

**zuri**  
You in mind



*In order to succeed we  
must first believe that we can*

**#YouInMind**



# ABOUT ZURI



A hand is shown from the left, palm up, holding a large, light grey letter 'U' that appears to be floating above it.

# U

- U The Brand**
- U The Company**
- U Product Portfolio**
- U In the News**
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- U In the Market**
- U Marcom**



**ZURI – THE BRAND**

U



A BEAUTIFUL THOUGHT HAS JUST BEGUN.

TO INSPIRE, TO LEAD,

TO BARE ALL THAT YOU GOT.

AND WHAT BETTER WAY TO GIVE

AN IMPETUS TO YOUR THOUGHTS THAN

EXQUISITE GADGETS DESIGNED TO

MEET YOUR PURPOSE

**zuri**  
You in mind



OUR QUEST DOESN'T END AT GORGEOUS MASTER PIECES  
THAT CAN BE HAILED FOR ITS CHIC, STYLISH MEANER  
LOOKS. IT'S MUCH MORE. IT'S THE PURPOSE THAT WE  
SEEK.

**zuri**  
You in mind



A PERFECT AMALGAMATION OF BEAUTY AND  
TECHNOLOGY THAT MEETS YOUR DEFINITION OF  
PERFECTION AND PUSHES YOU TO FURTHER TO  
YOUR GOAL.

WELCOME TO THE WORLD OF ZURI.

WHERE THE NAME ITSELF EXUDES BEAUTY.

**zuri**



# zuri

Designed in Hong Kong





- **ZURI** IS AN EXCITING BRAND OF DIGITAL LIFESTYLE DEVICES DESIGNED IN HONG KONG.
- THE CURRENT PORTFOLIO OF **ZURI** INCLUDES SMART PHONES, TABLETS, SMART WATCHES, POWER BANKS, AND BLUETOOTH SPEAKERS.



- **ZURI** MEANS A BEAUTIFUL UNION OF STYLE AND TECHNOLOGY. EACH OF OUR DESIGNS EXUDES FRESHNESS, YOUTHFULNESS AND USEFULNESS IN EVERY WAY. ALL PRODUCTS ARE KEPT DESIGNING 'U' – THE CONSUMER IN MIND.
- **ZURI** ALIGNS ITSELF WITH THE CONSUMERS' NEEDS AND REQUIREMENTS.



# ZURI- THE COMPANY

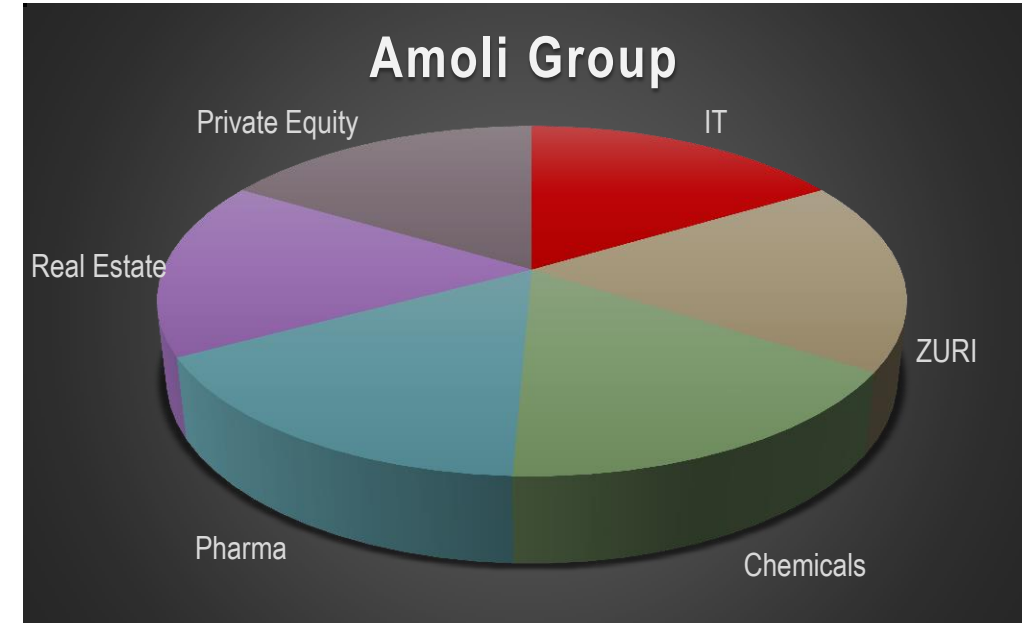


# BUSINESS INTERESTS

FOUNDED IN HONG KONG IN 1968, AMOLI GROUP IS A WELL DIVERSIFIED GROUP HAVING ITS INTERESTS IN MULTIPLE INDUSTRIES.

