



Kult unveils ‘Impulse’ for those who ‘simply, inspire’

A true extension of the Indian millennial, Kult Impulse reflects a quirky, witty and fun personality, featuring a 5.99-inch HD+ screen and face recognition, all at a suggestive MOP of INR 8,999.

Available starting May 15, 2018.

New Delhi, May 14, 2018: [Kult](#), a new-age smartphone brand, following the resounding success of Beyond, Gladiator & Ambition, today announced the launch of a new feature-rich and high-performance value-for-money smartphone, the Kult Impulse. It comes with an exclusive Reliance JIO offer of Rs.2, 200/- cash back applicable on select recharge plans for new and existing JIO customers. Impulse is packed with advanced features and is designed to offer best in class mobility experience to its consumers. It aims to cater to millennials, who inspire effortlessly with its high performance at a budget-friendly cost. The device will be available across the country, starting May 15, 2018.

Created for the inspiring yet aspiring millennial, the one who gathers a following without being a leader. The one who inspires without even knowing it, because to them it is the experience that matters. Kult Impulse captures the spirit of the millennial in every aspect imaginable – right from the unconventional brand language, wide-ranging specifications, down to the user-centric colorful packaging.

Kult Impulse comes with a near bezel-less, screen size of 5.99-inch HD+ TruView display that offers the user an immersive full-screen viewing experience. The powerful 4000 mAh battery ensures up to 12 days of standby time on LTE and 60 hours of music playback.

Display	A 5.99-inch HD+ TruView Display (Near bezel-less)
Dimensions(LxWxD)	164.8 x 76.7 x 8.65 mm
Software	Android 7.1.1 Nougat
RAM and ROM	3GB RAM 32 GB Internal Memory-expandable up to 64 GB
Processor	MTK 6739, Quad-core 1.5 GHz ARM Mali-T720 MP1 650 MHz GPU
Battery	4000 mAh battery
Camera	PRIMARY CAMERA 13 MP, Auto-focus, Dual LED Flash Aperture f/2.0 SELFIE CAMERA 13 MP with Selfie Flash
Sensors	Finger Print Sensor Accelerometer Proximity Sensor Ambient Light Sensor Gyro Sensor
Connectivity	Micro USB OTG Support FM Radio Bluetooth 4.2 Wi-Fi 802.11 b/g/n Mobile Hotspot

It is powered by an MTK 6739, Quad-core processor, backed with 3 GB RAM and a 32 GB internal storage with external memory expandable up to 64 GB via micro SD card. The Face Recognition ID feature is not only fast but also augments the phone’s security. The ergonomically placed rear-mounted fingerprint sensor ensures a safer and smarter access to your Impulse.

Complemented with a stunning 13 MP rear AF camera with Dual LED flash and 13 MP selfie camera with Selfie Flash, Kult Impulse, enables the user to enjoy pictures down to their last detail.

Commenting on the launch, **Mr. Nitesh Gupta, Director, New Product Development, Kult, said,** “KultImpulse is designed, keeping in mind, the inspirers’ attitude. The beautiful built, powerful



features and affordability together really pack a punch. At Kult, our focus has been to offer the best possible technology, innovation and an immersive experience to the users.”

“We aim to build on the positive market response to further consolidate our position and establish ourselves as one of the top smartphone brands in the country. We will continue to bring interesting and innovative products at value-for-money, something that millennials demand. Further, we aspire to provide best quality service to our customers through our widespread network of 750+ service centers across India. Our distinctive products, right pricing along with our service providing strength is working in our favour.” He further added.

About Kult:

Kult is a new age Indian brand focused on offering innovative, clutter-breaking smart devices. Kult, as the name suggests, is about breaking the norm- with innovative differentiation. The brand is from OptiemusInfracom group, which also has a licensing agreement with BlackBerry to design, manufacture, market and distribute BlackBerry-branded devices in India, Sri Lanka, Bangladesh, and Nepal.

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