

## **HONOR 90 5G to come with MagicOS 7.1, powered by Android 13 in India**

- *Brings a truly personalized user experience across all scenarios, offering intelligent connectivity, smart services and a smooth and lag-free performance.*

**New Delhi, 06 September 2023:** The upcoming HONOR 90 5G soon to be launched in India will run on MagicOS 7.1, powered by Android 13, a fresh new OS designed to provide seamless experience across cross-platform, cross-device experiences. MagicOS brings a fully upgraded software architecture for an unmatched user experience, dedicated to enhancing productivity and elevating the smart life experience to the fullest.



This next-generation operating system enables seamless collaboration across devices and the ecosystem, delivering a truly immersive and personalized experience for end consumers. It is based on Android as well as PC and IoT operating systems, so devices running different OS can connect to MagicOS devices at a system level. Alongside new user interface changes, MagicOS 7.1 will let users control an HONOR laptop, smartphone and tablet using a single keyboard and mouse with HonorShare.

With HonorShare, HONOR 90 users will be able to seamlessly transfer cross-system files between an HONOR smartphone and a PC with HONOR Computer Manager. Furthermore, leveraging multi-screen collaboration, users can share their screens, keyboards, and mice among different devices such as smartphones, tablets, and laptops. Enhancing

connectivity, enabling users to enjoy automatic pairing, fast data transfers, and a seamless operational experience, it will simplify multi-device interactions.

MagicOS 7.1, powered by Android 13 also includes a feature called MagicText that intelligently identifies text within an image and converts it into a file, thereby maximizing productivity. With MagicText, users can effortlessly capture text using their camera and save it as a PDF file with a simple tap.

In addition, the HONOR Health app on the upcoming smartphone will play an important role in assisting smartphone users in reaching their health objectives by providing them a tailored user interface and offering fitness suggestions and training courses according to user habits.

#### **About Honor:**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR' s portfolio of innovative, premium and reliable products enables people to become a better version of themselves.

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Founded in 2023 and headquartered in Gurgaon, HTech operates as a comprehensive solutions provider offering services to manufacturing capabilities. HTech is the fully empowered partner for selling Honor smartphones in India in collaboration with PSAV India. Our vision is to seamlessly integrate cutting-edge global technology with India's distinct local requirements. Guided by a harmonious fusion of global expertise and local insights, we specialize in delivering tailored solutions that redefine industries and establish new benchmarks of excellence.

Our unwavering commitment to the "Make in India" initiative drives us to lead India's technological evolution. We wish to position India as a global technology, without infringing on any local regulatory norms. As we expand our footprint in the country, we

will work toward contributing to the development of manufacturing infrastructure and exports thereby driving innovation from India to global markets.

## Elevate your smartphone photography and user experience with the launch of HONOR 90 5G on 14th September

- *Focuses on setting a new standard in premium smartphone segment by delivering a true flagship experience*

**New Delhi, India – 07 September, 2023** – HTech, a comprehensive solutions provider, is all set to bring a highly anticipated smartphone, HONOR 90 5G, to the Indian market. Slated for a launch on 14th September, Honor 90 boasts an array of impressive innovations across its display, camera and design.

HONOR 90 5G features a cutting-edge Quad-Curved Floating Display that not only enhances the visual aesthetics but also incorporates advanced eye-comfort technology for prolonged, comfortable usage. Equipped with an impressive 200MP Main Camera and 50 MP Selfie Camera, the HONOR 90 5G captures stunning details with utmost clarity. With the HONOR 90 5G, HTech is set to deliver human-centric innovation to India consumers.



Stay tuned for more updates on this highly anticipated launch, as HTech brings a true flagship experience to the Indian shores on September 14, 2023.

