | Note 3                                                                                | Note 3 Plus                                                                           |  |
| Display (inches/res) | 4.5/480 x 854                                                                       | 5.5/720 x 1280                                                                      | 5.5/ 720 x 1280                                                                     | 5.0/720 x 1280                                                                      | 5.0/720 x 1280                                                                       | 5.5/720 x 1280                                                                        | 5.5/1080x1920                                                                         |  |
| Dimension (mm)       | 136.5 x 67 x 10.9                                                                   | 152.5 x 77.2 x 3.9                                                                  | 156 x 77.5 x 10.55                                                                  | 145.6 x 71.8 x 8                                                                    | 140.8 x 70.4 x 8.9                                                                   | 152 x 77 x 9                                                                          | 151.9 x 77 x 9.3                                                                      |  |
| Weight (grams)       | 150                                                                                 | 170                                                                                 | 202                                                                                 | 149                                                                                 | 141                                                                                  | 150                                                                                   | 168                                                                                   |  |
| Processor/RAM        | IA Z2520/ 1GB                                                                       | QS 410/2GB                                                                          | QS 615/ 2GB, 3GB                                                                    | Broadcom/2GB                                                                        | MT6735/3GB                                                                           | MT6753/3GB                                                                            | MT6753/3GB                                                                            |  |
| Operating system     | Android 4.4                                                                         | Android v5.0                                                                        | Android 6.0                                                                         | Android Kitkat 4.4.2                                                                | Android 5.1                                                                          | Android 5.1                                                                           | Android 5.1                                                                           |  |
| Storage/Expandable   | 8GB/64GB                                                                            | 16GB/128GB                                                                          | 16GB/32GB, 64GB                                                                     | 16GB/32GB                                                                           | 16GB/32GB                                                                            | 16GB/64GB                                                                             | 16GB/64GB                                                                             |  |
| Rear/Front Camera    | 5MP/0.3MP                                                                           | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 8MP/2MP                                                                             | 13MP/5MP                                                                             | 13MP/5MP                                                                              | 13MP/5MP                                                                              |  |
| Battery (mAh)        | 2,100                                                                               | 3,000                                                                               | 5,000                                                                               | 2,500                                                                               | 2,500                                                                                | 3,000                                                                                 | 3,000                                                                                 |  |
| 2G/3G/4G             | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                          | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |  |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   | Yes                                                                                   |  |
| Music Player/FM      | Yes/Yes                                                                             | Yes/No                                                                              | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                              | Yes/Yes                                                                               | Yes/-                                                                                 |  |
| Launch               | January, 2015                                                                       | August, 2015                                                                        | May, 2016                                                                           | 2,014                                                                               | January, 2016                                                                        | October, 2015                                                                         | May, 2016                                                                             |  |
| Price Rs.            | 6,299                                                                               | 8,999                                                                               | 9,999/ 12,999                                                                       | 7,499                                                                               | 6,999                                                                                | 8,499                                                                                 | 8,999                                                                                 |  |



|                      | RS. 6,000 – RS. 9,999                                                             |                                                                                   | RS. 6,000 – RS. 9,999                                                             |                                                                                   | RS. 6,000 – RS. 9,999                                                               |                                                                                     |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | GIONEE                                                                            | HTC                                                                               | HUAWEI                                                                            |                                                                                   | HITECH                                                                              | IBALL                                                                               | IN-FOCUS                                                                            |
| Model                | F 103                                                                             | Desire 620 G                                                                      | Honor Holly 2 Plus                                                                | Honor 4X                                                                          | Air A9                                                                              | mSLR Cobalt 4                                                                       | M 350 (16GB)                                                                        |
| Display (inches/res) | 5.0/ 720 x 1280                                                                   | 5.0/720x1280                                                                      | 4.8/720 x 1280                                                                    | 5.5/720 x 1280                                                                    | 5.0/720 x 1280                                                                      | 5.0/540 x 960                                                                       | 5.0/720 x 1280                                                                      |
| Dimension (mm)       | 143 x 70.3 x 7.95                                                                 | 150.10 x 72.70 x 9.6                                                              | 143.1 x 71.8 x 9.7                                                                | 152.9 x 77.2 x 8.65                                                               | 140.2 x 72.4 x 8.8                                                                  | -                                                                                   | 151 x 71.5 x 10.6                                                                   |
| Weight (grams)       | 137                                                                               | 160                                                                               | 160                                                                               | 170                                                                               | 152                                                                                 | -                                                                                   | 146                                                                                 |
| Processor/RAM        | MT6735/3GB                                                                        | Octa core /1GB                                                                    | MT6735P /2GB                                                                      | Quad Core/2GB                                                                     | MT 3735M/2GB                                                                        | octa-core/1GB                                                                       | MT6732/2GB                                                                          |
| Operating system     | Android 5.0                                                                       | Android 4.4                                                                       | Android 5.1.1                                                                     | Android 4.4                                                                       | 5.2 Lollipop                                                                        | Android 4.4                                                                         | Android KitKat 4.4.2                                                                |
| Storage/Expandable   | 16GB/32GB                                                                         | 8GB/32GB                                                                          | 16GB/128GB                                                                        | 8GB/32GB                                                                          | 16GB/32GB                                                                           | 8GB/32GB                                                                            | 16GB/64GB                                                                           |
| Rear/Front Camera    | 8MP/5MP                                                                           | 8MP/5MP                                                                           | 13MP/5MP                                                                          | 13MP/5MP                                                                          | 13MP/8MP                                                                            | 8MP/3.2MP                                                                           | 8MP/8MP                                                                             |
| Battery (mAh)        | 2,400                                                                             | 2,100                                                                             | 4,000                                                                             | 3,000                                                                             | 3500 mAh                                                                            | 2,000                                                                               | 2,500                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/No                                                                          | Yes/Yes/Yes                                                                         |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/-                                                                             | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             |
| Launch               | September, 2015                                                                   | December, 2014                                                                    | February, 2016                                                                    | October, 2014                                                                     | -                                                                                   | June, 2015                                                                          | June, 2015                                                                          |
| Price Rs.            | 9,600                                                                             | 8,800                                                                             | 8,499                                                                             | 9,999                                                                             | 6,999                                                                               | 6,299                                                                               | 6,999                                                                               |

|                      | RS. 6,000 – RS. 9,999                                                               |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                     | RS. 6,000 – RS. 9,999                                                                 |                                                                                       |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | IN-FOCUS                                                                            |                                                                                     | INTEX                                                                               |                                                                                     | I-SMART                                                                               |                                                                                       | ITEL                                                                                  |
| Model                | M680                                                                                | M810                                                                                | Aqua Secure                                                                         | Aqua View                                                                           | IS-57i                                                                                | IS-56i HD Mercury V6                                                                  | Wish it1512                                                                           |
| Display (inches/res) | 5.5/720x1280                                                                        | 5.5/1080x1920                                                                       | 4.5/ 480 x 854                                                                      | 5/ 720 x 1280                                                                       | 5.0/480 x 854                                                                         | 5.0/720 x 1280                                                                        | 5/FWVGA/TN                                                                            |
| Dimension (mm)       | 156 x 76.8 x 7.25                                                                   | 153.70 x 76.20 x 6.99                                                               | 133.5 x 66.5 x 9.4                                                                  | 124 x 64 x 10.3                                                                     | 146.72 x 72.85 x 8.73                                                                 | 143.54 x 71.55 x 8.52                                                                 | 143x72x8.65                                                                           |
| Weight (grams)       | 158                                                                                 | 155                                                                                 | 130                                                                                 | 146                                                                                 | 155                                                                                   | 170                                                                                   | -                                                                                     |
| Processor/RAM        | MT 6753/2GB                                                                         | QS 801/ 2GB                                                                         | MTK6735M/ 1GB                                                                       | MTK6735P/ 1GB                                                                       | 1.3 GHz Quad Core/1 GB                                                                | 1.3 GHz /1 GB                                                                         | 64 bit, 1.0 GHz/1GB                                                                   |
| Operating system     | Android 5.1                                                                         | Android 5.0                                                                         | Android 5.1                                                                         | Android 5.1                                                                         | Android 4.4.2 Kitkat                                                                  | Android 4.4.2 Kitkat                                                                  | Android 6.0                                                                           |
| Storage/Expandable   | 16GB/32GB                                                                           | 16GB/64GB                                                                           | 8GB/ 32GB                                                                           | 16GB/ 32GB                                                                          | 8GB/64GB                                                                              | 8GB/64GB                                                                              | 8GB/32GB                                                                              |
| Rear/Front Camera    | 13MP/13MP                                                                           | 13MP/5MP                                                                            | 5MP/ 2MP                                                                            | 8MP/5MP                                                                             | 8.0MP/3.2MP                                                                           | 8.0MP/3.2MP                                                                           | 5.0MP/2.0MP                                                                           |
| Battery (mAh)        | 2,600                                                                               | 2,600                                                                               | 1,900                                                                               | 2,200                                                                               | 2,100                                                                                 | 2,500                                                                                 | 2,500                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/ Yes/ Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/No                                                                            | Yes/Yes/No                                                                            | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | No                                                                                  | Yes                                                                                 | Yes                                                                                 | Yes                                                                                   | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                               | Yes/Yes                                                                               | Yes/Yes                                                                               |
| Launch               | December, 2015                                                                      | July, 2015                                                                          | May, 2016                                                                           | June, 2016                                                                          | 42,248                                                                                | 42,248                                                                                | June.2016                                                                             |
| Price Rs.            | 8,999                                                                               | 9,999                                                                               | 6,499                                                                               | 8,999                                                                               | 6,499                                                                                 | 6,999                                                                                 | 6,000                                                                                 |

|                      | RS. 6,000 – RS. 9,999                                                             |                                                                                   | RS. 6,000 – RS. 9,999                                                             |                                                                                   |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | ITEL                                                                              |                                                                                   | LAVA                                                                              |                                                                                   |                                                                                     | LEEEO                                                                               | LENOVO                                                                              |
| Model                | Selfie Pro it1511                                                                 | Power Pro it1553                                                                  | Pixel V2                                                                          | Pixel V1                                                                          | X10                                                                                 | Le 1s (Eco)                                                                         | A6000 Plus                                                                          |
| Display (inches/res) | 5.0/1280 x 720                                                                    | 5.5/HD/IPS Oncell                                                                 | 5.0/ 720 x 1280                                                                   | 5.5/ 720 x 1280                                                                   | 5.0-inch, 720 x 1280                                                                | 5.5/1920 x 1080                                                                     | 5.0/720 x 1280                                                                      |
| Dimension (mm)       | 138.5x69.5x9.8                                                                    | 138.5x69.5x9.8                                                                    | 141.6 x 70.8 x 7.6                                                                | 152.08 x 76.31 x 8.5                                                              | 142 x 70.8 x 7.9                                                                    | 74.2x151.1x7.6                                                                      | 141 x 70 x 8.2                                                                      |
| Weight (grams)       | -                                                                                 | -                                                                                 | 128                                                                               | 135                                                                               | 133                                                                                 | 179                                                                                 | 128                                                                                 |
| Processor/RAM        | 64 bit, 1.0 GHz/1GB                                                               | 1.3 GHz/1GB                                                                       | Quad Core/ 2GB                                                                    | Quad core/ 2GB                                                                    | Quad core /3GB                                                                      | MT Helio X10/3GB                                                                    | QS 410/2GB                                                                          |
| Operating system     | Android 6.0                                                                       | Android 5.1                                                                       | Android 5.1                                                                       | Android 5.1.1                                                                     | Android 5.1                                                                         | Android v5.0.2                                                                      | Android 4.4.4                                                                       |
| Storage/Expandable   | 8GB/32GB                                                                          | 16GB/32GB                                                                         | 16GB/32GB                                                                         | 32GB/32GB                                                                         | 16GB/32GB                                                                           | 32GB/32GB                                                                           | 16GB/32GB                                                                           |
| Rear/Front Camera    | 8.0MP AF/2.0MP                                                                    | 8.0MP AF/2.0MP                                                                    | 13MP/8MP                                                                          | 13MP/8MP                                                                          | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 8MP/2MP                                                                             |
| Battery (mAh)        | 2,500                                                                             | 5,050                                                                             | 2,500                                                                             | 2,650                                                                             | 2,900                                                                               | 3,000                                                                               | 2,300                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/-                                                                               | Yes/No                                                                              |
| Launch               | April.2016                                                                        | June.2016                                                                         | September, 2015                                                                   | July, 2015                                                                        | November, 2015                                                                      | May,2016                                                                            | April, 2015                                                                         |
| Price Rs.            | 6,999                                                                             | 7,290                                                                             | 8,499                                                                             | 8,649                                                                             | 9,999                                                                               | 9,999                                                                               | 6,999                                                                               |

|                      | RS. 6,000 – RS. 9,999                                                               |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                     |                                                                                      | RS. 6,000 – RS. 9,999                                                                 |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | LENOVO                                                                              |                                                                                     |                                                                                     |                                                                                     |                                                                                      | LYF                                                                                   | LG                                                                                    |
| Model                | K5                                                                                  | Vibe P1m                                                                            | K5 Plus                                                                             | A7000                                                                               | K3 Note                                                                              | Wind 5                                                                                | K7                                                                                    |
| Display (inches/res) | 5/ 720 x 1280                                                                       | 5.0/720 x 1280                                                                      | 5.0/1080 x 1920                                                                     | 5.5/720 x 1280                                                                      | 5.5/1080 x 1920                                                                      | 5/ 720 x 1280                                                                         | 5/ 480 x 854                                                                          |
| Dimension (mm)       | 142 x 71 x 7.99                                                                     | 141 x 71.8 x 9.3                                                                    | 142 x 71 x 8.2                                                                      | 152.6 x 76.2 x 7.99                                                                 | 152.6 x 76.2 x 8                                                                     | 144.6 x 72.8 x 8.45                                                                   | 143.6 x 72.5 x 8.95                                                                   |
| Weight (grams)       | 142                                                                                 | 148                                                                                 | 142                                                                                 | 140                                                                                 | 150                                                                                  | 137                                                                                   |                                                                                       |
| Processor/RAM        | QS 415/ 2GB                                                                         | MT6735P /2GB                                                                        | QS616/2GB                                                                           | MT6752m /2GB                                                                        | MT6752 /2GB                                                                          | MT6735P/ 1GB                                                                          | 1.1GHz / 1.5GB                                                                        |
| Operating system     | Android 5.1                                                                         | Android 5.1                                                                         | Android OS, v5.1                                                                    | Android 5.0                                                                         | Android 5.0                                                                          | Android 5.1                                                                           | Android v5.0                                                                          |
| Storage/Expandable   | 16GB/ Yes                                                                           | 16GB/32GB                                                                           | 16GB/32GB                                                                           | 8GB/32GB                                                                            | 16GB/32GB                                                                            | 8GB/ 32GB                                                                             | 8GB/32GB                                                                              |
| Rear/Front Camera    | 13MP/ 5MP                                                                           | 8MP/5MP                                                                             | 13MP/5MP                                                                            | 8MP/5MP                                                                             | 13MP/5MP                                                                             | 8MP/ 5MP                                                                              | 5MP/5MP                                                                               |
| Battery (mAh)        | 2,750                                                                               | 4,000                                                                               | 2750 mAh                                                                            | 2,900                                                                               | 2,900                                                                                | 2,000                                                                                 | 2,125                                                                                 |
| 2G/3G/4G             | Yes/ Yes/ Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          | Yes/ Yes/ Yes                                                                         | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/No                                                                              | Yes/Yes                                                                             | Yes/No                                                                               | Yes/Yes                                                                               | Yes/Yes                                                                               |
| Launch               | June, 2016                                                                          | September, 2015                                                                     | April, 2016                                                                         | April, 2015                                                                         | March, 2015                                                                          | June, 2016                                                                            | January, 2016                                                                         |
| Price Rs.            | 6,999                                                                               | 7,499                                                                               | 8,499                                                                               | 8,390                                                                               | 9,999                                                                                | 6,599                                                                                 | 8,690                                                                                 |



