



itel Mobile takes the 4G experience to the next level with PowerPro P41, the first 4G VoLTE and ViLTE-enabled smartphone with 5,000 mAh battery at 5,999 INR!

-Powered by the latest Android 7.0 Nougat

New Delhi, August 10, 2017: Building on the phenomenal success of its highly-popular 4G-enabled Wish series smartphones Wish A41, Wish A21, and Wish A41+ in the Indian market, itel Mobile has unveiled P41, the newest offering from its PowerPro series. What sets P41 apart from its competition is 5,000 mAh Li-Polymer battery which offers up to 95 hours of music playback time, a standby time of up to 35 days, up to 18.2 hours of uninterrupted video playback, and an exceptional talktime of up to 51 hours! Complemented with the power bank support, PowerPro P41 is truly a match made in heaven for people seeking a high-performance value-added offering to meet their entertainment, gaming, or connectivity requirements.

The latest product launch marks another exciting addition to the brand's stellar and constantly increasing 4G smartphone portfolio – which comprises Wish A41, Wish A21, and Wish A41Plus as well as it1518 and it1520 from the impressive SelfiePro series – and underlines its commitment to become the most preferred 4G-enabler with state-of-the-art features for entry- to mid-level smartphone users in India.

Powered by the latest Android 7.0 Nougat and 1.3 GHz Quad Core processor, the PowerPro P41 comes equipped with 1GB RAM that enables a power-packed performance, offering best-in-class multitasking capabilities and superfast processing speeds for booting and app navigation. The VoLTE/ViLTE-

enabled 4G smartphone allows users access to high-speed data browsing with faster downloading and improved voice quality. Its 8GB storage space, expandable to 32GB, also ensures that user never run out of storage. Priced at INR 5,999, the PowerPro P41 is a sleek, powerful device high on performance and style, and is available in the appealing colors of Graphite, Silver Grey, and Champagne.

Speaking on the launch, **Sudhir Kumar, CEO – itel Mobile India**, said, “With a steadfast emphasis on innovation, itel Mobile as a brand strives to add value to the lives of its users and satisfy their mobility requirements through its performance-driven range of smartphones. Following our successful foray into the 4G smartphone category with Wish series and selfie series, the launch of PowerPro P41 highlights our commitment to provide best-in-class products to our customers. The PowerPro series is renowned for its exceptional battery life and powerful performance. Equipped with state-of-the-art features, such as the

Key Features	Description
Display	5” FWVGA IPS display (480x854 pixels)
OS	Android 7.0 Nougat
CPU	1.3 GHz Quad core processor
Storage	8 GB ROM storage (expandable by up to 32 GB); 1 GB RAM
Cameras	5MP AF rear camera with Auto Focus and Dual LED Flash, 2MP front camera
Connectivity	Wi-Fi, 3G/4G/2G, GPS, Bluetooth
Battery	5,000 mAh
Resolution	480*854
Colour	Graphite, Silver Grey and Champagne



latest Android 7.0 Nougat and an unmatched long-lasting battery, the PowerPro P41 is the perfect combination of high-grade performance and stylish design aimed at delighting Indian customers.”

With a 5” FWVGA IPS display, the PowerPro P41 is designed to deliver an enhanced entertainment experience to its users through excellent color reproduction. The device employs cutting-edge camera technology; its 5MP rear camera has features like autofocus, face detection, dual LED flash, and beauty mode, while its 2MP front camera has beauty mode and face detection to deliver an exceptional selfie experience to today’s selfie-crazy generation. Its multi-account feature allows users to simultaneously operate two accounts on their favorite social media applications like WhatsApp, Instagram, Facebook, and Twitter. In addition, the smartphone comes equipped with connectivity options that include Wi-Fi, Bluetooth 4.0, GPS, and OTG support.

The device also has the Xender app pre-installed for users to share files, photos, and applications to other devices at a superfast speed. The PowerPro P41’s complete product package includes a screen film, battery, charger, a hands-free set, and data cable.



About itel Mobile:

Launched by its parent company, Transsion Holdings, itel focuses on delivering high-specification mobile devices. It is a prominent presence in over 58 international markets and has a total of five factories



outfitted with top-of-the-line manufacturing equipment in key strategic locations across the world. Brand itel also benefits from the state-of-the-art technological capabilities of its parent organization, which has R&D centres in Shanghai, Beijing, Nairobi (Kenya) and Lagos (Nigeria), a project management office in Shenzhen (China), and a leading design team in France.

This unique integration of an understanding of the consumer requirement and quality is why itel is already widely accepted across India. Signifying strong disruptions, the brand has captured 10.2% share of the overall mobile (feature phone and smartphone) handset market in just a year since its India launch in April 2016, the brand also maintains strong after-sales presence pan-India through 820 owned service centres.