



itel associates with Idea Cellular to offer 6 GB of Free data on a range of Smart devices

-Provides high-speed connectivity to itel mobile consumers through Idea Cellular

New Delhi, March 15, 2017: itel, one of the leading mobile brand from Transsion Holdings Conglomerate, has partnered with Idea Cellular, one of the leading Indian mobile operators, to offer free 1GB of Data per month for up to six months on specific models of itel smartphones. The offer will be available starting Today on selected itel smartphone models under Wish series; it1409, it1407, it1508, it1508+ and Power Pro series; it1516+

Speaking on the association, **Mr. Sudhir Kumar, CEO, itel Mobile** said, “With all aspects of our lives rapidly migrating onto a digital platform, internet connectivity has become a necessity instead of a luxury. The association with Idea Cellular, one of the most popular mobile networks with an extensive service outreach, is aimed at making digital connectivity more affordable and value-driven for both itel and Idea users. We are confident that a large number of consumers across the country will benefit from the partnership and the enhanced digital connectivity that it enables.”

In order to avail the offer, customers need to visit <http://i4all.ideacellular.com/offers> from their itel smartphones using an Idea SIM and click on ‘Let’s Get Started’ button on the landing page. The website will capture the customer’s mobile number and the IMEI of the itel device. Users will need to click on ‘Show My Offers’ and select ‘itel 1GB’ offer to receive the activation message and enjoy free mobile internet. The Data offered under the plan will be completely free for the first month. Subsequently, users can continue to avail the 1GB free data per month for upto six months, by doing a monthly recharge of any value of INR 50 or above for any Voice or Data pack.

Brand itel has built on its strong entry into the Indian market: thanks to its robust distribution network and the feature-driven, value-plus nature of its offerings. The latest announcement underlines itel’s commitment towards making high-speed internet connectivity more accessible and ‘within the means’ for Indian consumers across geographical and socio-economic barriers.

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 120 million itel devices since its inception and the brand has prominent presence in over 46 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 has entered the lucrative Indian rural market to deliver value-driven offerings for the Indian consumer and quench their aspiration at competitive price point.

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