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We operate a policy of continuous development and reserve the right to make changes, modifications and improvements to the device, device features/specifications or any of its parts without prior notice. Your device may have preinstalled bookmarks and links for third party internet sites and may allow you to access third party sites. These are no affiliated with Spice, and Spice does not endorse or assume liability for them. If you access such sites, take precautions for security or content.

The limited warranty does not cover user manuals or any third party software, settings, content, data or links, whether included/ downloaded in the product, whether included during installment, assembly, shipping or any other time in the delivery chain or otherwise and in any way acquired by you.

To the extent permitted by applicable law(s), Spice does not warrant that any Spice software will meet your requirements, will work in combination with any hardware or software applications provided by a third party, that the operations of the software will be uninterrupted or error free or that any defects in the software are correctable or will be corrected.

User's Manual is provided just to guide the user about the functionality of the device. This does not seem to be any certificate of technology. Some functions may vary due to modifications and up-gradations of software or due to printing mistake.

SAFETY PRECAUTIONS

Please read the following safety guidelines before using the device.

- Do not use the phone while you are driving.
- Do not place magnetic storage media near your phone.
 Radiation from the phone may erase the information stored on them.
- Keep your phone and its accessories away from children.
- Mobile phones can interfere with the functioning of medical devices such as hearing aids or pacemakers. People having active medical implants should keep their cell phone at least 15 cm away from the implant.
- Permanent hearing loss may occur if you use earphones or headphones at high volume.
- Use a wireless hands-free system (headphone/ headset) with a low power Bluetooth emitter.
- Make sure the cell phone has a low SAR.
- Keep your calls short or send a text message (SMS) instead.
 This advice applies specially to children adolescents and preqnant women.
- Use cell phone when the signal quality is good.

Notice:

 Do not dismantle the device or accessories otherwise, manufacturer is not liable to pay for damages as the device and accessories are not covered by warranty.

- · Use only original batteries and charging devices.
- Please back up your important data timely and keep them properly. The company is not liable for any failure to call or loss of data due to mis-operation, poor signal or power cut, etc.
- All the screens in this manual are for reference only, and some contents actually displayed may depend upon the presetting of the service provider or the network operator, or the SIM card. If any functions referred to in this manual are different from those of your device, please follow your device.
- Do not put use it in a place with flammable gas such as a petrol pumps. The temperature recommended for using the device is 5-35°C Do not touch the charger, power cable or socket with wet hands. This may cause an electric shock.

If your phone or any of its accessories do not function normally, then please visit your nearest authorized service facility. The qualified personnel will assist you, and if necessary, will arrange for the service.

SAR (Specific Absorption Rate)

Your device conforms to the Indian guidelines for exposure to radio waves. The limits are given in terms of a unit referred to as the Specific Absorption Rate (SAR), which is a measure of the amount of radio frequency energy absorbed by the body when using a mobile phone. The SAR value as per the Indian guidelines standard is 1.6 Watts per kg (Watt/kg), averaged over a 6 minutes period and taken over a volume containing a mass of 1 gram of human tissue. The highest SAR value of this device when tested is **0.725Watt/kg**).

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WHAT'S IN THE BOX?

Your package comes with the following items. If any of these is missing, please contact your retailer

- Device
- USB Cable
- Charger
- User Manual
- Headset
- Battery
- Warranty Card
- Service Center List

1. UNDERSTANDING YOUR DEVICE

1.1 GENERAL INFO

Spice Mi-354 is a dual SIM phone that encloses features, such as **Android 4.2.2**, **1GHz Dual core Processor**, **1450mAh Battery**, **3.5"HVGA Screen**, **3MP+1.3MP Camera**, **Dual SIM**(**2G+2G**). This phone is provided with two SIM slots for two different SIM cards. The SIM card inserted in the slot1 is called Master SIM, and the other one in the slot2 is known as Slave SIM. You can select to operate SIMs as per your personal and professional needs.



1.2 DEVICE OVERVIEW



Position of Keys

1. Power Key	2. Volume Keys
3. Menu Key	4. Home Key
5. Back Key	6. Earphone Jack
7. USB Connector	8. Camera

2. GETTING STARTED

2.1 INSTALLING CARDS & BATTERY

Please switch off your device before inserting or removing the battery/SIM card or memory card.

