

Karbonn partners with Amazon.in to launch Titanium Mach Five

- *Best in segment features including 2+16 GB memory and universal remote capabilities at an unbeatable price of 5,999*

New Delhi, August 5, 2015: Bolstering the successful Titanium portfolio, Karbonn, the leading Smartphone player in India, has partnered with Amazon.in to launch the performance powerhouse Titanium Mach Five. The device offers best in segment features including 2GB RAM and 16GB ROM memory, 1.3 GHz quad core processor, GPU MALI400-MP2 for smooth gaming and the most advanced universal remote capabilities for controlling home appliances in under 6K segment. The feature rich device is available for sale exclusively on Amazon from today at an unbeatable price of INR 5,999.

With a vision to cater to the mid and low end consumer segment, Titanium Mach Five has been especially launched to bring the best technology experience at the most affordable price point. The device comes embedded with SwiftKey keyboard supporting 22 local Indian languages spoken by over 70% of the Indian population enabling users to connect with their loved ones in their native languages. For developing universal remote control feature, Karbonn has collaborated with the leading IR app – Peel which offers the most advance IR solution enabling users to control home appliances including air- conditioners, TV and Set top Box, DVD players etc with a tap of their Mach Five Smartphone.

Commenting on the launch of Karbonn Mach Five, **Shashin Devsare, Executive Director, Karbonn** says *“India is one of the fastest growing Smartphone markets in the world expected to touch 750 million by 2020. Out of this, mid and low end segment is expected to be the key driver of this burgeoning growth. The launch of Mach Five is a reinstatement of our commitment to our consumers to bring them technology solutions which are best in class and affordable at the same time. The device is a confluence of the most superior technology specs which have been developed in collaboration with the industry best technology services providers. With surging growth of eCommerce in tier II, III towns, we have exclusively collaborated with the leading eCommerce player Amazon for a Mach Five Open sale offering easy purchasing options to the consumers.”*

Best in Class Specs

- **Smart Remote control-** Offers the convenience to simplify life by controlling the household goods running on infrared via the unique remote control app on the device
- **Unbeatable memory-** 2GB RAM+ 16GB ROM which makes 3G multi-tasking extremely easy and minimizes user’s time
- **Matchless performance-** 1.3GHz Quad Core Processor & GPU MALI400-MP2 for unmatched performance and smooth gaming experience for users to indulge in latest upbeat games
- **Operates** on Latest Android Lollipop 5.0
- **Display** of 12.5cm (5in) screen HD 720*1280 with Large Bright HD screen for immersive experience
- **Unbeatable photography experience-** 5MP front and 8MP back camera both with flash which makes it easier for selfie lovers to click selfies at night
- **Pre-embedded** with SwiftKey Keyboard
- **Unbeatable Price- INR 5,999 only**

Commenting on the association, **Noor Patel, Director Category Management– CE and Media, Amazon India** said, *“We are excited to tie-up with Karbonn and offer our customers across India the first access to the new Titanium Mach Five smartphone. We are the largest online store in the country today and this association is a validation of the faith customers and brands place on our platform. This aligns with our vision of offering customers in India access to widest selection at low prices, fast and reliable delivery and a trustworthy shopping experience. With our unmatched delivery capabilities, we are confident that customers -even the far corners of the country - can get an opportunity to experience this latest device,”*

The aesthetically designed device has an attractive garment texture and comes in three elegant colour options including Champagne, Silver and White & Blue. Titanium Mach Five has an HD fully laminated 5in display with the latest Android lollipop and an attractive and easy user interface for a simplified user experience. The smartly priced phone offers a range of networking options and utilities including 3G-network, Wi-Fi, Bluetooth, GPS navigation, Light & Proximity sensors.

Karbonn Mobiles:

Karbonn is an Indian Smartphone brand that offers a range of user-centric Smart devices to complement the modern consumer’s daily needs. Committed to Simplifying Technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has a presence across India with over 85,000+ retail partners and 900+ service centres. Internationally, Karbonn is present in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the Top 5 Most Trusted mobile brands in India by Brand Trust Report 2015.

For More Information on Karbonn, please connect via [Website](#) / [Facebook](#) / [Twitter](#)

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