



## Gionee unveils new global brand identity with Kolkata Knight Riders

Kolkata, April 11, 2016: Gionee, along with Kolkata Knight Riders today unveiled the brand's new global identity "Make Smiles", and the team's new jersey. Gionee is the principal sponsor of the two time IPL winners, Kolkata Knight Riders since 2015. The company also announced that it will be spending over Rs. 150 crore in 2016 to rollout the new identity and logo in India, and a wide range of future ready 'smilephones'. Gionee M5 plus will be the first smartphone to carry the new smiling logo.

"Make Smiles", the company's new tagline and the new smiling face logo has been created as an expression of the attitude that Gionee believes in thoroughly - a desire to create happiness for consumers and engage with them in the delightful moments of their lives. In keeping with it's new global identity, Gionee is taking it's Design and Form factor leadership to the next level, making the phones intuitive, stylish, ergonomic, slim, and durable. The phones will have unparalleled performance, with long battery life, super fast processors and huge memory space, offering Stress Free Lifestyle and Usage.

Excited about the ongoing association with KKR and the brand's new identity, Mr. Arvind R Vohra, Country CEO & MD, Gionee India said, "Gionee is a young and dynamic brand which will see exponential growth in 2016. We are proud to continue our association with a winning squad like KKR, which is in synergy with the brand's attitude of innovation and leading with examples, yet being joyful at the core. We wish them all the best for the season."

Mr. Venky Mysore, MD & CEO, Kolkata Knight Riders said, "It is indeed great to have Gionee as our title sponsor. The new logo from Gionee comes with the mission to make people smile and I hope that KKR this season replicates the same emotion for Kolkata"

Gionee is already credited with launching many first's in the global mobile industry - World's Slimmest phone S5.1, World's slimmest 4G phone S7, World's first 16MP phone E7, World's first 24 MP phone E8, World's first 4000MaH battery phone M2 and the World's first 6000MAH phone in a slimmest form M5.



### 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 smartphone market share. Gionee is moving fast in building solid brand channels in global markets especially in South Asia and Southeast Asia.

### RSVP

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