



Jolla, the new smartphone from Finland now available in India exclusively on Snapdeal.com

New Delhi – September 23, 2014 – Jolla Ltd., the smartphone company by ex-Nokia employees from Finland, and Snapdeal.com, India's largest e-commerce marketplace, today announced that the Jolla smartphone is now available in India.

Jolla is a new Finnish smartphone running on open mobile operating system Sailfish OS. Based on the heritage of Nokia and Meego, the Jolla smartphone offers a distinct user experience, unlike any of the competition.

The exciting new Jolla smartphone and Sailfish OS feature a distinct button-less design, next generation gesture-based smartphone user interface, live multitasking, and full Android application compatibility. The Jolla smartphone is now available in India exclusively on Snapdeal.com.

Sami Pienimäki, Co-founder and CMO of Jolla Ltd. comments: "Today, we are extremely excited to announce the availability of the Jolla smartphone and Sailfish OS in India, offering a true new alternative to the smartphone market. The most widely used mobile OS is rapidly colonising the digital world, removing any sort of differentiation and turning the once exciting smartphone business into a hardware battle. Jolla smartphone with its open and independent Sailfish OS, is bringing excitement and freedom back to the smartphone industry."

Tony Navin, Senior Vice President, Electronics & Home, Snapdeal.com comments: "This is one smartphone that a lot of people in India have been waiting for and we are glad to be exclusively launching Jolla in India. With its independent and distinctive Sailfish OS mobile operating system, gesture-based user experience and Android application compatibility, Jolla and Sailfish OS offer a great alternative for smartphone users looking for something new and different. We at Snapdeal.com strive to offer our 25 million+ users top quality, exciting products with great prices, and Jolla is a great addition to our smartphone category."

One-hand user experience with classic design from Finland

The Jolla smartphone represents simple and bold Finnish smartphone design heritage in its purest way. With its pure lines and clarity, Jolla feels sleek and just right in your hand. The button-less, gesture-based user interface, designed for optimal use with just one hand, offers an unrivalled user experience, which is fast and simple to use. With its live

multitasking, Jolla is the only smartphone that shows all your running apps on one screen, without having to open and close them.

The Jolla smartphone supports all your favorite Android™ applications as well as intuitive native Sailfish OS apps, which makes Jolla an easy choice for smartphone consumers.

The Other Half: make Jolla the other half of you!

The Jolla smartphone also introduces a previously unseen combination of hardware and software innovation, called “The Other Half”. By attaching specifically designed smart covers, the smartphone becomes alive and unique, utilising preset ambiences and functionalities, such as colours, fonts, sounds, profiles, and applications. Manufactured from ultra-durable and scratch resistant polycarbonate, “The Other Half” is the soul of your Jolla, delivering a personal and unique experience.

Availability

The Jolla smartphone running Sailfish OS is now available for Rs. 16,499 at www.snapdeal.com/offers/jolla.

- Ends -

Press contacts:

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

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

Please see 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 is currently available in Europe, Hong Kong and in India. Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space, continuing the heritage of Nokia and Meego. The Jolla smartphone is designed and developed in Finland.

Jolla Ltd. has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.
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 50,000+ 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 60% 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.
www.snapdeal.com