

## **itel Mobile eyes bigger share in Tamil Nadu around Pongal**

*-Plans to capture 5% market share during the festive season-*

*-Crossed sales milestone of around 8 million handsets pan India since its launch in April, 2016-*

*-Plans to double its distribution & service strength in the state by April 2017-*

**New Delhi, January 9, 2017:** Charting another unique marketing initiative, itel Mobile part of Transsion Holdings Conglomerate, has recently commenced its Pongal celebration in Tamil Nadu. The brand has launched a month-long 360-degree marketing campaign scheduled between December 25, 2016 and January 25, 2017 to mark the festival and to celebrate its impressive performance in the state. With an investment of INR 1 crore, festive-oriented marketing activities have already been rolled out in full steam across key geographies. Furthermore, itel has also sold around 8 million handsets throughout the country since its launch in India in April, 2016. It aims to further foster its brand recall and loyalty in the key market during the festive season in the region.

The unique localised marketing initiative is expected to help itel capture 5% market share during the festive season in the region. The people of the state will witness massive Pongal-oriented itel branding on buses, iconic wall branding on national highways along with widespread out-of-home advertising. There will be huge retail visibility through Point of sale material and Brand signage apart from OOH, Wall painting, Festive decoration etc.

Speaking on the unique initiative, **Mr Sudhir Kumar, CEO, itel Mobile India**, said, “itel has received widespread reception from consumers in Tamil Nadu, and there could be no better time to celebrate this success than Pongal, a time of festivities, good cheer, and celebrations. We have rolled out the marketing activities in 23 districts of Tamil Nadu with plans to cover the remaining 9 districts by February, 2017. We are confident that our endeavours will help us to reach out to more aspiring mobile phone owners across Tamil Nadu.”

Since its launch in September, 2016, itel has spread its reach across the entire region through its extensive network comprising 29 distributors, 3500+ retailers, and 41 service touch points, and has sold 1.6 lakh units in Tamil Nadu in just four months. The brand plans to double its distribution and service network in the region by April 2017.

itel has launched 24 products – including 13 feature phones and 11 smartphone – so far and aims to empower the country’s aspiring consumer base with value-plus, mobile-based connectivity solutions. The brand has also been delivering a superior ownership experience to aspiring mobile phone users with a 100-day replacement warranty on all products, a unique facility in the mobile handset space in India. Recently itel Mobile has added another feather to its cap by getting the ‘Emerging Brand’ (APAC) in mobile category at the prestigious GLOBE Platinum Awards 2016. With fourfold growth in mobile shipment reported in Q3 as mentioned by International Data Corporation (IDC) and a strong marketing plan, itel is zooming towards grabbing a lion’s share of the Indian mobile phone market with its customer-centric offerings.

**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.

For further information log on to: <http://in.itel-mobile.com/>