

Lava Launches Blaze Duo with Secondary AMOLED Display at Rs. 14,999

Category: Business

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- Equipped with a unique 4.02cm (1.58") Secondary AMOLED Rear Display for enhanced multitasking and convenience
- LPDDR5 RAM & UFS 3.1 ROM providing faster speed & reduced latency
- Features a powerful 64MP Sony Sensor rear camera and a 16MP selfie camera for stunning photography
- Powered by the 2.5GHz MediaTek Dimensity 7025 processor for seamless performance
- Available in two elegant color options: Celestial Blue and Arctic White
- Designed with a 16.94cm (6.67") 120Hz 3D Curved AMOLED Display for vibrant visuals

[Lava International Limited](#), the leading Indian smartphone

manufacturer, announced the launch of its latest innovation, the LAVA Blaze Duo 5G. This smartphone is crafted to meet the evolving needs of today's tech-savvy users, [offering a blend of exceptional performance and innovative](#) features at an introductory price starting Rs.14,999# (inclusive of bank offers). The Blaze Duo 5G will be available in two variants: 6GB+6GB* and 8GB+8GB*, both offering 128GB UFS 3.1 storage. Blaze Duo exclusive sale will begin on Amazon starting December 20th.



Blaze Duo: Live the Duo [Life](#)

The Blaze Duo 5G is powered by the advanced MediaTek Dimensity 7025 chipset with AnTuTu Score of 500K+, ensuring robust performance across all applications. Its unique 4.02cm (1.58") Secondary AMOLED Rear Display provides unparalleled [convenience](#) for tasks like taking selfies with the rear camera, receiving calls, viewing notifications, and controlling music, all without turning on the main screen.

Commenting on the launch, **Mr. Sumit Singh, Head-Product, Lava International Ltd.**, said, *"The Blaze Duo 5G represents a significant leap in smartphone innovation, embodying our commitment to delivering top-notch [technology](#) and user-centric design. This device is tailored for users who seek efficiency and [superior performance](#) in their daily lives. We are confident that the Blaze Duo 5G will redefine the [smartphone](#)*

experience for our consumers, offering unmatched convenience and a balanced lifestyle.

The Blaze Duo 5G features a stunning 16.94cm (6.67") 120Hz 3D Curved AMOLED Display that delivers vibrant visuals and smooth scrolling, [enhancing the overall user experience](#). Its 64MP Sony sensor rear camera and 16MP selfie camera ensure that users can capture stunning photos and videos with ease. The device is equipped with a 5000mAh battery and supports 33W fast charging via a Type-C port, providing long-lasting battery life and quick recharging.

Key Features of LAVA Blaze Duo 5G:

- **4.02cm (1.58") Secondary AMOLED Rear Display:** Perfect for multitasking, taking selfies, and managing notifications.
- **LPDDR5 RAM & UFS 3.1 ROM:** LPDDR 5 RAM offers significantly faster speed & higher bandwidth while UFS 3.1 ROM offers 2X write speeds & better latency compared to its previous generation
- **16.94cm (6.67") 120Hz 3D Curved AMOLED Display:** [Delivers vibrant visuals and fluid user experience](#).
- **MediaTek Dimensity 7025 Chipset:** Ensures seamless multitasking and gaming performance.
- **64MP Sony Sensor Rear Camera & 16MP Selfie Camera:** Capture stunning photos and videos effortlessly.
- **5000mAh Battery with 33W Fast Charging:** Provides long-lasting battery life and quick recharging.
- **Latest Android 14 (Upgradable to Android 15):** Offers a clean and intuitive user interface.

Pricing and Availability

Blaze Duo 5G comes with a sleek design, featuring a premium matte finish in two attractive color variants – Celestial Blue and Arctic White. It also includes an in-display fingerprint sensor and face unlock for [enhanced security](#) and convenience. The Blaze Duo 5G sale will begin on December 20th, 2024, exclusively on Amazon, at an introductory price starting at ₹14,999# (inclusive of [bank](#) offers).

Variant	Price (MOP)	Effective Launch Price [#]
6GB+6GB*	Rs.16,999	Rs.14,999 [#]
8GB+8GB*	Rs.17,999	Rs.15,999 [#]

#2K Bank Offer applicable on HDFC Bank [Credit / Debit Card](#) Transactions from 20th Dec'24 – 22nd Dec'24

Specifications for Blaze Duo

Screen Size (")	16.94 cm (6.67")
Display	FHD+ 3D Curved AMOLED
Refresh Rate	120Hz
Battery	5000mAh
Camera (MP) Back	64MP (Primary, Sony Sensor) + 2MP (Macro)
Camera (MP) Front	16MP
Chipset	MediaTek Dimensity 7025 (6nm Processor)
Antutu	500K+
RAM (GB)	6GB + 6GB* 8GB + 8GB*
ROM (GB)	128GB UFS 3.1

Fingerprint	In-Display Fingerprint Sensor
Charger	33W Fast Charger, 50% charge in 36 minutes
Cable Type	C2C Type
OS	Android 14
Speaker	Single Speaker
Free Home Service	Yes
Anonymous Auto Call Recording	Yes
Warranty	1 Year Replacement and 6 Months Warranty on Accessories
Secondary Display Size (")	4.02 cm (1.58")
Secondary Display Type	AMOLED

Under standard Lava testing conditions T&C^ – www.lavamobiles.com.

About Lava International Limited

#ProudlyIndian | Made in India, Made for India

Lava International Limited, headquartered in Noida, Uttar Pradesh, is a pioneering [mobile handset and solutions company in India](#), founded in 2009 with the vision to empower individuals. The companys corporate office and manufacturing

facility, equipped with a production capacity of 42.52 million handsets per annum, are strategically located in Noida. Lavas commitment to [innovation is reflected](#) in its two state-of-the-art research and development centers in Noida, housing dedicated teams in software and hardware design. The companys extensive nationwide presence is facilitated by a robust [retail](#) network of 1.65 Lakh retailers, directly served by over 1000 distributors, and supported by a vast after-sales service network of 800+ professionally managed service centers. The brand has a global presence in 20+ countries.

Beyond smartphones, Lava is [expanding its product](#) portfolio to include smartwatches, Neckbands, Probuds, and an extended True Wireless Stereo (TWS) segment. The brands credibility is underscored by being ranked the **Most Trustworthy Brand** in the CMR Retail Sentiment Index.

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