



## itel marks its grand India entry by selling over 3 lakh handsets within one month!

*Milestone achieved through operations in just 11 states*

**New Delhi, June 30, 2016:** Breaching yet another milestone in its growth story, itel, Transsion Holdings Conglomerate's hi-tech innovative brand for the masses, has announced the successful sale of more than 3 lakh handsets within India. What makes the feat more impressive, however, is the fact that itel achieved the milestone within just one month of its operations. The sale was driven chiefly by itel's flagship products, the Wish it1508 and the SelfiePro 1511, which are aimed at empowering the country's aspiring consumer base with value-plus mobile-based smartphone connectivity solutions.

Specifically tailored for the lower end of the consumer spectrum, itel Mobile recently forayed into the Indian market with a variety of reliable and trendy communication devices, which include feature phones priced at less than INR 2000 and value-added smartphones available for less than INR 10000. This efficiency in pricing has been enabled by the brand's focus on research and development; itel has a cutting-edge software research centre in Shanghai, a dedicated project team based in Shenzhen and a leading design team in France. The brand also has six factories across China, Ethiopia, Nigeria and Kenya outfitted with top-of-the-line manufacturing equipment, through which it produces 300000 mobile handsets per day. Already widely accepted in the vast markets of China and Africa, the brand has sold over 20 million devices since its inception and has become a prominent presence in over 31 international markets all over the world.

Speaking on the milestone, **Sudhir Kumar, CEO itel Mobile, India**, said, "itel was launched in India to eliminate the technological disparity that exists between the urban and the rural geographies. Our aim was to make mobile ownership accessible to the hitherto untapped rural and semi-urban consumer base, which accounts for more than 60% of the country's population. The impressive response that we have received within such a short duration since our launch underlines the efficacy of our brand's value-plus approach in the Indian market. We are confident of devising and launching even more innovative mobility solutions that will empower the Indian consumer and give India the boost it needs to evolve into a completely digital economy."

Currently operating in 11 states in North India including Uttar Pradesh, Punjab, Jammu & Kashmir, Haryana, Rajasthan and Uttarakhand, the brand has also gained a significant foothold in the states of Bihar, Jharkhand and Gujarat. itel will now be looking to build on the strong reception by venturing into other key geographies such as Maharashtra, West Bengal, Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Madhya Pradesh, Chhattisgarh and Orissa as a part of its strategic expansion in July. The brand will additionally target states in the North-East as it looks to achieve the milestone of selling 1 million handsets before Diwali this year.



### **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.