

Mobiistar appoints Ajitabh Jerath as Vice President for Sales & Operations

- *Ajitabh will be heading the Southern and Western Market*
- *His role will include strategic business planning and customer relationship management*

New Delhi, 26th July 2018: International smartphone brand Mobiistar, today announced the appointment of Ajitabh Jerath as the Vice President for Sales & Operations, South and West to provide a strong impetus to the brand, Mobiistar. With the brand venturing into the offline space, Ajitabh's role becomes very crucial as he will be focusing on strategic business planning and customer relationship management. His forte lies in engineering business processes, driving continuous improvements, building consensus, recognizing talent and accelerating business. He has already made notable development in creating a strong sales team and started building a strong distribution channel which will include 300 partners in South and West by September.

Ajitabh's current role also involves driving business through effectively managing retail and distribution networks for the brand. He is an ideal formulator of strategies for the region with respect to ATL and BTL initiatives.

Talking about the appointment, **Carl Ngo, CEO and Co-founder, Mobiistar India and Global** said, "We are pleased to welcome Ajitabh onboard. With our offline expansion and strong focus on the South and West, we required an able and experienced person like him. Ajitabh always attempts to implement interesting methods and strategies to maintain retail visibility and we have full faith that our southern and western market will deeply benefit from his insights. Mobiistar aims to help its consumers 'Enjoy More' by providing a seamless user experience, we know Ajitabh shares the same belief and are certain that he will help us on our journey to becoming one of the top 5 smartphone brands in the affordable segment in the country by the end of the year."

Ajitabh Jerath, Vice President, Sales and Operations, South and West, Mobiistar India said, "Mobiistar is expanding at a very fast rate from launching in the country in May to going offline within a span of 2 short months. I am very happy to be a part of this journey and bring my past experience to add greater value to their endeavour in India. The smartphone market in India is one of the most dynamic in the world, I am excited to take on the challenge of taking a new brand like Mobiistar to greater heights."

Ajitabh Jerath, started his career as a Sales Manager for Salora International Limited. Following this he has had expansive stints with brands like Reliance, Tata Docomo, HCL and Nokia to name a few. He was instrumental in turning around Gionee in South West during his last stint. His blooming success can be attributed to his hard-working nature and the ability to make best out of very little.

ABOUT MOBIISTAR

Mobiistar, a Vietnamese smartphone brand was co-founded by Mr. Carl Ngo in 2009 with a promise to make users 'Enjoy More' by bringing uncompromised user experience. Mobiistar established itself as a leading brand in Vietnam and recently expanded to South-east Asia and GCC countries. The mission of Mobiistar is to expand the horizons of mobile technology adoption by providing affordable and uncompromised user experience to consumers.

Mobiistar plans to develop the smartphone segment in India by understanding the consumer need for a selfie smartphone and their desire to gain more enjoyment at great value. Mobiistar has invested efforts on mobile technology adoption and expanding selfie experience for India.

For more information, please visit www.mobiistar.in

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