



itel cements position in India: Launches Super Guru Series: The Premium Phone with Mobile Payment Capabilities Through UPI123 Pay

Explore the Exceptional Trio - Super Guru 200, Super Guru 400, and Super Guru 600 - Setting New Benchmarks in Phone Innovation

New Delhi, June 15, 2023: In a smartphone-dominated era, itel recognizes the continued demand for feature phones and addresses it with the launch of the Super Guru Series, its latest premium feature phones tailored to the Indian market. The Super Guru Series comprises three models, namely the Super Guru 200, Super Guru 400, and Super Guru 600. itel is dedicated to providing a premium experience to the niche segment of feature phone users by offering UPI, allowing users to seamlessly transition to digital payments. Complementing its stylish and premium design, the Super Guru Series offers a remarkable 4-hour service turnaround, ensuring prompt assistance whenever required. The series also features a wear-resistant design for a long-lasting appearance, a powerful speaker for enhanced audio quality, and a clear receiver mode that provides crystal-clear sound.

Commenting on the launch, Arijeet Talapatra, CEO, TRANSSION India, said, *"We have identified an opportunity to expand our market by offering customers an exceptional value proposition with our Super Guru Series. Built on five key factors - Trust, Durability, Relevance, Value, and Style - this series aims to provide an affordable yet aspirational solution for all customer needs. One of the key elements that sets this series apart is the integration of UPI payments, made possible through our technology partner, Gupshup. This integration of UPI technology further enhances the value and convenience offered by the Super Guru Series, providing a wide range of options that cater to diverse preferences and ensuring customer satisfaction through reliable and high-quality products."*

Mr. Beerud Sheth, Gupshup Founder & CEO said, *"At Gupshup, we have built deep expertise over the years in creating rich experiences through the messaging channel. Enabling payments is a first but significant step towards building phone agnostic customer experiences. With our UPI for feature phones, millions of users will be able to benefit from the revolutionary technology of UPI, taking them a step closer towards financial inclusion. We are glad to have worked with itel, NPCI and Airtel Payments Bank to bring this innovation, making seamless payments accessible for all. itel, being an undisputed leader in the feature phone segment is serving as an enabler to assist the large feature phone user base by leveraging the UPI technology."*

The Super Guru Series is an impressive lineup of feature phones that offer a range of noteworthy features. One of the standout features of the Super Guru Series is its mobile payment capability, which enables users to effortlessly perform various UPI functions such as sending and receiving money, scanning QR codes for bill payments, and more, all while on the go. The Super Guru Series also upholds higher standards in terms of power and durability. It includes features such as a strong call alert for reliable communication, a strong structural design to withstand daily wear and tear, and enhanced durability for long-lasting usage.

Unleashing Style and Functionality in an Ultra-Slim Design

Experience the perfect blend of style and functionality with the itel Super Guru 400 priced at INR 1699. Boasting an ultra-slim metallic design with a mere 9.8mm depth, this feature phone features a big 2.4" display and a trendy camera for capturing moments. With UPI payment capability and a 1200mAh battery offering up to 14 days standby time, the Super Guru 400 is a pride to carry.



Discover Power and Elegance in a Compact Design

Discover the power and elegance of the itel Super Guru 200 priced at INR 1499. With its exceptional 21-day standby time, the 1200mAh battery outperforms its competitors. The special metal finish and wear-resistant keypad exude a sense of luxury and technology. Capture the beauty around with the 1.3 MP camera or make quick UPI payments with a simple scan. The Super Guru 200, featuring a 1.8" display, is designed to impress.

Experience Grand Design and a Grand Experience

Experience the perfect blend of power and style with the itel Super Guru 600 priced at INR 1899. Its grand 2.8" display offers a comfortable grip, complementing the elegant and ergonomic metal design. With an impressive 20-day standby time and a 1900mAh battery, Super Guru 600 ensures long-lasting usage. The Super Guru 600 excels with its big screen, big battery, and slim body, providing an absolute advantage. Capture moments and make hassle-free UPI payments with the 1.3 MP camera.

To further appeal to customers, itel is offering a free transparent and dotted cover with the Super Guru Series, adding a touch of style and protection.

itel Super Guru Series			
Model	Super Guru 600	Super Guru 400	Super Guru 200
Display	2.8"	2.4"	1.8"
Battery	1900mAh (20 days Standby)	1200mAh (14 days Standby with Dual SIM, 50% higher battery capacity than competitors)	1200mAh (21 days Standby with Dual SIM, 50% higher battery capacity than competitors)



Hardware	Dimension: 137x57X10.8mm Sim Slot: Slot 1 & Slot 2- Standard Chipset: SC6531C Processor: 312 MHz	Dimension: 128.8x53X9.8mm Sim Slot: Slot 1 & Slot 2- Standard Chipset: SC6531C Processor: 312 MHz	Dimension: 118.8x50X12.6mm Sim Slot: Slot 1 & Slot 2- Standard Chipset: SC6531E Processor: 208 MHz
ID (Thickness)	Large screen fashion metal plating process design	9.8mm ultra thin with large DECO camera design	Metal plating process effect, P+R wear resistant high quality keypad
Primary Camera	1.3MP	1.3MP	1.3 MP
Connectivity	FM: Wireless FM with recording Earphone Jack: 3.5mm Bluetooth: Yes	FM: Wireless FM with recording Earphone Jack: 3.5mm Bluetooth: Yes	FM: Wireless FM with recording Earphone Jack: 3.5mm
Support Languages	English, Hindi, Gujarati, Tamil, Telugu, Bengali, Kannada, Malayalam & Punjabi	English, Hindi, Gujarati, Tamil, Telugu, Bengali, Kannada, Malayalam & Punjabi	English, Hindi, Gujarati, Tamil, Telugu, Bengali, Kannada, Malayalam & Punjabi

About itel:



Established over 10 years, itel is a reliable smart life brand for everyone. Adopting “Enjoy Better Life” as its brand philosophy, itel’s mission is to provide budget-friendly consumer electronic products to everyone. It democratizes technology by giving entry to technology and connectedness to consumers without prior access to it. After more than 10 years’ development, itel has expanded its presence in more than 50 emerging markets globally. itel has a product portfolio of smartphones, TV, accessories, electrics, speakers, home appliances and laptop products and in 2021, it ranked No.1 Global Smartphone brand under \$75 and No.1 feature phone brand.

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For any media query:

Joyeeta Mitra - joyeeta.mitra@transsion.com

Ravindra Samant | + 91 8191052641 - ravindra.samant@adfactorspr.com