|                      | RS. 6,000 – RS. 9,999                                                             |                                                                                   |                                                                                   | RS. 6,000 – RS. 9,999                                                             |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | MEIZU                                                                             |                                                                                   |                                                                                   | MICROMAX                                                                          |                                                                                     |                                                                                     |                                                                                     |
| Model                | M2                                                                                | M2 Note                                                                           | M3 Note                                                                           | Canvas Xpress 2                                                                   | Canvas Unite 4 <small>NEW</small>                                                   | Canvas Amaze 2                                                                      | Canvas Selfie 3                                                                     |
| Display (inches/res) | 5.0/1280 x 720                                                                    | 5.5/1080 x 1920                                                                   | 5.5/1080 x 1920                                                                   | 5.0/720 x 1280                                                                    | 5.0/ 1280 x 720                                                                     | 5/ 720 x 1280                                                                       | 4.8/720 x 1280                                                                      |
| Dimension (mm)       | 140.1 x 68.9 x 8.7                                                                | 150.9 x 75.2 x 8.7                                                                | 153.6 x 75.5 x 8.2                                                                | NA                                                                                | NA                                                                                  | NA                                                                                  | 141 x 68.8 x 7.75                                                                   |
| Weight (grams)       | 131                                                                               | 149                                                                               | 163                                                                               | NA                                                                                | NA                                                                                  | NA                                                                                  | 109                                                                                 |
| Processor/RAM        | MT6735/2GB                                                                        | MT6753 /2GB                                                                       | Helio P10/3GB                                                                     | MT6592M/1GB                                                                       | MTK 6735P/1GB                                                                       | QS415/ 2GB                                                                          | MT6582 /1GB                                                                         |
| Operating system     | Android v5.1                                                                      | Android 5.1                                                                       | Android 5.1                                                                       | Android OS, v5.1                                                                  | Android 6.0                                                                         | Android 5.0.2                                                                       | Android 5.0                                                                         |
| Storage/Expandable   | 16GB/128GB                                                                        | 16GB/128GB                                                                        | 32GB/128GB                                                                        | 8GB/32GB                                                                          | 8GB/64GB                                                                            | 8GB/ 32GB                                                                           | 8GB/32GB                                                                            |
| Rear/Front Camera    | 13MP/5MP                                                                          | 13MP/5MP                                                                          | 13MP/5MP                                                                          | 13MP/2MP                                                                          | 8MP/5MP                                                                             | 13MP/ 5MP                                                                           | 8MP/8MP                                                                             |
| Battery (mAh)        | 2,500                                                                             | 3,100                                                                             | 4,100                                                                             | 2,500                                                                             | 2500                                                                                | 2,500                                                                               | 2,300                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                         | Yes/ Yes/ Yes                                                                       | Yes/Yes/No                                                                          |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/No                                                                            | Yes/No                                                                            | Yes/-                                                                             | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/No                                                                              |
| Launch               | July, 2015                                                                        | June, 2015                                                                        | May, 2016                                                                         | August, 2015                                                                      | June, 2016                                                                          | June, 2016                                                                          | August, 2015                                                                        |
| Price Rs.            | 6,999                                                                             | 9,999                                                                             | 9,999                                                                             | 6,199                                                                             | 6,999                                                                               | 7,499                                                                               | 7,499                                                                               |

|                      | RS. 6,000 – RS. 9,999                                                               |                                                                                     |                                                                                     | RS. 6,000 – RS. 9,999                                                               |                                                                                       | RS. 6,000 – RS. 9,999                                                                 |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | MICROMAX                                                                            |                                                                                     |                                                                                     |                                                                                     | MOTOROLA                                                                              | OPPO                                                                                  |                                                                                       |
| Model                | Canvas Unite 4 Pro <small>NEW</small>                                               | Canvas XP 4G                                                                        | Canvas 5                                                                            | Canvas Sliver 5                                                                     | Moto G (3rd Gen)                                                                      | Neo 5                                                                                 | Neo 7                                                                                 |
| Display (inches/res) | 5.0/ 1280 x 720                                                                     | 5.0/720 x 1280                                                                      | 5.2/1080 x 1920                                                                     | 4.8/720 x 1280                                                                      | 5.0/720 x 1280                                                                        | 4.5/480 x 854                                                                         | 5.0/540 x 960                                                                         |
| Dimension (mm)       | NA                                                                                  | NA                                                                                  | NA                                                                                  | 5.1mm thick                                                                         | 142.1 x 72.4 x 11.6                                                                   | 132 x 65.5 x 8                                                                        | 142.7 x 71.7 x 7.55                                                                   |
| Weight (grams)       | NA                                                                                  | NA                                                                                  | NA                                                                                  | 97                                                                                  | 155                                                                                   | 135                                                                                   | 141                                                                                   |
| Processor/RAM        | Quad core/ 2GB                                                                      | MT6735P/3GB                                                                         | MT6753/3GB                                                                          | QS 410 /2GB                                                                         | QS 410/1GB, 2GB                                                                       | MT6582/1GB                                                                            | QS 410/1GB                                                                            |
| Operating system     | Android Lollipop 5.1                                                                | Android 5.1                                                                         | Android v5.1                                                                        | Android v5.0.2                                                                      | Android 5.1.1                                                                         | Android 4.4                                                                           | Android 5.1                                                                           |
| Storage/Expandable   | 16GB/32GB                                                                           | 16GB/32GB                                                                           | 16GB/64GB                                                                           | 16GB/No                                                                             | 8GB,16GB/32GB                                                                         | 16GB/32GB                                                                             | 16GB/32GB                                                                             |
| Rear/Front Camera    | 8MP/5MP                                                                             | 8MP/2MP                                                                             | 13MP/5MP                                                                            | 8MP/5MP                                                                             | 13MP/5MP                                                                              | 8MP/2MP                                                                               | 8MP/5MP                                                                               |
| Battery (mAh)        | 3900                                                                                | 2,000                                                                               | 2,900                                                                               | 2,000                                                                               | 2,470                                                                                 | 2,000                                                                                 | 2,420                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                           | Yes/Yes/No                                                                            | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | No                                                                                  | Yes                                                                                   | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/-                                                                               | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/No                                                                                | Yes/No                                                                                | Yes/No                                                                                |
| Launch               | June, 2016                                                                          | May, 2016                                                                           | November, 2015                                                                      | 2,015                                                                               | July, 2015                                                                            | June, 2015                                                                            | October, 2015                                                                         |
| Price Rs.            | 7,499                                                                               | 7,499                                                                               | 9,999                                                                               | 8,387                                                                               | 9,999                                                                                 | 6,990                                                                                 | 9,999                                                                                 |

|                      | RS. 6,000 – RS. 9,999                                                             |                                                                                   | RS. 6,000 – RS. 9,999                                                             |                                                                                   |                                                                                    | RS. 6,000 – RS. 9,999                                                               |                                                                                     |  |
|----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | PANASONIC                                                                         | PHICOMM                                                                           | SAMSUNG                                                                           |                                                                                   |                                                                                    |                                                                                     | VIDEOCON                                                                            |  |
| Model                | Eluga A2                                                                          | Passion 660                                                                       | Galaxy J2 (4G)                                                                    | Galaxy On5                                                                        | Galaxy On 5 Pro                                                                    | Galaxy J2 (2016)                                                                    | Krypton V50FG                                                                       |  |
| Display (inches/res) | 5/720 x 1280                                                                      | 5.0/1080x1920                                                                     | 4.7/540 x 960                                                                     | 5.0/720 x 1280                                                                    | 5.0/ 1280 x 720                                                                    | 5.0/ 1280 x 720                                                                     | 5.0-inch, HD IPS                                                                    |  |
| Dimension (mm)       | 143.8x72x8.9                                                                      | 139.50 x 69.00 x 7.40                                                             | 136.5 x 69 x 8.4                                                                  | 142.3 x 72.1 x 8.5                                                                | 142.3 x 72.1 x 8.5                                                                 | 142.4 x 71.1 x 8.0                                                                  | 144.6 x 71.8 x 8.6                                                                  |  |
| Weight (grams)       | 168                                                                               | 110                                                                               | 130                                                                               | 149                                                                               | 149                                                                                | 138                                                                                 | -                                                                                   |  |
| Processor/RAM        | 1GHz / 3GB                                                                        | QS 615/2GB                                                                        | Quad-Core/1GB                                                                     | Quad-core/1.5GB                                                                   | Quad core/ 2GB                                                                     | Quad core/ 1.5GB                                                                    | 1.3 Quad Core/2GB                                                                   |  |
| Operating system     | Android v5.1                                                                      | Android 4.4.4                                                                     | Android                                                                           | Android OS, v5.1                                                                  | Android 6.0                                                                        | Android 6.0                                                                         | Android Lollipop                                                                    |  |
| Storage/Expandable   | 16GB/128GB                                                                        | 16GB/64GB                                                                         | 8GB/128GB                                                                         | 8GB/128GB                                                                         | 16GB/128GB                                                                         | 8GB/128GB                                                                           | 16GB/32GB                                                                           |  |
| Rear/Front Camera    | 8MP/5MP                                                                           | 13MP/5MP                                                                          | 5MP/2MP                                                                           | 8MP/5MP                                                                           | 8MP/5MP                                                                            | 8MP/5MP                                                                             | 13MP/5MP                                                                            |  |
| Battery (mAh)        | 4,000                                                                             | 2,300                                                                             | 2,000                                                                             | 2,600                                                                             | 2600                                                                               | 2600                                                                                | 2,200                                                                               |  |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                        | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |  |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                | Yes                                                                                 | Yes                                                                                 |  |
| Music Player/FM      | Yes/Yes                                                                           | Yes/No                                                                            | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/No                                                                             | Yes/No                                                                              | Yes/No                                                                              |  |
| Launch               | May, 2016                                                                         | June, 2015                                                                        | September, 2015                                                                   | October, 2015                                                                     | July, 2016                                                                         | July, 2016                                                                          | April, 2016                                                                         |  |
| Price Rs.            | 9,490                                                                             | 8,999                                                                             | 7,590                                                                             | 8,190                                                                             | 9,190                                                                              | 9,750                                                                               | 8,559                                                                               |  |

|                 |                      | RS. 6,000 – RS. 9,999                                                               |                                                                                     |                                                                                     |                                                                                     | RS. 6,000 – RS. 9,999                                                                |                                                                                       |                                                                                       |
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| MODELS          |                      |  |  |  |  |  |  |  |
|                 | PARAMETERS           | VIVO                                                                                | XIAOMI                                                                              |                                                                                     |                                                                                     | YU                                                                                   |                                                                                       | ZOPO                                                                                  |
|                 | Model                | Y27L                                                                                | Redmi 2 Prime                                                                       | Redmi Note Prime                                                                    | Redmi Note 3                                                                        | Yunique                                                                              | Yuphoria                                                                              | ZP331                                                                                 |
|                 | Display (inches/res) | 4.7/ 720x1280                                                                       | 4.7/720 x 1280                                                                      | 5.5/720 x 1280                                                                      | 5.5/1080 x 1920                                                                     | 4.7/720x1280                                                                         | 5.0/720x1280                                                                          | 4.5/ 854 x 480                                                                        |
|                 | Dimension (mm)       | 136.90 x 68.10 x 6.99                                                               | 134.00 x 67.20 x 9.4                                                                | 154 x 78.7 x 9.45                                                                   | 150 x 76 x 8.65                                                                     | 134.5 x 67.5 x 8.3                                                                   | 142.4 x 73 x 8.2-9.35                                                                 | 133 x 65.7 x 8.5                                                                      |
|                 | Weight (grams)       | 137                                                                                 | 133                                                                                 | 185                                                                                 | 164                                                                                 | 128                                                                                  | 143                                                                                   | 113                                                                                   |
|                 | Processor/RAM        | QS 410/1GB                                                                          | QS410/2GB                                                                           | QS 410/2GB                                                                          | QS650/2GB,3GB                                                                       | QS410 / 1GB                                                                          | Quad core / 2GB                                                                       | Quad core/1GB                                                                         |
|                 | Operating system     | Android 4.4                                                                         | Android 4.4                                                                         | Android 4.4                                                                         | Android 5.0.2                                                                       | Android 5.1.                                                                         | Android 5.1.1                                                                         | Android 5.1 Lollipop                                                                  |
|                 | Storage/Expandable   | 16GB/128GB                                                                          | 16GB/32GB                                                                           | 16GB/32GB                                                                           | 16GB,32GB/32GB                                                                      | 8GB/32GB                                                                             | 16GB/32GB                                                                             | 8 GB/64 GB                                                                            |
|                 | Rear/Front Camera    | 8MP/5MP                                                                             | 8MP/2MP                                                                             | 13MP/5MP                                                                            | 16MP/5MP                                                                            | 8MP/2MP                                                                              | 8MP/5MP                                                                               | 5 MP/2 MP                                                                             |
| Battery (mAh)   | 2,260                | 2,200                                                                               | 3,100                                                                               | 4,000                                                                               | 2,000                                                                               | 2,230                                                                                | 1,700                                                                                 |                                                                                       |
| 2G/3G/4G        | Yes/Yes/Yes          | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          | Yes/Yes/No                                                                            |                                                                                       |
| Dual SIM        | Yes                  | Yes                                                                                 | No                                                                                  | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   |                                                                                       |
| Music Player/FM | Yes/Yes              | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/-                                                                               | Yes/Yes                                                                             | Yes/Yes                                                                              | Yes/Yes                                                                               |                                                                                       |
| Launch          | September, 2015      | August, 2015                                                                        | December, 2015                                                                      | March, 2016                                                                         | September, 2015                                                                     | May, 2015                                                                            | -                                                                                     |                                                                                       |
| Price Rs.       | 9,999                | 6,999                                                                               | 7,999                                                                               | 9,999/ 11,999                                                                       | 6,300                                                                               | 6,499                                                                                | 7,500                                                                                 |                                                                                       |



