



## itel announces launch of it1520- flagship camera phone with IRIS Scanner

*13 MP front & rear cameras, IRIS Scanner & a Reliance Jio connection make the latest offering a perfect fit for the smartphone generation*

**New Delhi, 7 October, 2016:** itel Mobile, the hi-tech innovative brand from Transsion Holdings Conglomerate, has announced the India launch of its flagship selfie phone, it1520. Designed to fulfil itel's brand promise of providing users with superior camera performance and quality, it1520 comes equipped with wide angle 13 MP front and back cameras. The latest model runs on Android 6.0 Marshmallow. With features such as IRIS scanner, 4G-VoLTE connectivity and a Reliance Jio connection, the latest launch from itel is the perfect smartphone companion for the selfie-loving, mobile-first Indian consumer!

The SelfiePro it1520 from itel comes with a 5-inch HD IPS On-cell display with a screen resolution of 1280x720 pixels. Its sleek and sturdy sandstone exterior houses a 1.3 GHz MediaTek quad-core processor, along with 2GB RAM and 16GB ROM and expandable internal memory up to 32 GB. With a 2,500 mAh battery capacity users can go longer without needing to find a charging port, the it1520 offers best-in-class performance at a value-plus price point of INR 8490.

Commenting on the launch, **Sudhir Kumar, CEO, ITEL Mobile India**, said, "Based on an inherent belief in every user's 'Right to Progress', itel has been providing easy technological accessibility to the Indian masses through its value-plus, feature-driven offerings. Reiterating our commitment of providing excellent camera quality and performance, we have launched our new SelfiePro it1520, the perfect device for our growing consumer base who loves capturing moments in pictures and selfies. We are confident that the increasingly tech-savvy Indian consumers will enjoy our latest best-in-class offering which integrates performance, functionality and value thus extending the benefit of technological advancement to its users."

itel's partnership with Reliance Jio for it1520 as well as it1512 allows its users with unlimited access to 4G internet and voice calls till December 2016, itel's focus on enabling value-plus connectivity solutions has led to immense growth and consumer adoption for the brand. itel has sold over 3.5 million handsets since its India launch earlier this year and has secured the 6<sup>th</sup> position in the feature phone category by capturing 2% market share in less than a quarter, according to the recent CMR report. Itel's service proposition of 100 days replacement warranty is a unique offering to its consumers.

### Specifications of it1520

Display	5-inch HD display (1280 x 720 pixels)
OS	Android 6.0 Marshmallow
CPU	1.3 GHz MediaTek, 2GB RAM



Storage	16GB ROM storage (expandable by up to 32 GB )
Cameras	13MP rear camera, 13MP front camera with LED flash
Connectivity	Wi-Fi, 3G/4G/2G, GPS, Bluetooth
Battery	2,500mAh
Resolution	1280*720
Weight	155- 165 grams
Price	INR 8490

#### **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/>