



Airtel and itel strengthen their partnership - offer attractive cashback coupons of Rs 1,800 on a range of 4G smartphones

New Delhi, May 18, 2018: Bharti Airtel (“Airtel”), India’s largest telecommunications service provider, and itel, one of the leading mobile brands by TRANSSION Holdings, today announced that they have extended their partnership under Airtel’s ”Mera Pehla Smartphone” initiative. The feature rich itel A44, itel A44Pro and itel S42 will now come with instant cashback coupons of Rs1,800 from Airtel, thereby significantly lowering the effective price of the devices and bringing them within the reach of more customers.

Airtel-itel partnership offer

Device	itel A44	itel A44 Pro	itel S42
Current Market Price (Rs)	5,799	7,199	8,499
Airtel Instant Cashback coupons (Rs)	1,800	1,800	1,800
Effective Price (Rs)	3,999	5,399	6,699
Key Features	<ul style="list-style-type: none">• Quad core processor• 5.45” screen• Android 7.0 (Nougat)• Dual-SIM• VoLTE ready• 1GB RAM• 8GB internal memory expandable to 32GB• 5MP front and rear camera• 2400mAh battery	<ul style="list-style-type: none">• Quad core processor• 5.45” screen• Android 7.0 (Nougat)• Dual-SIM• VoLTE ready• 2GB RAM• 16GB internal memory expandable to 32GB• 5MP front and 8MP rear camera• 2400mAh battery	<ul style="list-style-type: none">• 1.4GHz quad-core processor• 5.65” screen• Android 8.0• Dual-SIM• VoLTE ready• 3GB RAM• 13MP front and rear camera• 16GB internal memory expandable to 128GB• 3000mAh battery

The instant cashback coupons are available to customers via the newly launched coupons feature on MyAirtel App.

How to claim the Instant Cashback Coupons:

- Insert Airtel 4G SIM in Slot 1 of the selected device and activate services
- Download My Airtel App from Playstore and register



- 36 discount coupons of Rs 50 each will be automatically credited to the user's account post 24 hours of registering. The coupons will apply on recharges of Rs 199 or above.
- Customers can redeem one instant cashback coupon with every recharge via My Airtel App.

Vani Venkatesh, Chief Marketing Officer, Bharti Airtel said, "The response to our existing partnership with itel under Mera Pehla Smartphone, has been phenomenal. Today, we are delighted to extend this partnership and offer more affordable devices to customers enabling them to get on to the digital highway."

Speaking on the association, **Mr. Arijeet Talapatra, CEO, TRANSSION India** said, "We believe in democratising innovative technology while extending maximum benefit to our customers in every way possible. In line with this objective, we are extremely delighted to team with Airtel to deliver this offer. We primarily believe in value addition and we wish to offer the same to our users and potential customers. This strategic partnership with India's largest telecom services provider is a reiteration to deliver greater value in our offerings."

itel devices are available at all leading mobile stores. Customer can purchase the smartphone from any of these stores and get the prepaid recharge done from any Airtel retailer. After-sales support for the devices will be provided by itel through its unique service proposition of 100 days replacement warranty across 1,000+ service touch points.

For more details, log on to www.airtel.in/handset-offers

About itel:

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 in unique product portfolio backed by strong service proposition. itel has recently emerged as the second largest player in the overall mobile phone market in India by capturing 9 percent market share for the year 2017, registering an exponential growth of 217% year-on-year as per Q4 2017 CMR report. Its product portfolio comprises 13 smartphones and 19 feature phones. itel also maintains strong distribution channel and after-sales presence PAN-India with more than 1,000 service touch points and its exclusive service brand, Carlcare recently launched in India.

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