

Syntech Technology Pvt. Ltd. renamed as Gionee India

New Delhi – April 28th, 2017 – Syntech Technology Pvt. Ltd., the Indian partner to Gionee’s overseas arm, today announced its official corporate name change to **Gionee India**, for increased synergy between the corporate and the brand name. Gionee India will henceforth be manufacturing and marketing Gionee smartphones in India. Apart from the name, there will be no changes in the overall corporate and financial structure which was being followed by the erstwhile Syntech Technology Pvt. Ltd.

Arvind R Vohra, CEO and Managing Director, Gionee India, says, “Gionee today is amongst the most prominent smartphones brands in India, with over 1.25 crore loyal customers. Therefore, transitioning to Gionee India was the most apt decision for us, and reinforces our ever increasing commitment to the Indian market. As Gionee India, we plan to double our sales this year to reach the 10,000 crore mark, and garner 10 per cent market share in the smartphone segment in India.”

Gionee has been present in India since 2012, and was one of the earliest Chinese players in the market. Gionee prides itself in launching smartphones that are intuitive, future ready, stylish, durable and stress free. Today, Gionee India is a \$1.42 billion firm with over 1.25 crore happy customers. Gionee is credited with bringing in the world’s slimmest phone, the biggest battery phone, the best android camera and many more to India.

The company currently operates through two contract manufacturing units in India, and signed an MoU in 2016 with the Haryana Government to put up it’s own factory. The company plans to establish an entire eco-system around the smartphone manufacturing and retail business, by not just setting up it’s manufacturing unit, but also establishing ancillary facilities like hardware suppliers, design houses and R&D in India.

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

For further information, please contact:

Manoj Thakur Gionee manoj.thakur@gionee.co.in	Randeep Kaur Creation randeep.kaur@creation 9999499732
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