

**Gionee launches performance driven P7 Max this festive season**  
~ Loaded with Octa core 2.2 GHz processor, P7 Max offers a premium look and superior features  
at an attractive price ~

**New Delhi, October 17, 2016:** Gionee a leading global provider of mobile devices has strengthened its P Series portfolio, which is known for its performance-driven line up, with the launch of the Gionee P7 Max. Gionee phones are known to be high on design quotient, great ergonomics, build quality and high performance. With all of this, P7 Max is priced reasonably which makes it even more attractive as a product.

Created to give you more in less, the all-new P7 Max has a great body endowed with transparent and glittering texture that is sure to catch everyone's eye along with a heavy-duty processor that can multi-task with ease. P7 Max is powered by **MT6595 Octa core 2.2 GHz Processor** and comes with **3GB RAM** providing a seamless experience for its users while watching flicks and playing video games. Backed by **32 GB ROM** and expandable memory up to 128 GB, the phone allows one to keep everything on their phone memory with enough space to store music, movies, photos and more.

**Arvind R.Vohra, MD & Country CEO, Gionee India** said "We are really excited to present the new P7 Max. At this price point, it will be a perfect buy for customers this festive season. This phone has specially been created with a vision to give you more in less as it delivers a flawless experience along with great design and amazing features"

The phone comes laden with a powerful back and front camera which is **13 MP and 5 MP** respectively along with terrific network compatibility & flexibility which supports both 4G and VoLTE. The P7 Max sports **5.5 HD IPS display with NEG protection**; a high-performance, real-time pixel-processing engine which controls sharpness, contrast and color to enhance picture quality. With an operating system of Amigo 3.2 and Android Marshmallow 6.0 backed by 3100 mAh battery, the device is extremely stable and user friendly.

P7 Max has several inbuilt features like Auto call record, Mobile Anti-theft, compass, Smart gesture (Pause alarm, Black screen gesture, smart vibration reminder, smart bright screen, Double click wakeup) Tethering & Hotspot, Theme park, Mood Wallpaper, Gstore, Chameleon, Eco mode, Ami Locker, Child mode, Abroad service, Xender, OTG support making it ideal mid segment phone.

Available in two colours **Gold & Grey-Blue**, this power-packed phone will be available across stores at **INR 13, 999** starting **October 17th, 2016**.

#### **Key Specifications:**

- Display 13.97cm (5.5) HD IPS with NEG protection display
- Weight: 182 gm
- Dimension: 154 x 76.8 x 8.8mm
- Dual Micro SIM with Dual Standby
- MT6595 2.2GHz Octacore CPU
- RAM + ROM- 3GB+32GB (Expandable up to 128GB)
- Camera: Primary 13.0 Mega Pixel Camera with LED flash
- Camera: Secondary 5.0 Mega Pixel with screen flash
- Battery: 3100mAh



- Android OS, V6.0 Marshmallow (amigo 3.2)

### **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.

