



# VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

## VIAAN INDUSTRIES LTD GETS REGISTRATION FROM BUREAU OF INDIAN STANDARDS (BIS) FOR ITS REGISTERED BRAND VIAAN MOBILES

**Mumbai, 18<sup>th</sup> April 2016:** Viaan Mobiles, a registered brand of BSE listed entity Viaan Industries Ltd has recently launched their most revolutionary proposition- Viaan Mobiles with 5 unique variants in the price range of Rs 825 to Rs 11499. The phones were launched at a glittering ceremony held in the city with celebrity guests Malaika Arora Khan, Farah Khan, Manish Paul and Jeetendra. The following phones have been approved by BIS.

The specifications of the BIS approved phones are as follows:

- 1) V-1.8 (V181) :** A dual- sim feature phone with 1.8" inch screen, VGA camera, 2 in 1 speakers, Bluetooth, GPRS and FM. This phone comes along with headphones and charger.  
Available in two colors: Black & White
- 2) V-Emerge (V401) :** An entry level android which comes with a 4 inch screen along with dual core processor, 512 mb RAM and 4GB ROM expandable up to 32 GB. It features a front and rear camera with flash and runs on android 4.4 version. Available in two colors: Black & Grey
- 3) V-Empower (V451) :** A sleek dual sim android phone with a 4.5 inch screen, backed by a quadcore 1.2 GHz processor. The phone is only 8 mm in breadth and allows multi point touch. The phone runs on android version 5.0 and comes with 1 GB RAM and 8 GB ROM expandable up to 32 GB. The phone also has a front and rear camera.  
Available in two colors: Black & Grey
- 4) V-Encore (V501) :** A trendy phone for today's consumer, this android dual sim phone comes with a 5 inch screen and dual camera. Backed by a quad core processor, it runs on android 5.0 and comes with 1 GB RAM and 8 GB ROM expandable up to 32 GB.



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Next to Afcons, Off New Link Road, Andheri (West), Mumbai - 400053. Tel: +91 22 4250 0400



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Speaking on the approval of Viaan Mobiles, Mr Darshit Shah, CEO - Viaan Industries Ltd said "I am extremely delighted to announce the launch of Viaan Mobiles. Resonating with the brand name" Viaan meaning full of life and energy", we hope to provide consumers with smart phones that not only help them connect with loved ones but also take complete care of their needs. Viaan mobiles are trendy, strong and work on the latest technology. We introduce "V- Assist" a 24/7 concierge service for all our customers to help them with their daily needs."

The USP of Viaan Mobiles is the "V-Assist" feature exclusively available to Viaan smartphone users for the first time in India. V- Assist is a 24/7 personalized concierge service which will support the users with best deals on products and services. Currently, V-Assist offers services in the field of travel, entertainment, shopping, gifting and utilities. The services will provide exhaustive offers to users exclusively for any additional transactions such as travel, movie & event bookings, Cruises, shopping with Best Deal TV and also other services such as delivering cakes, flowers, mobile recharges, bills, etc. The services are currently available through a phone call in two languages, English and Hindi. The phones are launched at different price ranges to suit the needs of multiple consumers and it includes one year free subscription to V-Assist.

## About Viaan Mobiles:

Viaan Mobiles is a registered brand of VIAAN INDUSTRIES LTD, A BSE listed company majorly owned by Raj Kundra & Shilpa Shetty Kundra. Set up with R & D centers in China & Hong Kong to create exclusive and path breaking ID's. The brand is all set to launch their products throughout India and also export to destinations such as CIS, Europe and USA.



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