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# HONOR 90 5G redefines excellence with the highest and safest 3840 PWM Dimming technology and a Quad-Curved Floating Display

- *HONOR 90 5G to feature a 5-layer Eye Protection Technology with a Zero-Flicker Display*

**New Delhi, 08 September 2023** - The upcoming HONOR 90 5G comes with the industry-first 0 Risk Eye-Comfort Display boasting the industry's highest and safest 3840Hz PWM Dimming technology, the highest in the industry to maintain a more comfortable, flicker-free viewing experience minimizing eye strain and providing a comfortable viewing experience, in all scenarios. HONOR has consistently demonstrated a commitment to human-centric innovation, particularly in the field of eye care technologies, employing a scientific approach and the all-new HONOR 90 5G is a testament of the same.

The smartphone has also received TÜV Rheinland Flicker Free Certification and achieved the risk-free dimming level, perfect for today' s entertainment-savvy generation who spend long hours consuming content on their smartphones.

The smartphone features a captivating 6.7 Quad-Curved Floating Display for a premium visual appeal. Underneath the glass, an AMOLED panel supports a remarkable resolution of 2664x1200, showcasing a stunning 1.07 billion colors and covering 100% of the DCI-P3 color space. Additionally, the display will achieve a peak HDR brightness of 1,600 nits, enhancing the vibrancy of HDR content.

**HONOR 90**®

## Zero Risk

Eye-Comfort Display

3840Hz PWM Dimming | Automatically Adjusts Brightness | Low Blue Light

**GOLD DISPLAY**  
DXOMARK 2023

\*The 3840Hz ultra-high frequency PWM dimming technology of HONOR 90 is TÜV Rheinland Flicker-free certified and achieves the risk-free dimming level, which only takes effect when the refresh rate is 120Hz.

## **Industry-Leading 3840Hz PWM Dimming Technology**

The PWM Dimming method is known to have three stages of risk when it comes to eye health. These stages are determined by the frequency at which the display backlight flickers, which can affect users differently depending on their sensitivity. In the high-risk stage, the frequency falls below 1250Hz, leading to noticeable flickering that can increase the risk of eye strain and fatigue. In the low-risk stage, the frequency is typically between 1250Hz and 3125Hz, ensuring flickering is not noticeable to most users, reducing the risk of eye discomfort.

HONOR has gone above and beyond with the HONOR 90 5G, introducing the industry-first 3840Hz PWM Dimming technology. This groundbreaking feature eliminates any risk to the eyes, providing users with the assurance that they can enjoy their smartphones without any concerns about eye strain or discomfort. With the implementation of this advanced technology, HONOR prioritizes user well-being, ensuring a safe and enjoyable smartphone experience.

## **Dynamic Dimming**

Knowing that our eyes often feel more comfortable in natural light conditions, the HONOR 90 5G uses dynamic light that resembles natural light rhythm to stimulate ciliary muscle movement through Dynamic Dimming. This innovative feature helps to alleviate eye fatigue by as much as 18% by increasing blood circulation in the ciliary muscle.

In addition, the brightness level of the display will automatically and periodically change according to the duration of screentime with different external lighting conditions, going brighter and darker imperceptibly according to the desired condition of human eye.

## **Circadian Night Display**

The HONOR 90 5G is equipped with the innovative Circadian Night Display technology, a feature specifically designed to enhance user sleep quality during nighttime usage. This feature filters out harmful blue light and smoothly transitions the screen's color temperature in a natural manner, supporting a healthier sleep cycle. Extensive lab tests conducted by HONOR indicate a 20% increase in melatonin levels with this feature, contributing to longer and better sleep quality for users.

With a user-centric approach and advanced technologies, HONOR sets new industry standards for eye care, offering the best possible experience with the HONOR 90 5G.

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## **HTech brings HONOR90 5G in India; sets new standards for comfortable viewing and creative freedom**

- *Introducing revolutionary advancements in smartphone photography and display technology, HONOR90 5G has an astounding 200 MP primary camera, a display that sets the industry standard, and an elegantly minimalist design exuding luxury.*
- *Customers enjoy support across a massive network of 400 service centers, spread across 180 cities*

**New Delhi, 14 September 2023:** HTech, a comprehensive solutions provider, today announced the launch of HONOR 90 5G in India. Equipped with a stunning 200MP Main Camera featuring AI Vlog Master and industry-leading Quad-Curved Floating Display with 3840 Hz PWM Dimming technology, the HONOR 90 5G packs groundbreaking hardware and software into one device to empower the always-on generation with personalised experiences and human-centric solutions.

