

## Karbonn brings India's first smartphone 'K9 Kavach 4G' integrated with BHIM

- *The first Smartphone brand to partner with NPCI for integrating BHIM App in its devices*
- *Introduces a unique in-built finger touch sensor security feature - 'Kavach' for 360 degree safety of the device including banking transactions*

New Delhi, June 13, 2017: Karbonn Mobiles has partnered with National Payments Corporation of India (NPCI) to become the first Indian smartphone brand to integrate BHIM App (Bharat Interface for Money) in its latest device 'K9 Kavach 4G'.

With the launch of BHIM enabled 'K9 Kavach 4G' smartphone, Karbonn Mobiles takes a big step towards strengthening its services portfolio while contributing towards Government of India's 'Digital India' initiative and creating a less-cash economy. 'K9 Kavach 4G' has been designed with a unique security feature 'Kavach' to offer its consumers a completely safe and secured smartphone environment for all digital banking transactions and information.

Commenting on the association with NPCI and the launch of K9 Kavach 4G, **Mr. Pardeep Jain, Managing Director, Karbonn Mobiles** said, "We, at Karbonn, are immensely honored to have an opportunity to partner with NPCI to integrate BHIM in our devices. This partnership is an epitome of two 'Made in India' entities joining hands to enable digital Indians with smart telephony solutions. Through this partnership, our aim is to promote a cashless economy empowering and educating more and more people in tier 2, 3 cities and rural areas about digital transactions and benefits of the same. The volume of digital transaction has increased by 80% in the last quarter and is slated to increase even further. Hence, our aim is to reach out to the next billion users and continue to contribute to 'Digital India' initiative through smart and simplified technology which has always been the core of our business."

**Mr. Shashin Devsare, Executive Director, Karbonn Mobiles** said, "I feel India is a very unique market. There is a rural consumer in the urban landscape and an urban consumer in rural landscape which divides the population not demographically but psycho-graphically. This initiative will benefit different segments of the Indian population catering to daily monetary transaction needs of the consumers. With this new initiative we plan to bring the benefits of smart telephony to the masses in a way that they are able to join the league of the digital Indians"

**Mr. A. P. Hota, Managing Director & CEO, National Payments Corporation of India** said, "With this association lakhs of customers will be greeted with BHIM App in Karbonn smartphones. Availability of BHIM in multiple languages will cater to people from distinct regions with ease. This strategic partnership is a significant step towards providing acceptance tools for facilitating digital payments in India."

Embedding an additional security feature - Kavach in the smartphone is further going to build consumers' confidence to transact digitally without the fear of losing banking information or money. Designed with latest technology, 'K9 Kavach 4G' is powered with finger touch sensors to secure not only banking and monetary transactions but also to offer complete safety of the device. This smartphone is equipped with features like locking device and applications, capturing images and smart finger touch dialling. It is a powerful device that promises to deliver the best in class specifications at a competitive **MOP of INR 5290**. The new offering from Karbonn will be targeted especially to that segment of consumers who are still averse to digital transactions owing to security concerns.

### About Karbonn Mobiles:

Karbonn Mobiles is one of the leading Indian smartphone brand that offers a range of user-centric smart devices to compliment the evolving communication needs of a modern consumer. Committed to

simplifying technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has over 85,000+ retail partners and 900+ service centres across India to ensure effective after sales support to its growing consumer base. As per CMR's India Annual Mobile Handset Market Review (2017), Karbonn has been positioned amongst the "Top 5 mobile phone brands in India". Karbonn has also been a winner of the 'Smartphone Brand with Focus on Local Languages' in a survey conducted by TeleAnalysis. Internationally, Karbonn is present in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the "Top 5 Most Trusted mobile brands" in India by ET Brand Equity Trust Report 2015.

For More Information on Karbonn, please connect via [Website](#) / [Facebook](#) / [Twitter](#)

#### **About NPCI**

National Payments Corporation of India (NPCI) was set up in 2009 as the central infrastructure for various retail payment systems in India and was envisaged by the Reserve Bank of India (RBI) as the payment utility in the country. NPCI's Bharat Interface for Money (BHIM) / Unified Payments Interface (UPI) is a smart mobile phone based app that allows simple, easy and quick payment transactions using UPI. One can easily make direct bank to bank payments instantly and collect money using Mobile number or Payment address. It is a unique payment solution which empowers an individual with immediate send and collect request. It uses an email like Virtual Payment Address (VPA)/ Mobile Number@upi /Account number & IFSC Code/Aadhaar Number as payment identifier for sending or collecting money instantly. BHIM application which is available in 12 languages.

#### **Contacts**

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