

Mobiistar Appoints Hardeep Singh Johar as Vice President, Sales

- *Hardeep will be heading the Northern and Eastern Market*
- *His role will include strategic business expansion of the operations and customer and distributor relationship management*

National, 20th August 2018: International smartphone brand Mobiistar, today announced the appointment of Hardeep Singh Johar as the Vice President for Sales, North and East to provide a strong impetus to the brand, Mobiistar. With the brand venturing into the offline space, Hardeep's role becomes very crucial as he will be focusing on strategic business expansion and customer and distributor relationship management. His expertise also includes, achieving business targets, executing and implementing company promotional schemes and activities to strengthen the brand Mobiistar.

His 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 excited to have Hardeep onboard. With his vast experience and hardworking nature, we are curious to witness the heights to which he takes Mobiistar. With our offline expansion and strong focus on the North and East, we required an able person like him. Hardeep always attempts to bring new techniques to the table to increase retail visibility and we have full faith that our northern and eastern markets will deeply benefit from his insights. Mobiistar aims to help its consumers 'Enjoy More' by providing a seamless user experience and we can confidently say that Hardeep shares the same belief."*

***Hardeep Singh Johar, Vice President Sales, North and East, Mobiistar India** said, "Mobiistar is expanding at a very fast rate from launching in the country in May to going offline within a short span of time. I am very happy to be a part of this journey and bring my experience of the consumer durable segment to add greater value to Mobiistar's endeavour in India. The smartphone market in India is one of the most dynamic in the world with the north leading that number, I am excited to take on the challenge of taking a new entrant like Mobiistar and firmly establishing it among the top 5 smartphone brands in the affordable segment."*

Hardeep Singh Johar, brings in a rich experience of over 20 years of sales and operations in the telecom and consumer durables industry. His specialties comprise, revenue strategic planning and execution, running and leading projects from scratch to successful completion through substantial management and mindset changes and innovative methods utilizing effective and strong leadership. Prior to this, he has had expansive stints with brands like Gionee, Tata Teleservices, Bharti Airtel Ltd, Aircel, Philips, Godrej and Titan. His blooming success can be attributed to his willingness to accept new challenges and his highly diverse business knowledge

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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