Installing SIM Card and Battery

Your device is provided with two SIM slots for two different SIM cards. In order to install battery and SIM card in the device, please follow the steps mentioned below:

- Remove the back cover of the device.
- Hold the device with the front facing downwards; pull the battery cover.
- > Insert the SIM cards in the device.
- > Attach the battery.
- > Push the battery cover until it clicks into place.

Installing Memory Card

Your device supports T-Flash card, which is a multimedia memory card used to multiply the memory of the device. The T-flash card is small and should be pulled out and installed carefully and prudently in order to avoid any kind of damage. Please follow the steps mentioned below to install the memory card in the device:

- > Switch off your device.
- Remove the battery cover.
 - Slide the T-Flash card into the slot.
 - Attach the battery.

> Push the battery cover until it clicks into place.

Charging the Battery

The device prompts a warning tone and message stating insufficient battery when the battery power is low.

Please follow the instructions mentioned below to charge your device:

- > Plug the connector of the charger into the jack of the device.
- > Plug the charger into a standard AC wall outlet.

Charging	Fully Criai	geu ==				
You must fully cl	harge the battery	before using	the device	for the	first ti	me.
It is recommend	led to charge the	battery for th	ree hours	before	using	the
device for the fir	rst time					

2.2 POWERING ON/OFF THE DEVICE

Turning On the Device

After installing the SIM cards and charging the battery, you are now ready to turn on your device.

- > Long press and hold the Power Key to turn on the device.
 - > The first screen that appears is known as the home/idle Screen.
 - > Drag the lock icon sidewards to unlock the screen.
- If the screen turns off, then press the Power Key to turn on the display.

Turning Off the Device

- > Press and hold the Power Key for 3 seconds.
- > A pop-up window appears, select Power off.
- Select OK to confirm.



3. BASIC OPERATIONS

3.1 CALLING

To Make Calls

If the icon all appears on the screen, then you can make or receive calls.

To make a call, please follow the steps mentioned below:

- > Enter the Main Menu, select Phone.
- > Enter the phone number using the on-screen keyboard.



Tap and hold it to erase a wrong number. Tap and hold it to erase the entire number.

- > After entering phone number, tap
- > To end the call, tap to end the call.

Answer/Reject an Incoming Call

When you receive an incoming call, a notification message appears on the screen. In order to accept the call, drag towards right. If you wish to reject the call, drag towards left.

Other Options during the call

To put a call on hold

If you are having a call conversation and there is another incoming call, select hold to put the first call on hold. To unhold the call, select unhold.

To set up conference calls

- > If you are already having a call conversation, select to put the call on hold.
- > Select to make another call. .
- > After connecting to the second call, select to set up the conference call.

3.2 MESSAGING

Your device features, sending and receiving of SMS (Short Message Service) and MMS (Multimedia Message Service). Go to Main Menu and then select Messaging.

Creating a Message

- > Tap to compose new message.
- In To field: enter the recipient's phone number.
- > Type message in the Type message to compose field.
- > Tap > to Send.



Receiving and Managing Messages

When you send and receive messages to/from a contact, these messages

are grouped as a message thread. A message thread looks like an exchanged conversation.

To reply to a text message

- > Enter the Main Menu, select Messaging.
- > Select a message thread to open it.
- Select Type text message to enter your message.
- > Click > to Send.

To forward a text message

- > Enter the Main Menu, select Messaging.
- > Tap to view a message thread.
- > Press and hold a message to view the message options.
- Select Forward.
- In the Type name or number field, enter the recipient's phone number.
- > Click > to Send.

To delete all text messages

- > Enter the Main Menu, select Messaging.
- > Tap Menu > Delete all threads.
- > All the messages will be deleted.

To copy message text

You can use this function to copy the text from a message to a new message you are composing.

- > Enter the Main Menu, select Messaging.
- > Select a message thread to open it.
- Press and hold the message to view the submenu options.
- Select 'Copy'.

- Go to Compose new message.
- Press and hold Type text message.
- > Select 'Paste' to paste the copied text to your new message.

