

## Gionee adds more smiles to the Smile Squad initiative; Offers top performing devices at an exquisite price range!

*Smile Squad observed participation from XXX brand loyalists across 28 cities*

**India, February 19<sup>th</sup>, 2018:** With the onset of New Year, Gionee India, country's leading smartphone player to strengthen its pledge to add cheers amongst its users today announced significant special prices on a range of devices. In the light of the recent budget announcement of a custom duty hike, while brands are rearing to jump the prices, Gionee on the other hand for its brand patrons and users is offering its products at steal-away price points

Against the backdrop of the recent restructuring process announced by Gionee India, the value proposition offering a varied price range on an array of devices is the first step by the brand to add more cheers to its loyal user base. This value addition is also an extension of the Smile Squad initiative which is an exclusive community of Gionee users formed with an objective – to spread smiles and enrich the lives of brand loyalists with exciting goodies and gifts. The program has enabled Gionee to reinforce the brand philosophy to spread smiles and stay true to their commitment

**GIONEE** **SMILE SQUAD**

### GIONEE BRINGS MORE HAPPINESS TO SMILE SQUAD

Model	Original Price	Discount	Final Price
F103 Pro	₹11,999	₹2,000 off	₹9,999
P7 Max	₹10,999	₹1,000 off	₹9,999
A1	₹19,999	₹5,400 off	₹14,599
A1 Plus	₹26,999	₹9,000 off	₹17,999
A1 lite	₹14,999	₹2,500 off	₹12,499
X1 S	₹12,999	₹1,000 off	₹11,999

The campaign commenced on December 10<sup>th</sup>, 2017 has been extended till 28<sup>th</sup> February from 31<sup>st</sup> January, given the overwhelming response to the initiative. With every new Gionee purchase all customers, existing and new, get a chance to win bumper prizes such as **couple trips to Thailand** or **brand-new bikes**. Additionally, a customer also gets a scratch card with an assured discount coupon of up to Rs.500; redeemable on the next purchase or, gets a chance to win exciting gifts like **gold coins and Gionee smartphones**. Gionee India has recently felicitated winners with brand new bikes from Chennai, Ahmedabad and Bhatinda and looks forward to further enthusiastic participation in the days to come.

For further information please visit: <https://gionee.co.in/smilesquad>

**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.

**For more information, please contact:**

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