

Press Release

## Reach Mobile Launches its HD ranges - Klassy 100 HD & Klassy 200 HD

**Kolkata, 18<sup>th</sup> February, 2015:** Reach Mobile, a year old fast-growing business venture of the 1 Billion USD Rashmi Group, today launched its HD range of handsets in addition to the earlier range of products- **Klassy 100 HD** and **Klassy 200 HD** for the Indian market.

Within a year of operation Reach Mobile has launched 38 ranges of handsets catering to all the usage segments - Feature phone, touch phone, smart phone & now HD phone.

“Both Klassy 100 HD and 200 HD handsets have been designed with high resolution camera & high clarity music features. Klassy 200 has already evolved as a ‘Selfie King’ among the youth for its 8 M.P front camera. Within a year of our launch, Reach mobile has set a benchmark in the market with a range of affordable, feature-rich smartphones in the Indian market. We are expanding our reach with aggressive marketing initiatives”, said **Mr Sunil Patwari, Managing Director, Reach Mobile.**

Reach Mobile believes in the art of perfection and keeping that in mind Klassy 100 HD is designed with the ultra fast 1.3GHz Quad Core processor with superior gaming and seamless data processing especially for attracting the gamers. Klassy 100 HD comes with a microSD slot with an expandable memory upto 64GB, an internal 8GB ROM & 1GB RAM and 2600 mAh battery. Klassy 100 comes with a 13MP camera with dual red real flash & 5 MP front camera. Updated with Kitkat version 4.4 the outer look of Klassy 100 HD is very stylish and light. Klassy 100 HD will make all groove with its smart music player powered by Dolby Speaker. Klassy handset is priced at Rs 9999/-.

Klassy 200 HD is another stylish Smartphone by Reach Mobile. The 7.3 mm sleek phone is very user friendly and is updated with android kitkat 4.4.2. Klassy 200 HD runs smoothly with 1GB RAM & in built 8GB memory. Powered by 1.3 GHz Quad core Cortex A7 GPU MALI 400 this Smartphone stays on forever with 2600 mAh battery. This dual sim Smartphone has a 13MP back camera with LED flash and 8MP front camera that cannot stop one from clicking selfies. This phone has a unique feature of voice command for every function which cannot be missed. For example, for a voice command like ‘Capture’, the handset will click a picture or for a voice command of a song name, the song will be played. Klassy 200 HD is very strong and durable with 1280\*720 HD resolution. Klassy 200 is priced at Rs 10999/-.

Reach Mobile is mostly focused on maximizing the user’s benefit by bringing a refreshing range of smartphones & now HD phones within everyone’s budget

### About Reach Mobile

Reach Mobile is the latest diversification of the 1 billion USD Rashmi Group, renowned for its Steel, Cement and Dredging businesses. It has the motto of bringing all the categories of mobile handsets within everyone’s reach. As aimed, the brand has already reached millions of Indians in a short span of time, already selling 50,000 handsets in a month on an average. ‘Value for money’ is what Reach mobile handsets are all about. Focused on maximizing the user’s benefit, Reach brings to the fore refreshing range of HD phones, Smartphones and feature phones with Apps, ring tones, games, wallpapers and even user manuals available online for you to download.

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