

itel Mobile marks quadruple quarterly growth in mobile shipments in Q3 2016-Reports IDC

Achieves robust growth; thanks to the mass consumer adoption of its feature-driven, value-plus products

New Delhi, December 15, 2016: Having already established itself as one of the fastest growing mobile brands in the country, itel, the hi-tech innovative brand for the Indian consumers from Transsion Holdings Conglomerate, has achieved *fourfold growth in its mobile shipments in Q3 2016*. The data was revealed in the latest Quarterly Mobile Phone Tracker report by International Data Corporation (IDC).

The latest industry report by IDC comes close on heels of several other independent industry studies which have highlighted itel's growing stature in the Indian mobility industry. The brand was ranked 6th amongst feature phone brands in India in the Q3 report by Cyber Media Research (CMR), and has secured nearly 2% of the overall market share in the segment since its grand India launch in April. itel has marked the sales milestone of more than 6.5 million handsets so far.

Speaking on the announcement, **Mr. Sudhir Kumar, CEO, itel Mobile**, said, "We at itel, have received an impressive response from Indian consumers as well as our channel partners. This has allowed us to establish ourselves amongst the most prominent players in the Indian mobile phone industry within a very short span. The exponential growth that we've witnessed since our entry in India has directly been driven by the massive consumer demand for our high-quality, feature-driven, value-plus offerings. We aim to keep up the high standards we've set so far and provide aspiring mobile phone owners with the most perfect tools to claim their 'Right to Progress'."

In addition to its diverse array of products, itel's rapid growth has also been facilitated by the presence of its extensive service network in India. The brand currently has around more than 800 distributors and around 60,000 retailers on board, and aims to take the number of distributors to 850 and retailers to 68,000 by the end of this year in order to extend the benefits of its mobility solutions to a much larger consumer base across India.

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.

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