



Press Release

Hitech Mobiles Launches The Most Stylish & Affordable Smartphone “Hitech Air A6”

- The Group Aims For A Turnover Of Rs 500 Crore By 2016 -17 -

Kolkata, 15th January, 2015: Hitech Mobiles, one of the fastest growing Indian Mobile Handset brand, today, launched the most stylish & affordable smartphone, **Hitech Air A6** for the Indian market. Noted actor **Mr Abir Chatterjee** was present to launch the handset.

Hitech Air A6 has been designed keeping in mind the changing trends of fashion in the world of mobile phones. Hitech Air A6 is one of its kind smartphone with superfast 1.3 GHz Quad Core Processor enabled with superfast 3G connectivity along with 2000 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 Air A6 has a 5 inches OGS, IPS, QHD screen with 1920 x 1080 full HD playback display which gives a excellent visual display. The phone has a combination of 1 GB RAM & 8 GB ROM which enables it with exemplary storage capacity that helps in smooth operations, multi functioning and visual experience in high involvement games. Hitech Air A6 is also loaded with features like Dual Sim, 8 MP primary camera & 2 MP front camera. The Market Operating Price (MOP) of Hitech Air A6 is Rs 6999.

“Hitech Air 6 has got all the desired features of high end smartphone. 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 Hitech Air A6 will make its mark in the India’s smartphone market. We have also kept the price at an affordable category to compete with other brands”, said **Mr Mohammed Gyasuddin, Managing Director, Hitech Mobiles**.

Hitech is now India’s one of Top 10 handset Brand & the No.1 Mobile Accessories Brand in the East and they are also the top brand in the micro SD card, battery & charger segment in the East. With an overwhelming growth rate of 40% on a yearly basis, the annual turnover of Hitech stands at over Rs 500 crore. The company’s main target areas are in Tier II, Tier III & rural areas, but are also targeting the metro cities for their smartphones & tablets range. In a month, the company sells 2,50,000 mobile handsets in the country of which around 1 lakh handsets in West Bengal only.

“We are aiming for an annual turnover of Rs 500 crore by 2016 - 17. Apart from West Bengal, our business is experiencing significant growth in Bihar, Orissa, Karnataka, Andhra Pradesh, Kerala, Gujarat and Rajasthan markets. We are also tying up with the SAARC countries for exporting our handsets. We are currently exporting handsets in Nepal & Bhutan and also planning to export handsets in Sri Lanka & Bangladesh soon”, added **Mr Gyasuddin**.

Hitech Mobiles sells feature phones, smartphones and Tablet in Rs 1,000 to 7,000 price brand. Enter Life - the philosophy of Hitech adds a depth to the brand’s communication, projects it as an enabler of active living - more relevant because of the socially active life that the majority of the consumers lead.



“The superior quality technology at affordable price along with excellent after sales service are the differentiating factors that has contributed to Hitech’s growth. Hitech currently has over 15 domestic offices and over 350 service centres throughout India” said **Mr Mohammed Kamaluddin, Director, Hitech Mobiles.**

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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