



## No. 1 Smart Feature Phone Manufacturer, Global Giant

### Transsion Holdings announces India Launch

- *Introduces Brand itel in India*
- *Promises service assurance focus, starts sales with a bold commitment of 100 day replacement warranty in inclusion to a standard 12 months repair warranty*
- *Goes heavy on localisation from a product feature standpoint*

**Agra, April 25, 2016:** Transsion Holdings Conglomerate, one of the world's major mobile phone manufacturers and a leading supplier of communication devices with presence in 40+ countries across the globe, has today announced its entry in the Indian market with its mobile brand itel, the hi-tech innovative brand for the masses. The launch will delight Indian consumers, who will now have access to itel's high-performance, quality-assured mobility solutions, in order to fulfil their mobile connectivity aspirations.

As a part of the launch, the company will be rolling out its India operations in two phases – phase one will include North Indian states of Uttar Pradesh, Bihar, Jharkhand, Punjab, Jammu & Kashmir, Haryana, Gujarat, Rajasthan and Uttarakhand while phase two will see itel Mobile entering the prominent local markets in the North West region such as Maharashtra and Madhya Pradesh. The end-goal of the move is to increase smartphone and smart device penetration amongst the country's socio economic class C, D, E who are yet to fully adopt the benefits that digital technology has to offer.

Speaking on its India launch, **Sudhir Kumar, CEO, itel India**, commented, "India has emerged as a key geography for any global player. In view of the opportunities and scope, it was inevitable for us to foray into this market. We believe that the mobile ecosystem in India is ripe for disruption and that introducing our brand itel would redefine the level of quality cost-effective offerings in the country. We are confident that itel will emerge as the perfect enabler to drive the rural and semi-urban Indian consumers onto a digital platform and to provide affordable yet feature-driven mobile phones for the aspiring Indian consumers across geographies and social classes."

**Arthur Wang, Senior Director, Corporate Sales International, MediaTek Inc.**, added, "Transsion Holdings has, since its inception, worked towards making connectivity more accessible and ubiquitous for aspiring consumers across the globe. We share a strong connection with Transsion since years and majority of its products are based on our chipset. The fact that it has launched its brand itel Mobile in India is heartening news for the Indian consumer as well as the economy in general. We will not only enable mobile connectivity solutions more competitive and conveniently accessible for all, but will also support them towards rapid technological adoptions across the segments".



Through its vast array of cost effective and affordable mobile connectivity solutions such as feature phones, smartphones and mobile accessories, itel Mobile aims to become one of the leading 4G LTE device brand in India. itel endeavours to provide long lasting battery and superior camera performance as the primary product essence. The feature phones will be categorized in 2 series viz. SmartSelfie & SmartPower. 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. Similarly Smart phones will have SelfiePro focusing on comparably astounding camera experience and PowerPro catering big long lasting battery.

The brand also gave a sneak-peek into its plans by launching five phones – SmartSelfie it2180, SmartPower it5600, SmartSelfie it5231, PowerPro it1410, and SelfiePro it1511.

SmartSelfie it2180, SmartPower it5600 and SmartSelfie it5231 are GPRS-enabled dual-sim feature phones with functional front cameras in SmartSelfie it5231 and SmartSelfie it2180 and bigger battery in PowerPro it5600. In Smartphone PowerPro it1410 comes with 3G connectivity and 2800mAh battery. itel has strategically focused on bringing better features at entry level with the feature phones to ensure higher experience quality in its offerings. SmartSelfie it2180 comes with MediaTek chipset MTK6261D and the it5231 comes packed with MTK6260A. The Smartpower it5600 comes with MTK6261D and Powerpro it1410 with MT6572W. Essentially, the MediTek engine provides better multimedia experience, power management and better voice and network performance thus ensuring usage quality.

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. With a custom calibrated superior 8 MP rear Auto-focus camera, with Dual Flash and custom selfie 2 MP front camera with flash, 12.7 (5) cm HD OnCell display and 1GB RAM, the It1511 packs performance owing to 64bit MT6735P chipset and affordability within its sleek, fashionable exterior. The “wow” factor of this device is the camera story which can challenge any competitor in its category.

“After-sales service, unfortunately, is something that has flown under the radar of many brands currently operating in the Indian mobile devices industry. We are going to change that by delivering a holistic, comprehensive end-user experience which extends beyond a user’s purchase. We have huge confidence in the quality of our brand that enables us to assure our consumers 100 days replacement warranty who will buy our mobiles,” **Sudhir Kumar** concluded.

The company is planning to contribute to the Indian Government’s Make in India scheme by setting up manufacturing units in India. The company is looking forward to establish 500 service centres across India to enable high-level of customer-centric service for its users across the country.

In addition to its strong supply chain and sales channels, itel also has several strategic partnerships in place with leading brands in the field of mobile devices and communication such as Airtel, Vodafone,



Sharp, Sony, Intel, Samsung, Java and Facebook in order to offer Indian consumers maximum value for their money.

**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 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.