THE GROUP HAS 18 OFFICES IN 8 COUNTRIES , 4 CENTRAL WAREHOUSING LOCATIONS, SUPPORTED BY 1800 EMPLOYEES AND AN EXPANDING CUSTOMER BASE IN OVER 60 COUNTRIES.

WITH 5 DECADES OF EXPERIENCE, THE GROUP HAS A TURNOVER OF OVER US\$ 400 MILLION ANNUALLY.



# BUSINESS INTERESTS

ZURI IS A 100% SUBSIDIARY OF AMOLI GROUP.

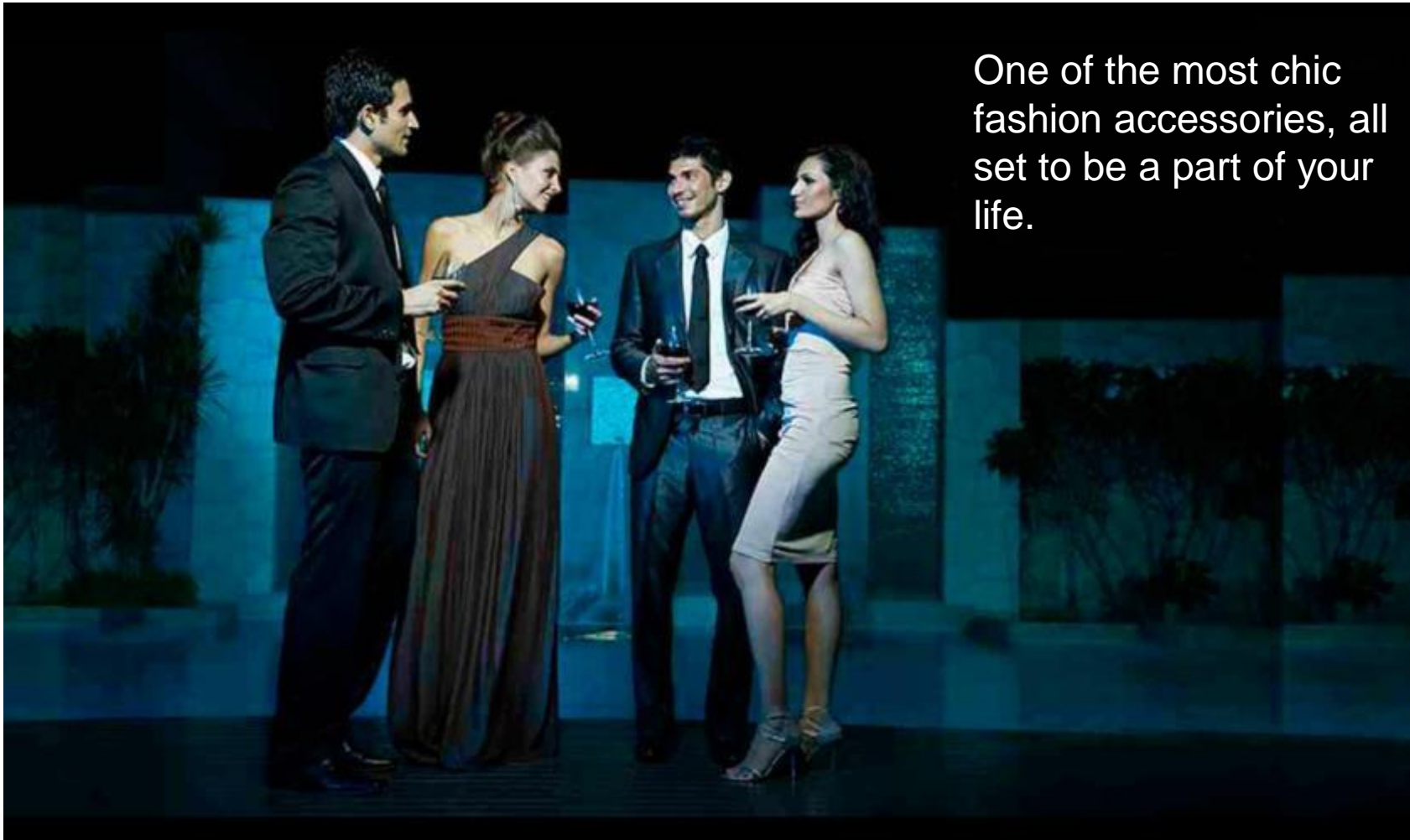
ZURI IS TODAY EXPORTED TO ITALY, UAE, EGYPT, KENYA, TANZANIA, UGANDA, NIGERIA, GHANA AMONGST OTHERS.

