



## TCL COMMUNICATION ANNOUNCES NEW PARTNERSHIP WITH FLIPKART AS AN EXCLUSIVE SALES PARTNER FOR ALCATEL SMARTPHONES IN INDIA

**LAS VEGAS – January 9, 2018** – Expanding the company's global smartphone reach, TCL Communication today at CES 2018 the company has announced a new partnership with Flipkart to bring Alcatel smartphones to India. Recognized for offering great smartphone value and quality at affordable prices, this partnership will allow TCL Communication to greatly expand the company's Alcatel portfolio in the rapidly growing India market. The partnership will make Flipkart the exclusive sales partner for larger screen Alcatel smartphones in India, leveraging their expertise in this highly competitive market to jointly develop products, market and distribute them.

"in 2018 we're taking a renewed focus on not only evolving our Alcatel smartphone portfolio, but also looking at new strategic partnerships that will help us be more competitive in expanding global markets," said Christian Gatti, Global President Alcatel Business Division and Executive Vice President TCL Communication. "We honoured to be partnering with Flipkart in India, and we hope this partnership is a model for how we can scale with similar partners in other growth markets."

Adarsh Menon, Vice President and Head - Electronics and Private Labels, Flipkart further commented, "Alcatel has been a very successful partner selling the company's tablets on Flipkart in India, holding over 15 percent share of all large screen tablets sold. In fact, the Alcatel A3 10" Tablet has been the best-selling tablet on our platform for the last 3 months. This success has shown us the great opportunity for our new partnership and we're excited to be able to offer new Alcatel smartphones exclusively to customers in India later this year."

To learn more about Alcatel smartphones, please visit [www.alcatel-mobile.com](http://www.alcatel-mobile.com).

### **About TCL Communication**

*TCL Communication Technology Holdings Limited (TCL Communication) designs, manufactures and markets an expanding portfolio of mobile and internet products and services under three key brands – TCL, Alcatel and BlackBerry - with its portfolio of products currently sold in over 160 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific. Incorporated in Hong Kong, TCL Communication operates nine R&D centers worldwide, employing thousands across the globe. For more information, please visit [www.alcatel-mobile.com](http://www.alcatel-mobile.com).*

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### **About Flipkart**

Flipkart is India's largest e-commerce marketplace with a registered customer base of over 100 million. In the 10 years since it started, Flipkart has come to offer over 80 million products across 80+ categories including Smartphones, Books, Media, Consumer Electronics, Furniture, Fashion and Lifestyle. Launched in October 2007, Flipkart is known for its path-breaking services like Cash on Delivery, No cost EMI and a 10-day replacement policy. Flipkart was the pioneer in offering services like In-a-Day Guarantee (65 cities) and Same-Day-Guarantee (13 cities) at scale. With over 1,00,000 registered sellers, Flipkart has redefined the way brands and MSME's do business online. For more information, please visit <https://www.flipkart.com/>