

PRESS RELEASE**David Chang, Global Sales Director, Gionee to spearhead India operations**

- *In a bid to become the leading smartphone player in India, Gionee strengthens its leadership team*
- *Aims to double the market share by end of next financial year*

India, November 2, 2017: Gionee India, the ace smartphone manufacturer, today announced that Mr. David Chang, Global Sales Director, Gionee Communication Equipment Co., Ltd will now lead the India operations for the brand.

The strategic announcement comes at a time when Gionee with a loyal customer base of 1.25 crore in the country is bullish on strengthening its regional penetration. With its retail presence in over 42,000 stores and with 600 exclusive service centers, the brand targets to be in the top five smartphones of the country.

Speaking on his appointment, Mr. David Chang, Global Sales Director, Gionee Communication Equipment Co., Ltd said, "India as a nation, has been exhibiting a great deal of potential for the smartphone business. As part of our global marketing strategy, India ranks number one and the success witnessed in a span of last five years has given us immense optimism to further invest and expand our presence in the market. I am profoundly honoured to be a part of the India growth story and maximise Gionee's impeccable trajectory advancing our customer base as well as being among the top 5 phone brands by the next fiscal."

Gionee India has already established its leadership in the Indian smartphone market and with Mr. Chang's skilled management the company aims to further consolidate its ranking amongst the top-selling brand in the country. Ranked at No. 10 globally, Mr. Chang has been instrumental in taking the brand to this position.

He has 13 years of robust industrial experience, and has been associated with Gionee Communication Equipment Co., Ltd for over a decade. In his earlier capacity he has been responsible for driving global sales of the organization. With his strong experience, Mr. Chang has led his team through several significant accomplishments.

In his new role, Mr. Chang will lead Gionee India's next phase of growth in the country, wherein he will drive the overall operations and reinforce the brand positioning in the country, with emphasis on retail expansion, sales volumes and after sales establishing the connect with customers.

About Gionee India:

Gionee established its operations in India in 2012 and is headquartered in New Delhi. The company has a patron base of 1.25 crore in India and over 6% market share of the Indian smartphone market. Gionee manufactures all devices for the Indian market in India. The company today has a presence in over 42,000 retail outlets across 2200 cities in India. Guaranteeing a turnaround time of 72 hours to its customers, Gionee has invested in 555 exclusive service stations with plans to expand to 600 enhance its after sales relationships with the customers.