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Success of Blackberry Mobiles in India by [Nikkita Singh](#)

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Every company has his own back stories which help them to renowned their positive as well as negative aspects and with that they make plans and get better themselves in the basis of excellence, credibility and durability. The motto of any company is to give the pleasant and satisfaction to their consumers and make sure that what they expect more from them. Similarly there is a story behind success of blackberry mobiles in India.

The blackberry mobile was introduced in the year of 1999 in India, functioning as a two-way pager at the time. As the time passes the development has been occurred by 2002 and the Blackberry mobile featured email, text message, web browsing, voice communication and even internet faxing functionality. It is the Canadian based company and the main reason behind the success of Blackberry was its email capabilities.

Businesses soon saw the power of the QWERTY keypad handsets as an office tool, and haven't looked back since, with the first color models in 2003 and first packing Wi-Fi in 2004. It offers the PDA-style applications such as calendars, address books and so on, but the very exceedingly prices has been place for the devices due to its send and receive email option which allows access of wireless network from anywhere.

The Blackberry mobile phones are coming up with the QWERTY keypad to give the soft and easy typing to the users and also make it far easier to send email than with many other handheld devices. To provide the easy navigation the blackberry phones were introduced with the scroll ball. Some Blackberry mobiles even occupied with the PTT (push to talk) capabilities, like a walkie-talkie.

Most recently it is to be said the Blackberry mobile phones are only meant to fulfill the business necessities and somehow it was true but now Blackberry mobile phone are becoming preferable among the young generation also. The Blackberry mobile phones are occupied with useful, cutting edge features and use the advanced technologies. Moreover now the Blackberry mobiles are featured with advanced internet connectivity options such as GPRS and EDGE technologies come along with the superb web browser which always keeps you linked where ever you are.

The blackberry mobile phones paternal announced with the document viewing software which allows you to view and edit the important file when you are on the go. These days' blackberry mobile phones have full set of business tools and entertainment features. To check out the latest blackberry mobile prices visit to the official site of blackberry or other online mobile shopping sites.

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