



itel Mobile expands its footprint into Karnataka

- Activated in phase 2 markets; expands in South, East & West India
- Gains stupendous response from Phase 1 market
- Achieved sales milestone of more than **5.4 Million Handsets** since April
- Special promise of 100 days replacement warranty for all itel products

Bangalore, November 21, 2016: After witnessing a heart-warming market response from the phase 1 launch and other key markets of South India, itel mobile, the innovate brand from Transsion Holdings Conglomerate has launched its operation in Karnataka . The brand has already started operations in the key markets of Karnataka like Bangalore, Hubli, Mysore, Gulbarga, Belgaum, Hospet and many more.

Itel's value-plus products have already gained a significant foothold across India and the brand is on expansion in South markets focusing hugely on distribution and service network supported by distinctive marketing approach. 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. The brand has been named as the market leader in eight Indian states according to latest CMR Report.

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 consumers. We have been absolutely delighted with the response that we've received for our products so far. We aimed at extending our presence throughout the country with strong focus on much evolved South 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 5.4 Million in just a couple of months since its operational launch in India. The brand launched 24 products in the market, and we are targeting a cumulative volume upwards of 9 million by end of December 2016.

itel currently has tie-ups with around 750 distributors in the country and the number of itel retailers stands at around 50,000. 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/>