MULTIMEDIA MESSAGE

A Multimedia message or MMS can contain letters, an image, an audio or video file. To create and send a MMS, please follow the steps mentioned below:

- > Enter the Main Menu, select Messaging.
- ➤ Select ——
- > Tap Menu > Add subject.
- In the Type name or number field, enter the recipient's phone number or email address and enter the Subject.
- To insert a picture or video file, tap ...
- > To insert text, tap Type message, and then enter your message.



3.3 CONTACTS

Contacts refer to the phonebook that lets you store names, phone numbers, e-mail addresses and other information. You can save information such as name, picture, phone numbers, e-mail addresses, etc for each contact listed in your Contacts menu.

To add a Contact

> In standby mode, tap



- > Tap create New contact..
- Select the storage
- > You can enter contact information such as name, phone number, email address etc, if you select storage as "Phone".
- > Tap Done to save the contact.



Tip: Or enter the Main Menu and select People, tap contact.



To import contacts

- > Enter the Main Menu select People.
- > Tap Menu > Import/export.
- Select to import contacts from Phone/ Internal storage/ SIM Card/ Memory Card.
- > Select a particular source to import the contacts from.
- Select Next.
 Select the destination, such as Phone to copy contacts to.
- Select Next.
- Select "Select all" to import all contacts or mark the required contacts.
- > Select OK.

3.4 EMAIL

Your device allows you to compose, read and send emails.

Setting up an Email Account

- > Enter the Main Menu, tap Email.
- > Enter your Email address and Password.
- > Tap Next. The device will automatically retrieve email settings.
- > Enter Name and Account display name.
- > Tap Next.



3.5 BROWSER

Browser is a tool which enables you to access the Internet.

To open a web page

- > From the Main Menu, select Browser.
- > Tap the address bar.
- > Type the URL and select Go.
- > Tap Menu to access more functions, such as bookmarks, history and other browser related settings.

To scroll the page

- > Use finger gestures to scroll up or down.
- > To scroll left or right, tap and swipe your finger towards right/left.

To set the Home page

- While viewing a web page, tap Menu > Settings > General > Set home page > Other.
- Enter the URL of page that you want to set as home page and select Ok.



4. HOME SCREEN

From Home screen, you can quickly access common features, view notifications of missed calls, received messages and check connection status.



4.1 STATUS BAR

The Status bar icons indicate different types of information. The table below lists various icons that might appear on the status bar of the device.

التدرالت	Network intensity of SIM card 1 or SIM card 2		
	Battery level of the device		
ÿ	New short message		
Ă	Missed call notification		
<u> হি</u>	Wifi connected		
Ψ	USB connected		
O	Headset is plugged in		
*	Bluetooth is activated		

4.2 APPLICATION TAB

Tap Application Drawer to access applications and settings of the device. The Application tab enables you to access the Main Menu and choose among the various utilities/ features available in the device.



Application Drawer

4.3 CUSTOMIZING SCREEN

The device features a touch screen with idle displays and access to utilities at just one-touch. So swipe right or left to navigate through various screens accessing your favorite features without entering the main menu. Each screen can be customized by adding various widgets, shortcuts and folders.

Shortcuts

In order to add a shortcut on the screen:

> Long press on the desired application to add on the screen.

Widaets

Save time with live updates right on Home screen and get all of your personalized updates at one place.



Setting the wallpaper

You can customize the wallpaper of your Home screen with default

wallpaper or with pictures taken from your device.

- > In the idle mode, tap Menu Key > Wallpaper.
- Select your desired wallpaper from the various options:
- ➤ Gallery, Live Wallpapers, Wallpapers

5. MULTIMEDIA

Your device features various multimedia options, such as Music Player, Camera and Video Player.

5.1 MUSIC PLAYER

Use the Music player to play music files. The songs saved in your SD Card can be played using the Music Player of the device.

- > Tap select Application tab
- Select Music

The songs are categorized by Artist, Albums and Songs. You can make your favorite playlist by long pressing on a song and selecting Add to Playlist.



Tap to play back or forward

5.2 CAMERA

Your device is equipped with camera and camcorder, which enables you to capture photos and videos.

