

Samsung expands 'Guru Series' - launches Samsung Guru200

Offers FM recording, Emergency sms, Mobile tracker among other exciting features

New Delhi, Delhi, May 9, 2008 /[India PRwire](#)/ -- Samsung Telecommunications India (STI), design and technology leader in the Indian mobile market, today, announced the launch of its latest mobile handset - **Samsung Guru200**. In line with its brand positioning '**Next is What?**' , Samsung Guru200 offers **FM recording** as the new feature in its entry level mobile phone segment.

This Dual Band phone provides a multimedia experience to consumers with its Stereo FM Radio and recording feature .Users can not only record songs from the FM radio (max upto 5mins) but also save them as Alarm or Ring tones. This sleek and stylish entry level colour phone also offers multimedia features like MP3 Ring tones and Java Games (Cricket and Sudoku). Some of its other consumer friendly features include **Emergency sms, Mobile tracker, 9hrs talk time** as well as some specific India oriented features.

The Indian calendar in the Guru 200 displays local holidays. The Hinglish database enables users to communicate in a blend of Hindi and English .The Call Time Limit feature allows users to personally set a talk time limit per month, in order to put a cap on their talk time.

According to Mr. Sunil Dutt, Country Head, Samsung Telecommunications India, "Our Guru 200 offers a strong value proposition to consumers at the entry level mobile phone segment. True to our 'Next is What' Campaign, this Phone offers **FM recording** as the 'Next' key feature in its latest Guru series of handsets." Samsung had launched its first in the series, Guru 100 handset in the Indian market in the month of February.

This compact bar shaped handset comes with pre loaded Bollywood Ring tones and Speaker phone. Priced at Rs 2999/- , the Guru B200 is a strong value for money proposition for its users and allows for a customized mobile user experience.

Product Specifications

Product

SGH- B200

Band

Dual

Dimensions (mm)

104 x 44.5 x 16

Display

65k CSTN

128x128 Pixels

Pre Loaded Bollywood Songs

Yes

FM Radio

Yes

FM Recording

Yes

Ringtones

64 Poly / MP3 R/T

Speakerphone

Yes

Connectivity

Serial Cable

Mobile Tracker

Yes

Emergency SMS

Yes

Hinglish / Panchang

Yes

Call Time Limit

Yes

Games

Yes (Cricket / Sudokku)

Battery

1000 mAH

Memory

4.1 MB Internal

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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