

OPTIEMUS LAUNCHES BLACKBERRY KEYone LIMITED EDITION BLACK IN INDIA

- *The first made-in-India BlackBerry device with Dual SIM functionality on Android platform especially designed for the Indian customers*

New Delhi, 1st August, 2017 – Optiemus Infracom Limited (BSE: 530135), a leading Indian telecom enterprise, today unveiled the first made-in-India BlackBerry device – KEYone LIMITED EDITION BLACK. This launch represents the first BlackBerry smartphone released from Optiemus Infracom under the new brand licensing agreement signed in February, this year. The BlackBerry KEYone, LIMITED EDITION BLACK, offers the best of BlackBerry Limited's software and security with Optiemus Infracom's commitment to delivering high-quality, reliable smartphones to customers in the country. The BlackBerry KEYone, LIMITED EDITION BLACK device will be available starting August 8th exclusively at Amazon India. American Express Cardmembers will get up to 4,000 bonus Membership Rewards (MR) at 10 bonus MR points for every Rs. 100 spent.

“We are delighted to launch the first made-in-India BlackBerry smartphone by Optiemus. BlackBerry KEYone LIMITED EDITION BLACK, is especially designed for the Indian consumer, bringing in many BlackBerry firsts, such as, the dual SIM option. It offers the world's most secure Android smartphone experience combined with unrivalled productivity. We are confident that it will appeal to enterprise customers and consumers alike.” said Mr. Hardip Singh, executive Director, Optiemus Infracom Ltd.”

Alex Thurber, Senior Vice President, General Manager, Mobility Solutions at BlackBerry said, “We would like to congratulate our partner, Optiemus Infracom, on the launch of BlackBerry KEYone LIMITED EDITION BLACK. We have worked closely with Optiemus to ensure that the BlackBerry experience and security are built into every layer of the device. BlackBerry KEYone LIMITED EDITION BLACK offers unmatched, end-to-end value proposition which includes best-in-class security.”

Uniquely designed for the Indian consumer

BlackBerry KEYone LIMITED EDITION BLACK has been distinctly designed for the Indian consumer and has Dual SIM capability. It is equipped with metallic black frame and soft touch textured back. This new BlackBerry smartphone is built to offer the best in durability with an impressive design. Featuring a 4.5-inch scratch resistant display (1620x1080 resolution / 434 PPI 3:2 aspect ratio) with Corning® Gorilla® Glass 4 offering greater scratch resistance, it combines a touch display with a physical keyboard to give users more useable space for typing than a typical 5.5-inch all-touch smartphone. The device comes with a 4GB RAM and 64GB ROM (expandable upto 2TB).

The device's Smart Keyboard responds to touch gestures mimicking the heritage of the BlackBerry trackpad making web browsing, reading emails and writing messages with flick typing a much smoother and intuitive experience. This Smart Keyboard can also be easily programmed to launch up to 52 customizable shortcuts, providing even greater ease of use. In addition, BlackBerry KEYone LIMITED EDITION BLACK is the first smartphone to provide the security of a fingerprint sensor built directly into the keyboard spacebar, for added functionality and security.

BlackBerry KEYone, LIMITED EDITION BLACK, comes with the legendary security features that BlackBerry is known for. The smartphone offers the most secure Android smartphone experience. It comes pre-loaded with DTEK™ by BlackBerry, enables users to automatically monitor their OS and apps to know when their privacy could be at risk and to take action to improve it. The DTEK app also tracks applications and notifies when someone is: taking pictures or videos without the user's knowledge, turning the microphone on, sending a text message, or accessing the contacts or location. The device runs on Android 7.1 – giving users access to the entire Google Play store and apps. It comes loaded with BlackBerry Hub®, bringing all messages into one consolidated place; including emails, texts and messages from any social media account. Another benefit of BlackBerry Hub, is the ability to manage multiple email accounts without switching between apps, with support for Gmail, Yahoo Mail, Outlook, Microsoft Exchange accounts, and many other IMAP and POP3 email providers.

The BlackBerry KEYone experience

In addition to the design and security features that make BlackBerry KEYone, LIMITED EDITION BLACK, strikingly different, the additional features truly reinvent mobile communications for the productivity user. At the core, device is powered with Snapdragon 625 2GHz Octacore processor. It includes Qualcomm® Quick Charge™ 3.0 technology, making it possible for the 3505 mAh battery -- the largest ever in a BlackBerry device, to receive up to 50 percent charge in roughly 36 minutes that will last for roughly two days*. And for when you only have a few moments to grab a fast charge, BlackBerry's Boost can turbo charge the battery to get the most charge with the limited available time.

The device is engineered to deliver professional-looking photos with an 8MP front facing camera and a wide angle lens and a 12MP auto-focus rear camera. With a large pixel size (1.55µm) and Phase Detect Auto Focus, moments captured on the BlackBerry KEYone LIMITED EDITION BLACK will be ultra-crisp and clear. Additionally, for video conference or streaming, it includes an 8MP front camera with fixed focus and 84-degree wide angle lens.

Pricing and Offer

BlackBerry KEYone- LIMITED EDITION BLACK will be exclusively available on Amazon India starting August 8 at INR 39,990/-

About Optimus

Optimus Group is an award-winning, high-performance telecommunications ecosystem enterprise with over two decades of experience. The company sold the first mobile phone in the country way back in 1995 and has been bringing the latest technology products to the Indian consumers through its widespread distribution and retail operations. Optimus extensive experience and understanding of the Indian market help brands' access in the fastest growing telecom market in the world. For more information, please visit: <http://www.optimus.com/>

About BlackBerry

BlackBerry is a mobile-native security software and services company dedicated to securing people, devices, processes and systems for today's enterprise. Based in Waterloo, Ontario, the company was founded in 1984 and operates in North America, Europe, Asia, Middle East, Latin America and Africa. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.BlackBerry.com

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