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By **mobility** - September 18, 2018

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Etching a novel identity with its unique, rural-first approach, iVVO – a pioneering communications brand and the latest entrant in the Indian mobile phone market – and its CEO, Mr. Pradipto Ganguly, have been felicitated by AsiaOne as one of "India's Greatest Brands and Leaders". The award ceremony was held at Hotel Taj Lands End in Mumbai on 10th of September, 2018.

The felicitation event was marked by the presence of numerous dignitaries including Smt. Maneka Gandhi, Hon. Union Minister of Women & Child Development, Mr. Vineet Jain, MD, Bennett Coleman & Co. Ltd., and Mr. Ashish Kumar Chauhan, MD & CEO, Bombay Stock Exchange, High Commissioners and Consul Generals of various countries, and Bollywood personalities amongst others. Mr. Ganguly was presented the "India's Greatest Brands and Leaders" award following an assessment by process reviewers of AsiaOne. Other notable awards included "BlackSwan Women Empowerment Awards 2017-18", "BlackSwan Bollywood Awards 2017-18", "AsiaOne Global Indian of the Year", and "India's Greatest CXOs Award 2017-18".

Commenting after receiving his award, Mr. Pradipto Ganguly, the Co-founder and CEO of BRITZO said, "We are on the verge of ingraining transformative ethos into the market and are delighted to know that our efforts are simultaneously being acknowledged by industry leaders such as AsiaOne. I believe this award is a direct result of the relentless determination displayed by our workforce while catering to the technologically-underserved rural audience of India. It has, by the same token, charged the entire BRITZO and iVVO stakeholders with a renewed enthusiasm. We would like to thank the AsiaOne team for their acknowledgment of our collective contribution."

iVVO, the latest entrant in the Indian mobile phone dynamics envisions to bring a complete reversal of the order by developing cutting-edge technologies cost-effectively for rural consumers. It, then, aims to trickle down these technologies to urban mobile phone consumers as a part of its rural-first approach. iVVO is a subsidiary of communications brand BRITZO that lately came to fame for spearheading multiple forward-looking innovations in ICT (Information and Communications Technology). To boost digital adoption amongst rural consumers, it has moreover covered all of its offerings under a hassle-free service policy comprising 201-day replacement guarantee and a product warranty of 455 days.

At present, the iVVO product lineup includes 10 Smart Feature Phones and 2 Smartphones. All of its Smart Feature Phones fall within the pocket-friendly price slab starting at Rs. 649.

iVVO and its parent organization is also known to have a hierarchy-free corporate culture wherein all of the stakeholders that are directly and indirectly associated with the company enjoy superior empowerment. The company is, moreover, going to mobilize Rs. 100 crore towards 'Make in India' initiative primarily targeting indigenous R&D and manufacturing of products.

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