

## **Gionee ropes in Bollywood Actor Alia Bhatt as the Brand Ambassador**

**August 24, 2016, New Delhi:** Global handset maker Gionee ropes in Bollywood Diva Alia Bhatt as the Brand Ambassador. The young actor will be the new face of Gionee for all the upcoming campaigns, ATL and BTL activities during the festive season and will also be endorsing the next line of products that the brand will launch.

Since the brand entered India in February 2013, the brand has never had a brand ambassador to endorse the products or promote the brand. Gionee has successfully created a niche for itself and has recently upped the ante with an aggressive global strategy of announcing the brands new identity and brand statement of 'Make Smiles'. Taking it a notch higher, Alia Bhatt has been signed by Gionee for the next 2 years to appeal to its core target group- the youth.

*Speaking about the association Arvind R Vohra, Country CEO & MD, Gionee India said, "Gionee recently announced its new brand image and our focus has always been the youth. Alia Bhatt is an actor filled with enthusiasm and zest, characteristics that reflects Gionee's beliefs. She adds freshness to the brand and associating with the actor will definitely bring the brand closer to the consumers and will make the brand more relatable".*

*Alia Bhatt, Gionee's Brand Ambassador expressed her excitement "I am super excited to be part of such a youthful and lively brand that's making India smile. I am looking forward to having an amazing association with Gionee in the coming years and be part of some awesome innovations Gionee is known for".*

Gionee's marketing spends are 600cr out of which 200 have already been spent and 200 will be spent during the festive season.

### **About Gionee**

Established in 2002, Gionee Communication Equipment Co., Ltd. is a hi-tech company engaging in mobile device designing, R&D, manufacturing, sales in global markets, and mobile internet application services. Today, Gionee sells over 25 million handsets per year worldwide and ranks No.10 in the world by smart phone market share. Gionee is moving fast in building solid brand channels in global markets especially in South Asia and Southeast Asia.