



itel Mobile shines as a success story in the Asia-Pacific region; gets chosen as the 'Emerging Brand' at the prestigious GLOBE Platinum Awards 2016

CEO Sudhir Kumar also named as an 'Emerging Leader' at the recently-concluded event in Hong Kong

New Delhi, December 28, 2016: itel Mobile, a hi-tech innovative brand for Indian consumers from Transsion Holdings Conglomerate, has added yet another feather to its rapidly growing list of achievements. The brand has been chosen as the 'Emerging Brand' in the 'Mobile Phone Segment' at the GLOBE Platinum Awards 2016, organized at the Grand Hyatt, Hong Kong, on December 11, 2016. The prestigious event also marked a moment of great personal achievement for itel Mobile India CEO, Mr. Sudhir Kumar, who was named as an 'Emerging Leader' at the conclave held to celebrate Asia-Pacific's success stories.

The GLOBE Platinum Awards is a platform where brands are felicitated for their excellence and success in the business world across Asia-Pacific based on an independent survey by **Stimulus Research Services**, an international media house. The recognition was won by itel Mobile after getting reviewed on numerous parameters, including achievement and longevity, by one of the top international auditing firms as the process reviewer, a jury panel, and the editorial team at the *World of Business* magazine.

Speaking on the achievement, **Mr. Sudhir Kumar, CEO – itel Mobile India**, said, "The GLOBE Platinum Awards is one of the most prestigious and credible platforms in the Asia-Pacific region. Being handpicked for such an accolade amongst so many entries is a moment of great pride for all of us at itel Mobile, and motivates us to keep up the high standards that we have set for ourselves. We at itel look forward to building on this recognition, as we empower every aspiring Indian mobile phone owners across geographical and social barriers with the value added mobile solutions needed to be an active part of the digital revolution and claim their 'Right to Progress'."

The latest achievement for itel Mobile is an evidence of its continuous growth and the efficacy of its unique business strategy. With fourfold growth reported in Q3 as mentioned in the Quarterly Mobile PhoneTracker report by International Data Corporation (IDC) and strong business plans, 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 Africa, Middle East and Europe. 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/>