



itel Mobile lights up this Diwali with Smartpower it5612

-Armed with Super LED Torch & best in class battery, the phone will truly light up the Indian consumers' life this Diwali.

New Delhi, October 25, 2016: itel Mobile, the hi-tech innovative brand from Transsion Holdings Conglomerate, is all set to make this Diwali a lot brighter for Indian consumers! The brand has announced the launch of its latest feature phone, Smartpower it5612 at Rs 1700. Equipped with several innovative features such as a Super LED Torch, OTG support, King Voice, a 0.3 MP Rear Camera with flash, and a 2500 mAh best-in-class battery, the latest product from itel will be the perfect fit for the rural consumers with its focus on quality, camera and long battery life.

The Smartpower it5612 from itel comes with a 2.4 inch QVGA display and is housed in a compact, sturdy frame available in white & champagne and black & champagne. The multilingual phone supports four major languages including Hindi, English, Punjabi, and Gujarati, and comes equipped with BIG 2535 Speaker for high-quality audio performance. With a super-long battery life, the Smartpower it5612 can stay without charging for long and can even help in charging other phones with its OTG support, acting as a powerbank. The phone also supports expandable memory up to 32 GB using a t-card.

Speaking on the launch, **Sudhir Kumar, CEO, Itel Mobile India**, said, "We are working towards the philosophy to empower people with localised product and hence give them the Right to Progress. With its innovative and value-driven features, we are confident that the launch of Smartpower it5612 will delight aspiring mobile phone owners in the country.

With Edge connectivity and Bluetooth 3.0, the phone gives rural users a chance to stay connected to their contacts through social apps such as Facebook and Palmchat. With itel's service proposition of 100-day replacement guarantee, a unique offering in the Indian mobile industry, and a 12-month warranty, the it5612 is designed to address the quality and support requirements of rural consumers, and is available at a value-plus price point of INR 1,700. Over all this is a fully loaded handset which packs in the best of all things targeted at the true discerning feature-phone consumer.

itel's focus on enabling value-plus connectivity solutions has led to its immense growth and consumer adoption, allowing it to sell over 5 million handsets since its India launch earlier this year. As a result, the brand has secured the 6th position in the feature phone category and has captured 2% market share in less than a quarter, according to the recent CMR report.

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,



affordability 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 six 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 has entered the lucrative Indian rural market to deliver value-driven offerings for the Indian consumer and quench their aspiration at competitive price point.

For further information log on to: <http://in.itel-mobile.com/>