

Transsion Holdings joins hands with DHL Global

- A step to serve India with an effective distribution solution
- Sea freight & warehousing services to support brand itel in India

India, July 13, 2016: With a vision to grow and enhance its distribution footprint in India, Transsion Holdings, one of the world's fastest-growing and major mobile phone manufacturers has announced its collaboration with DHL Global Forwarding, the leading international provider of air, sea and road freight services. Under the association, DHL will provide airfreight services from Transsion's manufacturing base in South China to 28 countries around the world, including major markets across Asia, the Middle East and Africa. The alliance will also extend to the company's operations in India; DHL will provide sea freight for Transsion products, along with warehousing services, in order to support brand itel's recent foray into the Indian market.

Established in 2007 in Hong Kong, itel Mobile, the hi-tech innovative brand for the masses from Transsion Holdings conglomerate, is a major player in mobile handsets worldwide and has carved a strong market presence across the world over the past decade. The brand has recently entered India with a vision to empower every individual with seamless mobile communication by providing best-in-class, reliable and trendy communication devices, and to contribute significantly to the Make in India dream.

Speaking on the partnership, **Sudhir Kumar, CEO, itel Mobile India**, said, "The tremendous response that we have received in barely a month since launching itel in India has motivated us to keep the bar we have set high in terms of creating a holistic pre- and post-purchase user experience. Our partnership with a global brand like DHL is another step that underlines our commitment to deliver quality services. We are confident that this development will augment our extant network of distributors and suppliers, and will support us in our aim to make our high-quality, value-added products available to buyers in all corners of the country."

"We are happy that our top handset brands including Tecno, itel and Infinix are well-received by customers all over the world, especially in emerging markets like Africa and India," said **Jason Liu, CMO of Transsion Holdings**, adding, "We've focused on developing quality, valuable products at a good price for our customers and distributors around the world and will keep strengthening our efforts in R&D, branding, channel and distribution development. Our partnership with DHL will ensure our products reach our customers and our markets in a timely manner and improve the end-consumer's accessibility to our extensive array of state-of-the-art mobility solutions."

"Our business is about helping customers grow internationally and reach newer markets with the support of our global network and extensive trade lanes," said **Steve Huang, CEO, DHL Global Forwarding China**. "With Transsion Holdings, we are able to offer a tailored solution which combines market leading airfreight, ocean freight and value-added services that enable them to save time and resources. Our bespoke solution allows Transsion to focus on developing quality products for their customers as they seek to further reinforce and expand their presence around the world."

"As the world's second-largest smartphone market behind China, India is a prime location for mobile device manufacturers to grow sales and market share," said **George Lawson, CEO, DHL Global Forwarding India**. "Our bespoke warehousing and value-added services for

transit and customs ensure that global businesses like Transsion can seize growth opportunities in India with simple, reliable and scalable import and distribution solutions.”

Transsion Holdings is a strategic customer under DHL's Fast Growing Enterprises initiative and has access to a comprehensive suite of logistics solutions across all DHL business units. As part of the strategic engagement between the two companies, DHL's airfreight service complements and supports Transsion's existing sales, supply chain, and manufacturing network by transporting Transsion mobile devices and spare parts from Hong Kong into both India and Africa. Moreover, in a bid to offer end-to-end freight solutions, DHL also offers additional value-added services such as customs clearance and truck delivery to Transsion warehouses. The solution is further supported by ocean freight coverage from Shenzhen, China to Dubai, Saudi Arabia, India and across Africa – including Guinea, Ghana and Tanzania – to ensure additional scalability.

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, good value for money and quality, itel is already widely accepted in the vast markets of China and Africa. The company has sold over 70 million itel devices since its inception and the brand has prominent presence in over 37 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.