

## Samsung Launches entry level slide-up phones X530 and C300 in India

*Phones for price sensitive fashionable Indian consumers*

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Samsung Telecommunications India (STI) a dominant player in Indian mobile industry, today announced the launch of its latest entry level slide-up phones C300 and X530. A masterpiece in quality and design, these phones are loaded with revolutionary security features meeting the needs of fashionable, price conscious Indian youth.

**Competitively priced at Rs. 4199/-**, C300 is the only slide-up phone in the Indian market that is available at this economical price point, thus offering the basic mobile users the ability to choose the aspirational slide-up form factor. At a mere 18.8 mm in thickness and weighing only 94g, the C300 provides you an easy-to-slide, slim and compact form that fits perfectly in the palm of your hands.

Launched in noble black color, C300 enriches your content viewing experience with its large 4.5 cm, 65K color LCD screen. Your **fun on the move** lifestyle is met with features like WAP 1.2 that allows you to access the internet and download files and java games with ease; embedded speakerphone, that offers hands-free convenience; GPRS; 1000 phone book entry; polyphonic ringtones and voice memo to record your own messages.

For the youth who wants to evolve to more advance multimedia entertainment, Samsung also launched X530 which apart from its stylish slide-up appeal comes with VGA **Camera with 4 x digital zoom** and multi shot function. This 17.9 mm thin and 75.5 gm slide-up comes with large 1.9 inch, 65k TFT color LCD screen, refined poly ringtones, speakerphone, IrDA, WAP and GPRS. **Priced at Rs. 6499/-** this phone will be available in golden brown and silver color.

According to Mr. H.C.Ryu, Managing Director, STI, 'Indian mobile market for youth is growing at a scorching pace and is currently driven by the phones with dynamic form factor (sliders / folders), color displays and entertainment features. We at Samsung mobile understand and address the needs of the price sensitive, fashionable Indian youth for whom we are launching the C300 and X530. These phones fit their urban lifestyle, affordably.'

Committed to give greater peace of mind to its consumers, both C300 and X530 are loaded with key security features - Mobile Tracker that significantly increases the user's chance of recovering a lost or stolen phone and Emergency SOS Messaging that sends an instant alert to your key contacts informing them about your emergency situation.

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### **About Samsung Telecommunications**

Samsung Telecommunications India - a 100% subsidiary of Samsung Electronics Co., Korea, is a dominant mobile player in the Indian market. As the part of its global strategy to cater to the world's largest emerging telecom market, Samsung has set up a mobile phone manufacturing unit at Haryana, India with an initial investment of USD 15 million.

Being Samsung's fourth overseas handset manufacturing facility in the world after China and Brazil, this unit is catering the demands of local markets and acting as the manufacturing hub for other Asian and Middle East countries.

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You can also visit [www.samsung.com](http://www.samsung.com) for more information.