***Commenting on the launch, Mr. Madhav Sheth, CEO, HTech, said, "We at HTech, are pleased to mark an important milestone by bringing back to Indian consumers a strong brand that has cutting edge technology, and a self-reliant ecosystem. With a focus on empowering consumers with leading technology, Honor continuously works toward bringing innovation in display technology, battery tech software and artificial intelligence, which are backed by strong R&D capabilities. Leveraging HONOR' s strong network and value chain, we are introducing the first smartphone in Indian shores with the launch of HONOR 90 5G.***

*Boasting cutting-edge AI technologies and best-in-class innovations, including an ultra-clear 200MP camera, AI Vlog Master and Zero Risk Eye-Comfort Display, the handset heralds a revolution in smartphone photography and display technology. It is a convergence of advanced technology and sophisticated design which deliver a truly personalized experience. As we embark on this exciting journey in India, we are confident that users will wholeheartedly embrace Honor' s exceptional products."*

***Speaking about the collaboration, Ranjit Babu, Director, Wireless and TV, Amazon India, said, "We at Amazon are thrilled to witness the comeback of Honor in India through***

*HTech, and we are certain that the Honor 90 will become the first amongst the many smartphones that will help honor tech become a popular smartphone brand in India. With powerful performance, sleek design, and a camera setup second to none, we are sure that the Honor 90 will create waves in the industry. With today' s launch, we further fortify our strong selection on India' s favorite online e-commerce destination as we gear-up for the festive season."*

### **Powerful and versatile multi-camera experience**

The all-new triple camera system consists of a 200MP Main Camera with a 1/1.4-inch sensor, which by prioritizing excellence in clarity, HDR capabilities, and low-light performance delivers outstanding photographic results. The triple camera comes with a 12 MP ultra-wide and macro camera with a 112° field of view and a 2MP Depth Camera that helps the camera gauge distances accurately. This camera is supported with multi-frame fusion, noise reduction algorithm and pixel binning to give a light-capturing performance that is equivalent to large 2.24µm pixels(16-in-1). The 200MP Main Camera produces outstanding high dynamic range (HDR) photos and detailed, bright shots in low light situations, making each shot as lifelike as possible. On its front, Honor 90 sports a 50 MP camera which helps capture stunning selfies that brim with details.

With the brand-new Portrait Mode, users can effortlessly create exceptional portraits that have well-defined facial features, accurate skin tones and produce an authentic bokeh effect that naturally blends the background with the main subject. To offer photographers greater flexibility, the Portrait Mode lets users capture photos at 2X zoom to produce results that better highlight subjects in frames. Additionally, the smartphone harnesses the immense power of the processor to deliver 4K video recording at 30fps from all three cameras - 200 MP Main Camera, 12 MP Ultrawide Camera and 50 MP Selfie Camera.

HONOR 90 employs artificial intelligence (AI) to help vloggers streamline workflows. It helps denoise audio, makes video mode recommendations, and comes with an AI Vlog Assistant that lets users generate a social media-ready 15-second video with just a few taps. Furthermore, with omnidirectional noise reduction that has a signal-to-noise ratio of 20dB, users can capture solid and clear human voices and zero of the surrounding noise - close to that of a professional recorder.

## **Elegantly crafted Design inspired by Luxury Jewellery**

A pleasure to behold, Honor 90 is inspired by the haute couture and craftsmanship that's associated with luxury jewelry. HONOR 90 radiates sophistication through its slim 7.8mm thin design and 183g featherweight. Providing a pleasing tactile, visually captivating experience, Honor 90 comes with gracefully quad-curved edges. Built to last, Honor 90 comes with Deeply Reinforced Glass, thereby demonstrating exceptional robustness and enabling the curved display to withstand being dropped any number of times. On the rear, HONOR 90 showcases the iconic N Series Dual Ring Design, featuring rounded contours that are crafted with cutting technique to create a dazzling gleam, thereby elevating its elegance to another level. Exuding elegance from every angle, the device comes in three mesmerizing colors: Midnight Black, Emerald Green and Diamond Silver.

