

**PRESS RELEASE****Gionee India starts FY'18-19 with a bang; Launches F205 and S11 Lite**

*Introduces phones in sub 15k category; aces the Full View Display and Selfie trend*

**New Delhi, April 26, 2018:** - Starting the financial year on a strong note, Gionee comes to the fore with the launch of two new products F205 and S11 Lite this April. With superlative cameras and full-view display at the centre of its innovation, Gionee brings back its selfie magic with these new launches.

**Commenting on the launch, Mr. Alok Shrivastava, Director – National Sales, Gionee India said,** “Setting off the new fiscal year with a bang, the primary driver behind our new launches F205 and S11 Lite is to amalgamate affordability with functionality. Catering to the swelling demand for pre-eminent smartphone features at competitive price points, both the launches are designed to lead the sub – 15K category in India. With new age features like Face Unlock, Fingerprint shutter, bokeh and group selfies with backlight; coupled with a Full View Display, we intend to establish connect with the youth and continue fulfilling their demands and requirements in the times to come.”

**F205 Highlights**

Condensing best in breed technology in a sleek and stylish body, F205 is all about its camera, design and experience. Tapping the increasing demand for better cameras in smartphones, with focus on selfie cameras, F205 boasts of three in-vogue camera features, Bokeh selfie, Group selfie and Backlight. Endowed with 5PM selfie camera, the Bokeh selfie mode is coupled with Face beauty mode, with 100 Level Face Beauty and 7 Level Bokeh effect. These features allow for an artistic selfie, even in a cluttered background, blurring the clutter. Elaborating on its group selfie feature, F205 is backed by real-time processing technology to enlarge the image; it can accommodate more people in a selfie with the panoramic effect comparable to that of the wide-angle lens. Last but not the least, the backlight feature of the smartphone entails multi frame HDR synthesis, it can enhance dark details and reduce exposure.

Talking of another leading-edge feature, Gionee flaunts a Full View Display body. The screen is larger in F205, as compared to any other smartphone of the same body size. Furthermore, designed for simplicity, its uni-body is 7.95mm thick and weighs 135.6g. Its 2.5D Arc edge screen with Corning® Gorilla® Glass is scratch resistant and its 3D arc feels comfortable in hand. Its triple card slot can accommodate two Nano SIM card and 1 Micro SD card, which is expandable up to 256GB. Most importantly, it ensures security of personal data and information. With Private space 2.0, one can make contacts, messages, call records, photos, files, app and notes go invisible. It also supports the encryption of the individual App. Apart from these features, it comes endowed with features like App Clone, Split screen, Game Mode, Smart Eye Protection and Face Unlock. Powered by Mediatek Quad Core processor, 1.3 Ghz. Gionee F205 operates on Amigo 5.0(Android™ 7.1), backed by a 2670 mAH battery.

**S11 Lite Highlights**



Riding high on its Full View Display and Dual Camera features, Gionee S11 Lite is big on Design, Camera and Experience. Its wide Full View Display makes dealing with the phone more interactive. With a screen to body ratio of 18:9, its display area is 82.2%; this not only give a good sense of grip, but also makes gaming, reading and viewing an excellent experience. Acing the selfie game, S11 Lite comes with 16MP selfie camera, coupled with the popular Bokeh Selfie mode that focuses on the main object and blurs out the background clutter. Its Dual Rear Camera, which is 13MP + 2MP, not only clicks an amazing picture, but also blurs the background. The camera is also equipped with enhanced face beauty and camera backlight.

Designed for powerful performance, S11 Lite is backed by 3030mAh li-polymer battery to help you get through your day with ease. Its 4GB RAM can run multiple programs at the same time smoothly. It is powered by 1.4GHz Qualcomm® Snapdragon™ MSM8937 octa-core processor. In addition to these S11 Lite boasts of cutting-edge features like Auto-scene, Group-Selfie, Smart Eye Protection, App Clone, Split Screen, and Finger Print App. Lastly, fashioned for beauty, its 3D Four – Sided Curved Body is beautiful, and its micro-nanotechnology makes the back cover reflect light from different angles.

F205 and S11 Lite, priced at INR 8,999 and INR 13,999 respectively, are aimed at making smartphones with premium features more affordable.

**About Gionee India:**

Gionee established its operations in India in 2012 and is headquartered in New Delhi. The company which was the pioneer amongst its Chinese peers to have set up business in India over 5 years back, currently has a strong patron base of over 1.45 crore customers in India. 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 more than 530 service stations of which more than 450 are exclusive to Gionee customers.

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