

## TRANSSION Holdings – Fifth Largest Mobile Handset Player in India: Counterpoint Report Q1 2018

- *TRANSSION Holdings now accounts for an overall 4 percent market share in Q1 2018 across brands (itel, TECNO & Infinix)*
- *itel maintains its strong foothold in the feature phone segment with 17% YoY growth by volume*
- *TECNO, the premium smartphone brand registers a growth of 23% QoQ in Q1 2018; on the verge of making an entry in the top ten smartphone brands*

**New Delhi, April 26th, 2018:** TRANSSION Holdings, the leading mobile phone conglomerate in global emerging markets, continues to strengthen its foothold in the Indian market. According to a report on India's Mobile Phone market for Q1 2018 by Counterpoint Research, TRANSSION has emerged as **the fifth largest player in the mobile phone industry by capturing 4 percent market share in Q1, 2018.**

Since the launch in April 2016 with itel, TRANSSION India has consistently increased its footprint in the Indian market. Aligned with its multi brand-strategy in India, the company has successfully launched 5 brands in India; itel, TECNO, Infinix, Spice and oraimo, catering to the unique needs of specific consumers in the year 2017. TRANSSION, has a robust pan-India presence with a deep distribution network of 1.05 lakh retailers and 3,000 plus channel partners, enabling the company to cater to the length and breadth of the country. TRANSSION will continue to expand and engage the channel better in 2018 as well.

TRANSSION India also introduced its after-sales service brand, "Caricare", in addition to launching its one COCO (company-owned, company-controlled) service centre in India with over 1,000 service touch points for all TRANSSION brands. It is this ownership of the end-to-end customer journey, both before and after purchase, which has helped in delivering an unparalleled ownership experience.

Speaking on the achievement, **Mr. Marco Ma, Chief Managing Director – TRANSSION India, said,** *"We are deeply delighted to have achieved this success within 2 years of our operations in India and emerged as one of India's leading mobile phone players. India is a key priority market for TRANSSION. We are consistently working towards providing world class experience, and, customized mobile solutions to the Indian consumers. Having said that, we are glad to gain recognition as well as a strong endorsement from a credible industry body, Counterpoint. This further fuels our commitment towards Indian consumers."*

TRANSSION's successful innings in India has been possible due to its go-to market strategy and differential marketing approach tailored for each brand under its umbrella. Apart from product quality, a superlative distribution network, customer service and game changing service promises have been the reason of TRANSSION's success in India.

itel, since its launch in April 2016 has retained its leadership position based on the promise of democratizing technology and offering fuller promise. Having achieved a leadership position in the feature phone category, itel is all poised to disrupt and build a strong base for its smartphones in India with a superlative smartphone portfolio which was introduced recently.

TECNO, a premium offline smartphone brand from TRANSSION India has emerged as one of the leading smartphone brand and is at the verge of entering the list of top ten smartphone brands in the country within first year of its operations. The brand started in the year 2018 on a promising note with the launch of global camera-centric “Camon” smartphones in India, enabled with Full View display. Camon series (Camon i, Camon Air & Camon i Sky) has played a vital role in bolstering TECNO’s India growth story, registering 23% QoQ in Q1 2018 (Source: Counterpoint), with the aim of making it to the Top 5 smartphone brands by end of 2018. The quarter also witnessed some key strategic marketing tie-ups such as partnering with leading telecom operator Vodafone, for offering exciting cashback offers to its new buyers and being the Official Smartphone Partner for Kings XI Punjab for IPL 2018.

Furthermore, Infinix, the online smartphone brand of TRANSSION India, following its successful launch in August 2017, has been well received by the consumers, making it one of the highest rated Smartphone brands on Flipkart continuously, with an average rating of 4 or above on all its products. The brand recently launched its first selfie-centric smartphone with Full View display “Hot S3” in Q1 2018 strengthening its smartphone portfolio, comprising Hot 4 Pro for entry level; Note 4 & Hot S3 for mid-level and Zero 5, the flagship “Dual Camera” smartphone.

#### **About TRANSSION**

TRANSSION Holdings, best known in emerging markets for its leading mobile phone brands including TECNO, itel, Infinix, and Spice, is committed to becoming consumers' favourite smart device and mobile value added services provider with the highest brand influence in global emerging markets. Its brand portfolio also comprises Caricare for after-sales services, oraimo for smart accessories as well as Syinix for home appliances. In 2017, TRANSSION sold nearly 130 million mobile phones globally. According to IDC figures for 2017, TRANSSION’s mobile phone brands held a 45.9% share in the African market. With more than 10,000 employees worldwide, TRANSSION has a global sales network covering 50+ countries and regions in Africa, the Middle East, Southeast Asia, South Asia, and Latin America, including Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the UAE (Dubai), Saudi Arabia, India, Pakistan, Indonesia, Vietnam, Bangladesh, and others.

#### **For further information, please contact:**

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For further information log on to: <http://www.transsion.com/en>

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