OPTIEMUS

Ref.No. - OIL/CO/SE/2018-19/28

July 23, 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 BlackBerry KEY2 in India

Dear Sir,

Please be informed that the Company has today, on July 23, 2018 unveiled the newest keyboard-based handset for the India market, the BlackBerry® KEY2. The device boasts the best of BlackBerry's software and security, underlining Optiemus Infracom's commitment to deliver high-quality smartphones that offer ultimate productivity to customers in the country.

Company is manufacturing the BlackBerry KEY2 for Indian customers locally at its world-class facility at Noida, further strengthening the company's support of the 'Make-in-India' initiative.

Sporting the latest Android™ 8.1 Oreo Operating System and an impressive camera, the BlackBerry KEY2 is a powerful smartphone built for people who demand a more private, more secure, and safer experience and next-level productivity.

Details as required under regulation 30 of SEBI (LODR) Regulations, 2015 read with circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015 are reiteriated below:

S.No.	Particulars	Reply
a.	Name of the product	Android Mobile Phone 'BlackBerry® KEY2'
b.	Date of Launch	July 23, 2018
c.	Category of the Product	Android Mobile Phone
d.	Whether caters to domestic/International Market	Domestic Market
e.	Name of Countries in which product is launched (In case of international)	N.A.

Press Release in this regard is attached herewith.

Thanking You,

For Optiemus Infracom Limited

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

Encl: As Above

OPTIEMUS INFRACOM LIMITED

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FOR IMMEDIATE RELEASE **July 23rd, 2018**

Optiemus Infracom launches BlackBerry KEY2 in India

— *Made in India, the powerful new BlackBerry smartphone is available online at Amazon.in from July 31st*

— *Designed for productivity and security with iconic BlackBerry features and new experiences*

New Delhi, India - Optiemus Infracom Limited, a leading Indian telecom enterprise and BlackBerry brand licensee, today unveiled the newest keyboard-based handset for the India market, the BlackBerry® KEY2. The device boasts the best of BlackBerry's software and security, underlining Optiemus Infracom's commitment to deliver high-quality smartphones that offer ultimate productivity to customers in the country.

Optiemus Infracom is manufacturing the BlackBerry KEY2 for Indian customers locally at its world-class facility at Noida, further strengthening the company's support of the 'Make-in-India' initiative. Sporting the latest Android™ 8.1 Oreo Operating System and an impressive camera, the BlackBerry KEY2 is a powerful smartphone built for people who demand a more private, more secure, and safer experience and next-level productivity.

The all-new BlackBerry KEY2 now introduces Speed Key, a universal shortcut key that makes it possible to instantly access apps, contacts and functions that are used the most by a user from anywhere on the device. It is also the first BlackBerry smartphone to feature a dual-rear camera.

Key Features	BlackBerry KEY2
OS	Android Oreo 8.1
Memory	6G RAM + 64GB expandable up to 256 GB SD Card
Camera	Dual rear - 12MP + 12MP with 2x optical Zoom Front camera 8MP
Processor	Qualcomm SDM 660, Kryo 260 **Octa-Core** 2.2 GHz x 4 + 1.8GHz x 4, 64-bit
Display	44.5" FHD 1620 x 1080, 3:2 aspect ratio (433 PPI), IPS LCD
Battery	3500 mAh with Quick Charge
Connectivity	Bluetooth 5.0 LE, Type-C USB 3.0, USB OTG, NFC, FM Radio
Sensors	Fingerprint (spacebar), Accelerometer, Magnetometer, Gyroscope, Proximity, Ambient Light, Hall Effect

Mr. Hardip Singh, Executive Director, Optiemus Infracom Ltd. says, "In the wake of current data breaches across the globe and here in India, consumers are increasingly concerned about the safety of their information, especially on mobile. The BlackBerry KEY2 is an answer to that! It not only comes loaded with the best security and privacy enhancement features, but also accurate and comfortable typing on an intelligent keyboard. The smartphone also offers the best multitasking experience for those that want to get things done. With its elegant, premium design, we are positive that our customers are going to love this powerful and stylish smartphone."

Alex Thurber, SVP and GM of Mobility Solutions at BlackBerry adds, "BlackBerry is excited to expand our partnership with Optiemus to bring more of the world's most secure Android smartphones to customers in India. We have been perfecting our approach to mobile security for decades, and are excited that the BlackBerry KEY2 is being made locally in India by Optiemus, designed for security from the inside out with the iconic productivity features that BlackBerry smartphones are so well known for.

