

itel Mobile appoints HTA Marketing Services as its creative agency

-Move to emphasize itel's brand proposition, the 'Right to Progress'

New Delhi, August 23, 2016: Transsion Holdings Conglomerate, the largest manufacturer of feature phones in the world, has roped in HTA Marketing Services as the creative partner for its flagship brand, itel, in India. The account, which was won in a multi-agency pitch, is handled by agency's Delhi office.

Every creative devised by JWT are crafted around itel Mobile's core brand proposition of 'Right to Progress' and will be aimed at promoting its highly relevant, value-plus mobility solutions within the aspiring Indian consumer base. This will aid itel in furthering its mission of empowering every Indian citizen and enabling their progress in all spheres of life.

Commenting on the development, **Mr. Sudhir Kumar, CEO, itel India**, said, "In an increasingly digital-first world, mobile ownership is no longer a privilege, but has emerged as a fundamental right. At itel, we are dedicated to help every Indian claim this right, helping them stay connected seamlessly with the world around them. With a rich legacy of building brands and an in-depth understanding of our target demographic, JWT & its network of agencies are the perfect creative partners to highlight our brand proposition, 'Right to progress'.

Elaborating on the mandate, **Mr Sanjeev Bhargava, Managing Partner, JWT** said, "itel's vision of providing feature-rich phones that are pocket friendly gives it a tremendous opportunity to disrupt the market. Establishing itel Mobile as a leading industry player will require a multidisciplinary approach, something which JWT & its network of agencies particularly excel in."

Speaking on the association, **Mr. Gaurav Tikoo, Chief Marketing Officer, itel India**, said, "With our purposive innovation, cutting-edge technology and a unique proposition of 100 days warranty which is a game changer in the mobile industry, we aim to break the class barriers in the mobile market. The partnership will allow itel Mobile to benefit from the unique integration of traditional and new-age media leveraged by JWT & its network of agencies.

Transsion Holdings Conglomerate is one of the leading mobile manufacturers in the world. Headquartered in China, it is currently operational in more than 40 countries worldwide. The brand itel has received an extremely impressive response from the Indian consumer base since its launch, having sold over 1.4 million handsets within a couple of months of commencing operations.

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 and quality, itel is already widely accepted in the vast markets of China and Africa. The brand 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 six factories outfitted with top-of-the-line manufacturing equipment. The brand 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, itel 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.