



## itel launches 4G VoLTE-enabled Smartphone it1518 at INR 7550

*-Powered by MediaTek quad-core processor, 2GB RAM and 4G VoLTE Connectivity*

*- Engineered with superior picture quality, the phone comes equipped with an 8MP rear camera + 5MP front camera-*

**New Delhi, Jan 23, 2017:** itel, the hi-tech innovative mobile brand from Transsion Holdings Conglomerate, marks the beginning of 2017 with the PAN-India launch of it1518 smartphone under Selfie Pro series at INR 7550.

itel1518 houses 8MP rear camera + 5MP front camera, 5P lens & F2.0 aperture. It enables its users to experience the best picture quality with wide angle, autofocus, face detection and face beauty features. It runs on the latest Android 6.0 Marshmallow and offers unlimited network accessibility with 4G VoLTE connectivity and a 2GB RAM. The latest offering from itel is the perfect way for the selfie-loving, tech-savvy Indian consumers to ring in the New Year!

Powered by the latest 1.3 GHz MediaTek quad-core processor along with Android 6.0 Marshmallow, this smartphone facilitates high speed multitasking and smooth operating experience. The built-in storage capacity of the phone is 8GB, which can be further expanded up to 128GB. It1518 is available in black, white and champagne colour variant.

**Speaking on the launch, Sudhir Kumar, CEO, itel India said,** “2016 has been a great year for us at itel; thanks to the tremendous response that we’ve received from Indian consumers since our launch. It is in a bid to build on this success and further our vision of providing best-in-class products to the country’s aspiring consumer base that we’ve launched it1518. Designed specifically to meet the various requirements of the smartphone generation, we are confident that it1518 will generate excellent market traction; thanks to its feature-driven, value-plus proposition.”

The itel Selfie Pro flaunts a premium look with its textured sleek body, 5inch HD IPS ONCELL display with a screen resolution of 1280 x 720 pixels. Packed with a 2,500 mAh battery, it1518 is equipped to offer efficient power back up and a seamless entertainment experience on-the-go. Aesthetically innovative and loaded with smart features, the device stands out as a premium looking smartphone at INR 7550.

Key Features	Description
Display	5-inch HD IPS oncell display (1280 x 720 pixels)
OS	Android 6.0 Marshmallow
CPU	1.3 GHz MediaTek, Quad core processor
Storage	8GB ROM storage (expandable by up to 128 GB ); 2GB RAM
Cameras	8MP rear camera with Auto Focus, Flash, 5MP front camera with flash
Connectivity	Wi-Fi, 3G/4G/2G, GPS, Bluetooth
Battery	2,500mAh
Resolution	1280*720
Colour	Black, White and Champagne



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.

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