



## **itel Mobile plays it big across key North East States around the Christmas & Festive season**

**- To Cross 15 Cr in revenue across NESAs in 3 months.**

**Shillong, December 24, 2016:** Charting another unique initiative, itel Mobile, the hi-tech innovative brand for Indian consumers from Transsion Holdings Conglomerate, has decided to spread festive cheer throughout the North East Indian States during Christmas. Since kick-starting its operations on the 1<sup>st</sup> of September in Guwahati, itel has been one of the most popular mobile brands in all the seven states of the North East, estimated to cross Rs. 15 crore as revenue between November to January. Furthermore, itel has also sold more than 7.5 million handsets throughout the country since its entry in April, 2016. It aims to further foster its brand recall and loyalty in the key market during the high-octane Christmas celebrations that take place in the region.

To celebrate the feats and further its progress in the North Eastern Indian states, itel has brought forth a detailed and massive marketing plan that involves out-of-home advertising, Christmas-oriented branding and retail branding across areas such as Shillong, Aizawl and Dimapur along with specific itel product related campaign activities in different areas such as Guwahati, Silchar, Agartala, Dibrugarh, Jorhat, Tezpur, Bongaigaon, Goalpara, Kokrajhar, Gaziroad. The marketing plans also include localizing actions in the North Eastern markets. With an investment of INR 1 crore, the marketing and branding activities have already started in full steam across the key geographies.

Within just a couple of months, itel has spread its reach across the NESAs region through extensive network comprising 21 distributors, 1200 retailers and 15 service touch points. Nationally, itel is planning to add to its already huge service network comprising 850 distributors and 60,000 retailers going forward.

The 24 products launched so far by itel include 13 feature phones and 11 smartphones, and are aimed at empowering the country's aspiring consumer base with value-plus, mobile-based connectivity solutions. The brand also focuses on delivering a superior ownership experience to aspiring mobile phone users with a 100-day replacement warranty on all products, a unique facility in the mobile handset space in India. Recently, itel launched the Selfipro it1520, which has been a rage across the country. With fourfold growth in mobile shipment reported in Q3 as mentioned by International Data Corporation (IDC) and a strong marketing plan, itel is zooming towards grabbing a lion's share of the Indian mobile phone market with its customer-centric 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 110 million itel devices since its inception and the brand has prominent presence in over 41 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.

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