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Jumbo Dubai and Flipkart to launch YotaPhone in India: World's first dual-screen, always-on smartphone

Middle East consumer electronics market leader to distribute YotaPhone exclusively on Flipkart, India's largest e-commerce marketplace

YotaPhone received numerous accolades, including Innovation Lion at Cannes, Best of CES 2013 by CNET, PC Mag and Time magazine

xx, October 15, 2014 – Jumbo Electronics, a leading IT, telecom and consumer electronics retailer and distributor in the UAE, has partnered with Flipkart, India's largest e-commerce marketplace, to launch the world's first dual-screen smartphone – YotaPhone – in the subcontinent. Named as the exclusive distributor of Yota Devices in the Middle East earlier this year, Jumbo has successfully expanded the partnership to include new markets such as India.

The highly acclaimed “always-on” premium Android smartphone, with a liquid crystal display on one side and an electronic paper display on the other, will go on sale on October 17th, 2014 Flipkart at a retail price of INR 23,499.

YotaPhone is an entirely new concept in mobile communications, designed to solve users' frustrations with their current smartphones' “always-dark” screen. It has been developed by Yota Devices, a private international company dedicated to developing and producing high-tech consumer LTE devices such as smartphones, modems and routers.

By including a second screen that uses electronic paper display (EPD) technology, users have access to the information they want and need on a continual basis without having to wake up their phone. The technology also preserves smartphone battery power. In fact, in reading mode, YotaPhone has 7-10 times the battery life of other smartphones.



YotaPhone: Answer to the “always-dark” display

YotaPhone was developed based on findings that the typical smartphone user activates their smartphone more than 150 times a day, to check for messages or information they need or want that may be hidden behind their phone’s black screen. Yota Devices realized three years ago that electronic paper display (EPD) technology could make information available and visible without draining battery life and began working with E Ink to adapt their proprietary technology for a dual-screen smartphone.

“YotaPhone features an electronic paper display that would work as a second screen, making it possible to deliver an array of new and improved user experiences,” explains Abdul Karim Sawan, Vice President for Yota Devices – Middle East and India. “It combines a smartphone and e-reader into one device for those who enjoy reading on-the-go even in the brightest sunlight. You can save images and information on the second screen, and it stays there, even if you lose battery power. You can save anything on the always-on display from a map to a boarding pass. Information, like a missed call or meeting reminder, stays on the always-on screen until it is no longer needed.”

Special hardware and software developed for YotaPhone

Yota Devices worked with some of the world’s leading suppliers and manufacturers to adapt their technology for YotaPhone. For example, YotaPhone is the first smartphone to use Corning’s Gorilla 3 shaped glass. E Ink had to adapt its technology for a 4.3” screen and OEM Hi-P of Singapore worked with YotaPhone’s hardware engineering team to develop a special chassis to house YotaPhone’s six antennas on the outer rim.

Yota Devices developed patented software to allow information to be shared and used between YotaPhone’s two screens. It has also developed a number of innovative applications that come preloaded onto YotaPhone.

Efforts are ongoing to continue to increase the usability of YotaPhone’s EPD second screen. The Yota Alliance team is involved in increasing the number of apps and content, which will improve the YotaPhone experience for users, while building on the AlwaysOn and low battery drain mantra which is one of the core values of Yota Devices. The Yota Alliance team is talking to partners globally and in the region to bring additional relevant content to the second screen. In India, they are in co-development phase with



local content owners, particularly in the areas of special interests, as well as local operators.

Award-winning YotaPhone facilitates more “emotional” communication

Since its unveiling early last year, YotaPhone has received numerous awards and accolades, including Best of CES 2013 by CNET, PC Mag and Time magazine. The device also won the Innovation Lion award in July 2013 at the Cannes Lions International Festival of Creativity for delivering a more emotional and real experience for smartphone users.

YotaPhone presents text messages from your friends and loved ones using context sensitive database, for example emotional text will be displayed with images such as a heart or flowers. A “Smile for the Camera” message appears when taking a photo. Reminders with entertaining images appear on the always-on screen, like a cake for birthdays. YotaPhone can be a personal coach, keeping track of exercise regimens or reminding you of personal goals. When YotaPhone’s morning alarm rings, your custom daily RSS news feed appears. YotaPhone also has dynamic location-based wallpapers to keep users updated on their location, the time and the weather.

“Our flagship device, the YotaPhone, stemmed out of a curiosity to add another layer to the smartphone experience. The concept has been well-received the world over, and we look forward to giving consumers in India a taste of innovation that is at the core of our philosophy,” adds Sawan.

