

TRANSSION Holdings launches its second exclusive Carlcare's COCO centre in India; strengthens its presence in Mumbai

- *Mumbai gets its first exclusive Carlcare centre*
- *The company plans to open 15 exclusive COCO stores this year in India*

New Delhi, 25th May, 2018: TRANSSION Holdings, a global conglomerate, today announced the launch of its second exclusive COCO (company-owned, company operated) service centre in India. With the launch of its second COCO service centre in Mumbai, the company further strengthens its commitment of providing first class service proposition for consumers through its exclusive after-sales service brand, Carlcare. The COCO service centre was inaugurated at Prime Mall, Irla, Vileparle, Mumbai aligned with company's plans to open a total of 15 exclusive COCO stores across India this year.

The exclusive store will service all brands under TRANSSION Holdings including itel, TECNO, Infinix and Spice. Mumbai's exclusive COCO centre will offer the unique service proposition of 72-hour turnaround time across its brand portfolios thus, bringing in faster and superlative repair efficiencies.

The strategically designed, 890 sq. ft. Mumbai service centre will offer an intensifying experience to the customers, delivering the capacity to render services to over 800 customer cases per month. Carlcare's COCO centre in Mumbai will have a dedicated team of highly trained attendants and centre manager, who are well versed with all the products and fully capable of handling after-sales service issues. The executives will also be proficient in multiple languages such as Marathi, Hindi, English and Gujarati. As part of the Demo Zones, the centre will also display the complete range of mobile phones across TRANSSION's brands to provide a complete experience to the customers.

Commenting on the launch, Mr. Arijeet Talapatra, CEO, TRANSSION India said, *"India is an extremely important market for us and with the launch of Carlcare last year, TRANSSION Holdings has pioneered the way for exceptional after-sales services to its customers. Following the overwhelming response from our customers owing to Carlcare's par excellence capabilities, faster and superlative repair efficiencies, we have further strengthened our service commitment to the Indian customers by launching our second exclusive Carlcare's COCO Centre in Mumbai. With this launch we intend to cater to after-sales service needs of our customers in the West market."*

"This launch is a step ahead and aligned with our robust plan of opening 15 exclusive COCO stores this year to cater to the after-sales service needs of our customers across India. We are confident that we will continue to enhance their mobility experience", he adds.

Carlcare's COCO service centre will have a separate branch warehouse within the heart of city i.e. Vikhroli. The warehouse will have 4 bikers in place who will ensure same day delivery further helping to achieve 97% of the target with 3 days' repair turnaround time across Mumbai.

Spread over an area of 24,000 sq. ft., the Carlcare India has state of art central warehouses for spare parts supply, fully equipped to maintain a smooth workflow. It has 23 state level spare part warehouses, currently in operation across India

Carlcare was established in the year 2009 and today it has expanded to 2,000+ service touch points (including third-party cooperation partners) with presence in 50+ countries. Carlcare has global supply chain management system that supports spare parts supply to warehouses across globe.

About TRANSSION:

TRANSSION Holdings, best known in emerging markets for its leading mobile phone brands including TECNO, itel, Infinix, and Spice, is committed to becoming consumers' favourite smart device and mobile value added services provider with the highest brand influence in global emerging markets. Its brand portfolio also comprises Caricare for after-sales services, oraimo for smart accessories as well as Syinix for home appliances. In 2017, TRANSSION sold nearly 130 million mobile phones globally. According to IDC figures for 2017, TRANSSION's mobile phone brands held a 45.9% share in the African market. With more than 10,000 employees worldwide, TRANSSION has a global sales network covering 50+ countries and regions in Africa, the Middle East, Southeast Asia, South Asia, and Latin America, including Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the UAE (Dubai), Saudi Arabia, India, Pakistan, Indonesia, Vietnam, Bangladesh, and others.

Media Contacts:**Joyeeta Mitra**joyeeta.mitra@transsion.com**Khushboo Bhutani** | +91 9560012988Khushboo.bhutani@text100.co.in