

Gionee celebrates association with Kolkata Knight Riders, as the team continues to lead the tenth season of Indian Premier League

New Delhi – April 28th, 2017 – Gionee India, country’s leading youth marketer, today celebrated their association with one of the most followed teams of the Indian Premier League Team, ‘**Kolkata Knight Riders**’, in the presence of Mr. William Lu, President, Gionee Communication Equipment Co., Ltd.



WILLIAM LU'S PICTURE WITH THE TEAM

Celebrating the occasion, **Mr. William Lu, President, Gionee Communication Equipment Co., Ltd**, says, “Reaching out to every last customer and adding a mile to their smiles is integral to us, at Gionee. It's a great association with Kolkata Knight Riders as the team resonates with our brand philosophy of providing the best to our customers and keeping them cheerful and satisfied. The strong relationship has empowered us to grow our customer base as well as secure supporters for the team. As the players continue to triumph with such high notches, we are extremely proud to be part of KKR’s shining fortune with our orange identity, focusing on Selfie and Battery”.

The winning association further pushes Gionee’s aggressive brand strengthening in India which includes launching its flagship product of the year, **A1**, with an exciting proposition, **#Selfiestan** featuring brand ambassador Alia Bhat. Gionee has also recently signed up three new brand ambassadors – Shruti Hasan, Diljit Dosanjh and Dulquer Salmaan to further its regional and emotional connect with consumers across the country.

Gionee is also the principal sponsor of the Kolkata Franchise- ‘**Kolkata Knight Riders**’ in the league for the last 3 years. The smartphone giant is also the presenting sponsor for Royal Challengers Bangalore this season, hence becoming the first brand ever to bag the jersey sponsorship for two IPL teams in the same edition.