

Samsung launches its entry level, colour phone Guru100

Boosts Samsung colour phone presence in the sub Rs 2000 segment; Comes with a 9 hour battery talk time

New Delhi, Delhi, February 22, 2008 /[India PRwire](#)/ -- Samsung Telecommunications India (STI), a design and technology leader in the Indian mobile market today announced the launch of its entry level mobile handset - **Samsung Guru100**. Equipped with features such as MP3 ringtones, mobile tracker and 9-hour long battery, **Samsung Guru100** offers a strong value proposition to its users with its consumer relevant features and affordable pricing.

Samsung Guru100 is a stylish bar-shaped handset that offers unrestricted talktime of 9 long hours. The handset is armed with mobile tracker feature that helps users track their phone in case they happen to lose it. This compact entry level handset enriches consumer's mobile experience through its MP3 ringtones feature. It allows users to download their favorite ringtones/ songs. In fact the Guru 100 comes with two popular Bollywood hits already stored as ringtones.

Samsung Guru100 is embedded with a host of consumer friendly features such as large and clear LCD screen, a powerful speakerphone to give users a hands-free comfort, a capacity to store upto 500 phonebook entries and its Hinglish sms feature facilitates faster typing and makes messaging more fun, since it recognizes both English and Hindi words. **According to Mr. Sunil Dutt, Country Head, Samsung Telecommunications India**, "The launch of Guru 100 is a manifestation of our commitment to providing leading technology Samsung mobiles with their superior design and features for every segment of the market."

Priced at Rs 1949/-, Samsung Guru100 provides a strong value for money proposition for its users. In addition to Guru100, Samsung also offers Samsung C140 in the sub Rs 2000 price band.

Product Specifications

Network

900/ 1800MHz

Dimensions

104* 44* 16.3MM /78g

Connectivity

Java 2.0 SMS/MMS

Features

Battery Li-ion, 1000Mah, 9 hrs talktime

Mobile tracker, SOS Message

MP3 ringtones

Speakerphone

Pc studio/v card/v calendar/calculator/alarm

JAVA game

Hinglish messaging

500 Phonebook storage

Display

3.86cm128*128 65K CSTN

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Notes to Editor

About Samsung Telecommunications India Pvt. Ltd.

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 in India. 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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