## **Zero Risk Flicker Free Display for a Comfortable and Immersive Viewing Experience**

Equipped with a 6.7-inch Quad-Curved Floating Display, HONOR 90 supports a high resolution of 2664x1200, 100% DCI-P3 color gamut and up to 1.07 billion colors. This display makes visual content come alive in life-like colors and perfect clarity. The display supports a peak HDR brightness of 1600 nits, giving users improved on-screen readability even under bright light.

The HONOR 5G 90 comes with an industry-leading eye comfort display that has been certified with TÜV Rheinland Flicker Free Certification and has a risk-free dimming level. It supports the industry's highest Pulse Width Modulation (PWM) Dimming frequency of 3840Hz which ensures strain on users' eyes is minimal when the phone is set at low brightness. To alleviate eye fatigue, the display also features Dynamic Dimming which simulates natural light. Additionally, it supports HONOR's Circadian Night Display technology which filters blue light and promotes the secretion of melatonin to naturally improve users' nighttime sleep quality. The smartphone's display has received a gold rating by DXOMARK.

Striking the perfect balance between visual fluidity and battery life, it comes with an adaptive screen refresh rate of up to 120Hz that dynamically adjusts as per the displayed content. In addition, ensuring that users enjoy an exceptional multimedia experience whether they're traveling or in the comfort of their homes, Honor 90 supports HDR10+ and HDR certifications from Netflix and Amazon Prime Video.

## **Robust Performance**

To ensure smooth performance, the HONOR 90 5G comes in two variants that have massive storage - 12GB +512 GB and 8+256 GB, which coupled with RAM Turbo, easily compresses apps and allocates RAM for future proof frequency, giving up to 5GB on 8GB RAM variant 7GB on 12GB variant.

HONOR 90 5G comes packed with a large 5000mAh battery that empowers always-on users with day long usage. With a single full charge, the smartphone can provide up to 19.5 hours of continuous video streaming, keeping users entertained for extended periods. With its Built-in AI Power Saving Technology, HONOR 90 5G optimizes battery performance and enhances efficiency, which enables maximum productivity even during intensive use.

The smartphone is powered by the Qualcomm Snapdragon 7 Gen 1 Accelerated Edition processor, which has 20% better GPU performance and a 30% better AI performance compared to the phone' s predecessor. The processor allows Honor 90 to seamlessly handle 4K recording, manage noise reduction while recording videos and ensures that users can watch videos for longer on their smartphone without experiencing any eye fatigue. The device' s internal temperature is kept in check by a vapor chamber that' s 147% larger. The chamber facilitates efficient heat dissipation, allowing HONOR 90 to stay cool to the touch even under heavy use.

## **A Truly Personalized Experience with HONOR MagicOS 7.1**

HONOR 90 runs on the latest Android 13-based MagicOS 7.1, and packs a punch with enhanced smart features like Magic Text, which provides a smart life experience and maximizes productivity. With Magic Text, users can extract semantic information from a picture, including phone number, email, and website, and perform follow-up operations in one tap.

Marking the biggest highlight of the smartphone, Honor 90 will support Google-related services, so users will not only enjoy access to Google's apps, but also the Playstore with its millions of applications. This sophisticated OS introduces upgraded and personalized features, promising users a smarter and more convenient experience.

## **Market availability**

HONOR 90 5G will be available for sale in three colors - Emerald Green, Diamond Silver and Midnight Black from 18th September 2023 12 Noon onwards across Amazon and retail channels. The smartphone will come in two storage variants 8+256 GB and 12+512 GB priced at INR 37,999 and INR 39,999 respectively.

