



No. 1 Smart Feature Phone Manufacturer, Global Giant Transsion Holdings announces India Launch

- *Introduces Brand itel in India in the market*
- *Promises service assurance focus, starts sales with a bold commitment of 100 day replacement warranty in inclusion to a standard 12 months repair warranty*
 - *Goes heavy on localisation from a product feature standpoint*

Shimla, June 3, 2016: Transsion Holdings Conglomerate, one of the world's major mobile phone manufacturers and a leading supplier of communication devices with presence in 40+ countries across the globe, has today announced its entry in Himachal Pradesh market with its mobile brand itel, the hi-tech innovative brand for the masses. The launch will delight Indian consumers, who will now have access to itel's high-performance, quality-assured mobility solutions, in order to fulfil their mobile connectivity aspirations. The feature phones are strategically priced below INR 2000 and smartphones below INR 10,000.

As a part of the launch, the company will be rolling out its India operations in two phases – phase one will include North Indian states of Uttar Pradesh, Bihar, Jharkhand, Punjab, Jammu & Kashmir, Haryana, Gujarat, Rajasthan and Uttarakhand while phase two will see itel Mobile entering the prominent local markets in the North West region such as Maharashtra and Madhya Pradesh. The end-goal of the move is to increase smartphone and smart device penetration amongst the country's socio economic class C, D, E who are yet to fully adopt the benefits that digital technology has to offer.

Speaking on its India launch, **Sudhir Kumar, CEO, itel India**, commented, "India has emerged as a key geography for any global player. In view of the opportunities and scope, it was inevitable for us to foray into this market. We believe that the mobile ecosystem in India is ripe for disruption and that introducing our brand itel would redefine the level of quality cost-effective offerings in the country. We are confident that itel will emerge as the perfect enabler to drive the rural and semi-urban Indian consumers onto a digital platform and to provide affordable yet feature-driven mobile phones for the aspiring Indian consumers across geographies and social classes."

Through its vast array of value plus mobile connectivity solutions such as feature phones, smartphones and mobile accessories, itel Mobile aims to become one of the leading 4G LTE device brand in India. itel endeavours to provide long lasting battery and superior camera performance as the primary product essence. The feature phones will be categorized in 3 series viz. SmartSelfie, SmartPower and Shine. SmartSelfie will attempt to redefine the consumer expectation whilst having a front camera in all its phones. SmartPower will be focussed on bigger longer lasting battery phones and Shine will have good looking phones. Similarly Smart phones will have SelfiePro focusing on comparably astounding camera experience, PowerPro catering big long lasting battery and Wish series providing value with good looking phones.



The brand also gave a sneak-peek into its plans by launching six phones – SmartSelfie it2180, SmartPower it5600, SmartSelfie it5231 and PowerPro it1410 – along with its two flagship products, SelfiePro it1511 and Wish it1508. SmartSelfie it2180 priced at INR 839, SmartPower it5600 available at INR 973, SmartSelfie it5231 at INR 1,296, PowerPro it1410 at INR 3,339, Wish it1508 at INR 3,899 and SelfiePro it1511 at INR 6,999 to Indian markets.

itel is planning to contribute to the Indian Government's Make in India scheme by setting up manufacturing units in India. The company is also looking forward to establish 1000 service touch points across India to enable high-level of customer-centric service for its users across the country.

"After-sales service, unfortunately, is something that has flown under the radar of many brands currently operating in the Indian mobile devices industry. We are going to change that by delivering a holistic, comprehensive end-user experience which extends beyond a user's purchase. We have huge confidence in the quality of our brand that enables us to assure our consumers 100 days replacement warranty who will buy our mobiles," **Sudhir Kumar** concluded.

About itel Mobile:

Born based on the understanding of people's desire to connect, itel was launched by its parent company – Transsion Holdings – with a focus on delivering cost effective and high-specification mobile devices. As a result of this unique integration of an understanding of the consumer requirement, good value for money and quality, itel is already widely accepted in the vast markets of China and Africa. The company has sold over 70 million itel devices since its inception and the brand has prominent presence in over 37 international markets all over the world.

itel has a total of five factories outfitted with top-of-the-line manufacturing equipment. The company also has more than 1000 service centres across the globe under the brand of Caricare Service Centre to ensure customer satisfaction throughout their journey through advanced technologies and powerful equipment.

Having established its brand proposition across the globe, the brand is now entering the lucrative Indian rural market to deliver value-driven offerings for the Indian consumer and quench their aspiration at competitive price point.