|                      | RS. 6,000 – RS. 9,999                                                             | RS. 10,000 – RS. 14,999                                                           |                                                                                   |                                                                                   |                                                                                    | RS. 10,000 – RS. 14,999                                                             |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | ZOPO                                                                              | ASUS                                                                              |                                                                                   |                                                                                   | GIONEE                                                                             |                                                                                     | HTC                                                                                 |
| Model                | ZP353                                                                             | Padfone Mini                                                                      | Zenfone 2 (2GB RAM)                                                               | Zenfone Selfie                                                                    | F 103 Pro <b>NEW</b>                                                               | Marathon M5 Lite                                                                    | Desire 626 G+                                                                       |
| Display (inches/res) | 5/ 1280 x 720                                                                     | 7.0/1280x800                                                                      | 5.5/ 1080 x 1920                                                                  | 5.5/1080 x 1920                                                                   | 5.0/ 1280 x 720                                                                    | 5.0/720 x 1280                                                                      | 5.0/720x1280                                                                        |
| Dimension (mm)       | 145.9 x 71.4 x 8.5                                                                | 199.85 x 119.43 x 13.91                                                           | 152.5 x 77.2 x 10.9                                                               | 156.5 x 77.2 x 10.8                                                               | 145.3 x 70.5 x 8.5                                                                 | 143 x 69.9 x 8.5                                                                    | 146.9 x 70.9 x 8.1                                                                  |
| Weight (grams)       | 137                                                                               | 260g                                                                              | 170                                                                               | 170                                                                               | 142                                                                                | 181.5g                                                                              | 138                                                                                 |
| Processor/RAM        | Quad core/1GB                                                                     | Z2560/1GB                                                                         | IA Z3560 /2GB                                                                     | QS615 /2GB,3GB                                                                    | Quad core/ 3GB                                                                     | Quad Core/3GB                                                                       | Octa-core/1GB                                                                       |
| Operating system     | Android 5.1 Lollipop                                                              | Android 4.3                                                                       | Android 5.0                                                                       | Android 5.0                                                                       | Android 6.0                                                                        | Android 5.1                                                                         | Android                                                                             |
| Storage/Expandable   | 8GB/64GB                                                                          | 8GB/64GB                                                                          | 16GB/128GB                                                                        | 16GB,32GB/128GB                                                                   | 16GB/128GB                                                                         | 32GB/128GB                                                                          | 8GB/32GB                                                                            |
| Rear/Front Camera    | 8MP/2 MP                                                                          | 8MP/2 MP                                                                          | 13MP/5MP                                                                          | 13MP/13MP                                                                         | 13MP/5MP                                                                           | 8MP/5MP                                                                             | 13MP/5MP                                                                            |
| Battery (mAh)        | 2,100                                                                             | 2,100                                                                             | 3,000                                                                             | 3,000                                                                             | 2400                                                                               | 4,000                                                                               | 2,000                                                                               |
| 2G/3G/4G             | Yes/Yes/No                                                                        | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                        | Yes/Yes/Yes                                                                         | Yes/Yes/No                                                                          |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/Yes                                                                           | Yes/No                                                                            | Yes/-                                                                             | Yes/-                                                                             | Yes/No                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             |
| Launch               | -                                                                                 | December, 2014                                                                    | March, 2015                                                                       | August, 2015                                                                      | July, 2016                                                                         | December, 2015                                                                      | April, 2015                                                                         |
| Price Rs.            | <b>8,600</b>                                                                      | <b>12,999</b>                                                                     | <b>13,999</b>                                                                     | <b>14999/ 16,999</b>                                                              | <b>11,999</b>                                                                      | <b>13,000</b>                                                                       | <b>10,800</b>                                                                       |

|                      | RS. 10,000 – RS. 14,999                                                             | RS. 10,000 – RS. 14,999                                                             |                                                                                     |                                                                                     |                                                                                      | RS. 10,000 – RS. 14,999                                                               |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | HTC                                                                                 | HONOR                                                                               |                                                                                     | INTEX                                                                               | LEECCO                                                                               |                                                                                       | LAVA                                                                                  |
| Model                | Desire 630 <b>NEW</b>                                                               | 5C <b>NEW</b>                                                                       | 5X                                                                                  | Aqua GenX                                                                           | Le 1S                                                                                | Le 2                                                                                  | V5                                                                                    |
| Display (inches/res) | 5.0/ 1280 x 720                                                                     | 5.2/ 1920 x 1080                                                                    | 5.5/ 1080 x 1920                                                                    | 5.5/ 1920 x 1080                                                                    | 5.5/1080x1920                                                                        | 5.5/ 1920 x 1080                                                                      | 5.5/720x1280                                                                          |
| Dimension (mm)       | 146.9 x 70.9 x 8.3                                                                  | 147.1 x 73.8 x 8.3                                                                  | 151.3 x 76.3 x 8.15                                                                 | 152.6 x 76.4 x 8.4                                                                  | 151.9 x 74.2 x 7.6                                                                   | 151.1 x 74.2 x 7.7                                                                    | 151.9 x 94.7 x 8.3                                                                    |
| Weight (grams)       | 140                                                                                 | 156                                                                                 | 158                                                                                 | 175                                                                                 | 169                                                                                  | 153                                                                                   | 153.2g                                                                                |
| Processor/RAM        | QS 400/2GB                                                                          | Kirin 650/ 2GB                                                                      | QS 616 /2GB                                                                         | MTK 6753/2GB                                                                        | "MT H X10/3GB"                                                                       | QS 652/ 3GB                                                                           | Quad core/3GB                                                                         |
| Operating system     | Android 6.0                                                                         | Android 6.0                                                                         | Android 5.1.1                                                                       | Android Lollipop 5.1                                                                | Android 5.1                                                                          | Android 6.0                                                                           | Android 5.1                                                                           |
| Storage/Expandable   | 16GB/2TB                                                                            | 16GB/128GB                                                                          | 16GB/128GB                                                                          | 16GB/128GB                                                                          | 32GB/No                                                                              | 32GB/No                                                                               | 16GB/32GB                                                                             |
| Rear/Front Camera    | 13MP/5MP                                                                            | 13MP/8MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                             | 16MP/8MP                                                                              | 13MP/8MP                                                                              |
| Battery (mAh)        | 2200                                                                                | 3000                                                                                | 3,000                                                                               | 2,850                                                                               | 3,000                                                                                | 3,000                                                                                 | 3,000                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   | Yes/Yes                                                                               |
| Music Player/FM      | Yes/No                                                                              | Yes/No                                                                              | Yes/-                                                                               | Yes/Yes                                                                             | Yes/No                                                                               | Yes/No                                                                                | Yes                                                                                   |
| Launch               | February, 2016                                                                      | June, 2016                                                                          | January, 2016                                                                       | December, 2015                                                                      | January, 2016                                                                        | June, 2016                                                                            | January, 2016                                                                         |
| Price Rs.            | <b>14,990</b>                                                                       | <b>10,999</b>                                                                       | <b>12,999</b>                                                                       | <b>12,699</b>                                                                       | <b>10,999</b>                                                                        | <b>11,999</b>                                                                         | <b>11,299</b>                                                                         |

|                      | RS. 10,000 – RS. 14,999                                                                                                                                                                                                                                                                                                                 |                       |                    |                    | RS. 10,000 – RS. 14,999                                                                                                                                                                                                                                    |                 |                    |  |
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| MODELS               |     |                       |                    |                    |    |                 |                    |  |
|                      | LENOVO                                                                                                                                                                                                                                                                                                                                  |                       |                    |                    | LG                                                                                                                                                                                                                                                         |                 |                    |  |
| PARAMETERS           |                                                                                                                                                                                                                                                                                                                                         |                       |                    |                    |                                                                                                                                                                                                                                                            |                 |                    |  |
| Model                | Vibe X 2                                                                                                                                                                                                                                                                                                                                | Vibe K4 Note          | Vibe S1            | Phab Plus          | G3 Beat                                                                                                                                                                                                                                                    | K 10            | G4 Stylus          |  |
| Display (inches/res) | 5.0/1080x1920                                                                                                                                                                                                                                                                                                                           | 5.5/1080x1920         | 5.0/1080x1920      | 6.8/1080 x 1920    | 5.0/720x1280                                                                                                                                                                                                                                               | 5.3/ 1280 x 720 | 5.7/ 720 x 1280    |  |
| Dimension (mm)       | 140.2 x 68.6 x 7.3                                                                                                                                                                                                                                                                                                                      | 153.67 X 76.45 X 9.14 | 143.3 x 70.8 x 7.8 | 186.6 x 96.6 x 7.6 | 137.7 x 69.6 x 10.3                                                                                                                                                                                                                                        | 146.6x74.8x8.8  | 154.4 x 79.2 x 9.4 |  |
| Weight (grams)       | 120                                                                                                                                                                                                                                                                                                                                     | 158                   | 132                | 229                | 134                                                                                                                                                                                                                                                        | 140             | 163                |  |
| Processor/RAM        | MT6595M /2GB                                                                                                                                                                                                                                                                                                                            | MT 6753/3GB           | MT6752/3GB         | QS 615 /2GB        | QS400 /1GB                                                                                                                                                                                                                                                 | QS 410/2GB      | QS 400 /1GB        |  |
| Operating system     | Android 4.4.1                                                                                                                                                                                                                                                                                                                           | Android 5.1.          | Android 5.0        | Android 5.0        | Android 5.0                                                                                                                                                                                                                                                | Android 5.0     | Android 5.0        |  |
| Storage/Expandable   | 32GB/128GB                                                                                                                                                                                                                                                                                                                              | 16GB/128GB            | 32GB/128GB         | 32GB/64GB          | 8GB/64GB                                                                                                                                                                                                                                                   | 16GB/32GB       | 16GB/32GB          |  |
| Rear/Front Camera    | 13MP/5MP                                                                                                                                                                                                                                                                                                                                | 13MP/5MP              | 13MP/8 MP + 2 MP   | 13MP/5MP           | 8MP/1.3MP                                                                                                                                                                                                                                                  | 13MP/5MP        | 13MP/5MP           |  |
| Battery (mAh)        | 2,300                                                                                                                                                                                                                                                                                                                                   | 3,300                 | 2,420              | 3,500              | 2,540                                                                                                                                                                                                                                                      | 2,300           | 3,000              |  |
| 2G/3G/4G             | Yes/Yes/Yes                                                                                                                                                                                                                                                                                                                             | Yes/Yes/Yes           | Yes/Yes/Yes        | Yes/Yes/Yes        | Yes/Yes/No                                                                                                                                                                                                                                                 | Yes/Yes/Yes     | Yes/Yes/Yes        |  |
| Dual SIM             | Yes                                                                                                                                                                                                                                                                                                                                     | Yes/Yes               | Yes                | Yes                | Yes/Yes                                                                                                                                                                                                                                                    | Yes             | Yes                |  |
| Music Player/FM      | Yes/Yes                                                                                                                                                                                                                                                                                                                                 | Yes                   | Yes/Yes            | Yes/-              | Yes                                                                                                                                                                                                                                                        | Yes/Yes         | Yes/-              |  |
| Launch               | October, 2014                                                                                                                                                                                                                                                                                                                           | January, 2016         | November, 2015     | October, 2015      | September, 2014                                                                                                                                                                                                                                            | January, 2016   | May, 2015          |  |
| Price Rs.            | 10,940                                                                                                                                                                                                                                                                                                                                  | 11,999                | 12,999             | 14,999             | 11,000                                                                                                                                                                                                                                                     | 12,999          | 13,869             |  |

|                      | RS. 10,000 – RS. 14,999                                                                                                                                                 |                  | RS. 10,000 – RS. 14,999                                                                                                                                                                                                                                      |                 |                 | RS. 10,000 – RS. 14,999                                                                                                                                                     |                    |
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| MODELS               |   |                  |    |                 |                 |   |                    |
|                      | LYF                                                                                                                                                                     |                  | MEIZU                                                                                                                                                                                                                                                        | MICROMAX        |                 | MOTOROLA                                                                                                                                                                    |                    |
| PARAMETERS           |                                                                                                                                                                         |                  |                                                                                                                                                                                                                                                              |                 |                 |                                                                                                                                                                             |                    |
| Model                | Water 7                                                                                                                                                                 | Water 1          | MX 5                                                                                                                                                                                                                                                         | Canvas 6        | Canvas 6 Pro    | Moto G Turbo Edition                                                                                                                                                        | Moto G4 <b>NEW</b> |
| Display (inches/res) | 5.5/ 1080 x 1920                                                                                                                                                        | 5.0/1080x1920    | 5.5/1080 x 1920                                                                                                                                                                                                                                              | 5.5/1920 x 1080 | 5.5/1920 x 1080 | 5.0/720 x 1280                                                                                                                                                              | 5.5/ 1920 x 1080   |
| Dimension (mm)       | 155.3 x 77.2 x 8.55                                                                                                                                                     | 142 x 70.5 x 6.8 | 149.9 x 74.7 x 7.6                                                                                                                                                                                                                                           | -               | -               | 142.1 x 72.4 x 11.6                                                                                                                                                         | 153 x 76.6 x 7.9   |
| Weight (grams)       | 160                                                                                                                                                                     | 122              | 149                                                                                                                                                                                                                                                          | -               | -               | 155                                                                                                                                                                         | 155                |
| Processor/RAM        | QS 615/ 2GB                                                                                                                                                             | QS 615 /2GB      | Helio X10/3GB                                                                                                                                                                                                                                                | MT6753/3GB      | Helio x10/4GB   | QS 615 /2GB                                                                                                                                                                 | QS 617/2GB         |
| Operating system     | Android 5.1                                                                                                                                                             | Android 5.1      | Android 5.0.1                                                                                                                                                                                                                                                | Android 5.1     | Android 5.1     | Android 5.1.1                                                                                                                                                               | Android 6.0.1      |
| Storage/Expandable   | 16GB/128GB                                                                                                                                                              | 16GB/128GB       | 16GB/No                                                                                                                                                                                                                                                      | 32GB/128GB      | Yes/Yes         | 16GB/32GB                                                                                                                                                                   | 16GB/128GB         |
| Rear/Front Camera    | 13MP/5MP                                                                                                                                                                | 13MP/5MP         | 20.7MP/5MP                                                                                                                                                                                                                                                   | 13MP/8MP        | 13MP/5MP        | 13MP/5MP                                                                                                                                                                    | 13MP/5MP           |
| Battery (mAh)        | 3,000                                                                                                                                                                   | 2,600            | 3,150                                                                                                                                                                                                                                                        | 3,000           | 3,000           | 2,470                                                                                                                                                                       | 3000               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                                                                                                             | Yes/Yes/Yes      | Yes/Yes/Yes                                                                                                                                                                                                                                                  | Yes/Yes/Yes     | Yes/Yes/Yes     | Yes/Yes/Yes                                                                                                                                                                 | Yes/Yes/Yes        |
| Dual SIM             | Yes                                                                                                                                                                     | Yes              | Yes                                                                                                                                                                                                                                                          | Yes             | Yes             | Yes                                                                                                                                                                         | Yes                |
| Music Player/FM      | Yes/Yes                                                                                                                                                                 | Yes/Yes          | Yes/No                                                                                                                                                                                                                                                       | Yes/Yes         | Yes/Yes         | Yes/No                                                                                                                                                                      | Yes/No             |
| Launch               | June, 2016                                                                                                                                                              | January, 2015    | July, 2015                                                                                                                                                                                                                                                   | May, 2016       | May, 2016       | 2,015                                                                                                                                                                       | May, 2016          |
| Price Rs.            | 12,999                                                                                                                                                                  | 14,699           | 14,990                                                                                                                                                                                                                                                       | 13,999          | 13,999          | 12,499                                                                                                                                                                      | 12,499             |