Capturing an Image

- Select Camera. The screen will automatically switch to landscape view.
- > Aim the phone at the subject, then tap

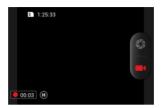


to take the shot



Capturing a Video

- Select Camera.
- > Aim the phone at the subject.
- > To start recording, select
- To stop recording, select



Capturing Panorama

- > Select Camera. Switch to Panorama mode.
- > Aim the phone at the subject, then tap to take the shot

5.3 VIDEO PLAYER

You can view/play your videos stored on your SD Card through the Video Player.

Tap select Application tab > Video player to play videos on the memory card.



5.4 GALLERY

You can view the captured images, recorded video clips, and downloaded images in the Gallery.

The picture folder and video folder will be displayed.
Select to view the camera pictures or camera videos. The images or videos will be displayed in thumbnails.



5.5 FILE MANAGER

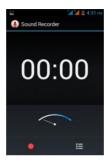
You can browse, open and manage the data saved in the Device and Memory card by accessing the File Manager sub-menu. The device provides a certain space for users to manage files and supports the T-Flash card. You can use the file browser to conveniently manage various directories and files on the T-Flash card.



5.6 SOUND RECORDER

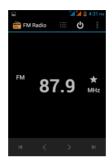
You can use the sound recorder to record sounds and also select to save

the recordings in your phone. Tap select Application tab > Sound Recorder. When in the sound recorder interface, press menu key to select recording mode.



5.7 FM RADIO

You can use your phone to listen to FM radio stations once the original Headset is plugged into the connector. Please press the side key to adjust music volume. Tap the to stop the FM radio. Tap the learners



6. NETWORK

6.1 WLAN

Connect to a wireless network to browse Internet

- Idle screen and tap Menu > System settings or in the Main Menu screen > select Settings icon
- Slide the slider toward right to activate WLAN and network notification to start detecting networks auto.
- Tap WLAN and the available networks will then be listed.
- Tap + to add a connection.

Note:

If the device before the connection is successful, the equipment information will be saved in the pop-up window selected connection, select forget to remove device information.

If the device does not encrypt selected connection in the pop-up window to connect.

If the device is encrypted, the pop-up window will appear, enter the password.

Network connection is successful; the status bar icon appears WLAN connection.

6.2 GPRS

The device supports GPRS protocol. Please make sure that you device is turned off, then insert or remove the SIM card.

- Power off insert USIM or SIM card
- Power on
- Open Setting
- Select More...
- > Select Mobile networks, enter access point names interface

- Select a card
- Touch Menu, select New APN:
- Set as below:
 - Name: (any name like airtel);
- APN: airtelgprs.com;
- Touch Menu, select Save:
- Go back to access point names interface, confirm the new APN selected.

6.3 BLUETOOTH

You can transfer data, such as music to other device using Bluetooth. Search the device and accept/transfer data. The received data is automatically stored in the directory.

- Access Settings by entering the main menu
- > Slide the slider toward right turn on Bluetooth
- > Tap Bluetooth to enter
- To make your device discoverable, select Bluetooth settings and check discoverable.

7. SETTINGS

Select Settings to view and adjust the settings of your device. The Settings menu is categorized into: Wireless & networks, Device, Personal and System.



7.1 SIM MANAGEMENT

Your device supports two SIM cards, which can be managed by accessing the SIM Management sub-menu. You can view/change the roaming settings of the cards using this menu.

7.2 WIRELESS & NETWOKS

Access this sub-menu to change/view the Wi-Fi, Bluetooth, Mobile Networks and VPN settings. Please refer to network section for detailed information on Wi-Fi and bluetooth.

7.3 AUDIO PROFILES

Your device provides four pre-defined user profiles that allow the operations of the device to best suit the environment you are in. The profiles are General, Silent, Meeting and Outdoor.

7.4 DISPLAY

With this function you can configure the display characteristics of the device including brightness, Auto-rotate screen, etc.

7.5 STORAGE

View and manage the data storage of your device:

Total Space and Available Space: Lists the amount of space on the microSD card installed in your device and the amount you have used to store photos, videos, music, and other files.

Un-mount SD Card: Un-mounts the microSD card from your device so that you can format the card or safely remove it when the device is on.

Available Space: The amount of internal phone storage used by the operating system, its components, applications (including those you downloaded), and their permanent and temporary data.

7.6 BATTERY

You can check the battery status of the device by accessing this sub-menu.

