

Kobian unveils Mobile Phone range with Mercury B2 Bizmobile

Mercury Mobile combines style and functionality and is customized to meet the needs of Indian consumers.

India, New Delhi, 2 June, 2010 : Kobian, one of the leading brands in PC peripherals, today made a foray into the mobile handset market in India by launching the new Mercury B2 Bizmobile mobile phone.

The Mercury B2 Bizmobile is fashionable candy bar style GSM Dual SIM handset which is packed with all elements that one might require to stay connect with friends via phone calls /SMS or social networking sites, enjoy watching to the favorite videos, games to play at leisure, capture life's beautiful and unexpected moments or simply to make a style statement!

Mercury B2 Bizmobile stands differentiated in the market on account of their One touch FM (Cable free), Longer Battery Life, High Power LED Torch Light, regional language display and being FACEBOOK & IM Chat ready. Its ideal for business users and the common man who wants to have an overall experience with style. Keeping its cost at a very reasonable Rs.2750/- the company has tried to tap the growing Indian mobile market.

"We are very enthusiastic about this product launch – it's just the first step into Mobile Handset market. In the next few weeks we shall be bringing in a variety of models ranging from entry level solutions to Partygoers handset and the elegant high end models. Mercury B2 Bizmobile promises to deliver all the essentials in communication, multimedia and entertainment in a compact form and loaded with smart features that will provide consumers with overwhelming experience" Said Ms Sushmita Das , Country Manager – Kobian Pte Ltd

The new Mercury B2 Bizmobile phone is compatible with four band GSM 900 / DSC 1800 MHz and this feature packed handset offers a 1.2MP Camera & 2.0-inch TFT display which allows better enjoy watching videos, playing games, and capturing photographs. Only 14 mm thick, B2 Bizmobile phone weighs 275.5 gms and features Micro SD Memory Card Slot for expanded memory with maximum of 2-GB storage space. The phone is also equipped with on touch FM radio, supports Mp3/4, LED torch and connectivity like GPRS. B2 Bizmobile with its curvy design and patterned battery cover has a ergonomic grip due to its streamlined body. The ergonomic design of the phone and its rounded edges fit comfortably in the palm during calls and during text messaging.

AboutKobian:

Ever since its inception in 1978, Kobian has steadily progressed to extend its reach across the globe and strengthened its position as a company firmly dedicated towards providing competitive and innovative products. Today, as the proud owner of the Mercury & iXA brand and manufacturer of computer components, peripherals, lifestyle products and consumer electronics, the group operates globally through 350 distribution channels, with offices in over 10 countries and factories in India and China. For more information, please visit our web-site: www.kobian.com, www.mercury-pc.com, www.mercurystyle.com & www.ixastyle.com.