



Vodafone and itel Mobile join hands to offer feature intensive A20 with a guaranteed cashback of Rs. 2,100

Mumbai, December 19, 2017: Vodafone India, one of India's leading telecommunications service providers and itel Mobile, a leading mobile brand of India, today announced a strategic partnership to provide an exciting cashback offer on the purchase of **feature intensive itel A20 Smartphone**. The offer provides a **cashback of Rs. 2,100 to a customer buying itel A20 bringing its effective price down from Rs. 3,690 to just Rs. 1,590.**

This partnership underlines the common mission of both itel and Vodafone to popularize 4G connectivity in the country. It aims to propel the growth of data adoption by providing access to a smartphone and mobile internet, thereby, empowering customers to remain connected always at extremely pocket friendly prices.

To avail this exclusive offer, itel and Vodafone customers will have to buy the Itel A20 smartphone priced at Rs. 3,690 and recharge with Rs. 150 or more in a calendar month for 18 months. The recharge can be done either cumulatively or as a one-time recharge. At the end of 18 months, customers will receive a cashback of Rs. 900. Upon continuing to recharge Rs. 150 per month, customers can enjoy an additional cashback of Rs. 1,200 after another 18 months.

The bundled offer can be availed up to March 31st, 2018. . Users will receive the cashback in their M-Pesa wallets, allowing them to recharge, pay bills, transfer money or withdraw cash, according to their convenience.

Mr. Gaurav Tikoo, Sr. VP, Marketing, Transsion India said, "At itel, we are committed to making the 4G smartphone experience accessible to the masses as well as to boost the value proposition offered by all our products. Not only are we enhancing our 4G portfolio to achieve this aim, but are also entering into major strategic tie-ups to deliver greater value in our offerings. Our partnership with Vodafone reiterates this commitment. Its superior network coverage will perfectly complement the feature-intensive A20. We are confident that the partnership will drive 4G adoption across the country by maximizing the overall value for both itel and Vodafone customers."

Commenting on this offer, **Avneesh Khosla, Associate Director – Consumer Business, Vodafone India** said, "Millions of consumers in India are upgrading to smartphones to enjoy the benefits of mobile internet. We are delighted to partner with Itel to hand hold customers as they transition from feature phone to smartphone and provide a rich experience with Vodafone SuperNet™ 4G. We firmly believe, that affordable handsets along with pocket friendly data prices, will accelerate data adoption. The exciting cashback offers will make this digital journey a more affordable and enriching one for our customers."

High on features, A20 comes with 4G VoLTE (Voice over LTE) and ViLTE (Video over LTE)-enabled offering, and operates on Android 7.0 (Nougat), which is further supported by 1GB RAM, 8GB internal memory, and a 1.3 GHz quad-core processor for a flawless smartphone experience. A20 offers exceptionally long-lasting battery life with its 1500 mAh Lithium-ion battery. To sum it up, itel A20 within its price point is itself a bargain – something that is taken to another level with its Vodafone association.



About itel Mobile:

Launched by its parent company, Transsion Group, itel focuses on delivering value plus mobile devices. The brand forayed into the Indian market in April 2016 and has established its leadership position by bringing strong market disruptions. Its product portfolio comprises 10 smartphones and 19 feature phones. itel also maintains strong distribution channel and after-sales presence PAN-India with more than 900+ service touch points and its exclusive service brand, Caricare recently launched in India.

About Vodafone India

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 210 million customers (over 114 million in rural areas). Commencing operations in 2007, Vodafone is today India's largest foreign direct investor, with a robust, award winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India

Globally, Vodafone Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 26 countries, partners with mobile networks in 48 more, and fixed broadband operations in 19 markets. As of 30 September 2017, Vodafone Group had 522.8 million mobile customers and 18.8 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit: www.vodafone.com.

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