



itel Mobile kick-starts the second phase of its India expansion; enters East, West and South India

- Expands its footprint into the Madhya Pradesh market by entering the city of Indore*
- Witness stupendous response from Phase 1 market*
- Achieved sales milestone of more than 1.4 million handsets in 3 months*
- 100 days replacement warranty in all itel products*

Indore, August 23, 2016: After witnessing a heart-warming market response from the phase 1 launch, itel mobile, the innovate brand for the Indian Consumers from Transsion Holdings Conglomerate is all geared up for the second phase of its launch in Madhya Pradesh market. Rolling out, the second phase of its country wide expansion by launching its operations in the city of Indore, the brand also ventures into other key geographies such as Maharashtra, Kerala, West Bengal, Andhra Pradesh, Telangana, Tamil Nadu, Chhattisgarh, Orissa and North eastern states.

The brand's value-plus products have already gained a significant foothold in 11 states including Uttar Pradesh East, Uttar Pradesh West, Gujarat, Jammu and Kashmir, Bihar, Jharkhand, Punjab, Uttarakhand, Delhi, Rajasthan, Haryana and Himachal Pradesh. The brand provides a unique 100-day replacement warranty offering on all itel products, a first of its kind service proposition in the mobile handset space in India.

Speaking on the launch, **Sudhir Kumar, CEO, itel Mobile India**, said, "itel was established with a vision of delivering highly relevant, value-driven solutions to make mobile phone ownership more convenient and accessible for the Indian consumer. We have been absolutely delighted with the response that we've received for our products so far. Having already consolidated our presence in the key markets of phase 1, the phase two launch is aimed at extending our presence throughout the country with strong focus on much evolved Madhya Pradesh market. We are confident that our unique brand proposition and the end-to-end ownership of the entire value chain will allow us to further establish itel amongst the undisputed leaders in the Indian mobile industry."

itel mobile has successfully sold more than 1.4 million handsets in just a couple of months since its operational launch in India. The brand launched 15 products in the market, and is now setting its sights on achieving the milestone of selling 2 million handsets per month by Diwali this year.

itel currently has tie-ups with 450 distributors in the country and the number of itel retailers stands at around 30000. The brand aims 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. With a view to enhance the ownership experience, itel Mobile is in the process of setting up 1,000 service centres across the country by the end of 2016.



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/>

For Media Queries:

Contact: Joyeeta Mitra

PR Lead at itel Mobile- 9899112472 - joyeeta.mitra@transsion.com