



## **BSNL, Champion Computers to roll out co-branded products**

**They include smart phone models, Tablet PCs, data cards (dongles) and wireless networking products**

Champion Computers Pvt Ltd (CCPL) has entered into a strategic alliance with state-owned Bharat Sanchar Nigam Limited (BSNL) to roll out a slew of BSNL co-branded products which include smart phone models, Tablet PCs, data cards (dongles) and wireless networking products. These products will be available in the market in the next few weeks.

These products are going to be winners in their respective categories, in all aspects, features, product quality, price accessibility & functionality pan-India including remote regions.

**Feature Phones:** Total of 3 models that would be available at an attractive price range of Rs 1300 – 2000. These stylish phones would come with bundled data & voice options from BSNL worth Rs 1500 which would go on to make the phone virtually free for the customer.

**Smart Phones:** Total of 9 models, available in 3.5", 4", 4.5" and 5" screen size, the smart phones come at a very competitive price range starting at Rs 3999 to Rs 13000 which will be available soon. At such amazing price points these Smart phones would have a host of top-end features which would make them runaway bestsellers.

**Phablets:** Screen size – 5.3" with Android 4.2, quad-core 1.2GHZ processor and a 5.3" capacitive touch screen at only Rs. 13999. The phablet is ready to hit the market in the next couple of weeks. More models with bigger screen size to follow soon.

**Tablets:** 7" with 2G and 3G data plans and 9.7". The tablets come with a 500 MB 3G data plan from BSNL free for 12 months making it an irresistible deal for end consumers.

**Data Cards:** 7.2 mbps and 14.4 mbps. Price range- Rs 1500 – 1700.

This association would see Champion bringing in the technology and manufacturing skills while BSNL will address the connectivity issue through its wide reach across the country including far-flung & rural areas.

BSNL-Champion products would be available through the following 4 channels which are as follows- Online (e-commerce portals like Snapdeal, Flipkart, Jabong, e-bay), Multi-brand retail outlets / large format retail outlets, Traditional Distribution- Retail channels and BSNL retail / sales channels (franchisees).

With the extensive channel set up, Champion–BSNL products will cater to a wide audience pan-India and serve consumers better. All these products would be fully tested for Optimum Performance on BSNL network. Champion has appointed 3000 dealers across the country and has tied-up with 400 service centres for after-sales service.