



Airtel partners itel to expand its ecosystem of budget friendly 4G smartphones

To offer itel A40 and itel A41 at an effective price of Rs. 3099 and Rs. 3199 respectively under the Mera Pehla Smartphone initiative

New Delhi, January 5, 2018: Bharti Airtel (“Airtel”), India’s largest telecommunications services provider, and leading devices manufacturer - itel have partnered to launch budget friendly 4G smartphones. The partnership is a part of Airtel’s ‘Mera Pehla Smartphone’ initiative to build an ecosystem of partners to make 4G smartphones within the reach of everyone.

Customers will get an attractive cashback benefit of Rs 1500 on itel A40 4G and itel A41 smartphones, thereby, significantly reducing the effective cost of device ownership. Both smartphones will come bundled with a monthly recharge pack of Rs 169 from Airtel, offering generous data and calling benefits. For details, please visit www.airtel.in/4gphone

	itel A40	itel A41
Market Price	Rs 4599	Rs 4699
Total Cashback	Rs 1500	Rs 1500
Effective Price	Rs 3099	Rs 3199
Screen size and display	5-inch FWVGA display (480x854 pixels)	5-inch FWVGA display (480x854 pixels)
OS	Android 7.0 Nougat	Android 7.0 Nougat
Processor	1.3 GHz Quad core processor	1.3 GHz Quad core processor
Memory	1GB RAM + 8GB ROM (Expandable up to 32 GB)	1GB RAM + 8GB ROM (Expandable up to 32 GB)
Cameras	5MP rear camera with Auto Focus, Flash, 2MP front camera with flash	5MP rear camera with Auto Focus, Flash, 2MP front camera with flash
Network	4G VoLTE & ViLTE Support	4G VoLTE & ViLTE Support
Battery capacity	2,400mAh	2,400mAh
Connectivity	Wi-Fi, 3G/4G/2G, GPS, Bluetooth	Wi-Fi, 3G/4G/2G, GPS, Bluetooth
Colour	Black, rose gold and dark blue	Champagne, Calx and Rose Gold

Customers need to make a down payment of Rs 4599 for the itel A40 and Rs 4699 for the itel A41. The cashback benefit of Rs 1500 will be given to customers over a period of 36 months. At the end of 18 months, customers who have done recharges (in any denomination of their choice) worth Rs 3000 will be eligible for the first cashback instalment of Rs 500. They will be eligible for the second instalment of Rs 1000 provided they complete another set of recharges worth Rs 3000 over the next 18 months.

Ajai Puri, COO - Bharti Airtel said “We are delighted to partner itel as we expand our range of affordable 4G smartphones with an aim to enable every Indian to own a 4G smartphone and be a part of the digital revolution. Airtel now has the largest partner ecosystem of device manufacturers and we thank our partners for sharing our vision of smartphone for every Indian.”



Mr Marco Ma, MD, TRANSSION India said, “We strongly believe in providing great value with our products, and partnering with Airtel to boost the proposition of the feature-rich and 4G enabled itel A40 and A41 is another step towards this direction. The partnership will provide customers with access to great applications and services like never before and at very attractive price points. We are confident that the partnership will drive 4G adoption across the country and bring the best value to both itel and Airtel customers.”

itel smartphones are available at all leading mobile stores. After-sales support for the device will be provided by itel through its service network and customers can also avail the unique service proposition of 100 days replacement warranty. With a commitment of 100-days replacement warranty offered by itel on all its products, it is trying to elevate the overall end-to-end ownership experience for its customers.

About itel Mobile

Launched by its parent company, TRANSSION Group, 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. Its product portfolio comprises 13 smartphones and 19 feature phones. itel also maintains strong distribution channel and after-sales presence PAN-India with more than 900+ service touch points and its exclusive service brand, Caricare recently launched in India.

For further information, please visit:



@itelMobileIndia



www.facebook.com/itelMobileIndia/

For further information, please visit: <http://in.itel-mobile.com/>
