itel paves the way for fast charging in feature phones with the launch of revolutionary it5311

· 1900 mAh battery

· 2 hours talk-time in 10 mins of charge

New Delhi, 8 September, 2016: Celebrating the milestone of selling 2.5 million mobile devices in the country, itel, the hi-tech innovative brand for the masses, has introduced yet another marvel, it5311. It5311 is a fast charging smart keypad phone that enables the consumer with 2 hours talk-time in mere 10 minutes charging, an unmatched feat in the segment. The newly launched device boasts of a 1900 mAh battery and is available at an inclusive price of Rs 1610 .

After a very successful first phase launch in northern markets, itelhas also ushered its second phase retail roll-out in Madhya Pradesh, Orissa, Chhattisgarh, Maharashtra, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Arunachal Pradesh, Assam, Meghalaya and Tripura. It5311 along with the entire range of itel Mobiles will now be retailed in 24 states in India.

Staying true to itel's values of inclusive and relevant innovation, It5311 has the capability to fully charge in less than 3 hours and comes with a 1A charger which charges 2X faster to any other normal charger. It is GPRS/Edge-enabled dual-SIM smart keypad phone, armed with a unique set of specifications. The it5311 also scores in looks with its metallic brush finish, complete with a slim design. Its 7.1cm(2.8) display also adds to its trendy look.

Providing multi-language support is crucial to support Itel's vision of localized innovation, especially in a country as diverse as India; thus it5311 supports Hindi, Punjabi, Gujarati and English. Consumers can experience music on the go with wireless FM. They have an entertainment outlet with exciting JAVA games and social media (Facebook & Palm chat). One can save important conversations with its free Smart Auto Call Recorder feature. The phone also keeps personal contacts, pictures, etc. protected for the users with The Privacy Lock feature. The phone has a flashlight and smart notifications communicated through blinking LED on Incoming calls and messages.

Speaking on the launch**, Sudhir Kumar, CEO,** itel India says "At itel Mobiles, the conviction and commitment towards making technology accessible and relevant for all is extremely strong. We make constant endeavors to bring about path-breaking innovation and invention even in the feature phone space. It5311 thrives on the same conviction and is another testimony of itel's mission of bringing right to progress across the entire nation."

The brand itel has been met with an overwhelming response and enthused consumer base in their first quarter. Itel marked its first grand milestone in India by selling over 2.5 million handsets operating in only 11 states. According to the latest CMR (Cyber Media Research) report Itel garners close to 2% market share in Feature phones category in its first quarter of operations in India, holding 6th position in the overall Feature phone segment.

Specification of it5311	
Display	2.8

Resolution	QVGA
Fast Charge	YES
Battery(mAh)	1900
Camera	1.3 MP
Wireless FM	YES
RAM	64Mb
ROM	64Mb
Expendable Memory	32 GB
Thickness (in mm)	11.5
Language Support	Hindi, English, Punjabi & Gujrati
Chipset	MTK6260A
GPRS/EDGE	YES
Flash	Flash LED
Call Recorder	YES