Designed to Perfection with the Power of Security and Convenience

For OPTIEMUS INFRACOM LIMITED

Company Secretary

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Designed with both aesthetics and functionality in mind, the BlackBerry KEY2 is housed in a sturdy and sleek aluminum frame with a soft textured back for extra grip and comfort. It has a 4.5-inch touch display featuring impact and scratch resistant Corning® Gorilla® Glass 3 offering the best in resilience and durability. The keyboard has been shaped to make typing effortless, and includes in-keyboard fingerprint sensor with updated mechanics for an improved tactile response and convenient user experience.

The KEY2 comes with the legendary security features that BlackBerry is known for, including the pre-loaded DTEK™ by BlackBerry app. This enables users to automatically view how apps may be accessing personal data and manage permissions appropriately. Another pre-loaded app, Locker, is all about personal privacy control. This can only be accessed through fingerprint or password, helping store and protect sensitive user data, apps and content such as photos and downloaded files.

Experience like never before

Processor: The BlackBerry KEY2 is powered by a Qualcomm® Snapdragon™ 660, Kryo 260 **Octa-Core** 2.2 GHz x 4 + 1.8GHz x 4, 64-bit and 6GB RAM + 64GB ROM expandable up to 256 GB, to give users a smooth and seamless user experience.

Battery and Quick Charger: Loaded with a 3500 mAh battery giving users power for approximately 25+ hours mixed use. The Quick Charge™ 3.0 lets users charge the BlackBerry KEY2 up to 50% in 40 minutes* and new Smart Battery Experience learns from daily charging habits, then recommends when to charge so you have enough battery life to make it through that next meeting, flight or event.

The BlackBerry KEY2 runs on the latest Android™ 8.1 Oreo – giving users access to the entire Google Play™ store and apps. It comes loaded with BlackBerry® Hub, a unified messaging inbox which combines all emails, texts and messages from social media accounts in one place. Another benefit of BlackBerry Hub is the ability to manage multiple email accounts without switching between apps, with support for Gmail™, Yahoo!® Mail, Microsoft® Outlook®, Microsoft® Exchange accounts, and many other email providers.

Capture your unique and memorable moments with dual cameras

The BlackBerry KEY2 features an impressive BlackBerry camera experience with the introduction of the first dual-rear camera on a BlackBerry smartphone. This 12MP dual camera helps in capturing clear and beautiful pictures in both high light and low light environments with improvement in auto white balance, faster auto focus and improved image stabilization. The front 8MP camera is a perfect for selfies.

New capture mode features like Portrait Mode and Optical Superzoom ensure that all the important moments can be captured anytime, anywhere – even at night. With Portrait Mode, users can now capture beautiful portrait photos, creating more dramatic and professional looking images. Optical Superzoom makes it possible to capture better photos with greater details, even from further away. BlackBerry KEY2 also integrates Google Lens, so now you can more quickly and easily search and get more information on things like book reviews simply by capturing a picture of the book's cover, get landmark details and much more.

For OPTIEMUS INFRACOM LIMITED

Company Secretary

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Price and Availability

BlackBerry KEY2 will be available at Amazon.in starting 31st July at a price of Rs 42,990. It comes bundled with Reliance Jio cashback offer of Rs. 4,450 and ICICI bank cash back offer of 5% along with additional launch benefits.

About Optiemus Infracom:

Founded in 1993, Optiemus Infracom is a diversified, award-winning, high-performance telecommunications enterprise. The group has over two decades of rich experience in managing and distributing mobile brands and other telecommunication products in India. The Company introduced the first mobile phone in the country way back in 1995 and since then has been at the forefront to bring the latest technology products through its widespread distribution and retail operations. Optiemus Group's affiliate Global Devices Network is one of the first companies in India to setup a state-of-the-art mobile assembly plant in the country. Optiemus has also formed a JV with Taiwan-based OEM Wistron Corporation for mobile manufacturing unit. In February 2017, Optiemus signed a licensing deal with BlackBerry to design, manufacture and distribute BlackBerry branded devices In India, Sri Lanka, Bangladesh and Nepal. For more information, please visit: http://www.optiemus.com/

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For OPTIEMUS INFRACOM LIMITED

Company Secretary