



DataWind launches most affordable smartphone at INR 1499

Nagpur, 12th August, 2016- Boosting its vision, DataWind, a leading provider of low cost internet connectivity and wireless web access products, has redefined the meaning of affordability, with the launch of its most affordable smartphone at just Rs 1,499. The smartphone comes bundled with one year of free Internet browsing.

“We are focused on driving the cost downward to a level where access to technology becomes universally affordable and democratization of technology finds its true meaning. Therefore, this new launch of smartphone at just Rs. 1499 is a step in that direction. This will certainly enhance the connectivity in the developing nations” said **Suneet Singh Tuli, CEO of DataWind.**

This most affordable PocketSurfer GZ has features that include touch screen, rear camera and Linux operating system.

DataWind has captured worldwide attention for their disruptive innovation in Ubislate tablets and intend to achieve the same in the smartphone segment as well. Pocketsurfer GZ is an expansion of its product portfolio.

Mr. Tuli further added, “Hands-free communication has become extremely important and we feel strongly that this technology should reach every corner of the world. DataWind aims to break the affordability barriers and bandwidth constraints of networks touching the mass of India at a whole new level.”

Internet usage and smartphone ownership in India has increased to 17% in the past two years but still lags behind in many developing nations. DataWind firmly believes that this digital and internet divide can be addressed through technology intervention, at an affordable price. This device comes with the DataWind’s proprietary web delivery technology that offers high speed internet browsing at lowest data costs possible – all in all a most affordable, complete infotainment package for the discerning Indian customer.

“While need of internet reflects in every household, our product will enable everyone in the country to afford a smart phone.” Mr. Tuli said.

The Product will be available at retail counters as well as the company’s web-site www.datawind.com.

About DataWind

DataWind is a leader in low-cost Internet connectivity for emerging markets. DataWind's mission is to bring the Internet, which has the ability to create tremendous social and economic benefits, to billions of unconnected people in the developing world. The

Company's Internet Delivery Platform offers a low-cost Internet browsing solution by bundling an affordable Netbook device with an inexpensive, prepaid, Internet service plan. DataWind has been named to MIT Technology Review's 2014 annual list of 50 Smartest Companies, and by Forbes Magazine among its annual Impact 15 list of innovators. Headquartered in Mississauga, Canada, DataWind has offices in London, UK; Mississauga, Canada, Amritsar and New Delhi, India.

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