

Android One set for India debut in September; Micromax, Karbonn ready to launch smartphones

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"The operating system on the Android One devices will be upgraded to Android L in October," one of the people said. This upgrade will allow users to have better browsing and gaming experience at affordable prices, making the smartphones attractive buys for first-time buyers and those wanting to replace their existing phones.

"Advantages of screen size and Google updates could make a difference to these smartphones offering better performance to what Indian buyers are accustomed to," said PwC India's Mohammad Chowdhury.

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