



*For immediate release*

## **Finnish smartphone company Jolla Ltd. partners exclusively with Snapdeal.com to enter the Indian market**

**New Delhi – July 18, 2014 – Jolla, smartphone company from Finland, and India’s largest e-commerce marketplace Snapdeal.com today announced an exclusive partnership to launch the Jolla smartphone in India.**

Jolla is a new Finnish smartphone running its independent operating system, Sailfish OS. Based on the heritage of Meego, an open source operating system formerly developed by Nokia among others, the Jolla smartphone offers a distinct user experience, unlike any of the competition.

The exciting new Jolla smartphone with its distinct button-less design, unique Sailfish OS gesture-based user experience, and Android application compatibility will be available in India exclusively on Snapdeal.com within a month.

**Sami Pienimäki**, Co-founder and CMO of Jolla comments: “India is the rising smartphone market of the world and we look forward to welcoming many new Jolla fans across the country. Since late 2011 when we established the company Jolla, we have received a tremendous amount of interest from India to enter this great market. In particular we have found it very encouraging how much there is interest and trust for mobile heritage coming from Finland, and what kind of development opportunities there are to start to develop e.g. local applications for India. We are super excited to be partnering with the market leader Snapdeal, who has extensive reach in the booming online commerce market of India. Through this position, we are confident to reach those interested in a true alternative to the mainstream players.”

**Kunal Bahl**, Co-founder & CEO, Snapdeal.com comments on this exclusive partnership: “We at Snapdeal.com constantly endeavor to offer high quality products across varied categories to our 25 million+ users at best prices. The smartphone category has been getting an extremely encouraging response on our platform. However the market in India offers few choices in terms of mobile operating systems. Jolla with its innovative Sailfish OS introduces an entirely new user experience to consumers. Jolla offers a unique smartphone experience both in terms of hardware and software. We look forward to a long term and mutually beneficial relationship”.

### **Press contacts:**

Jolla Ltd., Juhani Lassila, Head of Communications, tel. +358 40 541 2365, [press@jolla.com](mailto:press@jolla.com).  
Snapdeal, Anjana Swaminathan, tel. +919871818989, [anjana.swaminathan@snapdeal.com](mailto:anjana.swaminathan@snapdeal.com)

Download the latest Jolla press images [here](#).

View the Jolla Official video [here](#).

Please see [www.jolla.com/press](http://www.jolla.com/press) for further Jolla press and media materials.

**About Jolla**

Jolla Ltd. is developing mobile devices and Sailfish OS, the open mobile operating system. The Jolla smartphone, powered by Sailfish OS was introduced to the public in Finland in late-November 2013. Currently Jolla smart phones are available all over Europe, and soon in India. Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space.

Jolla has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.

[www.jolla.com](http://www.jolla.com).

**About Snapdeal.com**

Often referred to as the "Alibaba of India", Snapdeal's vision is to create India's most trusted digital marketplace that creates life-changing experiences for buyers and sellers. In February 2010, Kunal along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 5 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With over 25 million members and 30,000+ sellers, Snapdeal.com is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. The company witnessed phenomenal growth in 2013-14, growing 600% from 2013 to 2014, making it the fastest growing e-commerce company in India, through its leadership the m-commerce revolution in India, with over 50% of its orders coming from mobile phones.

In its journey till now, Snapdeal has partnered with several global marquee investors such as BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, among others.