|                 |                      | RS. 10,000 – RS. 14,999                                                           |                                                                                   |                                                                                   |                                                                                   | RS. 10,000 – RS. 14,999                                                             |                                                                                     |                                                                                     |
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| MODELS          |                      |  |  |  |  |  |  |  |
|                 | PARAMETERS           | MOTOROLA                                                                          |                                                                                   | OBI                                                                               | ONEPLUS                                                                           | PANASONIC                                                                           |                                                                                     | SAMSUNG                                                                             |
|                 | Model                | Moto G4 Plus                                                                      | Moto X (2nd Gen)                                                                  | Worldphone SF1                                                                    | X                                                                                 | Eluga Arc                                                                           | Eluga Note <b>NEW</b>                                                               | Galaxy On7                                                                          |
|                 | Display (inches/res) | 5.5/ 1920X1080                                                                    | 5.2/1080 x 1920                                                                   | 5.0/1080x1920                                                                     | 5/1920X1080                                                                       | 4.7/720x1280                                                                        | 5.5/ 1920 x 1080                                                                    | 5.5/1280 x 720                                                                      |
|                 | Dimension (mm)       | 153X76.6X9.8                                                                      | 140.8 x 72.4 x 9.9                                                                | 146 x 74 x 8                                                                      | 140x69x6.9                                                                        | 139 x 67 x 8.10                                                                     | 146.00x74.50x8.10                                                                   | 77.5x151.8x8.2                                                                      |
|                 | Weight (grams)       | 155                                                                               | 144                                                                               | 147                                                                               | 138                                                                               | 130                                                                                 | 142                                                                                 | 171                                                                                 |
|                 | Processor/RAM        | QS 617/2GB,3GB                                                                    | QS801 /2GB                                                                        | QS615/2GB                                                                         | QS 801/3GB                                                                        | QS 410/2GB                                                                          | Octa Core/3GB                                                                       | Quad-core/1.5GB                                                                     |
|                 | Operating system     | Android 6.1                                                                       | Android 4.4.4                                                                     | Android 5.0.2                                                                     | Android 5.1                                                                       | Android 5.1                                                                         | Android 6.0                                                                         | Android 5.1                                                                         |
|                 | Storage/Expandable   | 16GB, 32GB/128GB                                                                  | 16GB, 32GB/64GB                                                                   | 16GB/64GB                                                                         | 16GB/128GB                                                                        | 16GB/32GB                                                                           | 32GB/32GB                                                                           | 8GB/128GB                                                                           |
|                 | Rear/Front Camera    | 16MP/5MP                                                                          | 13MP/2MP                                                                          | 13MP/5MP                                                                          | 13MP/8MP                                                                          | 8MP/5MP                                                                             | 16MP/5MP                                                                            | 13MP/5MP                                                                            |
| Battery (mAh)   | 3,000                | 2,300                                                                             | 3,000                                                                             | 2,525                                                                             | 1,800                                                                             | 3000                                                                                | 3,000                                                                               |                                                                                     |
| 2G/3G/4G        | Yes/Yes/Yes          | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | yes/yes/yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |                                                                                     |
| Dual SIM        | Yes                  | No                                                                                | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 |                                                                                     |
| Music Player/FM | Yes                  | Yes/No                                                                            | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/Yes                                                                             |                                                                                     |
| Launch          | May,2016             | 2,015                                                                             | 2,015                                                                             | October,2015                                                                      | April,2016                                                                        | July, 2016                                                                          | October, 2015                                                                       |                                                                                     |
| Price Rs.       | 13,499/ 14,999       | 16,999/ 17,999                                                                    | 11,999                                                                            | 14,999                                                                            | 12,490                                                                            | 13,290                                                                              | 10,990                                                                              |                                                                                     |

|                 |                                                                                     | RS. 10,000 – RS. 14,999   |                                                                                     |                         | RS. 10,000 – RS. 14,999                                                             |                    |                                                                                     |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
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| MODELS          |  |                           |  |                         |  |                    |  |                    |  |  |  |  |  |  |
|                 | PARAMETERS                                                                          |                           | SAMSUNG                                                                             |                         |                                                                                     |                    |                                                                                     |                    | VIVO                                                                                 |  | XIAOMI                                                                                |  |                                                                                       |  |
|                 | Model                                                                               | Galaxy On7 Pro <b>NEW</b> | Galaxy J5                                                                           | Galaxy J Max <b>NEW</b> | Galaxy J5 (2016)                                                                    | Galaxy J7          | Y51L                                                                                | Mi 4i              |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Display (inches/res)                                                                | 5.5/1280 x 720            | 5.0/1280 x 720                                                                      | 7.0/ 1280 x 800         | 5.2/1280x720                                                                        | 5.5/720 x 1280     | 5.0/ 540x960                                                                        | 5.0/1080 x 1920    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Dimension (mm)                                                                      | 151.8 x 77.5 x 8.2        | 142.1 x 71.8 x 7.9                                                                  | 186.9 x 108.8 x 8.7     | 145.7 x 72.3 x 8.1                                                                  | 152.2 x 78.6 x 7.5 | 143.80 x 71.70 x 7.52                                                               | 138.1 x 69.6 x 7.8 |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Weight (grams)                                                                      | 171                       | 146                                                                                 | NA                      | 158                                                                                 | 171                | 157                                                                                 | 130                |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Processor/RAM                                                                       | Quad core/ 2GB            | Quad-core/1.5GB                                                                     | Quad core/1.5GB         | QS 410/2GB                                                                          | Octa Core/1.5GB    | QS 410/2GB                                                                          | QS 615/2GB         |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Operating system                                                                    | Android 6.0               | Android 5.1                                                                         | Android Lollipop 5.1    | Android 6.0                                                                         | Android 5.1        | Android 5.0.2                                                                       | Android 5.0        |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Storage/Expandable                                                                  | 16GB/128GB                | 8GB/128GB                                                                           | 8GB/200GB               | 16GB/128GB                                                                          | 16GB/128GB         | 16GB/128GB                                                                          | 16GB,32GB/No       |                                                                                      |  |                                                                                       |  |                                                                                       |  |
|                 | Rear/Front Camera                                                                   | 8MP/5MP                   | 13MP/5MP                                                                            | 8MP/2MP                 | 13MP/5MP                                                                            | 13MP/5MP           | 8MP/5MP                                                                             | 13MP/5MP           |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| Battery (mAh)   | 3000                                                                                | 2,600                     | 4000                                                                                | 3,100                   | 3,000                                                                               | 2,350              | 3,120                                                                               |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| 2G/3G/4G        | Yes/Yes/Yes                                                                         | Yes/Yes/Yes               | Yes/Yes/Yes                                                                         | Yes/Yes/Yes             | Yes/Yes/Yes                                                                         | Yes/Yes/No         | Yes/Yes/Yes                                                                         |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| Dual SIM        | Yes                                                                                 | Yes                       | Yes                                                                                 | Yes                     | Yes                                                                                 | Yes                | Yes                                                                                 |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| Music Player/FM | Yes/No                                                                              | Yes/Yes                   | Yes/No                                                                              | Yes/Yes                 | Yes/Yes                                                                             | Yes/Yes            | Yes/Yes                                                                             |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| Launch          | July, 2016                                                                          | June, 2015                | July, 2016                                                                          | May, 2016               | 2,015                                                                               | January, 2016      | April, 2015                                                                         |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |
| Price Rs.       | 11,190                                                                              | 11,390                    | 13,400                                                                              | 13,990                  | 14,250                                                                              | 10,700             | 11,999/ 14,999                                                                      |                    |                                                                                      |  |                                                                                       |  |                                                                                       |  |

|                      | RS. 10,000 – RS.                                                                  |                                                                                   | RS. 10,000 – RS. 14,999                                                           |                                                                                   |                                                                                     |                                                                                     | RS. 10,000 – RS. 14,999                                                             |  |
|----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | XIAOMI                                                                            | YU                                                                                |                                                                                   |                                                                                   | ZOPO                                                                                |                                                                                     |                                                                                     |  |
| Model                | Mi 4                                                                              | Yureka Plus (YU5510A,YU5510 )                                                     | Yunicorn                                                                          | Yureka Note                                                                       | ZP350                                                                               | ZP370                                                                               | Hero 1                                                                              |  |
| Display (inches/res) | 5.0/1080 x 1920                                                                   | 5.5/1080x1920                                                                     | 5.5/(1080X1920)                                                                   | 6.0/1080 x 1920                                                                   | 5.0 / 1280 x 720                                                                    | 5.5/ 1280 x 720                                                                     | 5.0/1280 x 720                                                                      |  |
| Dimension (mm)       | 139.2 x 68.5 x 8.9                                                                | 155 x 78 x 9                                                                      | 153.3X75.4X8.5                                                                    | -                                                                                 | 145.9 x 71.4 x 8.5                                                                  | 153.8 x 77.1 x 9                                                                    | 146.1 x 70.6 x 8.65                                                                 |  |
| Weight (grams)       | 149                                                                               | 154                                                                               | 172                                                                               | -                                                                                 | 137                                                                                 | 167                                                                                 | 136                                                                                 |  |
| Processor/RAM        | QS 801/3GB                                                                        | QS 615/2GB                                                                        | MT Helio P10/4GB                                                                  | MTK6753T/3GB                                                                      | Quad-core/1GB                                                                       | Ouad-core/1GB                                                                       | Quad-core/2GB                                                                       |  |
| Operating system     | Android KitKat 4.4                                                                | ANDROID 4.4.4/ CYANOGEN OS 12                                                     | Androis 5.1.1                                                                     | Android 5.1.1                                                                     | Android 5.1                                                                         | Android 5.1                                                                         | Android 5.1                                                                         |  |
| Storage/Expandable   | 16GB/No                                                                           | 16GB/32GB                                                                         | 32GB/128GB                                                                        | 16GB/Yes                                                                          | 8GB/64GB                                                                            | 8GB/64GB                                                                            | 16 GB/64 GB                                                                         |  |
| Rear/Front Camera    | 13MP/8MP                                                                          | 13MP/5MP                                                                          | 13MP/5MP                                                                          | 13MP/8MP                                                                          | 8.0MP/2.0MP                                                                         | 8.0MP/2.0MP                                                                         | 13.2 MP/5.0MP                                                                       |  |
| Battery (mAh)        | 3,080                                                                             | 2,500                                                                             | 4,000                                                                             | 4,000                                                                             | 2,100                                                                               | 3,000                                                                               | 2,500                                                                               |  |
| 2G/3G/4G             | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | yes/yes/yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |  |
| Dual SIM             | No                                                                                | Yes                                                                               | yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |  |
| Music Player/FM      | Yes/Yes                                                                           | Yes/Yes                                                                           | yes                                                                               | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                             |  |
| Launch               | August, 2014                                                                      | July, 2015                                                                        | May,2016                                                                          | April, 2016                                                                       | NA                                                                                  | NA                                                                                  | NA                                                                                  |  |
| Price Rs.            | 10,999                                                                            | 8,999                                                                             | 12,999                                                                            | 13,499                                                                            | 10,000                                                                              | 11,000                                                                              | 14,500                                                                              |  |

|                      | RS. 10,000 – RS. 14,999                                                             | RS.15,000-RS.19,999                                                                 | RS. 15,000 – RS. 19,999                                                             |                                                                                     | RS. 15,000 – RS. 19,999                                                              |                                                                                       |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | ZUK                                                                                 | ASUS                                                                                |                                                                                     | CREO                                                                                | GIONEE                                                                               |                                                                                       | HTC                                                                                   |
| Model                | Z1                                                                                  | Zenfone 2 Laser ZE601KL                                                             | Zenfone 2 (4GB RAM)                                                                 | Mark 1                                                                              | Marathon M5                                                                          | S6                                                                                    | Desire 728 LTE                                                                        |
| Display (inches/res) | 5.5/1920 x 1080                                                                     | 6.0/ 1080 x 1920                                                                    | 5.5/ 1080 x 1920                                                                    | 5.5/ 1440x2560                                                                      | 5.5/ 720 x 1280                                                                      | 5.5/ 720 x 1280                                                                       | 5.5/ 720 x 1280                                                                       |
| Dimension (mm)       | 155.7 x 77.3 x 8.9                                                                  | 164.6 x 84 x 10.6                                                                   | 152.5 x 77.2 x 10.9                                                                 | 155.4 x 76.1 x 8.7                                                                  | 152 x 76 x 8.6                                                                       | 151.9 x 74.6 x 6.9                                                                    | 157.9 x 77.8 x 7.8                                                                    |
| Weight (grams)       | 175                                                                                 | 190                                                                                 | 170                                                                                 | 190                                                                                 | 211                                                                                  | 147                                                                                   | 153                                                                                   |
| Processor/RAM        | QS 801/3GB                                                                          | QS 616/3GB                                                                          | IA Z3580/4GB                                                                        | Helio X10 /3GB                                                                      | MT6735/3GB                                                                           | MT6753T /3GB                                                                          | MT6753/2GB                                                                            |
| Operating system     | Android 5.1.1                                                                       | Android 5.0                                                                         | Android 5.0                                                                         | Android 5.1.1                                                                       | Android v5.1                                                                         | Android 5.1.1                                                                         | Android 5.1.1                                                                         |
| Storage/Expandable   | 64GB/No                                                                             | 32GB/128GB                                                                          | 32GB/128GB                                                                          | 32GB/-                                                                              | 32GB/128GB                                                                           | 32GB/128GB                                                                            | 16GB/200GB                                                                            |
| Rear/Front Camera    | 13MP/8MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 21MP/8MP                                                                            | 13MP/5MP                                                                             | 13MP/5MP                                                                              | 13MP/5MP                                                                              |
| Battery (mAh)        | 4,100                                                                               | 3,000                                                                               | 3,000                                                                               | 3,100                                                                               | 6,020                                                                                | 3,150                                                                                 | 2,800                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                  | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/-                                                                               | Yes/No                                                                              | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                              | Yes/Yes                                                                               | Yes/Yes                                                                               |
| Launch               | May, 2016                                                                           | December, 2015                                                                      | June, 2015                                                                          | April,2016                                                                          | November,2015                                                                        | November, 2015                                                                        | November, 2015                                                                        |
| Price Rs.            | 13,499                                                                              | 16,499                                                                              | 18,999                                                                              | 19,999                                                                              | 17,500                                                                               | 19,999                                                                                | 15,500                                                                                |



|                      | RS. 15,000 – RS. 19,999                                                           |                                                                                   |                                                                                   | RS. 15,000 – RS. 19,999                                                           |                                                                                     |                                                                                     | RS. 15,000 – RS. 19,999                                                             |  |
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| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | HTC                                                                               |                                                                                   |                                                                                   | LENOVO                                                                            |                                                                                     |                                                                                     | LYF                                                                                 |  |
| Model                | Desire 828                                                                        | Desire 825 <b>NEW</b>                                                             | One E9S                                                                           | Vibe P1                                                                           | Vibe Shot                                                                           | Vibe X3                                                                             | Earth 1                                                                             |  |
| Display (inches/res) | 5.5/720 x 1280                                                                    | 5.5/ 1280 x 720                                                                   | 5.5/720 x 1280                                                                    | 5.5/1080x1920                                                                     | 5.0/1080 x 1920                                                                     | 5.5/1080x1920                                                                       | 5.5/1080x1920                                                                       |  |
| Dimension (mm)       | 157.9 x 77.8 x 7.89                                                               | 156.9 x 76.9 x 7.4                                                                | 157.7 x 79.7 x 7.6                                                                | 152.9 x 75.6 x 9.9                                                                | 142.7 x 70 x 7.6                                                                    | 154 x 76.5 x 9.3                                                                    | 154 x 76.6 x 7.25                                                                   |  |
| Weight (grams)       | 148                                                                               | 155                                                                               | 165                                                                               | 187                                                                               | 145                                                                                 | 175                                                                                 | 162.5.                                                                              |  |
| Processor/RAM        | MT6753/1.5GB                                                                      | QS 400/2GB                                                                        | MT6752M/2GB                                                                       | QS615 /2GB                                                                        | QS 615/3GB                                                                          | QS 808 /3GB                                                                         | QS 615/3GB                                                                          |  |
| Operating system     | Android 5.1                                                                       | Android 6.0                                                                       | Android 5.0                                                                       | Android 5.1                                                                       | Android 5.1                                                                         | Android 5.1                                                                         | Android 5.1.1                                                                       |  |
| Storage/Expandable   | 16GB/2TB                                                                          | 16GB/2TB                                                                          | 16GB/2TB                                                                          | 32GB/128GB                                                                        | 32GB/128GB                                                                          | 32GB/128GB                                                                          | 32GB/32GB                                                                           |  |
| Rear/Front Camera    | 13MP/5MP                                                                          | 13MP/5MP                                                                          | 13MP/4 UltraPixel                                                                 | 13MP/5MP                                                                          | 16MP/8MP                                                                            | 21MP/8MP                                                                            | 13MP + 2MP/5MP                                                                      |  |
| Battery (mAh)        | 2,800                                                                             |                                                                                   | 2,600                                                                             | 5,000                                                                             | 3,000                                                                               | 3,500                                                                               | 3,500                                                                               |  |
| 2G/3G/4G             | Yes/Yes/No                                                                        | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |  |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                               | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 |  |
| Music Player/FM      | Yes/Yes                                                                           | Yes/No                                                                            | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/Yes                                                                             | Yes/-                                                                               | Yes/Yes                                                                             |  |
| Launch               | November, 2015                                                                    | February, 2016                                                                    | October, 2015                                                                     | October, 2015                                                                     | June, 2015                                                                          | December, 2015                                                                      | January, 2016                                                                       |  |
| Price Rs.            | 18,700                                                                            | 18,990                                                                            | 19,600                                                                            | 15,499                                                                            | 18,500                                                                              | 19,999                                                                              | 19,499                                                                              |  |