With the following offers, the price comes down to as low as INR 27,999 for the 8+256 GB variant and INR 29,999 for the 12+512 GB variant.

#### **Offers:**

- Users purchasing the newly launched HONOR 90 5G can avail an instant discount of ₹3,000 when using CC, DC, EMI transactions from ICICI and SBI Bank cards.
- Additionally, users who are willing to exchange their old smartphones while purchasing the HONOR 90 can also avail an extra discount of ₹2,000.
- In addition, users will be able to avail a no-cost EMI up to 9 months from all banks and Bajaj FinServ cards, coupled with a bundle deal of HONOR TWS/Goodies worth INR 5000, at no additional cost.
- As part of the bundle deal, users will also receive a 30W Type-C charger that's compatible with the device free of cost.

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## **Honor 90 UI: Redefining Elegance with a Bloatware-Free Experience**

- **Clean User Interface:**
  - Honor 90 runs on Magic OS 7.1, the latest iteration of Honor's UI. Honor 90's MagicOS 7.1 provides a clean and clutter-free user interface, ensuring that users can navigate their smartphones without unnecessary pre-installed apps or bloatware, resulting in a streamlined and user-friendly experience.
  - HTech's commitment to a bloatware-free experience is a significant advantage, ensuring that users do not have to deal with unwanted, pre-installed apps that can slow down their devices and clutter the user interface.
- **Up-to-Date Android Version:**
  - The Honor 90 5G is powered by Android 13, a fresh new OS designed to provide seamless experience across cross-platform, cross-device experiences. This means users can enjoy the latest features, security enhancements, and improvements in the Android ecosystem.
  - MagicOS brings a fully upgraded software architecture for an unmatched user experience dedicated to enhancing productivity and elevating the smart life experience to the fullest.
  - This next-generation operating system enables seamless collaboration across devices and the ecosystem, delivering a truly immersive and personalised experience for end consumers. It is based on Android PC and IoT operating systems, so devices running different OS can connect to MagicOS devices at a system level.
  - Alongside new user interface changes, MagicOS 7.1 lets users control an HONOR laptop, smartphone and tablet using a single keyboard and mouse with HonorShare.
  - With HonorShare, HONOR 90 users can seamlessly transfer cross-system files between an HONOR smartphone and a PC with a HONOR Computer Manager.
  - Furthermore, leveraging multi-screen collaboration, users can share their screens, keyboards, and mice among different devices such as smartphones, tablets, and laptops. Enhancing connectivity, enabling users to enjoy

automatic pairing, fast data transfers, and a seamless operational experience it will simplify multi-device interactions.

- **MagicText Feature:** MagicOS 7.1 introduces the innovative MagicText feature, which can intelligently identify text within images and convert it into a file, making it easier to capture and save text from various sources, enhancing productivity and convenience.
- **Multi-Device Connectivity:** MagicOS 7.1 enables seamless collaboration across devices and ecosystems. Users can control an Honor laptop, smartphone, and tablet using a single keyboard and mouse with HonorShare, simplifying multi-device interactions and improving productivity.
- **Cross-Platform Experience:** MagicOS 7.1 is designed to provide a seamless experience across cross-platform and cross-device environments. It ensures that users can effortlessly switch between their Honor devices, whether it's a smartphone, tablet, or laptop, enhancing connectivity and productivity.
- **Productivity Enhancements:** With MagicText and cross-system file transfers, the Honor 90 UI maximises productivity. Users can effortlessly capture text, share files, and work seamlessly across devices, improving their overall efficiency.
- **Honor Health App:** The Honor Health app on the Honor 90 offers personalised fitness suggestions and training courses based on user habits, making it an essential tool for users aiming to achieve their health and fitness objectives. This tailored interface enhances the overall user experience.
- **Integration of Google Apps and Services:** Unlike some custom Android interfaces, Honor smartphones come with Google apps and services, just like other Android devices. This ensures a familiar and comprehensive experience for users, including access to the Google Play Store
- **Long-Term Software Support:** HTech promises two years of Android OS upgrades and three years of security updates. This commitment ensures that users can enjoy the latest software features and stay protected against security threats for an extended period.

