TECNO Mobile Expands Distribution Channel in Thailand





Leading Chinese smartphone brand, TECNO Mobile, is expanding their footprint in Thailand with the appointment of AI Alliance Co. Ltd. as an official distribution partner. Building on a successful first year in the Thai market in which TECNO Mobile launched five models, the brand's expanded distribution is part of a larger nationwide strategy to increase accessibility and sales, while continuing to offer high specification products, quality after sales service and a 12+1 months warranty on all models.

Focused on providing high performance cutting edge smartphones that use the latest technology, and at affordable prices, TECNO Mobile has garnered a following with tech-savvy buyers who expect more from a smartphone and with TECNO Mobile they get it: high specification front cameras and upto 13 MP rear cameras, and localised features tailored specifically for the Thai market, have made TECNO's series of smartphones a popular buy and with a price point below 5,000THB they offer exceptional value-for-money.

"We currently have five TECNO Mobile models available in Thailand, the CAMON CM, SPARK CM and three in our POP Series – the POP 1 Pro, POP 1S Pro and POP 2. The POP Series is relatively new to the market and feedback has been very encouraging due to the superior quality and high specification as well as their affordable pricing," said Mr. David Chan, Country Manager of TECNO Thailand.

"Working with AI Alliance allows us to further increase our sales and distribution network, and gives us nationwide coverage and consumers access to our smartphones in all the regions of Thailand. We are confident that as more people are aware of the TECNO Mobile brand and the quality of our smartphones, sales will grow quickly."

Having sold around 120,000 TECNO devices per day on average globally in 2017, TECNO Mobile has become one of the key smartphone providers in the global market. According to IDC Q3 2018 data, TRANSSION, TECNO Mobile's parent company, has been ranked fourth globally by sales volume in the first quarter with a market share of 7%, while Counterpoint's Q2 2018 report ranked TECNO tenth in global smartphone shipments. At the heart of this success is R&D. Striving to break ground every day, TECNO Mobile uses the latest technology, listens to customer needs and delivers high specification smartphones which are tailored to local markets, allowing consumers to keep up with the latest trends and underscoring the brand's positioning "Expect More".

In addition to expanding its nationwide sales network, TECNO Mobile smartphones are also available through Lazada, Shoppee, and JD central.

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About TECNO Mobile
Established in 2006, TECNO Mobile is a premium smartphone brand from TRANSSION Holdings. Upholding the brand essence of "Expect More", TECNO is committed to giving the masses access to latest technology at accessible prices, allowing the consumers to reach beyond their current limitations and uncover a world of possibilities. TECNO understands the needs of consumers from

different markets and provides them with localised innovations across a product portfolio featuring smartphones, tablets, and feature phones. It is a major global player with presence in around 50 emerging markets across the world. In 2017, TECNO achieved a sales volume of more than 43 million units. TECNO Mobile is also the Official Tablet and Handset Partner of Manchester City Football Club. For more information, please visit: www.tecno-mobile.com

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