|                      | RS. 15,000 – RS. 19,999                                                             |                                                                                     |                                                                                     | RS. 15,000 – RS. 19,999                                                             |                                                                                       |                                                                                       | RS. 15,000 – RS. 19,999                                                               |  |
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| MODELS               |  |  |  |  |  |  |  |  |
| PARAMETERS           | MOTOROLA                                                                            | NEXTBIT                                                                             | OPPO                                                                                | SAMSUNG                                                                             |                                                                                       | SONY                                                                                  |                                                                                       |  |
| Model                | Moto X Play                                                                         | Robin                                                                               | F1                                                                                  | Galaxy J7 (2016)                                                                    | Galaxy A5                                                                             | Xperia C3                                                                             | Xperia M4 Aqua                                                                        |  |
| Display (inches/res) | 5.5/1080 x 1920                                                                     | 5.2/ 1080 x 1920                                                                    | 5.0/720 x 1280                                                                      | 5.5/1280x720                                                                        | 5.5/720 x 1280                                                                        | 5.0/720 x 1280                                                                        | 5.0/720 x 1280                                                                        |  |
| Dimension (mm)       | 148 x 75 x 10.9                                                                     | 149 x 72 x 7                                                                        | 143.5 x 71 x 7.25                                                                   | 76 x 151 x 7.8                                                                      | 139.3 x 69.7 x 6.7                                                                    | 156.2 x 78.5 x 7.6                                                                    | 145.5 x 72.6 x 7.3                                                                    |  |
| Weight (grams)       | 169                                                                                 | NA                                                                                  | 134                                                                                 | 169                                                                                 | 123                                                                                   | 150                                                                                   | 135                                                                                   |  |
| Processor/RAM        | QS615 /2GB                                                                          | QS 808/3GB                                                                          | QS 616 /3GB                                                                         | Exynos 7870/2GB                                                                     | Quad Core/2GB                                                                         | QS 400/1GB                                                                            | QS 615/2GB                                                                            |  |
| Operating system     | Android 5.1.1                                                                       | Android 6.0                                                                         | Android 5.1                                                                         | Android 6.0                                                                         | Android 5.1                                                                           | Android 5.0                                                                           | Android 5.0                                                                           |  |
| Storage/Expandable   | 16GB,32GB/128GB                                                                     | 32GB/ 100GB                                                                         | 16GB/128GB                                                                          | 16GB/128GB                                                                          | 16GB/64GB                                                                             | 8GB/32GB                                                                              | 16GB/200GB                                                                            |  |
| Rear/Front Camera    | 21MP/5MP                                                                            | 13MP/5MP                                                                            | 13MP/8MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                              | 8MP/5MP                                                                               | 13MP/5MP                                                                              |  |
| Battery (mAh)        | 3,630                                                                               | 2,680                                                                               | 2,500                                                                               | 3,300                                                                               | 2,300                                                                                 | 2,500                                                                                 | 2,400                                                                                 |  |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |  |
| Dual SIM             | No                                                                                  | No                                                                                  | Yes                                                                                 | Yes                                                                                 | Yes                                                                                   | Yes                                                                                   | Yes                                                                                   |  |
| Music Player/FM      | Yes/No                                                                              | Yes/No                                                                              | Yes/Yes                                                                             | Yes/Yes                                                                             | Yes/Yes                                                                               | Yes/Yes                                                                               | Yes/Yes                                                                               |  |
| Launch               | Sept, 2015                                                                          | May, 2016                                                                           | March, 2016                                                                         | May, 2016                                                                           | December, 2014                                                                        | August, 2014                                                                          | June, 2015                                                                            |  |
| Price Rs.            | 16,999/ 17,999                                                                      | 19,999                                                                              | 15,786                                                                              | 15,990                                                                              | 16,500                                                                                | 17,125                                                                                | 19,999                                                                                |  |

|                      | RS. 15,000 – RS. 19,999                                                           |                                                                                   |                                                                                   | RS. 20,000 – RS. 29,999                                                           |                                                                                     | RS. 20,000 – RS. 29,999                                                             |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | VIVO                                                                              | ZOPO                                                                              |                                                                                   | APPLE                                                                             | BLACKBERRY                                                                          | COOLPAD                                                                             | GIONEE                                                                              |
| Model                | V3                                                                                | ZOPO SPEED 7                                                                      | ZOPO SPEED 7 PLUS                                                                 | iPhone 5S                                                                         | Passport                                                                            | Max                                                                                 | M5 Plus                                                                             |
| Display (inches/res) | 5.0/1280x720                                                                      | 5.0/1920 x 1080                                                                   | 5.5/ 1920 x 1080                                                                  | 4.0/640 x 1136                                                                    | 4.5/1440 x 1440                                                                     | 5.5/1920x1080                                                                       | 6.0/1920 x 1080                                                                     |
| Dimension (mm)       | 143.6 x 71 x 7.5                                                                  | 153.6 x 76.5 x 8.8                                                                | 153.6 x 76.5 x 8.8                                                                | 123.8 x 58.6 x 7.6                                                                | 128 x 90.3 x 9.3                                                                    | 152x75.5x7.6                                                                        | -                                                                                   |
| Weight (grams)       | 138                                                                               | 164                                                                               | 164                                                                               | 112                                                                               | 196                                                                                 | 170                                                                                 | 210.8g                                                                              |
| Processor/RAM        | QS 616/3GB                                                                        | Octa-core/3GB                                                                     | Octa-core /3GB                                                                    | Dual-core/1GB                                                                     | QS 801/3GB                                                                          | QS 617/4GB                                                                          | Octa Core/3GB                                                                       |
| Operating system     | Android 5.1                                                                       | Android 5.1                                                                       | Android 5.1                                                                       | iOS 9.2.1                                                                         | BlackBerry OS 10.3                                                                  | Android 5.1                                                                         | Android 5.1                                                                         |
| Storage/Expandable   | 32GB/128GB                                                                        | 16 GB/64 GB                                                                       | 16 GB/64 GB                                                                       | 16GB,32GB,64GB/No                                                                 | 32GB/128GB                                                                          | 64GB/128GB                                                                          | 64GB/128GB                                                                          |
| Rear/Front Camera    | 13MP/8MP                                                                          | 13 MP/5.0MP                                                                       | 13 MP/5.0MP                                                                       | 8MP/1.2MP                                                                         | 13MP/2MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                            |
| Battery (mAh)        | 2,550                                                                             | 2,500                                                                             | 3,000                                                                             | 1,560                                                                             | 3,450                                                                               | 2,800                                                                               | 5,020                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | yes/yes/yes                                                                         | Yes/Yes/Yes                                                                         |
| Dual SIM             | Yes                                                                               | Yes                                                                               | Yes                                                                               | No                                                                                | Yes                                                                                 | yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/-                                                                             | Yes/Yes                                                                           | Yes/Yes                                                                           | Yes/No                                                                            | Yes/No                                                                              | yes                                                                                 | Yes/Yes                                                                             |
| Launch               | May, 2016                                                                         | NA                                                                                | NA                                                                                | September, 2013                                                                   | June, 2014                                                                          | May,2016                                                                            | May, 2016                                                                           |
| Price Rs.            | 17,980                                                                            | 15,500                                                                            | 17,500                                                                            | 23,000 onwards                                                                    | 29,990                                                                              | 24,999                                                                              | 27,000                                                                              |

|                      | RS. 20,000 – RS. 29,999                                                             |                                                                                     |                                                                                     | RS. 20,000 – RS. 29,999                                                             |                                                                                       | RS. 20,000 – RS. 29,999                                                               |                                                                                       |
|----------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | HTC                                                                                 | HUAWEI                                                                              | LEEEO                                                                               | LG                                                                                  |                                                                                       |                                                                                       |                                                                                       |
| Model                | X9                                                                                  | Honor 7                                                                             | Max 2                                                                               | Stylus 2                                                                            | Stylus 2 Plus <b>NEW</b>                                                              | Nexus 5X                                                                              | G Flex 2                                                                              |
| Display (inches/res) | 5.5/ 1080 x 1920                                                                    | 5.2/1080 x 1920                                                                     | 5.7/(2560X1440)                                                                     | 5.7/1280X720                                                                        | 5.7/ 1920 x 1080                                                                      | 5.2/ 1080 x 1920                                                                      | 5.5/1080 x 1920                                                                       |
| Dimension (mm)       | 153.9 x 75.9 x 7.99                                                                 | 143.2 x 71.9 x 8.5                                                                  | 156.8 x 77.6 x 7.99                                                                 | 155 x 79.6 x 7.4                                                                    | 155 X 79.6 X 7.4                                                                      | 147 x 72.6 x 7.9                                                                      | 149.1 x 75.3 x 7.1-9.4                                                                |
| Weight (grams)       | 170                                                                                 | 157                                                                                 | 185                                                                                 | 145                                                                                 | 146                                                                                   | 136                                                                                   | 152                                                                                   |
| Processor/RAM        | MT H X10/ 3GB                                                                       | HS Kirin 935/3GB                                                                    | QS 820/4GB, 6GB                                                                     | Quad Core /2GB                                                                      | Octa Core/3GB                                                                         | QS 808/2GB                                                                            | QS 810/3GB                                                                            |
| Operating system     | Android 6.0                                                                         | Android 5.0                                                                         | Android 6.0                                                                         | Android 6.0                                                                         | Android 6.0                                                                           | Android 6.0                                                                           | Android 5.0.1                                                                         |
| Storage/Expandable   | 32GB/2TB                                                                            | 16GB/128GB                                                                          | 32GB, 64GB                                                                          | 16GB/2TB                                                                            | 32GB/2TB                                                                              | 16GB,32GB/No                                                                          | 16GB,32GB/128                                                                         |
| Rear/Front Camera    | 13MP/5MP                                                                            | 20MP/8MP                                                                            | 21MP/8MP                                                                            | 13MP/8MP                                                                            | 16MP/8MP                                                                              | 12.3MP/5MP                                                                            | 13MP/2.1MP                                                                            |
| Battery (mAh)        | 3,000                                                                               | 3,100                                                                               | 3,100                                                                               | 3,000                                                                               | 3000                                                                                  | 2,700                                                                                 | 3,000                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | yes/yes/yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | yes                                                                                 | Yes                                                                                 | Yes                                                                                   | No                                                                                    | No                                                                                    |
| Music Player/FM      | Yes/No                                                                              | Yes/Yes                                                                             | yes                                                                                 | Yes                                                                                 | Yes/Yes                                                                               | Yes/No                                                                                | Yes/No                                                                                |
| Launch               | May, 2016                                                                           | July, 2015                                                                          | June,2016                                                                           | May,2016                                                                            | July, 2016                                                                            | October, 2015                                                                         | February, 2015                                                                        |
| Price Rs.            | 25,990                                                                              | 22,999                                                                              | 22,999/ 29,999                                                                      | 20,500                                                                              | 24,450                                                                                | 24,490/30,645                                                                         | 26,000                                                                                |



|                      | RS. 20,000 – RS. 29,999                                                           |                                                                                   | RS. 20,000 – RS. 29,999                                                           |                                                                                   | RS. 20,000 – RS. 29,999                                                             |                                                                                     |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | LYF                                                                               | MOTOROLA                                                                          | ONEPLUS                                                                           |                                                                                   | OPPO                                                                                | SAMSUNG                                                                             |                                                                                     |
| Model                | Earth 2 <b>NEW</b>                                                                | Moto X Style                                                                      | 2                                                                                 | 3                                                                                 | F1 Plus                                                                             | Galaxy A7                                                                           | Galaxy A5 (2016)                                                                    |
| Display (inches/res) | 5.0/1920 x 1080                                                                   | 5.7/ 1440 x 2560                                                                  | 5.5/1080p                                                                         | 5.5/1920x1080                                                                     | 5.5/ 1080 x 1920                                                                    | 5.5/1080 x 1920                                                                     | 5.2/1080 x 1920                                                                     |
| Dimension (mm)       | 142 x67 x7.2                                                                      | 153.9 x 76.2 x 11.06                                                              | 151.8x74.9x9.85                                                                   | 152.7X74.7X7.35                                                                   | 151.8 x 74.3 x 6.6                                                                  | 151 x 76.2 x 6.3                                                                    | 144.8 x 71 x 7.3                                                                    |
| Weight (grams)       | 140                                                                               | 179                                                                               | 175                                                                               | 158                                                                               | 145                                                                                 | 141                                                                                 | 153                                                                                 |
| Processor/RAM        | QS 617/3GB                                                                        | QS 808/3GB                                                                        | QS 810/3GB&4GB                                                                    | QS 820/6GB                                                                        | MT6755/4GB                                                                          | Octa Core/2GB                                                                       | Octa Core/2GB                                                                       |
| Operating system     | Android Lollipop 5.1.1                                                            | Android 6.0                                                                       | Android 5.1                                                                       | Android 6.1                                                                       | Android OS, v5.1                                                                    | Android 5.0.2                                                                       | Android 5.1.1                                                                       |
| Storage/Expandable   | 32GB/64GB                                                                         | 16GB,32GB/128GB                                                                   | 64GB                                                                              | 64GB                                                                              | 64GB/128GB                                                                          | 16GB/64GB                                                                           | 16GB/128GB                                                                          |
| Rear/Front Camera    | 13MP/5MP                                                                          | 21MP/5MP                                                                          | 13MP/5MP                                                                          | 16MP/8MP                                                                          | 13MP/16MP                                                                           | 13MP/5MP                                                                            | 13MP/5MP                                                                            |
| Battery (mAh)        | 2500                                                                              | 3,000                                                                             | 3,300                                                                             | 3,000                                                                             | 2,850                                                                               | 2,600                                                                               | 2,900                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |
| Dual SIM             | Yes                                                                               | No                                                                                | Yes                                                                               | Yes                                                                               | No                                                                                  | Yes                                                                                 | Yes                                                                                 |
| Music Player/FM      | Yes/Yes                                                                           | Yes/No                                                                            | Yes/No                                                                            | Yes/No                                                                            | Yes/No                                                                              | Yes/Yes                                                                             | Yes/Yes                                                                             |
| Launch               | July, 2016                                                                        | September, 2015                                                                   | July, 2015                                                                        | June, 2016                                                                        | March, 2016                                                                         | February, 2015                                                                      | April, 2016                                                                         |
| Price Rs.            | <b>21,599</b>                                                                     | <b>26,999/ 28,999</b>                                                             | <b>22,999</b>                                                                     | <b>27,999</b>                                                                     | <b>26,990</b>                                                                       | <b>22,900</b>                                                                       | <b>24,900</b>                                                                       |