Expanding to India with Jumbo and Flipkart

As the exclusive regional distributor of Yota Devices, Jumbo has tied up with Flipkart to make the YotaPhone available to consumers in India.

“Our partnership with Flipkart on behalf of Yota Devices marks a new milestone for Jumbo, as we go beyond the Middle East and offer our capabilities as a trusted distributor to a high potential market such as India. YotaPhone has proved to be a huge success in the Middle East region, and we expect Indian consumers to see great value in the device. Official figures show that online retail shopping is growing at 15% annually, with Flipkart being the largest and most visited e-commerce marketplace in India. We believe Flipkart will be a great platform to launch the YotaPhone, and reach a strong



consumer base in the most efficient manner,” says Ajay Pathak, Head-Mobility & Solutions at Jumbo Electronics.

“We are delighted to be working with Flipkart in India. We have high expectations from the Indian Market and we are certain that by partnering with Flipkart we can achieve the best results. Yotaphone delivers a unique and unmatched user experience and we are confident that it will meet the Indian Consumers’ expectations,” adds Sawan.

Commenting on this exclusive launch, **Michael Adnani, VP – Retail & Head - Brand Alliances, Flipkart** said, “Flipkart has established itself as a go-to destination for leading global and domestic brands who want to engage with a wide range of customers in India. Yet again, we bring an exclusive partnership with an innovative and one of its kind smartphone for the Indian audience. This is in continuation of our commitment to bring world-class products to our customers backed by our superior service.”

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About Jumbo Electronics:

Established in 1974, the flagship company of the Jumbo Group, Jumbo Electronics is UAE’s leading distributor and retailer for IT & consumer electronics. Since its inception, Jumbo has been the chief distributor of the iconic brand, Sony in the UAE. Jumbo is also a trusted distribution and retail partner for many of the world's other leading brands including Acer, Apple, Asus, Bajaj, Blackberry, Brother, Casio, Daikin, Dell, Dometic, Dyson, Epson, Gorenje, HP, HTC, Hisense, Lenovo, LG, Motorola, Nokia, Ricoh, Samsung, Sennheiser, Obi Mobiles, YOTA Devices, Xolo and Lava. Together with its extensive network of retail stores and six service centres spread across the UAE, Jumbo is a formidable force in the industry and is presently enjoying a growing distribution and retail presence in Oman, Qatar, Bahrain and Kuwait.

Setting new benchmarks in customer service in the markets in which it operates, Jumbo has built its reputation through uncompromising adherence to quality and unrivalled after-care, with its dedicated 70,000sq ft. service centre in the UAE.

From modest beginnings, Jumbo's remarkable progress into a consumer electronics giant has been built with an uncompromising adherence to quality. Jumbo's principal divisions – Sony, Distribution, Retail, Enterprise, Mobility & Solutions and Engineering work seamlessly, with support from the Jumbo Logistics and Jumbo Serve, to set new benchmarks in customer service.

Through its multi-disciplinary approach, Jumbo enjoys a presence in core industries across regional markets, including hospitality, retail, construction, education, healthcare, oil & gas, and finance. Given its formidable track record of business success spanning over 40 years, Jumbo is uniquely positioned to expand its horizons, and has already spread its reach to emerging markets such as Northern Iraq, besides enjoying a strong presence in the Indian subcontinent.

About Yota Devices

Yota Devices is a private international company dedicated to developing and producing high-tech consumer LTE equipment such as smartphones, modems and routers. The company has sold more than 3 million 4G connectivity



devices since its first products went on the market in 2009. The company is also developing the world's first dual-screen, always-on smartphone, YotaPhone, which is now on sale in 20 markets in Europe, the CIS and Middle East. . The company's headquarters are located in Moscow with offices in Finland, Germany and Singapore.

Visit: www.yotaphone.com

About Flipkart

Flipkart.com is India's leading e-commerce marketplace offering over 20 million products across 70+ categories including Books, Media, Consumer Electronics and Lifestyle.

We are known for our path-breaking services like Cash on Delivery, and a 30-day replacement policy. We are the only online player offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale. Our annual subscription service, Flipkart First, is the first of its kind in the country.

Launched in October 2007, we have become the preferred online marketplace for leading Indian and international brands. We are exclusive partners for local artisans and manufacturers, having tied up with the likes of FISME and NCDPD.

Flipkart, currently 14000 people strong, has 26 million registered users clocking over 6 million daily visits. Our technology has enabled us to deliver 5 million shipments per month – and this number's only growing.

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