

Mobiistar Appoints Aniruddha Deb as the Chief Marketing Officer of Mobiistar

- *As part of his role, Aniruddha will establish Mobiistar in a very dynamic smartphone market like India*

New Delhi, 10 August 2018: International smartphone brand Mobiistar, today announced the appointment of Aniruddha Deb as the Chief Marketing Officer to provide a strong impetus to the brand, Mobiistar. With the brand venturing into the offline space, visibility is of the utmost importance and Aniruddha is all set for the challenge of establishing a new entrant like Mobiistar in such a dynamic smartphone market. Having helmed major advertising and marketing portfolios, Aniruddha aims to take Mobiistar to great heights in the Indian market.

Aniruddha comes with 16 years of leadership experience in advertising & Marcom across categories like FMCG, Consumer durables, Consumer Electronics, Telecom, Technology, APP, Tourism, QSR's, Banking & Automobiles for the Asian (Thailand, Indonesia, Vietnam, Malaysia & The Philippines), AMET, LATAM & South Asian (India, Bangladesh & Pakistan) markets, based out of Thailand, Delhi & Mumbai.

Talking about the appointment, **Carl Ngo, Co-founder and CEO, Mobiistar India and Global** said, "We are pleased to welcome Aniruddha onboard. With our offline expansion and strong focus on tier II and tier III markets, we required an able and experienced person like him. Aniruddha always attempts to implement creative methods in garnering visibility for brands and we have full faith that our brand will deeply benefit from his insights. Mobiistar aims to help its consumers 'Enjoy More' by providing a seamless user experience, we know Aniruddha 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."

Aniruddha Deb, Chief Marketing Officer, 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."

Prior to Mobiistar, Aniruddha was the Vice President – Integrated services at Cheil SW Asia HQ where he led Marcom for Samsung handheld products & corporate for the SW Asia region. He has also held brand leadership roles at Lowe (Thailand, Mumbai & Delhi) as the Regional Business Director and at Ogilvy & Publicis India as Vice President and worked on Unilever, Nestle, LG, Vodafone, Subway, KFC, Maruti, HSBC, Ministry of tourism to name a few.

Aniruddha has been a recipient of several awards, a few among which are, the "Agency Excellence Award" by LG for creative contribution, selected as the "Cannes Youngster" from Lowe and awarded "The Eternal Optimist" award at Lowe.

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.

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