

Press Release

Hitech Mobiles Introduces India's Most Affordable Quadcore Phone *Hitech Amaze S3 In Assam Market*

- Also Introduces 'Hi Plus' Range Of Premium Smartphone Accessories -

Guwahati, 20th May, 2015: Hitech Mobiles, one of the fastest growing Indian Mobile Handset brand, today launched **Hitech Amaze S3**, India's most stylish & affordable quadcore phone & **Hi Plus**, stylish & premium range of Smartphone accessories in the Assam market.

"We are very proud to launch India's most affordable Quadcore phone, Hitech Amaze S3, today in Guwahati, which is a very important market for us. We have a vision of making mobiles suitable and affordable for every age group as well as income group in India. We truly believe that Amaze S3 will get very good response from Assam", said **Mohammed Gyasuddin, Managing Director, Hitech Mobiles.**

Hitech Amaze S3 is a smartphone which has been designed keeping in mind the changing trends of fashion in the world of mobile phones. Hitech Amaze S3 with superfast 1.2 GHz Quadcore Processor is enabled with superfast 3G connectivity along with 1500 mAh battery. The phone's sleek look adds to its fashion statement with a thickness of 7.9 mm. The phone is also updated with latest Android Kitkat 4.4.OS. Hitech Amaze S3 comes with a 4 inches screen with IPS Display which gives an excellent visual display. The phone has a combination of 1.2 GHz Quadcore processor & 4 GB ROM space capacities. It is also loaded with features like Dual Sim, 5 MP rear camera along with pre loaded apps.

The **Hi-Plus** range of accessories comprises of Bluetooth Headset H1, Bluetooth Headset H2, Bluetooth Headset H3, Hi - Plus Power Bank (H30), Hi - Plus Power Bank (H90), Hi-Plus AC Adapter with USB Slot H20, Hi-Plus USB Car Charger H32, Hi-Plus USB 2.0 High Speed Hub H22, Hi-Plus Colorful Multi Card Reader H26, Hi-Plus Handsfree H34 and Hi-Plus Handsfree H600i.

The **Bluetooth Headset H1** has features like Li - ion battery, talk time of 10 hours and standby time of 150 hours. The headsets are updated with Bluetooth version V4.0. The power bank chargers have battery of 7200 mAh and 10000 mAh. The **Hi Plus Power Bank (H30)** also contains Lithium-ion battery, LED Light, battery indicator and a safety circuit.

The **AC USB Adapter H20** comprises of features with USB slot, sonic speed USB charging, high efficiency, safe and reliable with corresponding USB connection cables, charging for iPhone, iPod Series, GPS, Smartphones and Tables. The **Hi-Plus USB Car Charger H32** is highly efficient and reliable. It is suitable for iPhone, iPad, Smartphones MP4, PSP, GPS and bluetooth devices. The **Hi-Plus H22** Hub is stylish aluminium alloy enclosure with circular modeling design following the new iMax & Macbook series style. **Hi-Plus Colorful Multi Card Reader H26** has all updated features which supports all Micro SD, Mini SD, SD, SDHC, SDXC, Micro(M2), MS, MS DUO, MS PRO DUO, CF I/II/III. The **Handsfree H34** has been designed with soft silicon earbuds that gives a maximum comfort.



“Hitech Mobiles have always created its own niche market in the accessories segment. The Hi Plus range comprises of all different types of accessories which has got the desired features of high end accessories and are also affordable for every age group as well as income group in India”, added **Mr Gyasuddin**.

Hitech is amongst India’s Top 10 handset Brand & the No1 Mobile Accessories Brand in the East. They are also the top brand in the micro SD card, battery & charger segment in the East. The company’s main target areas are in Tier II and Tier III cities & rural areas, but are also targeting the metro cities for their smartphones, accessories & tablets range. In a month, the company sells approx 20 Cr worth of mobile accessories in the country and around approx 10 Cr worth of accessories in West Bengal only.

The group’s annual turnover is Rs 500 crore and they are aiming for a turnover of Rs 1000 crore by 2016 - 17. The company is also tying up with the SAARC countries for exporting handsets. They are currently exporting handsets in Nepal, Bangladesh & Bhutan and also planning to export handsets in Sri Lanka soon.

Hitech Mobiles sells feature phones, smartphones and Tablet in Rs 1,000/- to Rs 8,000/- price band.

Hitech Mobiles currently has over 15 domestic offices and over 350 service centres throughout India. Hitech Mobiles, headquartered in Kolkata, is fast increasing its footprints across the country and is poised to launch many more attractive handsets and mobile accessories in the coming days.

About Hitech Mobiles:

Hitech Mobiles is one of the fastest growing Indian Mobile Handset Makers proffering its excellence in introducing premium quality mobile phones at affordable prices. Having incepted in the year 2008, it has been successful in creating a brand name of its own that implies sheer brilliance in every aspect. Hitech Mobiles is the 8th largest mobile phone brand in India with a sole motive of providing the technically superior ranges of mobile phones to all the customers within pocket-friendly prices. With more than 350 uniformly distributed service centers and 15 Branch offices constructed at every corner of the country, Hitech Mobiles is there for catering to all the customer needs by providing the finest after sales services. Within a span of 6 years, Hitech Mobiles has proved its proficiency by bringing the lowest priced Android smartphone ever to the world.

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