



itel forays in India with Wish it1508 & SelfiePro it1511, 2 champion products with superior functionalities & competent pricing

New Delhi, May 20, 2016: Underlining its commitment to provide value plus mobile-based connectivity solutions to the country's consumer base, itel, the hi-tech innovative brand for the masses, has announced the launch of 3 smartphones and 3 feature phones. The feature phones will be categorized in 3 series viz. SmartSelfie, SmartPower and Shine and Smartphones will have SelfiePro, PowerPro and Wish series. The feature phones will be strategically priced below INR 2000 and smartphones below INR 10,000.

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.

Following the launch, itel introduces 6 new advanced products, providing incredible value for the money spend. The Wish it 1508 is the champion product amongst the new launches, enabled with 3G connectivity and pre-installed with Android 5.1. Running on a Quad core, 1.2 GHz processor along with a 512 MB RAM, the phone also comes with 5.0 MP back and 2.0 MP front camera and supports dual-SIM with dual standby functionality. Furthermore, SelfiePro it1511 is a 4G enabled smartphone that operates on the latest Google release namely, Android 6.0 Marsh Mallow and comes with dual-SIM/dual standby capability.

The SmartSelfie it2180, SmartSelfie it5231 and SmartPower it5600 are GPRS-enabled dual-SIM feature phones, each coming with its own unique set of specifications. The it5231 and it2180 from the SmartSelfie series are equipped with functional front cameras, while SmartPower it5600 comes with a bigger battery and a longer standby time. On the other hand, itel is also making smartphone connectivity more accessible with its PowerPro it1410, which comes equipped with 2800 mAh battery and 3G/GPRS connectivity.

Speaking on the launch, **Sudhir Kumar, CEO, itel India**, said, "In today's digitally-led world, mobile connectivity has become a necessity instead of a privilege. With the launch of these phones, we are providing Indian consumers with the perfect amalgamation of value plus and functionality. We are confident that these phones will find great reception amongst the aspiring Indian mobile phone users and will play a major role in making India truly digital."

"The rural and the semi-urban consumer, despite accounting for more than 60 percent of the country's population, has hitherto been largely untapped by the incumbent mobile players. We are going to change that with a dedicated focus on providing extremely relevant, high-quality customized products that cater specifically to the connectivity requirements of these geographies," added **Sudhir Kumar**.



Key Specifications:

Specification	It1508	It1511	it1410
Color	Dark Blue, Champagne Gold	Black, Champagne Gold	Gun Black
Rear Camera	5 MP	8 MP	2 MP
Front Camera	2 MP	2 MP	0.3 MP
RAM	512 MB	1 GB	512 MB
ROM	8 GB	8 GB	8 GB
Display	5 inches	5 inches	4 inches
OS	Android (5.1)	Android 6.0	Android 4.4.2
Platform	Quad core, 1.2 GHz	Quad core, 1.0 GHz	Dual core, 1.3 GHz
Battery	2400 mAh, Li-ion	2500 mAh, Li-Polymer	2800 mAh
SIM Card	Dual Sim	Dual Sim	Dual Sim
Price	Rs. 3,899	Rs. 6,999	Rs 3,339

Specification	It5231	it5600	It2180
Color	Blue, Champagne Gold	White+Light Gray, Black+Red	White+Light Gray, Dark Blue
Rear Camera	0.08 MP	0.08 MP	0.08 MP
Front Camera	0.3 MP	NA	0.08 MP
RAM	64 Mb	32 Mb	32 Mb
ROM	64 Mb	32 Mb	32 Mb
Display	2.4 inches	1.77 inches	1.77 inches
Platform	MTK6260A	MTK6261D, 260MHz	MTK6261D, 260MHz
Battery	1900 mAh, Li-ion	2500 mAh, Li-ion	1000 mAh, Li-ion
SIM Card	Dual Sim	Dual Sim	Dual Sim
Price	Rs. 1,296	Rs. 973	Rs. 839

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.