OPTIEMUS

Ref.No. - OIL/CO/SE/2018-19/13A

May 17, 2018

Listing Department
**National Stock Exchange of India Ltd**
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
**Symbol: OPTIEMUS**

**Sub: Clarification regarding Announcement submitted on May 14, 2018**
**Ref: Launch of Android Mobile Phone *'Kult Inspire'***

Dear Sir,

With respect to clarification sought by your good office regarding announcement made by the Company for Launch of Android Mobile Phone 'Kult Inspire' on May 14, 2018 (attached as Annexure -1), please find below our point wise reply thereto:

| S. No. | Query | Clarification |
|---|---|---|
| 1 | Name of the countries in which the product is launched (in case of international) | India |
| 2 | Whether caters to domestic/ international market | It caters to domestic Market presently, however, Company may enter into International market as well depending upon market response. |
| 3 | Category of the product | Android Mobile Phone |

Should you require any further clarification/information in this regard, please feel free to write to us.

Thanking You,
**For Optiemus Infracom Limited**

OPTIEMUS INFRACOM LIMITED

**Vikas Chandra**
**Company Secretary & Compliance Officer**
**M. No.:22263**

**Encl: As Above**


OPTIEMUS INFRACOM LIMITED

CIN NO.: L64200DL1993PLC054086
Reg. Office : K-20, 2nd Floor, Lajpat Nagar - II, New Delhi - 110024
Ph. no. : 011-29840906, Fax : 011-29840908
Corp. Office : Plot No-2A, 1st Floor, Wing A, Sector -126, Noida - 201301 (U.P).
Ph. no. : 0120-6721900,901,902,903,904,905.
Website : www.optiemus.com

OPTIEMUS

Ref.No. - OIL/CO/SE/2018-19/13

May 14, 2018

The Deputy Manager,
**Department of Corporate Services,**
BSE Limited,
Floor 25, P J Towers,
Dalal Street,
Mumbai- 400 001
**Scrip Code: 530135**

Listing Department
**National Stock Exchange of India Ltd**
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
**Symbol: OPTIEMUS**

**Sub: Launch of Android Mobile Phone *'Kult Inspire'***

Dear Sir,

Please be informed that the Company has today, on May 14, 2018 announced the launch of a mid-segment android phone '*Kult Inspire*' in India under brand Kult by Optiemus Infracom Group *at a budget-friendly price of INR 8,999.*

*Kult Inspire* is powered by an MTK 6739, Quad-core processor, backed with 3 GB RAM and a 32 GB internal storage with external memory expandable up to 64 GB via micro SD card. The Face Recognition ID feature is not only fast but also augments the phone's security. The ergonomically placed rear-mounted fingerprint sensor ensures a safer and smarter access to your Impulse. Complemented with a stunning 13 MP rear AF camera with Dual LED flash and 13 MP selfie camera with Selfie Flash, Kult Impulse, enables the user to enjoy pictures down to their last detail.

With launch of Kult Inspire, the Company aims to build on the positive market response to further consolidate its position and establish itself as one of the top smartphone brands in the country.

Press Release in this regard is attached herewith.

Thanking You,

**For Optiemus Infracom Limited**

OPTIEMUS INFRACOM LIMITED

**Vikas Chandra**
**Company Secretary & Compliance Officer**
**M. No.:22263**

**Encl: as above**


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kult

# Kult unveils 'Impulse' for those who 'simply, inspire'

*A true extension of the Indian millennial, Kult Impulse reflects a quirky, witty and fun personality, featuring a 5.99-inch HD screen and face recognition, all at a suggestive MOP of INR 8,999.*
*Available starting May 15, 2018.*

**New Delhi, May 14, 2018**: Kult, a new-age smartphone brand, following the resounding success of Beyond, Gladiator & Ambition, today announced the launch of a new feature-rich and high-performance value-for-money smartphone, the Kult Impulse. It comes with an exclusive Reliance JIO offer of Rs.2,200/- cash back applicable on select recharge plans for new and existing JIO customers. Impulse is packed with advanced features and is designed to offer best in class mobility experience to its consumers. It aims to cater to millennials, who inspire effortlessly with its high performance at a budget-friendly cost. The device will be available across the country, starting May 15, 2018.

Created for the inspiring yet aspiring millennial, the one who gathers a following without being a leader. The one who inspires without even knowing it, because to them it is the experience that matters. Kult Impulse captures the spirit of the millennial in every aspect imaginable – right from the unconventional brand language, wide-ranging specifications, down to the user-centric colorful packaging.

Kult Impulse comes with a near bezel-less, screen size of 5.99-inch HD TruView display that offers the user an immersive full-screen viewing experience. The powerful 4000 mAh battery ensures up to 12 days of standby time on LTE and 60 hours of music playback.

It is powered by an MTK 6739, Quad-core processor, backed with 3 GB RAM and a 32 GB internal storage with external memory expandable up to 64 GB via micro SD card. The Face Recognition ID feature is not only fast but also augments the phone's security. The ergonomically placed rear-mounted fingerprint sensor ensures a safer and smarter access to your Impulse.

Complemented with a stunning 13 MP rear AF camera with Dual LED flash and 13 MP selfie camera with Selfie Flash, Kult Impulse, enables the user to enjoy pictures down to their last detail.

Commenting on the launch, **Mr. Nitesh Gupta, Director, New Product Development, Kult, said,** "Kult *Impulse is designed, keeping in mind, the inspirers' attitude. The beautiful built, powerful features and affordability together really pack a punch. At Kult, our focus has been to offer the best possible technology,*

| | |
|---|---|
| Display | A 5.99-inch HD TruView Display (Near bezel-less) |
| Dimensions(LxWxD) | 164.8 x 76.7 x 8.65 mm |
| Software | Android 7.1.1 Nougat |
| RAM and ROM | 3GB RAM<br>32 GB Internal Memory-expandable up to 64 GB |
| Processor | MTK 6739, Quad-core 1.5 GHz<br>ARM Mali-T720 MP1 650 MHz GPU |
| Battery | 4000 mAh battery |
| Camera | **PRIMARY CAMERA**<br>13 MP, Auto-focus, Dual LED Flash<br>Aperture f/2.0<br>**SELFIE CAMERA**<br>13 MP with Selfie Flash |
| Sensors | Finger Print Sensor<br>Accelerometer<br>Proximity Sensor<br>Ambient Light Sensor<br>Gyro Sensor |
| Connectivity | Micro USB<br>OTG Support<br>FM Radio<br>Bluetooth 4.2<br>Wi-Fi 802.11 b/g/n<br>Mobile Hotspot |



*innovation and an immersive experience to the users."*

*"We aim to build on the positive market response to further consolidate our position and establish ourselves as one of the top smartphone brands in the country. We will continue to bring interesting and innovative products at value-for-money, something that millennials demand. Further, we aspire to provide best quality service to our customers through our widespread network of 750+ service centers across India. Our distinctive products, right pricing along with our service providing strength is working in our favour."* He further added.

**About Kult:**

Kult is a new age Indian brand focused on offering innovative, clutter-breaking smart devices. Kult, as the name suggests, is about breaking the norm- with innovative differentiation. The brand is from Optiemus Infracom group, which also has a licensing agreement with BlackBerry to design, manufacture, market and distribute BlackBerry-branded devices in India, Sri Lanka, Bangladesh, and Nepal.

