

Lemon Mobiles launches HD smartphone

Staff Reporter

NEW DELHI: Lemon Mobiles has launched its first full HD smartphone, A4, under Aspirational series of devices.

The phone comes with a 5-inch full HD screen with 1080p display, and is priced at Rs.17,999. The A4 is powered by a 1.2 Ghz Quad Core processor, and runs of the latest Android 4.2 Jelly Bean operating system.

It sports a 13-mega pixel rear and 5-mega pixel front camera.

Sandeep Mushran, co-founder and director of Fastrack Communications, the maker of Lemon Mobiles, said the company would focus on strengthening its smartphones portfolio, and would be launching a 3D-device in the next 15 days, priced below Rs.18,000.

The company now sells about 2.5 lakh handsets a month.

"We aims to achieve sales volume of five lakh devices a month by September-October, 20 per cent of which will be smartphones," Mr. Mushran told reporters here.

The company is also targeting to increase its turnover to Rs.500 crore by the end of this fiscal from Rs.200 crore in the previous year.