



itel Launches S23 - India's First 16 GB* RAM Smartphone at Rs 8799 exclusively on Amazon

Also introduces 8 GB* RAM variant exclusively for Retail Outlets across India

New Delhi, June 9, 2023: itel, one of the leading Smartphone brands, announces the launch of its premium flagship smartphone, the itel S23 - India's first 16 GB RAM* phone through memory fusion in the sub-9k category. Setting new benchmarks in the mobile industry, **itel S23 16 GB** is set to make its grand debut exclusively on **Amazon**. itel has already captured the hearts of millions in the sub-INR 8,000 segment with path-breaking products like A60, P40 in the past few months, with the highest proportion of repeat users among first-time buyers. With this innovative flagship product itel is all set to dominate the sub 10K smartphone market like never before attractively priced at INR 8799/-.

The itel S23 redefines elegance and performance in its segment, and comes equipped with a stunning super clear 50MP rear camera, impressive 8MP Glowing AI front camera with flash. This enables the S23 to capture every moment with remarkable clarity and detail. Additionally, the itel S23 is also available in an 8GB* variant, catering to a wider range of consumers and ensuring accessibility across various retail channels.

Commenting on the launch, CEO, itel India, Mr. Arijeet Talapatra, said, *"Today Consumers are extremely conscious and demanding on their likes, choices and fashion quotient followed by a big shift in consumption patterns. Mobiles are no longer just devices but have become an integral part of entertainment, life style of new Bharat. We at itel are constantly striving to service our consumers by bringing in innovations backed with trendy features, stylish looks and new age technology.*

S23 is going to be an absolute delight for our discerning customers bundled with powerful 50 MP Ultra Camera, super stylish ID Design, high memory variants, side finger print and not to forget color changing back ID adding a swag quotient for young, trendy and new generation Bharat. With its groundbreaking features, we aim to redefine the smartphone experience for our customers. We are excited to bring this innovative device to the Indian market and provide our customers with an aspirational Smartphone high on specs and looks available at one of the best pricing of 8799/- in Amazon."

Equipped with a powerful 5000 mAh battery, a captivating 6.6-inch HD+ IPS Waterdrop display, and a stylish body, the itel S23 delivers an unparalleled smartphone experience. The S23 showcases an elegant and trendy aesthetic, enhanced by its unique feature of a color-changing back panel in the mesmerizing Mystic White variant. This captivating design element reacts to UV rays, transforming its color for an enchanting experience. Available exclusively on Amazon, the itel S23 is set to empower the people of India with innovative technology.

Industry's First Unrivaled Memory Capabilities

Experience the unparalleled memory capabilities of the itel S23. With its 16GB (8+8) RAM, witness a 10% surge in overall speed, enabling seamless multitasking and smooth operations for an enhanced gaming experience. With an astounding 128 GB of UFS 2.2 storage, itel has offered a wonderful fusion of ample memory and top-notch performance. Expand your storage capacity up to 1TB for limitless possibilities.

*16GB (8GB+8GB) RAM through Memory Fusion

*8GB (4GB+4GB) RAM through Memory Fusion

*India's First Smartphone with 16 GB RAM at INR 8799 (Source: Counterpoint)



Capture Every Detail with Precision

Prepare to be amazed by the itel S23 and its 50MP super clear rear camera, ensuring every intricate detail of your life is captured with unparalleled precision. With its 4-in-1 technology and a larger light-sensitive area, the F1.6 aperture delivers brighter and clearer photos, even in low-light conditions. The HD mode allows you to zoom in without sacrificing image quality, capturing more excitement. Take control of your creativity with the Pro Mode, offering professional-level guidance for picture-perfect shots. HDR 4.0 ensures perfect moments are captured even in challenging backlight conditions, while the 8MP glowing AI selfie camera provides multi-level brightness adjustment for flawless self-portraits.

Immerse Yourself in Stunning Entertainment

The itel S23 offers an immersive entertainment experience like no other. Its 6.6" HD 90Hz ultra-narrow bezel screen offers a wider, clearer visual experience at your fingertips. With high-definition resolution and reduced eye fatigue, every picture and video comes to life. Enjoy smooth and responsive gaming and movie playback thanks to the 90Hz screen refresh rate and 180Hz Touch Sampling rate. Immerse yourself in the power of entertainment with the itel S23. It also boasts an innovative feature of color changing. After being exposed to light containing ultraviolet (UV) light, the phone's exterior transforms, showcasing a captivating and dynamic display of changing colors.

Extended Battery Life, Enhanced Security, and Seamless Performance

Experience the power of the itel S23 with its 5000mAh battery, providing up to 15 hours of social software use. Customize power-saving modes for extended standby time without compromising normal usage. Unlock your S23 effortlessly with the upgraded side fingerprint sensor in just 0.9 seconds. Enjoy smooth performance and entertainment with the T606 Unisoc Tiger Series octa-core processor. Save storage space and enhance device longevity with the Flash-Friendly File System. Seamlessly transfer data from your old phone with ease. Connect to gaming networks without consuming data by scanning hotspot QR codes.

Price & Availability

Available in two stunning colors – Starry Black & Mystery White

*Available in two variants- 8GB + 8GB RAM exclusively on Amazon; 4GB+ 4GB RAM available at retail outlets.

Specs Sheet:

itel S23	
RAM & ROM	CPU: Unisoc T606 (12nm) 1.6 GHz Octa-core

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	Memory (1) 128GB ROM 4GB +4GB RAM (2) 128GB ROM 8GB+8GB RAM
Battery	5000mAh Charger: 5V2A 10W
Sensor	Fingerprint: Yes Face ID: Yes
Camera	Rear: 50MP AI CAM Front: 8.0MP
Operating System	Android 12
Colors	Starry Black, Mystery White (Colour changing)

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.

[For more information, please visit:](#)

Website: www.itel-india.com | Facebook: [itelmobileindia](#) | Instagram: [itel_india](#) | Twitter: [itel_india](#)

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