7.7 APPS

This sub-menu enables you to manage all the installed, running and applications saved in the device memory and SD card. You can remove and manage installed applications, view and control running applications, allow installation of non Spice build in market applications.

7.8 LOCATION ACCESS

The settings related to the location can be configured using this sub-menu.

7.9 SECURITY

You can protect your device from unauthorized users by setting the PIN code or entering a password.

Enable or Disable SIM card PIN

When PIN code is enabled, you are required to enter the PIN code before making a call.

- Go to Application Drawer > Settings > Security.
- > On the SIM card lock tab, select Set up SIM card lock.
 - Select a SIM card.
- Tap Lock SIM card to use PIN. Check to enable, uncheck to disable.
- Enter the current PIN code.
- > To change the PIN code, select Change PIN.
- Enter the old PIN code.
 - Enter the new PIN code and confirm.

Setup Screen Lock

You can set up a lock for your screen in form of Pattern, PIN code or password.

- Go to Settings > Security
- Set up screen lock

Select a desired form (Slide, Pattern, PIN code etc)

7.10 LANGUAGE & INPUT

Use the Language & Keyboard settings to select the language for the text on your device and for configuring the onscreen keyboard, including words that you've added to its dictionary.

7.11 BACKUP & RESET

You can use the Privacy settings to manage your personal information, such as backup of the data, automatic restore and factory date reset.

7.12 ACCOUNTS

Use the Accounts & Sync to add, remove, and manage your Google and other supported accounts. You also use these settings to control how and whether all applications send, receive, and sync data on their own schedules, and whether all applications can synchronize user data automatically.

7.13 DATE AND TIME

You can select to set date, time and time zone using this sub-menu. Use Automatic unless you need to override the network values. Use 24-hour format: Select to set 24-hour formats on or off. Select Date format: Select from a variety of formats.

7.14 SCHEDULE POWER ON/OFF

You can set the time for auto power on /off. Do turn the status on before using that function, and then the time.

7.15 ACCESSIBILITY

You can use the Accessibility settings to configure any accessibility plug-ins you have installed on your device.

7.16 DEVELOPER OPTIONS

You can enable or disable the list options to develop your phone. Take care of the options.

7.17 ABOUT PHONE

You can view system information Including System updates, Status, Battery use, Legal information, Model number, Android version and so on.

8. APPLICATIONS & UTILITIES

For your entertainment purpose, your device is provided with several interesting games, applications and utilities. Please ensure that you have GPRS setting in your device to access the applications. Contact your operator for GPRS settings.

CALCULATOR

Calculator helps you perform basic arithmetic functions, such as addition, subtraction, multiplication and division.

CLOCK

The clock function gives you an access to alarm clock.

- > Tap Application Tab to enter the Main Menu
- Select Clock
- > Select from the various options available, select Alarm

LOCAL

Places helps you discover nearby places you'll love. Quickly search for Restaurants, Cafes, Bars and other places, while on the go. Places also makes it easy to quickly rate the places you visit. By rating places you'll get place recommendations based on the places you like and recommendations from your friends.

MAPS

Maps is Google's mapping service to search for places of interest.

PLAY STORE

Play store allows you to find and download applications and fun games for your device.

- > Go to Main Menu > Play Store and setup your Google account.
- Select Create to create a new account or Sign in to sign in your existing account.

Once you are signed in you can begin searching and downloading programs from the market. Tap Apps to view the list of applications available and tap Games to view the list of games available.

SEARCH

Now your device enables you to find anything anywhere with Google Search. Please ensure that you have GPRS activated on your SIM card before using this service. Just type your query in the search bar and press Go. The result page will open up.

SPICE CLOUD

Spice Cloud" provides Spice end user with Cloud Backup and seamless access to your Photos, Documents, Media Files and Contacts across your Devices along with advanced Security and anti-theft features. User can access them all using the web interface at www.spicecloud.in. The key features of Spice cloud are:

 2GB free back-up space and user can extend the limit as per their requirement.

- Multiple device sharing option.
- Backup all your content onto Secure Cloud based
 Server and store them for eternity.
- Real time data synchronization across devices.
- Track down your device remotely.

SPICE GANG

SpiceGang has different content categories from where you can download waltpapers, play GPRS games, get sports update, connect to your friends and do much more. All services within Spice Gang are GPRS based services. Please contact your operator for GPRS settings.