|                      | RS. 20,000 – RS. 29,999                                                             |                                                                                     | RS. 20,000 – RS. 29,999                                                             |                                                                                     |                                                                                       | RS. 20,000 – RS. 29,999                                                               |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | SAMSUNG                                                                             | SONY                                                                                |                                                                                     |                                                                                     |                                                                                       | XIAOMI                                                                                |                                                                                       |
| Model                | Galaxy A7 (2016)                                                                    | Xperia XA <b>NEW</b>                                                                | Xperia C4                                                                           | Xperia Z3+                                                                          | Xperia C5 Ultra Dual                                                                  | Xperia M5 Dual                                                                        | Mi 5                                                                                  |
| Display (inches/res) | 5.5/ 1080 x 1920                                                                    | 5.0/1280 x 720                                                                      | 5.5/1080 x 1920                                                                     | 5.2/ 1080 x 1920                                                                    | 6.0/1080 x 1920                                                                       | 5/ 1080 x 1920                                                                        | 5.15/1080 x 1920                                                                      |
| Dimension (mm)       | 151.5 x 74.1 x 7.3                                                                  | 143.6 x 66.8 x 7.9                                                                  | 150.3 x 77.4 x 7.9                                                                  | 146.3 x 71.9 x 6.9                                                                  | 164.2 x 79.6 x 8.2                                                                    | 145 x 72 x 7.6                                                                        | 144.5 x 69.2 x 7.25                                                                   |
| Weight (grams)       | 169                                                                                 | 137.4                                                                               | 147                                                                                 | 144                                                                                 | 187                                                                                   | 143                                                                                   | 129                                                                                   |
| Processor/RAM        | Octa Core/3GB                                                                       | MTK H P10/2GB                                                                       | MT6752/2GB                                                                          | QS 810 /3GB                                                                         | MTK6752/2GB                                                                           | MT H X10/3GB                                                                          | QS 820/3GB                                                                            |
| Operating system     | Android 5.1.1                                                                       | Android 6.0                                                                         | Android 5.0                                                                         | Android 5.0                                                                         | Android 5.1                                                                           | Android 5.1                                                                           | Android OS, v6.0                                                                      |
| Storage/Expandable   | 16GB/128GB                                                                          | 16GB/200GB                                                                          | 16GB/200GB                                                                          | 32GB/128GB                                                                          | 16GB/200GB                                                                            | 16GB/200GB                                                                            | 32GB/No                                                                               |
| Rear/Front Camera    | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 13MP/5MP                                                                            | 20.7MP/5MP                                                                          | 13MP/13MP                                                                             | 21.5MP/13MP                                                                           | 16MP/4MP                                                                              |
| Battery (mAh)        | 3,300                                                                               | 2300                                                                                | 2,600                                                                               | 2,930                                                                               | 2,930                                                                                 | 2,600                                                                                 | 3,000                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                   | Yes                                                                                   | Yes                                                                                   |
| Music Player/FM      | Yes/Yes                                                                             | Yes/No                                                                              | Yes/Yes                                                                             | Yes/No                                                                              | Yes/Yes                                                                               | Yes/No                                                                                | Yes/Yes                                                                               |
| Launch               | December, 2015                                                                      | May, 2016                                                                           | June, 2015                                                                          | June, 2015                                                                          | August, 2015                                                                          | September, 2015                                                                       | April, 2016                                                                           |
| Price Rs.            | <b>29,900</b>                                                                       | <b>20,990</b>                                                                       | <b>20,800</b>                                                                       | <b>26,990</b>                                                                       | <b>27,799</b>                                                                         | <b>27,990</b>                                                                         | <b>24,999</b>                                                                         |

|           |                                                                                                                                                                     | RS. 20,000 – RS. 29,999 |                                                                                                                                                                     | RS. 30,000 AND ABOVE |                                                                                                                                                                        |                        |                                                                                     | RS. 30,000 AND ABOVE |  |  |  |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------|----------------------|--|--|--|
| MODELS    |   |                         |   |                      |   |                        |  |                      |  |  |  |
|           | PARAMETERS                                                                                                                                                          |                         | VIVO                                                                                                                                                                |                      | APPLE                                                                                                                                                                  |                        |                                                                                     |                      |  |  |  |
|           | Model                                                                                                                                                               | X5 Pro                  | V3 Max                                                                                                                                                              | iPhone 6             | iPhone 6Plus                                                                                                                                                           | iPhone SE              | iPhone 6S                                                                           | iPhone 6S Plus       |  |  |  |
|           | Display (inches/res)                                                                                                                                                | 5.2/ 1080 x 1920        | 5.5/1080 x 1920                                                                                                                                                     | 4.7/750 x 1334       | 5.5/1080 x 1920                                                                                                                                                        | 4.0/640 x 1136         | 4.7/750 x 1334                                                                      | 5.5/1080 x 1920      |  |  |  |
|           | Dimension (mm)                                                                                                                                                      | 147.9 x 73.5 x 6.4      | 153.9x77.1x7.58                                                                                                                                                     | 138.1 x 67 x 6.9     | 158.1 x 77.8 x 7.1                                                                                                                                                     | 123.8 x 58.6 x 7.6     | 138.3 x 67.1 x 7.1                                                                  | 158.2 x 77.9 x 7.3   |  |  |  |
|           | Weight (grams)                                                                                                                                                      | 151                     | 168                                                                                                                                                                 | 129                  | 172                                                                                                                                                                    | 113                    | 143                                                                                 | 192                  |  |  |  |
|           | Processor/RAM                                                                                                                                                       | QS 615/2GB              | QS 652/4GB                                                                                                                                                          | A8,M8/1GB            | A8,M8/1GB                                                                                                                                                              | A9,M9/2GB              | A9,M9/2GB                                                                           | A9,M9/2GB            |  |  |  |
|           | Operating system                                                                                                                                                    | Android 5.0             | Android OS, v5.1                                                                                                                                                    | iOS 9                | iOS 9                                                                                                                                                                  | iOS 9.3                | iOS 9                                                                               | iOS 9                |  |  |  |
|           | Storage/Expandable                                                                                                                                                  | 16GB/128GB              | 32GB/128GB                                                                                                                                                          | 16GB,64GB/No         | 16GB,64GB/No                                                                                                                                                           | 16GB,64GB/No           | 16GB,64GB,128GB/ No                                                                 | 16GB,64GB,128GB/ No  |  |  |  |
|           | Rear/Front Camera                                                                                                                                                   | 13MP/8MP                | 13MP/8MP                                                                                                                                                            | 8MP/1.2MP            | 8MP/1.2MP                                                                                                                                                              | 12MP/1.2MP             | 12MP/5MP                                                                            | 12MP/5MP             |  |  |  |
|           | Battery (mAh)                                                                                                                                                       | 2,450                   | 3,000                                                                                                                                                               | 1,810                | 2,915                                                                                                                                                                  | 1,614                  | 1,715                                                                               | 2,750                |  |  |  |
|           | 2G/3G/4G                                                                                                                                                            | Yes/Yes/Yes             | Yes/Yes/Yes                                                                                                                                                         | Yes/Yes/Yes          | Yes/Yes/Yes                                                                                                                                                            | Yes/Yes/Yes            | Yes/Yes/Yes                                                                         | Yes/Yes/Yes          |  |  |  |
|           | Dual SIM                                                                                                                                                            | Yes                     | Yes                                                                                                                                                                 | No                   | No                                                                                                                                                                     | No                     | No                                                                                  | No                   |  |  |  |
|           | Music Player/FM                                                                                                                                                     | Yes/Yes                 | Yes/Yes                                                                                                                                                             | Yes/No               | Yes/No                                                                                                                                                                 | Yes/No                 | Yes/No                                                                              | Yes/No               |  |  |  |
|           | Launch                                                                                                                                                              | June, 2015              | April, 2016                                                                                                                                                         | September,2014       | September,2014                                                                                                                                                         | March, 2016            | September,2015                                                                      | September,2015       |  |  |  |
| Price Rs. | 21,400                                                                                                                                                              | 23,980                  | 38,000/46,000                                                                                                                                                       | 49,500/57,000        | 38,000/48,000                                                                                                                                                          | 48,000/ 58,000/ 67,000 | 55,000/68,000/77,000                                                                |                      |  |  |  |

|           |                                                                                                                                                                         | RS. 30,000 AND ABOVE |                                                                                     | RS. 30,000 AND ABOVE                                                                |                                                                                      | RS. 30,000 AND ABOVE                                                                  |                                                                                       |                  |
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| MODELS    |   |                      |  |  |  |  |  |                  |
|           | PARAMETERS                                                                                                                                                              |                      | ASUS                                                                                | BLACKBERRY                                                                          | GIONEE                                                                               | HTC                                                                                   | HUAWEI                                                                                | LEECCO           |
|           | Model                                                                                                                                                                   | Zenfone Zoom         | Priv                                                                                | Elife E8                                                                            | One A9                                                                               | 10                                                                                    | Nexus 6P                                                                              | Le Max           |
|           | Display (inches/res)                                                                                                                                                    | 5.5/1080 x 1920      | 5.4/1440 x 2560                                                                     | 6.0/1440 x 2560                                                                     | 5.0/1080 x 1920                                                                      | 5.2/ 2560X1440                                                                        | 5.7/1440 x 2560                                                                       | 6.33/2560 x 1440 |
|           | Dimension (mm)                                                                                                                                                          | 158.9 x 78.8 x 11.95 | 147 x 77.2 x 9.4                                                                    | 164 x 82.8 x 9.6                                                                    | 145.75 x 70.8 x 7.26                                                                 | 145.9 x 71.9x 9.0                                                                     | 159.3 x 77.8 x 7.3                                                                    | 83.5x167.1x8.95  |
|           | Weight (grams)                                                                                                                                                          | 185                  | 192                                                                                 | 210                                                                                 | 143                                                                                  | 161                                                                                   | 178                                                                                   | 204              |
|           | Processor/RAM                                                                                                                                                           | IA Z3590/4GB         | QS 808/3GB                                                                          | MT HX10/3GB                                                                         | QS 617/3GB                                                                           | QS 820/4GB                                                                            | QS810 /3GB                                                                            | QS 810 /4GB      |
|           | Operating system                                                                                                                                                        | Android 5.0          | Android 5.1                                                                         | Android 5.1                                                                         | Android 6.0                                                                          | android 6.0                                                                           | Android 6.0                                                                           | Android 6.0      |
|           | Storage/Expandable                                                                                                                                                      | 128GB/ 128GB         | 32GB/2TB                                                                            | 64GB/128GB                                                                          | 32GB/2TB                                                                             | 32GB/2TB                                                                              | 32GB,64GB/No                                                                          | 64GB,128GB/No    |
|           | Rear/Front Camera                                                                                                                                                       | 13MP/5MP             | 18MP/2MP                                                                            | 24MP/8MP                                                                            | 13MP/4MP                                                                             | 12MP/5MP                                                                              | 12.3MP/8MP                                                                            | 21MP/4UP         |
|           | Battery (mAh)                                                                                                                                                           | 3,000                | 3,410                                                                               | 3,500                                                                               | 2,150                                                                                | 3,000                                                                                 | 3,450                                                                                 | 3,400            |
|           | 2G/3G/4G                                                                                                                                                                | Yes/Yes/Yes          | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                          | Yes/Yes/Yes                                                                           | Yes/Yes/Yes                                                                           | Yes/Yes/Yes      |
|           | Dual SIM                                                                                                                                                                | Yes                  | No                                                                                  | Yes                                                                                 | No                                                                                   | No                                                                                    | No                                                                                    | Yes              |
|           | Music Player/FM                                                                                                                                                         | Yes/No               | Yes/No                                                                              | Yes/No                                                                              | Yes/Yes                                                                              | Yes/No                                                                                | Yes/Yes                                                                               | Yes/No           |
|           | Launch                                                                                                                                                                  | January, 2016        | October, 2015                                                                       | June, 2015                                                                          | December, 2015                                                                       | May,2016                                                                              | October, 2015                                                                         | January, 2016    |
| Price Rs. | 37,999                                                                                                                                                                  | 40,000               | 34,999                                                                              | 31,990                                                                              | 52,460                                                                               | 34,999/ 39,999                                                                        | 32,999/ 36,999                                                                        |                  |



|                      | RS. 30,000 AND ABOVE                                                              |                                                                                   | RS. 30,000 AND ABOVE                                                              |                                                                                   | RS. 30,000 AND ABOVE                                                                |                                                                                     |                                                                                     |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | LG                                                                                |                                                                                   | MOTOROLA                                                                          |                                                                                   | SAMSUNG                                                                             |                                                                                     |                                                                                     |
| Model                | G4 Dual SIM                                                                       | G5                                                                                | Moto Turbo (64GB)                                                                 | Moto X Force                                                                      | Galaxy S6                                                                           | Galaxy S6 Edge                                                                      | Samsung Galaxy Note 5                                                               |
| Display (inches/res) | 5.5/1440 x 2560                                                                   | 5.3/ 2560x1440                                                                    | 5.0//1440 x 2560                                                                  | 5.4/1440 x 2560                                                                   | 5.1/ 1440 x 2560                                                                    | 5.1/ 1440 x 2560                                                                    | 5.7/1440 x 2560                                                                     |
| Dimension (mm)       | 148.9 x 76.1 x 8.9                                                                | 149.4x73.9x7.3                                                                    | 143.5 x 73.3 x 8.3-11.2                                                           | 149.8 x 78 x 9.2                                                                  | 143.4 x 70.5 x 6.8                                                                  | 142.1 x 70.1 x 7                                                                    | 153.2 x 76.1 x 7.6                                                                  |
| Weight (grams)       | 155                                                                               | 159                                                                               | 176                                                                               | 169                                                                               | 138                                                                                 | 132                                                                                 | 171                                                                                 |
| Processor/RAM        | QS 808 /3GB                                                                       | QS 820/4GB                                                                        | QS 805 /3GB                                                                       | QS 810 /3GB                                                                       | Octa core /3GB                                                                      | Octa core /3GB                                                                      | Quad core /4GB                                                                      |
| Operating system     | Android 5.1                                                                       | Android 6.0                                                                       | Android 5.0.2                                                                     | Android 5.1.1                                                                     | Android 5.0.2                                                                       | Android 5.0.2                                                                       | Android 5.1.1                                                                       |
| Storage/Expandable   | 32GB/2TB                                                                          | 32GB/100GB                                                                        | 64GB/No                                                                           | 32GB,64GB/2TB                                                                     | 32GB,/No                                                                            | 32GB/No                                                                             | 32GB/No                                                                             |
| Rear/Front Camera    | 16MP/8MP                                                                          | 16MP/8MP                                                                          | 21MP/2.0MP                                                                        | 21MP/5MP                                                                          | 16MP/5MP                                                                            | 16MP/5MP                                                                            | 16MP/5MP                                                                            |
| Battery (mAh)        | 3,000                                                                             | 2,800                                                                             | 3,900                                                                             | 3,760                                                                             | 2,550                                                                               | 2,600                                                                               | 3,000                                                                               |
| 2G/3G/4G             | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                       | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         |
| Dual SIM             | Yes                                                                               | Yes                                                                               | No                                                                                | No                                                                                | No                                                                                  | No                                                                                  | No                                                                                  |
| Music Player/FM      | Yes/No                                                                            | Yes/No                                                                            | Yes/-                                                                             | Yes/Yes                                                                           | Yes/No                                                                              | Yes/No                                                                              | Yes/No                                                                              |
| Launch               | May, 2015                                                                         | April,2016                                                                        | March, 2015                                                                       | November, 2015                                                                    | March, 2015                                                                         | April, 2015                                                                         | August, 2015                                                                        |
| Price Rs.            | 34,800                                                                            | 52,990                                                                            | 31,999                                                                            | 34,999/ 37,999                                                                    | 33,900                                                                              | 40,900                                                                              | 42,900/49,900                                                                       |

