

## OPPO MOBILES

MOBILES FOR THE NEW GEN

**R**egistered globally in 2001 and launched in China in 2004, OPPO Electronics is known for its camera phones; enjoyed by young people all around the world.

The consumer electronics firm is headquartered in Guangdong, China. Their major product lines include Smart phones, Blu-Ray players, and other electronic devices.

OPPO originally started manufacturing MP3 and MP4 players; a milestone was set when the company launched smartphones with one-of-its-kind, mobile photography technologies.

They were the first mobile manufacturing company to launch phones with 5MP and 16MP front camera phones. OPPO was ranked at 4th position, as a smartphone brand worldwide in 2017, according to the International Data Corporation (IDC).

OPPO is a market leader and enjoys a wide popularity amongst the youth, but it's the

most preferred phone in China amidst all age groups, proving an excellent photography experience in smartphones to almost 200 million people globally.

### A RELENTLESS PURSUIT

OPPO is constantly striving towards achieving the latest technology, the highest hardware quality standards and delivering the best user experience possible. To assure the consumers of their authenticity and quality, OPPO's extremely dedicated and talented, in-house development team works together to design, manufacture and promote their products.

Consumers trust and believe in the brand's name because it offers them extraordinary service and assistance related to the products.

Their relentless effort to push this ideology has resulted in a mammoth global presence, currently serving in 21 countries. OPPO has



consistently tried to push boundaries and expand, providing their products and service the world over without compromising on the quality.

### A CULTURE OF BELIEVING

It is the belief and dedication of the company's employees that has brought it to this height of success.

OPPO'S brand philosophy is summed in the phrase "The art

of technology". OPPO stresses on collecting feedback from its customers and redefining its products to match the taste of the user.

The company is working to impress and capture young hearts with elegant trendsetting design quality service and most importantly, an attitude towards the relentless pursuit of perfection.