



Realme Offline Sales extend to 150 Cities in 2019; partners with 20, 000 REAL Partners

Realme devices to be available in top 150 retail-stores in Kolkata, as part of the regional #RealmeForeverBengali sales strategy

Kolkata, January 4, 2019: Realme, the No. 1 emerging smartphone brand in India, today announced to expand the offline sales to 150 cities in the forthcoming year. The young brand will start with top cities of the country, gradually moving towards 150 cities phase by phase. The “Proud to be Young” brand has partnered with offline retailers which will be known as REAL Partners and will give a value addition to customer experience.

Realme will start with ten cities across the country in January 2019, eventually adding 50 cities every quarter. With the city expansion the smartphone brand will establish 20,000 outlets throughout the country. The retail outlets will have all the models of that the smartphone brand has launched.

Commenting on the expansion, **Madhav Sheth, Chief Executive Officer, Realme India** said, “Realme as a young brand is committed to delivering the best consumer experience to our customers. Strengthening our commitment, we are expanding our footprints to meet the rapidly growing customer demands. With the new offline store we are extending our sales channels reaching out to our offline customers in every region. This is the extension of our sales strategy and ultimate target of ‘Realme for Every Indian.’”

In Kolkata, there will be 150 top Retail partners going forward with a target to establish 500 stores in the entire West Bengal region. To start with Realme will focus on Kolkata and Greater Kolkata, covering the entire West Bengal region by March 2019. There will be multi-brand outlets as Realme partners for the offline distribution in West Bengal.

The brand will be initiating local customer related activities to increase footfall in the region.

Previously, Realme got in to an exclusive partnership with Reliance stores for offline sales of the products. Realme smartphones have been getting sold at more than 130 cities across 1300+ Reliance Digital & My Jio stores.

The brand has been successfully performing on e-commerce platforms from May 2018. Realme has secured the position of No. 1 Emerging brand in the country as quoted by CMR and according to Counterpoint, Realme was No.3 in overall market share during Diwali, and specifically No.2 in online sales.

The latest Realme U1 sold 2 lakhs during its first sale. The 3+32GB variants of the SelfiePro are open for sales on Amazon.in, while 4+64 variants will be open sales every Wednesday at 12 noon onwards.

About Realme

Realme is an emerging smartphone brand that specializes in providing high quality smartphones for the youth. It was officially established in May 2018 by its founder Sky Li, together with Madhav Sheth and a young team with rich experience in the smartphone industry across the globe. Realme focuses on user needs and presents products with both strong performance and trendy design in the broad context of e-commerce.



For more information, log on to www.realme.com

For further information please contact:

Sreeraj Mitra / Kaushik Chatterjee/ Rusha Hazra
Sagittarius.Inc
Ph: 9007307884 / 8697719304/ 8697719310