



Press Release

Reach Alive, Don't Text And Drive

**- A Mobile Safety Initiative By Hitech Mobiles & Kolkata Municipal Corporation
To Mark World Telecom Day -**

Kolkata, 16th May, 2015: Hitech Mobiles, one of the fastest growing Indian Mobile Handset brand, in association **Kolkata Municipal Corporation (KMC)** today launched a Mobile Safety Initiative to mark World Telecom Day, which falls on 17th May, 2015. Mr **Debasish Kumar, MMIC, Parks & Gardens, Advertisement, Parking, Kolkata Municipal Corporation, Actor Arunima Ghosh and Mohammed Gyasuddin, Managing Director, Hitech Mobiles** today flagged off a tableau from **Simpark Mall, New Market** with a message ***Reach Alive, Don't Text And Drive***. The tableau will move around the city and generate mobile usage safety awareness.□

World Telecom Day celebrates the constant evolution of one of the most important factors of human lives: communication and technology. Hitech, on this occasion as a part of their CSR initiatives, emphasized the inadmissibility of distraction by technology when driving, whether calling from mobile phone, or setting the navigation system.

“Each year around 1.3 million deaths occur for using mobile phones while driving. As a socially responsible company, to mark **World Telecom Day**, we at Hitech Mobiles have taken this initiative to create awareness among the citizens of Kolkata, on not to use mobile phones while driving or crossing the busy streets”, said **Mohammed Gyasuddin, Managing Director, Hitech Mobiles**.

Hitech Mobiles 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, though focuses on Tier II and Tier III cities & rural areas, but is also targeting the metro cities for their smartphones, accessories & tablets range.

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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