To conclude, Honor 90 UI, powered by MagicOS 7.1 and Android 13, offers a sleek and uncluttered user experience, innovative features for improved productivity, and a



commitment to long-term software support. These factors make it a compelling choice for users who value a clean and feature-rich software experience on their smartphones.

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## **Celebrating the undaunting commitment of Delivery Partner through HTech' s new campaign "Honoring the Unsung Heroes"**

**New Delhi, 09 November 2023:** This Diwali, HTech, a comprehensive solutions provider, brings a heartwarming tale to the forefront, celebrating the often-overlooked heroes in the world of deliveries — the dedicated delivery partners. In an inspiring new advertising campaign, HTech takes a moment to acknowledge and honor the pivotal role these unsung heroes play in connecting the brand with its cherished customers, recognizing them as true heroes in their own right.

The retail industry's unsung backbone, delivery partners, tirelessly ensure that customers receive their orders promptly, even during the busiest and most festive times. Yet, their unwavering dedication often goes unnoticed. Through this poignant campaign, HTech aims to showcase a deep sense of respect and appreciation for these individuals.

At the heart of the campaign is a moving story of a delivery partner who continues to deliver on Diwali. His determination touches the heart of a lady who observes him struggling with his outdated, non-smartphone while trying to connect with his son, eagerly waiting for his father to join the family for Diwali celebrations. Moved by his spirit, the lady offers him her Honor 90 phone to create a seamless connection. The delivery partner assures his son that he will be home soon, underscoring the essence of Diwali.

As the film aptly states, "Hum kyu na sajaye Kisi aur ki Diwali?", the delivery partner returns the Honor 90 phone to the lady and wishes her "Happy Diwali," a moment that reflects the power of human connection and empathy.

HTech places a strong emphasis on people-to-people connectivity and is dedicated to providing user-friendly features. The message is clear: these unsung heroes are not forgotten, and their contributions are deeply valued.

This Diwali, HTech is encouraging everyone to honor the tireless dedication of the unsung heroes who consistently go the extra mile, ensuring that the festival's spirit

reaches every doorstep. Their unwavering commitment, sacrifices, and indomitable spirit collectively contribute to making Diwali shine even brighter.

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## **Addressing critical issues that hinder education, HTech partners with Akshaya Patra Foundation to serve 2 lakh 50 thousand meals**

- *Took a step further towards supporting education and celebrated the spirit of Diwali by actively engaging with students*

**New Delhi, 16 November 2023:** Demonstrating its commitment to social responsibility HTech, a comprehensive solutions provider, is honored to announce its partnership with the Akshaya Patra Foundation, one of the world's leading NGOs dedicated to promoting access to education, alleviating malnutrition, and fostering community development in India. Having a solid belief in the power of education to transform lives, through this collaboration, the company aims to significantly impact by serving 2,50,000 meals to school children through Akshaya Patra's mid-day meal program and beyond meal initiatives.

HTech and Akshaya Patra have joined forces to support the foundation's mission of not just providing food but also fostering a conducive environment for learning and holistic development by addressing the battle against classroom hunger and critical issues that hinder education and overall development in India. Aligned with the foundation's core objectives, HTech is focused on promoting access to education by sponsoring meals for school children and is working towards keeping students healthy and nourished by playing a crucial role in combating the malnutrition issue.