|                      | RS. 30,000 AND ABOVE                                                                |                                                                                     |                                                                                     | RS. 30,000 AND ABOVE                                                                |                                                                                       | TABLETS                                                                               |                                                                                       |
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| MODELS               |  |  |  |  |  |  |  |
| PARAMETERS           | SAMSUNG                                                                             |                                                                                     |                                                                                     | SONY                                                                                |                                                                                       | APPLE                                                                                 |                                                                                       |
| Model                | Galaxy Note5 (Dual SIM)                                                             | Galaxy S7                                                                           | Galaxy S7 Edge                                                                      | Xperia Z5 Dual                                                                      | Xperia Z5 Premium                                                                     | iPad Mini 2                                                                           | iPad Mini 4                                                                           |
| Display (inches/res) | 5.7/1440 x 2560                                                                     | 5.1/2560 X 1440                                                                     | 5.5/2560 X 1440                                                                     | 5.2/1080 x 1920                                                                     | 5.5/ 2160 x 3840                                                                      | 7.9/1536 x 2048                                                                       | 7.9/1536 x 2048                                                                       |
| Dimension (mm)       | 153.2 x 76.1 x 7.6                                                                  | 69.6x142.4x7.9                                                                      | 72.6 x 150.9 x 7.7                                                                  | 146 x 72 x 7.3                                                                      | 154.4 x 76 x 7.8                                                                      | 200 x 134.7 x 7.5                                                                     | 203.2 x 134.8 x 6.1                                                                   |
| Weight (grams)       | 171                                                                                 | 152                                                                                 | 157                                                                                 | 156.5g                                                                              | 181                                                                                   | 331                                                                                   | 298.8/304                                                                             |
| Processor/RAM        | Octa core /4GB                                                                      | Exynos 8890/4GB                                                                     | Exynos 8890/4GB                                                                     | QS 810/3GB                                                                          | QS 810/3GB                                                                            | A7,M7/1GB                                                                             | A8,M8/2GB                                                                             |
| Operating system     | Android 5.1.1                                                                       | Android 6.0                                                                         | Android 6.0                                                                         | Android 5.1                                                                         | Android 6.0                                                                           | iOS 8                                                                                 | iOS 9                                                                                 |
| Storage/Expandable   | 64GB/No                                                                             | 32GB/200GB                                                                          | 32GB/200GB                                                                          | 32GB/200GB                                                                          | 32GB/200GB                                                                            | 16,32GB/No                                                                            | 16GB,64GB,128GB/No                                                                    |
| Rear/Front Camera    | 16MP/5MP                                                                            | 12MP/5MP                                                                            | 12MP/5MP                                                                            | 23MP/5MP                                                                            | 23MP/5MP                                                                              | 5MP/1.2MP                                                                             | 8MP/1.2MP                                                                             |
| Battery (mAh)        | 3,000                                                                               | 3,000                                                                               | 3,600                                                                               | 2,900                                                                               | 3,430                                                                                 | 23.8w                                                                                 | 19.1W                                                                                 |
| 2G/3G/4G             | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                         | Yes/Yes/Yes                                                                           | Yes/Yes/No                                                                            | Yes/Yes/Yes                                                                           |
| Dual SIM             | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                 | Yes                                                                                   | No                                                                                    | No                                                                                    |
| Music Player/FM      | Yes/No                                                                              | Yes/-                                                                               | Yes/-                                                                               | Yes/-                                                                               | Yes/Yes                                                                               | Yes/No                                                                                | Yes/No                                                                                |
| Launch               | January, 2016                                                                       | March, 2016                                                                         | March, 2016                                                                         | November, 2015                                                                      | November, 2015                                                                        | November, 2015                                                                        | Spetember, 2015                                                                       |
| Price Rs.            | 49,900                                                                              | 48,900                                                                              | 56,900                                                                              | 37,000                                                                              | 49,799                                                                                | 17,949 onwards                                                                        | 28,500                                                                                |

|                      | TABLETS                                                                            |                                           |                          | TABLETS                             |                 |                    | TABLETS       |          |
|----------------------|------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|-------------------------------------|-----------------|--------------------|---------------|----------|
| MODELS               |  |                                           |                          |                                     |                 |                    |               |          |
|                      | APPLE                                                                              |                                           |                          | ASUS                                |                 |                    | IBALL         | MICROMAX |
| PARAMETERS           |                                                                                    |                                           |                          |                                     |                 |                    |               |          |
| Model                | iPad Air 2 with Wi-Fi                                                              | iPad Pro 9.7-inch Wi-Fi/ Wi-Fi + Cellular | iPad Pro 12.9-inch Wi-Fi | iPad Pro 12.9-inch Wi-Fi + Cellular | ZenPad 8        | Slide Brillante 3G | Tabby         |          |
| Display (inches/res) | 9.7/2048x1536                                                                      | 9.7/1536 x 2048                           | 12.9/2732 x 2048         | 12.9/2732 x 2048                    | 8.0/1280 x 800  | 7.0/600x1024       | 7.0/1024x600  |          |
| Dimension (mm)       | 240 x 169.5 x 6.1                                                                  | 240 x 169.5 x 6.1                         | 305.7 x 220.6 x 6.9      | 305.7 x 220.6 x 6.9                 | 209 x 123 x 8.5 | -                  | -             |          |
| Weight (grams)       | 437                                                                                | 437g/444g                                 | 713                      | 723                                 | 350             | -                  | -             |          |
| Processor/RAM        | A8X,M8/1GB                                                                         | A9X,M9/2GB                                | "A9X,M9 /4GB"            | A9X,M9/4GB                          | QS MSM8929/2GB  | IA x3-C3130/1GB    | MT 8312/1GB   |          |
| Operating system     | iOS 9                                                                              | iOS 9.3                                   | iOS 9                    | iOS 9                               | Android 5.0     | Android 4.4        | Android 4.4   |          |
| Storage/Expandable   | 16GB, 64GB/No                                                                      | 32GB,128GB,256GB/No                       | 32GB/No                  | 128GB, 256GB/No                     | 16GB/-          | 8GB/32GB           | 8GB/32GB      |          |
| Rear/Front Camera    | 8MP/1.2MP                                                                          | 12MP/5MP                                  | 8MP/1.2MP                | 8MP/1.2MP                           | 8MP/2MP         | 2MP/0.3MP          | 2MP/0.3MP     |          |
| Battery (mAh)        | 27.3W                                                                              | 27.9 W                                    | 38.5W                    | 38.5W                               | 4,000           | 3,000              | 3,200         |          |
| 2G/3G/4G             | -                                                                                  | Yes/Yes/Yes                               | -                        | Yes/Yes/Yes                         | Yes/Yes/Yes     | Yes/Yes/No         | Yes/Yes/No    |          |
| Dual SIM             | No                                                                                 | No                                        | No                       | No                                  | No              | No                 | Yes           |          |
| Music Player/FM      | Yes/No                                                                             | Yes/No                                    | Yes/No                   | Yes/No                              | Yes/No          | Yes/No             | Yes/No        |          |
| Launch               | October, 2014                                                                      | March, 2016                               | November, 2015           | November, 2015                      | July, 2015      | September, 2015    | October, 2015 |          |
| Price Rs.            | 38,000                                                                             | 49,000 onwards                            | 67000 onwards            | 91,000 onwards                      | 12,496          | 3,799              | 6,000         |          |

|                      | TABLETS                                                                              |                   |                     | TABLETS             |                     |                   | TABLETS             |  |
|----------------------|--------------------------------------------------------------------------------------|-------------------|---------------------|---------------------|---------------------|-------------------|---------------------|--|
| MODELS               |  |                   |                     |                     |                     |                   |                     |  |
|                      | MICROMAX                                                                             |                   |                     | SAMSUNG             |                     |                   | XIAOMI              |  |
| PARAMETERS           |                                                                                      |                   |                     |                     |                     |                   |                     |  |
| Model                | Canvas Tab P690                                                                      | Canvas P666       | LapTab              | Galaxy Tab E        | Galaxy Tab A        | Galaxy Tab S2 9.7 | Mi Pad              |  |
| Display (inches/res) | 8 inch/1280 x 800                                                                    | 8 inch/1280 x 800 | 10.1/1280X800       | 9.6/800 x 1280      | 8.0/ 768 x 1024     | 9.7/ 1536 x 2048  | 7.9/2048x1536       |  |
| Dimension (mm)       | -                                                                                    | -                 | 259.2 x 175.4 x 9.2 | 241.9 x 149.5 x 8.5 | 208.4 x 137.9 x 7.5 | 237.3 x 169 x 5.6 | 202.1 x 135.4 x 8.5 |  |
| Weight (grams)       | -                                                                                    | -                 | 1.1kg               | 495                 | 320                 | 392               | 360                 |  |
| Processor/RAM        | quad core/1GB                                                                        | Intel Atom /1GB   | Intel 4 Gen/2GB     | Quad Core/1.5GB     | Quad-core/2GB       | Octa core/3GB     | Quad-core/2GB       |  |
| Operating system     | Android 4.4.4                                                                        | Android 4.4.2     | Windows 10          | Android OS          | Android 5.0         | Android 5.0.2     | Android 4.4.4       |  |
| Storage/Expandable   | 3.81GB/32GB                                                                          | 8GB/32GB          | 32GB/64GB           | 8GB/128GB           | 16GB/128GB          | 32GB/128GB        | 16GB/128GB          |  |
| Rear/Front Camera    | 5MP/2MP                                                                              | 5MP/2MP           | 2MP/2MP             | 5MP/2MP             | 5MP/2MP             | 8MP/2.1MP         | 8MP/5MP             |  |
| Battery (mAh)        | 4,000                                                                                | 4,400             | 7,700               | 5,000               | 4,200               | 5,870             | 6,700               |  |
| 2G/3G/4G             | Yes/Yes/No                                                                           | Yes/Yes/No        | Yes/Yes/Yes         | Yes/Yes/No          | Yes/Yes/Yes         | Yes/Yes/Yes       | Yes/Yes/Yes         |  |
| Dual SIM             | No                                                                                   | No                | No                  | No                  | No                  | No                | No                  |  |
| Music Player/FM      | Yes/Yes                                                                              | Yes/-             | Yes/No              | Yes/No              | Yes/No              | Yes/No            | Yes/No              |  |
| Launch               | June, 2014                                                                           | January, 2015     | 2,015               | June,2015           | May, 2015           | September, 2015   | June, 2014          |  |
| Price Rs.            | 8,589                                                                                | 8,895             | 10,999              | 16,900              | 17,900              | 38,500            | 10,999              |  |





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## Logitech Party Collection M238 A mouse with colour

**M**ention the word “mouse” and most geeks will think of the traditional pointing device in grey, white or black that is found parked next to many desktops or is carried alongside notebooks all over the world. After all, a mouse is supposed to be, well, a mouse, pretty much like a keyboard - more a tribute to function than flair. Which is why we must confess that we were pleasantly surprised to see what Logitech had done with the M238 wireless mouse, which it has released under the name, Party Collection. As its name indicates, it is a mouse, but a rather funky one. The company claims that the design of the mouse is derived from the 1980s Memphis type of design and contains a blend of many objects ranging from watermelons to martinis to flamengos. Basically,

what this means is that the mouse itself is not a colourless appendage to your PC but instead a very colourful and funky addition to it. It is remarkably compact (less than 4 inches long) and at 84 grammes very lightweight indeed (lighter than a smartphone). Oh and it is a very good mouse for routine usage. Logitech claims that battery life of the single AA battery that drives it will be close to a year, and in a neat touch, the Bluetooth receiver that you need to plug into the computer (it supports Mac OS, Windows, Chrome OS and Linux) is actually ensconced within the mouse itself. The mouse comes with Logitech's Advanced Optical tracking, has a 1000 dpi resolution and has the standard three buttons. No, we would not call it a gamer's dream but if you are looking for an eye-catching mouse that handles routines tasks with ease, then the M238 is a runaway winner. Yes, some might frown at the price tag, but then good looks never did come cheap, did they? ■

**Price:** Rs. 1,495





**Price:**

Rs. 59,990

**Sony A68 (ILCA-68)****Sony's Super Snapper**

Those seeking a changeable lens camera from Sony are spoiled for choice these days. If you are the type that thinks that carrying a few extra hundred grammes of weight is well worth a super snap, then we really think that the A68 should come into your viewfinder (pun intended). No, it is not as compact as the A6300 (the A68 with the kit lens weighs well over half a kilo) and in design terms, looks a trifle plain, but all this pales into nothingness the moment you use it. Yes, the specs are impressive - a 24.2 megapixel APS-C type Exmor sensor, a staggering 79 auto focus points with an ISO range of 100-25,600, all backed up by the BIONZ X image processing engine- but these are not just specs on paper. Once you get to grips with the interface of the A68, you are going to be treated to some fantastic photography, particularly of moving objects and in low light conditions, where those auto focus points and the high ISO range come into play. Yes, we would have liked a larger LCD display on such a large camera - 2.7 inches seems on the smaller side, even though it is tiltable - but all complaints tend to disappear when you see the camera's results. The A68 is one of the best low light performers at its price point and those who love changing lenses will like the range at their disposal. All of which make the A68 one of the best cameras in its price category. Yes, you will have to fiddle with the dials for a while and you will mutter about its bulk but be patient - all will be well the moment you hit the shutter! ■





## Lenovo ThinkPad X1 Carbon

### Style meets substance

**I**t might not get as much attention in the style and powerhouse stakes, but when it comes to sheer reliability, Lenovo's (and formerly IBM's) ThinkPad series belongs to a league of its own. ThinkPad notebooks have for long been considered the ultimate computing companion of the road warrior - tough, reliable, sturdily designed and perfect for work. And now they have a super sleek design in the ThinkPad X1 Carbon. The notebook claims to be the lightest 14 inch notebook in the world and at mere 1.28 kilogrammes is amazingly lightweight. The display is not a touchscreen one but bends all the way back to 180 degrees making the device a slim straight line. The display has a resolution of 2560 x 1440, and unusually for a ThinkPad, is very much for a

brighter side. Configuration options range from Intel Core i5 to Core i7 processors, with RAM options standing at 4GB and 8 GB. It comes with Windows 10 out of the box. There is fingerprint scanning for security lovers and connectivity options include two USB ports, an HDMI port and in a pleasant surprise, there's also a 3G SIM slot. All this in a sleek, tough carbon fibre body that is a mere 17.72 mm thin. But as in most ThinkPads, it is the way in which all this works together that makes the X1 Carbon special - the keyboard is as spacious as ever, the iconic red trackball works well in sync with a responsive touchpad and with battery life in the region of eight hours, this is a notebook that corporate warriors on the road will love for its style as well as its substance. It might not turn quite as many heads as a MacBook will, but it will make just as many nod in approval once they have used it. Yes, it does not come cheap and yes, we do wish it also supported 4G, but even those blips do not stop the ThinkPad X1 Carbon from being one of the best blends of style and substance on the Windows side of the notebook world. ■

**Price:**  
Rs. 97,900





## Sennheiser Momentum 2 On-Ear

### Bass boss, but noisy

**W**e hardly buy a pair of new headphones very often because we want them to last a little longer than usual. The audiophile crowd might however change more frequently, seeking something better. And it is this segment that we think will be most interested in the Sennheiser Momentum 2 On-Ear headphones. These headphones boast of a portable design.

You can easily fold them and obviously take up less space. Plus, they come with a soft case that will protect the headphones from minor wear and tear. They have dark gray oval ear cups with black padding, covered in a soft fabric. The headband is made out of steel for the extra rigidity and, is covered with tough faux leather: the unique adjusting mechanism for the ear cups feels great and retains the cups' position once adjusted. The small-sized on-ear cups are well padded and covered in a soft fabric that feels natural on the skin.

