



## Karbonn vernacularises Smartphone experience Goes beyond language supported Smartphone with the launch of K9 Smart

Equipped with 12 Indian languages at system level, phone/ contacts access in 11 Indian languages, 21 languages typing options and access to popular apps like Facebook, news website, Google maps etc in local languages

~ Available at an attractive price-point of INR 3990

**New Delhi, January 07th, 2016:** In its efforts to fulfill the vision of bringing the benefits of mobile telephony to the masses, Karbonn- the leading homegrown Smartphone player launches K9 Smart which allows users to access the entire Smartphone in the users' own local language. Karbonn K9 Smart is an extension of the K9 phone series, which is one of the longest running mobile phone models in the Indian market.

K9 Smart offers users the option to navigate the device in upto 12 Indian languages offering non English speakers the comfort of accessing the device in their first language thereby lowering adoption barriers. The Smartphone also allows users the freedom to express themselves to their loved ones in their native language by giving users the flexibility to choose from 21 Indian languages for typing input. Additionally, K9 Smart users can easily search and even add contacts in upto 11 Indian languages. With Smartphones becoming an important source of news and information, K9 Smart gives users the option to access news and magazines on Newshunt and enjoy cricket commentary, score and live updates on CricBuzz in six languages of their choice dissolving language barriers to information access. Users can also access various utility and social apps like Google Maps, YouTube, Facebook and Whatsapp in various Indian languages for Indian users.

**Commenting on the launch, Mr. Shashin Devsare, Executive Director, Karbonn Mobiles said,** *"With the launch of K9 Smart, we aim to dissolve the language barrier which is one of the major impediments inhibiting Smartphone adoption amongst non English speaking population. As per IAMAI, the local language user base grew 47% and touched 127 million in June. The growing consumption of local language content on mobile phones is a clear indicator of the need for vernacularising the Smartphone ecosystem for bridging the gaping digital divide. With K9 Smart launch we aim to bridge this divide by offering Indian users an affordable Smartphone device which offers access in their native language for ease of use thereby encouraging adoption."*

### K9 Smart speaks the users' language

- Multilingual Keypad with 21 languages Support
- 12 Indian Languages at System Level
- Access to contacts in 11 Indian Languages
- Stay updated with all crickets scores , commentary & live updates in 6 Indian Languages with Cricbuzz
- Read news , magazines & follow publishers with Newshunt in 11 Indian Languages
- Access Google Maps, YouTube, Facebook and Whatsapp in various Indian languages

## PRESS RELEASE



K9 Smart offers numerous features for a distinguished Smartphone experience disrupting the budget smartphone market. The best in class specification includes- 12.4 cm (5') screen for an immersive viewing experience, 1.2 GHz quad core processor that makes the device a true multi-tasker along with 2300 mAh Li-ion battery that has the energy to last all day while travelling, listening to music or surfing on internet. The smartphone is packed with an internal memory of 8GB which is expandable to 32 GB that efficiently manages your processing workload. It offers a 3.2 MP rear camera with flash and a 1.3MP front camera. The device has dual SIM support with faster 3G connectivity with bundling offers from leading network operators in the offing.

### **Karbonn Mobiles:**

Karbonn Mobiles, a leading Smartphone brand in the country with numerous accolades under its belt, was started in 2009 with an aim to bring the benefits of Smartphone telephony to the masses. Within a short span of time, Karbonn has become the brand of choice of the discerning mobile consumer in a country which has one of the fastest growth rates in mobile device consumption. A joint venture of New Delhi based Jaina Group and Bengaluru based UTL Group, Karbonn was spearheaded by Mr. Pardeep Jain, Managing Director and Mr. Sudhir Hasija, Chairman, both veterans in the telecom sector with over twenty years of experience. Headquartered in New Delhi, Karbonn offers a range of mobile communication devices to meet the communication needs of the evolving Indian consumers. Understanding the need for good after sales service, Karbonn has over 800 service centres across India and over 12 international centres, ensuring effective after sales-support to its growing customer base. It is a reward of our relentless efforts to enhance the mobile experience of our customers that Karbonn has been voted amongst the top "Most Trusted Mobile Phone brands" by Brand Trust Survey and Brand Equity Trust Report.

For More Information on Karbonn, please connect via [Website](#) / [Facebook](#) / [Twitter](#)

### **Editorial Contact**

Kanika Kohli | Karbonn Mobiles | 9871888770 | [kanika.kohli@jainaindia.com](mailto:kanika.kohli@jainaindia.com)

Shraddha Soni | Publicis Consultants Asia | 9582014408 | [Shraddha.soni@publicisconsultants-asia.com](mailto:Shraddha.soni@publicisconsultants-asia.com)