**Commenting on the association Mr. Madhav Sheth, CEO of HTech, said, "We at HTech believe in the transformative power of education, and we are committed to playing our part in ensuring that no child goes hungry or is deprived of the opportunity to learn. This partnership with the Akshaya Patra Foundation is a significant step for HTech. By honoring our collaboration, we wish to contribute significantly in making a meaningful impact in the lives of thousands of children. We are committed to fostering positive societal change by promoting education, improving the health and well-being of young learners, and empowering future generations across India."**

In a further demonstration of its commitment to supporting education, HTech celebrated Diwali with students at a school under the Municipal Corporation. This heartwarming initiative showcased the company's dedication to fostering positive change and bringing joy to the lives of young learners. In a brand film capturing the spirit of this initiative, HTech employees shared their excitement about their Diwali plans. When asked about his plans, Mr. Madhav Sheth, CEO of HTech, shared a link to where the celebration took place, inviting people to join the festivities. The video highlighted the enthusiasm and dedication of our employees as they spent their day at the school, sharing their happiness and joy with the students.

This collaboration signifies a joint effort to make education accessible, eradicate malnutrition, and empower students in India to achieve their full potential by sponsoring meals and actively engaging with the community. HTech is taking a substantial step towards fulfilling its social responsibility commitment and contributing to the betterment of society.

**Video Link** - <https://youtu.be/sdbe84M9Uc0>

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## **Digital Cheer for Urban Millennials: Honor Smartphone and TagTalk Media's Two-Week Holiday Fiesta for Honor 90 5G**

- *Campaign has rolled out in major metropolitan areas such as Delhi, Mumbai, Bangalore, and Pune on 200+ displays*

**New Delhi, 21 December 2023:** Honor Smartphone is excited to announce the commencement of a comprehensive two-week-long national campaign in partnership with TagTalk for its latest flagship model, the Honor 90. Timed strategically during the holiday season, aligning with the merriment of Christmas and New Year, this two-week spectacle aims to resonate with the season's spirit.

The campaign is set to roll out in major metropolitan areas like Delhi, Mumbai, Bangalore, and Pune on 200+ live displays, reaching young millennials. The potential of technology and compelling content, the programmatic campaign has been strategically deployed across premier pubs and restaurants with the real-time business DOOH network to create an immersive experience for the digitally engaged audience. The initiative will take center stage on the screen at PVR Priya in Delhi, guaranteeing optimal visibility and audience engagement.

**Sharda Mandal, Chief Marketing Officer (CMO), HTech India, opined,** *“Our collaboration with TagTalk Media Ventures is a testament to our commitment to engage with the urban Indians, boasting an impressive estimated daily reach of 3-4 lac individuals. HTech's core values prioritize consumer-centric innovation, and our strategic approach involves harnessing the power of programmatic planning across premium networks. This strategy will not only enhance the effectiveness of our campaign but also position us to captivate the attention of the digitally savvy audience at the right time and place.*

**Gautam Bhirani, Founder & CEO, TagTalk said,** *“Excited about our collaboration for the Honor 90 launch campaign. As a smartphone-driven Digital Out of Home network, Tagtalk connects with millions of Millennials and Gen-Z, fostering engagement through our collaborative social media ecosystem. Leveraging the Christmas and New Year celebrations, we optimized the campaign for maximum output with zero media spillover*

*by delivering a high Share of Voice (SOV) and strategic daytime targeting in popular, high-traffic locations connecting with the heads down generation."*

In the upcoming campaigns, Honor smartphone plans to leverage GenAI in DOOH for more engaging content to connect with the audience seamlessly.

**About Honor:**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR' s portfolio of innovative, premium and reliable products enables people to become a better version of themselves.

**About HTech:**

Founded in 2023 and headquartered in Gurgaon, HTech operates as a comprehensive solutions provider offering services to manufacturing capabilities. HTech is the fully empowered partner for selling Honor smartphones in India in collaboration with PSAV India. Our vision is to seamlessly integrate cutting-edge global technology with India's distinct local requirements. Guided by a harmonious fusion of global expertise and local insights, we specialize in delivering tailored solutions that redefine industries and establish new benchmarks of excellence.

Our unwavering commitment to the "Make in India" initiative drives us to lead India's technological evolution. We wish to position India as a global technology, without infringing on any local regulatory norms. As we expand our footprint in the country, we will work toward contributing to the development of manufacturing infrastructure and exports thereby driving innovation from India to global markets.