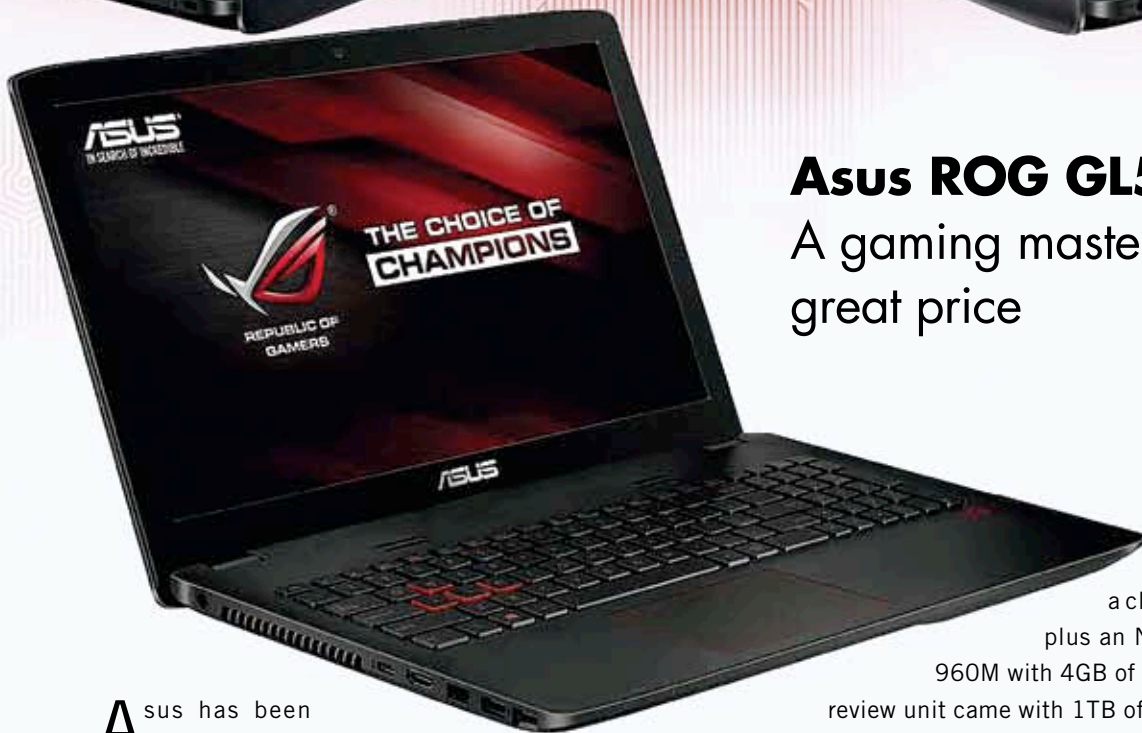
As mentioned earlier, they are not only comfortable headphones but maintain their position during long music sessions. However, those of you who jog a lot might be disappointed. The headphones come with a detachable audio cable and a three-button remote. It's primarily designed for iPads, iPhones and iPods. The sound quality of Sennheiser Momentum 2 On-ear is about above average. It's not that they sound terrible - we could hear instruments and vocals clearly. They are punchy, deliver solid-bass but are somehow far from being perfect. The Momentum 2 On-ear lacks the noise-cancellation capability. We could hear the background noise clearly while traveling in the Delhi Metro. Not a good sign at the price, right? Available in Black and Ivory colors -- the Sennheiser Momentum 2 On-ear headphones are sturdy, lightweight and of course, good looking. They sound okay but they just failed to block out the outside noise. And at Rs. 15,990, that's quite a sin. ■

**Price:** Rs. 15,990





**Price:**  
Rs. 82,490



## Asus ROG GL552VW

A gaming master at a great price

Asus has been steadily increasing its footprint in the high-end gaming laptop market, thanks mainly to its Republic of Gamers (ROG) gaming laptop series. The GL552VW is a serious machine for gamers. Asus' 15.6-inch laptop hasn't changed much from its predecessors. Its chassis feels premium, made from dark thick plastic, with a brushed metal finish. At 2.6 kg, it definitely feels heavy though. Oh, it has a DVD-writer as well. Moving on, the keyboard has red backlighting, with the spacious layout. The keys have good travel, making this keyboard good for typing and gaming. The touchpad though is a bit odd. It is no doubt wide and large, but feels inconsistent most times. The gaming laptop comes with a 15.6-inch Full HD display. The screen is bright enough, has excellent black levels and decent contrast. At the heart of it is the Intel Core i7 6700HQ, a quad-core processor based on the Skylake processor. It has

a clock speed of 2.6Ghz. plus an NVIDIA GeForce GTX 960M with 4GB of GDDR5 memory. Our review unit came with 1TB of internal storage and 16GB RAM, although it can be further expanded up to 32GB RAM. Running on Windows 10, the laptop boots in seconds. Above all, the ROG GL552VW is a gaming laptop, and it is in gaming that the notebook comes into its own. We played games like Grand Theft Auto V, and the notebook handled them with elan. Connectivity is also excellent, users will find a USB Type-C port, a 3-in-1 SD card reader, two USB 3.0 and a USB 2.0 ports, HDMI, LAN port and the headphone and microphone are two separate 3.5mm plugs. The laptop's speakers feature SonicMaster tech but both videos and gamers sounded shallow on the laptop. The Asus ROG GL552VW may not be the best gaming laptop we have come across. And like any other gaming laptop, it has a number of teeny tiny discomforting issues. But at Rs. 82,490, it offers staggering gaming value for its price. Yes, it will frustrate you occasionally, but its gaming performance will redeem its other sins. ■



## Creative SoundBlaster Roar 2 No wires, all sound magic!



**Price:** Rs. 16,990

Creative has come out with some very good speakers in the past and many of them are still best-selling products on major e-commerce portals. And after mostly making speakers which were budget-centric, Creative has stepped up a level with the SoundBlaster Roar 2. More compact, slim and lighter than its predecessor, the speaker comes with a very good looking blend of silver and black which gives it a retro FM radio player feeling. The speaker looks solid from any aesthetic. The Roar 2 comes with two passive radiators which pulsate with the bass. The front has a power on/off button coupled with volume controls and Bluetooth and call button. On the top you will find lots of buttons starting with the right side which has power slot which are accompanied by AUX In, USB port, microUSB port and microUSB port while on the left you will see a recording option coupled with forward and backward button and lastly there is a Tera Bass button. Coming to the audio performance, the Roar 2 gives a terrific sound output with crystal clear vocal coupled with heavy bass. You can pair the speaker with your smartphone via Bluetooth and enjoy a terrific experience, with excellent volumes and heavy bass. What we like in the speaker was the in spite of its compact size, the audio output was excellent. Although acoustic tracks (Unplugged, etc.) did not sound quite as good, but the overall listening experience was exceptional. With loud, crisp sound, the SoundBlaster Roar 2 is one of the best wireless speakers we have in the market. ■

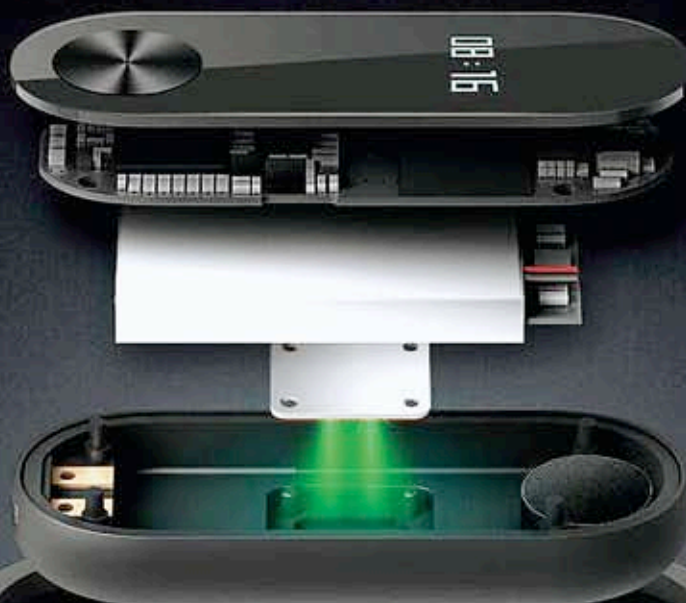




**Price:**  
TBA

## Xiaomi Mi Band 2 The Mi Band gets a display

Xiaomi might be best known for its phones, but its fitness bands are just as popular. Their popularity can be gauged from the fact that the Mi Band holds 27.1 per cent of the market share of fitness bands in India, according to IDC. And it is expected that company's next gen fitness band—the Mi Band 2—will further increase its market share. The Mi Band 2 comes with a 0.42-inch OLED screen coupled with a touch-sensitive button to control the display and comes with a heart-rate sensor. Although the company hasn't changed the design of the strap much, the Mi Band 2 looks rather different from its predecessor, thanks to that display. It still looks stylish enough to wear and comes with the changeable bands. That said, we felt that the band was giving slightly higher counts of overall activity but was surprisingly accurate when it came to monitoring your sleep patterns. You can also set multiple alarms to wake you up, a popular feature brought over from the first two Mi Bands. The band also comes with a heart-rate sensor, but once again the readings seemed to be on the higher side—as per it, our heartbeat was always around 95 to 115BPM. It notifies you about calls and messages and works in sync with the rather good Mi Fit app (available for iOS and Android). Battery life remains excellent (weeks on one charge) and with a price tag that's expected to be affordable, the Mi Band 2 seems set to inherit its predecessor's mantle of being the best value for money fitness wearable in the market. When it is finally launched in the country. ■







## MEElectronics M6P In-Ear Sports Headphones

### A Bassy affair

**H**eadphones are not just constant companions for many of us, but also sometimes our saviours, whether by listening to some great music or pretending to be busy. And if you are looking for a good pair of headphones on a tight budget, MEElectronics M6P In-Ear Sports headphones have plenty to offer. The headphones are equipped with many features like memory wire, universal volume control and more. They might look like an odd pair of headphones and it could be difficult to set the memory wire at initial stages but once done, the headphone can be easily worn. When it comes to the sound performance, the headphones score points in the bass department and balanced treble. Although the headphones overdid the bass at times, but overall with a price tag Rs 2,599, the M6P headphones are very good audio value for money for those who want good bass and rugged design. ■

**Price:**

Rs. 2,599



## Plug The Power



**Specification:** 5V/500mA, 5V/700mA, 5V/1A, 5V/2A  
**Color** : White or Black  
**Type** : USB or with Wire  
**Safety** : CE/UL/BIS/CCC

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## Moto G Turbo Virat FanBox Hello Moto for 'Virat' Fans

Virat Kohli is a name that needs no introduction in India. The man is one of the most famous batsmen in the world with his brilliant yet aggressive performance on the cricket field and humble and sweet nature off it. He is a youth icon with many enormous fan following and a heartthrob. And banking on these qualities, Motorola recently unveiled the ViratFanBox, which is basically a collection of a mini souvenir bat signed by Virat Kohli coupled with a special Moto G Turbo-Virat Edition smartphone and a thank you letter signed by the cricketer. The box itself looks huge and with an all-black look, it is pretty much classic. Starting with the special edition smartphone, the Moto G Turbo comes with a Virat FanBox logo at the back of the smartphone, while rest of the specifications remain as same as it is in the regular Moto G Turbo Edition. But what makes the device special is the dedicated Virat FanBox app that only runs on this smartphone. Through the application you can see all the social media feeds of the cricketer be it Twitter, Facebook or Instagram. There is also a special Chat option through which you can chat with Virat whenever he is online. And lastly comes the Offers Section through you get latest offers, deals and discounts that are exclusive for the FanBox members. Signing up is relatively simple: you can sign in via any social media account or through email. Overall, if you are a 'Virat' fan of Mr. Kohli and simultaneously want to buy a new smartphone, then you can surely opt for this amazing bundled box. The Turbo might be a relatively old phone but its Virat avatar is pretty awesome, we think. ■

**Price:**  
Rs. 16,999





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## LeEco CDLA Type-C Earphones

Bye bye, 3.5 mm jack!

**Price:**  
Rs. 1990

LeEco has earned a reputation of a forward looking brand, particularly in the smartphone market. Besides smartphones, Le Eco is trying its luck at producing high-quality earphones. And they are not making any ordinary earphones with a 3.5mm headphone jack. In fact, LeEco's Type-C earphones use proprietary technology called Continual Digital Lossless Audio or CDLA, a new standard when it comes to digital audio. Basically the connector on CDLA Type-C earphones features a built-in digital audio processor that gives rich, distortion free sound. The company is not trying to compete against the likes of Bose and Sennheiser but the CDLA Type-C earphones are a level up from the usual headphones for handsets, and come in at a mid-range price of Rs. 1,990. They are reminiscent of Apple's classic EarPods, but the similarity ends there. Gone is the 3.5mm headphone jack, placed by a USB Type-C connector. The earphones have orange LEDs built into them that light up when connected to a smartphone. The tangle free earphones are beautifully designed, with subtle in-line microphone and audio controls for hands-free calling. We tested the LeEco CDLA Type-C earphones on a LeEco Le 2, and they delivered truly great sound. In fact, they sound better than any other headphones we have used in the sub-Rs 5,000 category. They deliver thumpy bass, without muddying up the tracks. These headphones are better for songs that have soulful appeal we think. "Jag ghoomeya", for instance, a sufi track from Salman Khan's blockbuster film Sultan sounds wonderful. The earphones sound loud but they never became harsh to our ears. For Rs. 1,990, LeEco CDLA Type-C earphones are reasonably priced. They are very well constructed and comfortable, even if they lack noise cancellation. ■

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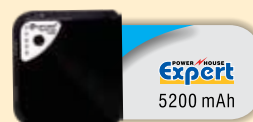
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# In Gaming Advertising: The New Primetime

Perhaps it has already dawned upon you that mobile advertising is growing with leaps and bounds, thanks to the ever growing popularity of smartphones. Ask us who are the drivers for the trend? Take a peek into your smartphone and say hello to the world at your fingertips. Coupled with increased Internet penetration and falling data prices for 3G and 4G, our smartphones are no longer just a means of communication — they are also a means of entertainment. And what better way to



Looking at the staggering mobile gaming audience growth fueled by smartphones, inevitably leads to the question, 'How to generate money from it?' , giving rise to 'in-game advertising'. Games are becoming the new apps to monetize on and are revolutionizing the way advertisements are done on mobile. Furthermore, gaming publishers and



advertisers are making this way of advertising less intrusive and more engaging. Not only that, in-gaming advertising caters to a wider audience, be it kids, youth, adults, or even mothers.

In-game advertising increases average brand familiarity, brand rating, purchase consideration, ad recall and ad rating. For instance, a brand can create its own mini game, which is a playable ad customized for the brands. Through a specially themed mini game, the users are engaged in a fun challenge that grabs their full attention. This maximizes the time and quality of exposure your brand gets in a solution that is perfectly suited to mobile platforms.

The gaming industry also views in-gaming advertising as a promising revenue stream. As per a report by eMarketer, advertisers in India will spend close to \$350bn in 2016 to reach customers on mobile and tablets. The predictive figures looks encouraging for the industry. Moreover, programmatic and native advertising are also gaining popularity in the Indian markets. Brands are recognizing the relevance of showing personalized ads to the customers instead of showing them several display banners on the website. Additionally, brands are also realizing the potential of mobile videos to leverage on, which will prove to be a big game changer.

Whether the method to make money from games with excellent content or through seamless advertising, or a combination of both, India's in-gaming advertising industry is just like every other industry in the country – immensely challenging and immensely rewarding. ■

amuse oneself than to play games on the go? The accessibility of mobile and tablet devices has made it an increasingly popular medium to game on.

According to the reports by Economic Times and Forbes, Indian mobile gaming is set to grow to USD 517.6 million by 2016 with a 134.5% year on year growth. Free-to-play monetization models are working as a perfect fit in the Indian markets and advertisers are harnessing on in-app purchases. With 131.7 million smartphone and tablet users, the Indian mobile gaming industry growth is highest among BRIC nations and the world.

**Ashish Gupta,**

Country Head, India, Sri Lanka & Bangladesh, Gameloft

(Opinions in this article are those of the author and do not reflect the stance of the magazine)

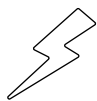




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