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Business



Lemon Mobiles launches FHD smartphone

India Blooms News Service

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Kolkata, June 12 (IBNS) Mobile handset brand Lemon Mobiles, on Wednesday added a Full High Definition (FHD) smartphone to the family of its Aspirational series.

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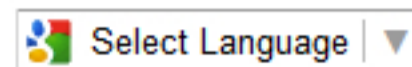
With this introduction, Lemon Mobiles will become the first Indian mobile handset company to launch the FHD smartphones in the country.

The handset pushes the limits of affordable smartphone with its unique technology, content, design and high quality along with an impressive and innovative user interface. A4 is priced at Rs 17,999.

A4, the newest addition to the family balances an optimal viewing experience on a 5-inch FHD screen with 1080p display; the phone is thin and portable enough to put into a pocket or hold in one hand.

Announcing the launch, Sandeep Mushran, Co-Founder & Director Fastrack Communications Pvt Ltd said, "The Full HD quality and a user friendly interface were our two main goals in branding. Prior to the launch, we studied and tested hundreds of possible phone types with a core group of customers.

"This is our first step towards enabling our consumers to experience the high quality of communications. The vast and diverse range at low price points is part of Lemon Mobiles' ambitious plans to emerge as the largest phone seller in India, ahead of other Indian brands."



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