



itel Mobile launches S21 – India’s first dual front camera 4G smartphone at INR 5999

Packs several exciting features in trend for the young, selfie-loving generation

New Delhi, November 1, 2017: Further strengthening its Smartphone offerings, itel Mobile has launched its dual-aperture camera smartphone, S21. The latest entrant into itel’s growing portfolio for 4G smartphones, S21 is India’s first and only smartphone under Rs. 6,000 offering a dual front camera function. itel S21 offers premium quality with most user-centric features including fingerprint sensor, dual social media accounts, and much more at the most value-driven price point.

Speaking on the launch **Mr. Sudhir Kumar, Chief Executive Officer, itel & Spice Devices** said, “One area where itel Mobile clearly stands out is that we’re not driven by market competition. Rather, we focus on our customers and their requirements from their smartphones. From conceiving an idea to its execution, we work towards making our products as customer-centric and feature-intensive as possible. This approach has differentiated each and every one of our offerings within their respective market segments. S21, like other products in our smartphone portfolio is a masterpiece. We have focussed extensively on building market disrupting technologies and developing out-of-the-box innovations, and S21 is yet another example of our excellence in delivering aspirational value to our consumers.”

Key Features	Description
Screen size and display	5" FWVGA IPS Display
OS	Android 7.0 Nougat
Processor	64bit 1.1 GHz quad-core processor and Mali-T860 MP1 GPU
Memory	1GB RAM + 16GB ROM (Expandable upto 32 GB)
Cameras	Dual Front camera(2MP+5MP) 8MP AF Rear camera
Network	4G VoLTE & ViLTE Support
Battery capacity	2700mAh Li-Polymer
Sensors	Fingerprint, G/P/L sensor
Connectivity	4G enabled, Wi-Fi, Bluetooth, GPS

Picture-perfect: A ‘larger’ than life selfie experience

The smartphone for the young, selfie-loving generation, itel S21 comes with a dual front camera with a panoramic field view of 120°. This wider aperture option allows users to click perfect group selfies, and also allows them to toggle between solo selfie and group selfie options, ensuring that photo buffs get the best of both worlds and situational needs. The power-packed smartphone also comes equipped with an 8MP rear camera with auto-focus, face detection, and other compelling picture enhancement features. What’s more, itel S21 enables users to click spectacular pictures even in low-light conditions, ensuring that moments of happiness can be captured anytime, anywhere.

Don’t stop: Store more, explore!



At the entry level this device delivers good quality camera and also pulls off a great bokeh effect. S21 offers a more-than-adequate 16GB of internal memory, further expandable to 32GB, to meet the endless storage needs of its selfie-loving users. So, go out there, explore the world, and engrave your presence with a beautiful memory capture. The smartphone also uses a 5" IPS screen with blue-ray eye protection and sunlight display that delivers a much brighter and more evolved viewing experience.

Touch, Sense, and Feel: Maximizing user convenience

In addition, S21 delivers best-in-class performance on several other parameters. The 4G VoLTE and ViLTE-enabled smartphone is powered by Android 7.0 (Nougat) with multi-window view, quick switching between apps, and a direct reply feature. It also comes loaded with a fingerprint sensor with 360° readability – a feature hardly seen in its price segment – and granting user customizable functions such as clicking photos, answering/hanging up calls, torch activation, and much more.

S21 provides superlatives graphics performance with its 64-bit, Mediatek powered quad-core processor, 1 GB RAM, and Mali-T860 MP1 GPU clocking a speed of 400 MHz. The smartphone enables its users to access dual social media accounts including Facebook, Twitter, Instagram, and WhatsApp. The stylish new smartphone fares well in terms of its looks and style. It boasts of an impressive metal body design having elegant edges and comfortable grip lending it a premium touch.

Completing the package is a 2,700 mAh Li-polymer battery with battery optimization technology, which gives 2G talktime of 18 hours, 3G talktime of 15 hours, 4G talktime of 10 hours, and a long standby time of 350 hours. Its Smart Phone Manager comes bundled with user-friendly apps such as Accelerate, App Freeze, App Lock, Power Saver, and Carl Care (for end-to-end service support), serving as a cherry on the top for its users. itel S21 is available across India in three ultramodern colours: Moonlight Silver, Champagne Gold, and Elegant Black.

Having consolidated its position as 2nd largest player in the Indian mobile phone market, the brand's focus on quality smartphone offerings is delighting Indian consumers. With every product delivering exceptional features within the most competitive price points, there is only one question running in the minds of itel patrons – so, what next?

About itel Mobile:

Launched by its parent company, Transsion Holdings, itel focuses on delivering value plus mobile devices. The brand forayed into the Indian market in April 2016 and has established its leadership position by bringing strong market disruptions. Today, itel Mobile is the second largest mobile phone player in India as per the latest CMR report with a nationwide appeal for its value-added offerings. Its product portfolio comprises 10 smartphones and 19 feature phones. itel also maintains strong distribution channel and after-sales presence PAN-India with more than 850+ service touch points and its exclusive service brand, Carlcare recently launched in India.