itel Mobile forays into Chhattisgarh market

-Activated in phase 2 markets
-Witness stupendous response from Phase 1 markets and other parts of Phase 2 markets
-Achieved sales milestone of more than 6.23 million handsets since April
-100 days replacement warranty in all itel products

Raipur, November 28, 2016: After witnessing a heart-warming market response from the phase 1 launch and other key markets of South, East and West India, itel mobile, the innovate brand from Transsion Holdings Conglomerate has launched its operation in Chhattisgarh market. The second phase of the brand launch also witnessed its venture into other key geographies such as West Bengal, Andhra Pradesh, Telangana, Kerala, Madhya Pradesh, Chennai, Tamil Nadu, Orissa and North eastern states.

The brand's value-plus products have already gained a significant foothold in phase 1 launch across 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 ventured in the key markets of phase 1 and phase two launches, we have successfully extended our presence throughout the country owing to our strong distribution and retail networks. As part of our expansion strategy, we are now entering into the Chhattisgarh 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 6.23 million handsets in just a couple of months since its operational launch in India. The brand has launched 24 products till date including 11 Smartphones and 13 feature phone.

itel currently has tie-ups with more than 800 distributors in the country and the number of itel retailers stands at around 60,000. The brand aims to take the number of distributors to 850 and retailers to 68,000 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 900 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 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 Carlcare 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 been into operation in lucrative Indian mobile market since last eight months 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/

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