

PRESS RELEASE**Gionee offers its loyal customers another reason to smile with international trips and more for grabs under Gionee Smile Squad**

- *An exciting customer loyalty program, exclusively for Gionee owners*
- *Lucky winners to get a chance to win international trips, bikes, gold coins, mobile handsets and discount coupons*

New Delhi, December 12, 2017: - Dream limitless with Gionee 'Smile Squad'; as the smartphone giant unveils its super rewarding customer loyalty program. 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**. Ushering in the seasonal festivities, Gionee kick starts the campaign on December 10th 2017, which is slated to conclude on January 31st 2018.

Further elaborating on the campaign, **David Chang, Global Sales Director, Gionee India** said, *"The concept of Gionee Smile Squad, was mined out of Gionee's DNA, which is - 'Make Smiles'. Therefore, taking our customer loyalty program a notch higher, we decided to give our consumers something substantial and something which is worth their while. The idea is to broaden the smiles we make and give our consumers better reasons to connect with the brand and keep them coming back to Gionee."*

Adding to the insights, the scratch card offers a plethora of Gionee bounties such as discount coupons upto Rs.500 on all Gionee models which can be redeemed by 31st March on their next purchase from the same retailer. Customers can also stand a chance to win special gifts like 5gm Gold Coins and Free Smart Phones which can also be redeemed by 31st March 2018. However, **to claim the bumper prize, all consumers are required to register themselves on Gionee's website, collect their unique ID and play 'Spin the Wheel' and become a star of 'Smile Squad'**. The winners of the contest will receive confirmation through email or SMS on registered mobile number and can redeem the prizes after the campaign period ends (31st January,2018) till 31st March,2018.

Gionee 'Smile Squad' is an exclusive community of Gionee users and the community was formed with a single purpose – to spread smiles and enrich the lives of our customers with exciting goodies and gifts. Anybody can join the squad by simply purchasing a Gionee phone. So, get a Gionee smartphone today, because the chances to win bumper prizes ends soon.

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 5% 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.