

itel Mobile Hold 6th rank in feature phone Industry; captures 2% markets share: CMR

New Delhi: 2nd September, 2016: Another milestone in the growth story of itel, the hi-tech innovative brand for the Indian consumers from Transsion Holdings Conglomerate, has been met with an overwhelming response and enthused consumer base in their first quarter. Itel marked its first grand milestone in India by selling over 1.4 Million handsets operating in only 11 states.

According to the latest CMR (Cyber Media Research) report Itel garners close to 2% market share in Feature phones category in its first quarter of operations in India, holding 6th position in the overall Feature phone segment. Itel achieved the milestone within couple of month of its operational launch in India.

Itel has announced 15 products till now with eight feature phones and seven Smart phones which include feature phones priced as less than INR 2,000 and Value-added smartphones for less than INR 10,000.

After a very successful first phase launch in northern markets, Itel has also ushered its second phase retail roll-out in Madhya Pradesh, Orissa, Chhattisgarh, Maharashtra, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Arunachal Pradesh, Assam, Meghalaya and Tripura.

Itel is an offline brand with 500+ distributors and has touched close to 30000 retailers and the number is constantly growing which shows the confidence our partners have reposed in us. itel aim to take the number of distributors to 1,000 and retailers to 80,000 by the end of this year in order to provide a larger consumer base ready access to its value-driven offerings.

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, affordability 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 six 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.

For further information, log on to: <http://in.itel-mobile.com/>

Twitter & Facebook: @itelMobileIndia