



## **itel Mobile reaches a sales milestone of 5.4 million handsets Rajasthan contributes 11.85 % to the overall sales**

*Brand's value-plus offerings drive massive user adoption and growing market share*

**Rajasthan, Oct xx, 2016:** Marking yet another milestone in its growth story, itel, the hi-tech innovative brand for the Indian consumers from Transsion Holdings Conglomerate, has seen the brand sell more than 5.4 million handsets since its India launch a few months ago with Rajasthan contributing 11.85% of the overall sales volume. itel has established its presence across 59% of the retail universe in Rajasthan.

The brand has been ranked 6<sup>th</sup> amongst feature phone brands in India by Cyber Media Research (CMR) as per its Q3 Report and also has emerged as the leader in eight states of India according to its latest report. The recognition was achieved; thanks to the massive user adoption of itel products in the country.

According to the report by CMR-Q3, itel has garnered close to 2% of the market share in the feature phone category in India owing to its diverse array of highly relevant, feature-driven and value-plus mobility solutions. The 24 products launched so far include 13 feature phones and 11 smartphones which are aimed at empowering the country's aspiring consumer base with value-plus, mobile-based connectivity solutions. Regions with higher rural population, such as Uttar Pradesh, Rajasthan and Punjab have seen the most adoption of itel products, as have urban geographies such as Delhi/NCR.

In addition to the consumer-centric nature of its offerings, this rapid growth for itel Mobile has also been facilitated by the presence of its extensive service network, which currently has around 750 distributors and 50,000 retailers on board. Itel's presence in Rajasthan is overwhelming with 60 distributors, 4400+ retailers and 52 service touch points. Consumers currently enjoy a 100-day replacement warranty on all itel products, a unique facility in the mobile handset space in India. The brand also has a strong on-ground marketing team to promote these value-driven offerings within the hitherto untapped rural and semi-urban populace.

itel Mobile aims to take the number of distributors to 1,000 and retailers to 80,000 by the end of this year in order to extend the benefits of its mobility solutions to a larger consumer base pan-India. With a view to enhance the ownership experience, the brand will also open 1,000 service centres across the country by the end of 2016.

### **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/>