

PRESS RELEASE

After Alia; Diljit Dosanjh, Dulquer Salmaan and Shruti Hasan take a flight to #Selfiestan as Gionee strengthens the regional connect.

- *The smartphone giant has signed up three renowned personalities –Diljit Dosanjh, Dulquer Salmaan and Shruti Hasan as regional Brand Ambassadors.*
- *This comes right after the brand unveiled Selfiestan and successfully launched the first flagship product of the year – A1.*
- ***Pre-booking for Gionee A1 commences today.***

India – March 31st, 2017 – Gionee, the smartphone giant has been going bullish on establishing customer connect across regions in India. From unveiling a high decibel nationwide campaign called #Selfiestan that features brand ambassador Alia Bhatt, to launching the first flagship product of the year – A1, Gionee is going all out to reach out to every last customer in the country. With the same objective, the smartphone giant has signed up three celebrities –Diljit Dosanjh, Dulquer Salmaan and Shruti Hasan as its regional Brand Ambassadors.

Gionee's new campaign **#Selfiestan** introduces to the world a kind of place where everyone can coexist feeling really amazing, all the time. It depicts a new generation of *Hindustanis*, who love to capture every expression and emotion of their life through their front cameras. Targeting this 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, Gionee is completely changing the mindset and scenario of traditional forms of imaging in India.

To reach out to the maximum number of *Hindustanis*, Gionee has roped in these three popular personalities. Shruti Hasan is a well-established actress and singer who works predominantly in Telugu, Tamil and Hindi language films, Dulquer Salmaan is a famous Malayalam actor also referred to as 'DQ' and Diljit Dosanjh is the popular Punjabi actor and singer who is also in the news currently for his recent Bollywood release – '*Phillaari*'.

The smartphone brand has been proudly associated with three top youth icons in the two biggest religions in the country today- Cricket and Bollywood. The company recently joined hands with the Charismatic Indian Skipper Virat Kohli, adding to its association with the reigning queen of Hindi films, Alia Bhatt and the most followed team in the IPL- Kolkata Knight Riders. And now with this announcement of onboarding Shruti Hasan, Diljit Dosanjh and Dulquer Salmaan to the land of Selfiestan, the company looks to further strengthen its regional connect with the consumer and the trade.

Speaking on the announcement, **Arvind R Vohra, Country CEO & MD, Gionee India** said “We are delighted to announce that such versatile and reliable personalities like Shruti Hasan, Dulquer Salmaan and Diljit Dosanjh have joined our brand wagon as the faces of Gionee India thus empowering our concept of Selfiestan. Dulquer embodies dynamism, popularity, and machismo and is known for his performance and style in Malayalam films. Shruti is an extremely talented actress and singer in Bollywood as well as Tamil and Telugu cinema and Diljit is a blend of talents, followed massively by his fans across North-India. All of these three celebrities bring out with the core values of Selfiestan which is expressing and celebrating one’s moments, feelings and expressions. Besides, today, we are catering to a customer segment that is young, and looks up to these celebrities as their role models. That is why, with careful selection and preparation, we are extremely proud and happy to enthrall our customer base by welcoming these three luminaries as our brand ambassadors.”

Shruti Hasan, Actress and Singer said on being associated with the brand, “I do enjoy taking selfies and sharing them with my fans. I feel it's a great way for them to see your life with you in a more direct informal manner. It is commendable how Gionee has new Selfiestan is a whole new style of sharing such moments. I am proud and excited on associating with Gionee and I hope to help encourage my fans to try and express themselves through this fun and cool medium of Selfiestan.”

Dulquer Salmaan, Actor, said, “As an actor, I like to take up versatile roles that give me the chance to essay different characters every time. These qualities, I believe, also resonate with Selfiestan where one is empowered to capture different moments and expressions with a single click of selfie. I am elated to associate with Gionee for an official citizenship of this wonderful land.”

Diljit Dosanjh, Singer and Actor, said, “Being an artist and an entertainer, I feel fortunate to be able to share my thoughts and experiences with my fans with a single click. My association with Gionee, as a brand ambassador and citizen of Selfiestan, will amplify this effort, adding Punjabi tadka to the flavour of Selfiestan.”

The company has always come forward with innovative campaigns with out of the box and edgy approach, giving youngsters a means to express themselves. The company has rolled out a series of devices to deliver best customer value, and with its current set of ambassadors and the catchy peppy number Selfiestan to back the brand, Gionee is all set to penetrate further into the country.

For More details please visit: <http://a1.gionee.co.in/#/tab1>