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Micromax Informatics Limited has announced its foray into United Arab Emirates, Sultanate Of Oman, Kuwait and Qatar today, through its wholly owned subsidiary, Micromax Informatics FZE. Micromax handsets will be aimed at consumers across all segments with special focus on the youth in the age group of less than 30 years. The company will offer a wide variety of phones that range from gaming specific phones to social messenger that are in also line with its brand essence 'Nothing like anything' and are targeted at the youth population of the city.

With phone features rendering from 30 day long battery life (standby mode), dual SIM, QWERTY phones for youth, multimedia mobile phones, and utility phones the company believes it captured the entire value chain of handsets. The company has entered into a distribution arrangement with 2020 Mobile UAE LLC in the region who will distribute Micromax products in UAE. For distribution in Oman, Molecules Group of Companies has been shortlisted whereas Jumbo Electronics has won the distribution contract for Qatar and Kuwait.

Speaking on the occasion, Vikas Jain, Business Director, Micromax Informatics commented, "Micromax is indeed privileged to have consumer confidence, which has enabled us to establish ourselves in India, in a short period. We are very excited about the market opportunity Dubai offers and we believe that consumers would appreciate our dual SIM handsets, which would allow them to carry two mobile numbers in one phone."

To attain positioning and to enhance brand visibility in the territory, Micromax aims to undertake a 360 degree branding exercise and focus will be on activities like, store branding, merchandisers in key retails and channel marketing.

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