

Singer launches high-tech smartphone brand ZTE in Sri Lanka

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Tharaka Warnakulasuriya, Category Manager Digital Products Singer Sri Lanka, Shanil Perera Marketing Director Singer Sri Lanka, Mahesh Wijewardene, Chief Executive Officer Singer Group, Yang Ming, Chief Executive Officer ZTE Lanka, Yongke Zhuang, Key Account Manager ZTE Lanka, Samith Fernando, Brand Manager Digital Products Singer Sri Lanka.

Singer Sri Lanka, a premier consumer durables retailer, together with ZTE Corporation officially launched the ZTE smartphone brand in Sri Lanka at a virtual event held recently.

Singer, being the national distributor for ZTE brand, announced that it will soon showcase a complete range of ZTE smartphones from entry level to mid-range and flagship.

During the virtual launch, Singer unveiled the ZTE V30 models including ZTE V30 and ZTE V30 Vita packed with cutting edge features and stylish designs.

ZTE is a leading technology solutions provider, which boasts a rich history of providing innovative technology solutions offering a revolutionary user experience powered by strong performance.

Its core strengths are 5G infrastructure, data centres and smart devices segment including smartphones, wearables, audio devices, IoT devices, etc. The brand ZTE is committed to upgrade smartphone technologies to suit the modern consumer needs with more focus on speed, performance and camera.

ZTE showcases a complete range of smartphones offering seamless access to a smart life. ZTE's smartphones consist of entry-level to mid-level smartphones under the ZTE Blade series, flagship 5G devices from ZTE Axon series and its high-end gaming smartphone under RedMagic series.

Commenting on the newly launched ZTE smartphone brand, Mahesh Wijewardene, Group CEO, Singer Sri Lanka PLC said, "We are indeed proud to bring a world-class smartphone brand to Sri Lanka which offers more choices to our customers. ZTE's new smartphones prove a leap-forward improvement in all their aspects whilst smartphone users will see unappalled changes in terms of speed, performance, build quality, camera innovations, etc. With the launch of ZTE smartphones, Singer enables the latest technology to be accessible to all consumers at very competitive prices."

All ZTE smartphones are backed by the trusted Singer warranty, which can be claimed through island wide dealers. Singer is highly renowned for its islandwide retail and dealer networks that cater to the increasing demand for tech related products.

"At ZTE, we are focused on continuous innovation in integrated communications to make people's lives better. Smartphones being a primary segment in our technology solutions, we are committed to deliver future proofed devices with advanced features. We identified that Singer is the ideal partner for us to enter the Sri Lankan smartphone market." said ZTE Lanka CEO, Yang Min.

Singer's partnership with ZTE as the national distributor will see the local retail giant continue to unveil top of the line ZTE devices in Sri Lanka.