

Tecno P3 formally launched in the Nigerian market

Tecno has partnered with Qualcomm Incorporated and Etisalat to launch their latest smartphone, Tecno P3 into the Nigerian market. Qualcomm is a global leader in next generation mobile technologies while Etisalat Nigeria is one of the foremost network providers in the country.

The launch which took place on Friday [17 May 2013] at the Oriental Hotel, Victoria Island, Lagos, was attended by a cross section of the Nigerian media and member Nigerian showbiz industry. At the event, Etisalat unveiled a twelve-month special promo offering subscribers 100MB free data bundle for every Tecno P3 purchased.

The Tecno P3 is an entry-level smartphone that runs on Android 2.3 Gingerbread operating system, and powered by Qualcomm Snapdragon MSM7225A processor to offer users the best 3G smartphone experience, good battery life, and easy access to the internet and multiple social networks.

Speaking on the partnership, the vice president of TECNO Group, Arif Chowdhury spoke that the P3 was manufactured to meet a need.

"We realised that internet savvy Nigerians are in dire need of a fast, innovative and seamless internet experience. These experiences are what Tecno P3 smartphone brings, and that also informs why we partnered with Etisalat".

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