

Alia Bhatt checks into #Selfiestan with Gionee A1 at YouTube Fan Fest 2017; A1 will be available at an attractive price of INR 19,999, pre-booking starts on 31st March'17

Mumbai, March 24, 2017 – Gionee, the joy of over 1.25 crore selfie lovers in India, unveiled its first flagship of the year, A1 two days back in Delhi. In order to build a higher level of consumer connect and celebrate its first flagship of the year with the end consumer, the company decided to announce the price at one of the biggest digital platform, **The YouTube Fanfest 2017** with no other than **Alia Bhatt, the selfie Queen**. Gionee's brand ambassador and youth icon, **Alia Bhatt** will be present to unveil the campaign **#Selfiestan** and will further showcase A1 in front of a youthful and enthusiastic audience.

The YouTube FanFest brings together established and emerging YouTubestars with a dynamic mix of music, comedy and dance performances and Gionee India is a proud sponsor of this year's Fan Fest.

The **A1** will be available in three stunning colors- Gray, Black and Gold. Pre booking for **A1** starts from March 31 onwards. Pre booking customers will be offered a **two-year warranty on the phone along with attractive gifts such as JBL headphone or a Swiss Military Bluetooth Speaker**.

Arvind R Vohra, Country CEO & MD, Gionee India, said, "**#Selfiestan** is Gionee's celebration of the vivid and rich world of 'Hindustan ki Selfies'. With Alia Bhatt as its first citizen we welcome everyone to **#Selfiestan**. **A1** is a phone for the selfie loving Indians who look at the world through their front camera. The **A1** offers super selfie, super battery and a super experience, all at a super price of Rs. 19,999/-."

Launching the phone at YouTube Fan Fest, **Alia Bhatt** said, "**#Selfiestan** is truly a special world where you and I can express ourselves freely through selfies. It is one big tribe of selfie lovers who change the notion of selfies being just a narcissistic form of expression to a more inclusive 'smile-and-the-world-will-smile-with-you' kind of place. A kind of place where all of us can coexist feeling really amazing, all the time! So I welcome you all to **Selfiestan!**"

Continuing the Gionee legacy, the brand new **A1** is equipped with a stunning 16MP front camera which offers clearer and more beautiful selfies. The **A1** will allow users to capture, enjoy and share all their favorite selfie moments without having to worry about battery drainage thanks to a long lasting 4010 mAh battery and ultrafast charging capability. The device runs on the latest Android 7.0 Nougat with Amigo 4.0 offering the best Android experience.

Gionee A1 Product Specifications

CPU& OS	MT6755(Octa Core 2.0GHz) Android 7.0
Network	2G Network: 850MHz/900MHz/1800MHz/1900 MHz 3G Network: 850MHz/900MHz /1900MHz /2100MHz 4G Network: LTE (FDD): B1/B3/B5 LTE (TDD):B40 /B41
Dimension	Dimension: 154.5*76.5*8.3mm Weight: 183 gm

Memory	RAM: 4GB; ROM:64GB Expendable up to 256GB
Display	Size: 13.97 cm (5.5) Resolution: 1920*1080 Screen Type: in-cell
Camera	Rear: 13MP AF F2.0 SONY IMX 258 Front: 16MP FF F2.0
Battery	4010mAh
Connectivity	TDD/FDD/WCDMA/GSM Dual SIM Dual Standby (Hybrid slot) Wi-Fi 802.11 a/b/g/n (2.4G+5G) Bluetooth 4.0 Micro USB(OTG support) GPS