TALK

Google Talk is Google's instant messaging program.

To sign in to Google Talk

Go to Main Menu > Talk.

Select Create or Sign in your Google account.

Follow the on screen instructions to login or create your Gmail username and password.

Once logged in, you can begin using Google Talk and View friend's list, Add friends to friend's list, sign out and view terms and privacy.

TODO

You can add items to todo, and the items you have done. It is very convenient.

WHATSAPP DOWNLOAD

Access the menu to download the WhatsApp directly. Download the application and enjoy chatting with your friends and colleagues over network. This messenger is a smartphone messenger which allows you to enjoy unlimited conversationsDownload the latest version of WhatsApp by clicking the WhatsApp Downloader and chat with your friends anytime anywhere. It is a third party network based application; please contact your operator.

YOU TUBE

YouTube is an online video streaming service that allows you to view, search, and upload videos.

To start using YouTube

Tap the Application Tab to enter Main Menu > Select YouTube.

Videos are grouped into various categories. Tap a category to see the available videos for that category.

Select a video to play it.

9. SPECIFICATIONS

Screen (HVGA)	8.89 cm
Battery	1450mAh
Dimensions	118.2*60.8*12.35mm
Band	GSM:900/1800
Standby Time	About 200 hours
Maximum Talk Time	About 6 hours
USB	Micro5PIN

^{*} The standby time and maximum talk time depend upon the network signals and settings.

10. SUPPORT AND CONTACT

- You can visit <u>www.si2imobility.com/spicemobiles</u> for additional information, downloads and services related to your Spice handset.
- For further assistance or queries, you can call on SPICE customer helpline number 011-42921000 or mail at customercare@smobility.in or product@smobility.in.

Note: After sales service of the device is confined to the country in which the purchasing is done.



Help us save Our Environment...GO GREEN..!!

All our endeavors are directed towards providing environment friendly products to you. The materials used in our devices are recyclable and can be reused to make new products. We strive to make products that are safe for our consumers as well as the environment. Come join hands with us and make world a better place to live.

Preserve natural resources for future generations by recycling your phone. The phone contains some metals, when recycled properly; these can be put back into circulation, decreasing the need for new metal mining. Recycling reduces the need for raw materials, saves energy, helps mitigate Global Warming and reduces pollution, reduces waste products in landfills; therefore preserving natural resources for the future and saving the planet.

Follow some simple steps and contribute towards saving the planet.

DOs

Recycle your handset and its accessories.

To protect natural resources and to promote re-use of the material, kindly separate batteries from other type of waste.

DONTs

Do not dispose off your mobile and its battery in fire.

Do not dispose your mobile with the regular waste.

Do not over charge your handset. Remove the charger when battery is full.

Don't trash your phone, instead RECYCLE it



This logo signifies that this product and/or its consitituents should not be disposed off with other household waste.

Hazards of Improper handling, accidental breakage, damage and /or improper recycling of hazardous elements

If this product is improperly handled, broken or damaged or carelessly recycled or disposed off in the fire, can result in environmental and data security concerns, including the following:

Affect nearly every system in the human body and result in birth defects, brain, heart, liver, kidney and skeletal system damage. They will also significantly affect the nervous and reproductive systems of the human body;

When burned, create cancer-producing dioxins which are released into the air we breathe; If thrown in landfills, may leach into groundwater affecting your local community;

In warm climates, the oxidation of mercury in the environment can be accelerated, leading to the creation of oxidized Hg atoms that are known to be associated with ozone depletion; and Improper recycling additionally results in data security issues, as private electronic information remains on hard drive, if not properly removed before disposal.

How to Recycle

Please get your electronics products recycled only through authorized recyclers, approved by Pollution Control Board. We provide facility of recycling of our products. For details of our collection centers, please visit our website or call our customer care. Help us to GO GREEN.

Constitution of Hazardous Elements in your Device:

Your device does not contain the following hazardous elements in a proportion higher than the limits provided hereunder: maximum concentration value of 0.1% by weight in homogenous materials for lead, mercury, hexavalent chromium, polybrominated biphenyls and polybrominated diphenyl ethers; and maximum concentration value of 0.01% by weight in homogenous materials for cadmium.