THE ZURI PRODUCT PORTFOLIO INCLUDES SMARTPHONES, TABLETS AND ACCESSORIES LIKE ROUTERS, POWER BANKS, BLUE-TOOTH SPEAKERS ETC.



# ZURI – PRODUCT PORTFOLIO





One of the most chic  
fashion accessories, all  
set to be a part of your  
life.

**zuri**





SMARTPHONE



TABLET



TV



ROUTER



ACCESSORIES



LED BULB







EXPERIENCE FREEDOM WITH THE ZURI MOBILE DUAL SIM SLOT



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S 56

DISCOVER LATEST ANDROID LOLLIPOP WITH YOUR FEATURISTIC ZURI PHONE



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ZURI



COOL BROWSING AT LIGHTNING SPEED ON ANY ZURI PHONE



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ZURI MOBILES ENSURES YOU ARE COVERED INCASE OF ANYTHING



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COMES WITH Google Play



www.zuri.hk

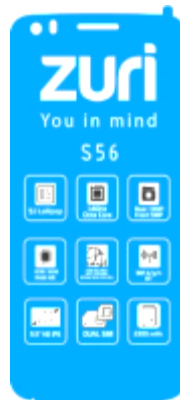


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DISCOVER AN EXPERIENCE LIKE NEVER BEFORE... WITH ANDROID 5.1 LOLLIPOP

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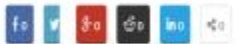
**ZURI – IN THE NEWS**

U



FRIDAY, APRIL 6, 2016

# New smartphone brands enter Dar market



Zuri smartphones are available in all Vodacom and Airtel shop centers, with most of them currently available in various outlets at Dar es Salaam's Karikoro.

### In Summary

The company has also signed an DESPEC as the distributor for its smartphones across Kenya, Tanzania and Uganda.

By Alfred Zacheia TheCitizen: news@theitizen.co.tz

Dar es Salaam. The Hong Kong headquartered Zuri has officially launched its smartphones in the Tanzanian market.

The company has also signed on DESPEC as the distributor for its smartphones across Kenya, Tanzania and Uganda.

The launch, which took place in Dar es Salaam on Wednesday, means that Zuri's smartphones such as C41, C46, C52 and S56 are now available in Tanzania.

"We have seen that there is a significant growth opportunity for our brand in Tanzania...we urge Tanzanians to buy and use

quality phones to avoid the after-buying costs and health hazards associated with sub-standard products," the Zuri Smartphones chief executive officer, Mr Vikash Shah said.

The DESPEC chief executive officer, Mr Ryan Jamal believes by adding Zuri to the portfolio it will be helping Tanzanians to get access to quality smartphones at affordable prices.

"Channel partners and consumers are looking for smartphone brands that stand out from the

### XinHua

## Hong Kong firm launches smartphones in Kenya

Xinhua News Agency | Sun,2016-04-10 Hong Kong firm launches smartphones in Kenya NAIROBI, April 10 (Xinhua) -- Hong Kong-based digital lifestyle devices brand Zuri has partnered with regional IT distributor DESPEC to roll-out their brand of smartphones in the Kenyan market. Zuri CEO Vikash Shah said in a statement on Sunday that the increasing demand for smartphones in the region was a motivation to entering the Kenyan market. "East Africa represents a significant growth opportunity for Zuri, with demand for smartphones increasing across the region. We are confident that DESPEC will enable us to build strong routes-to-market across Kenya, Tanzania and Uganda," Shah said. Shah launched four Zuri models C41, C46, C52 and S56 and said they aimed to provide consumers with smarter, simpler and stronger ways to realise the full potential of the connected world. "We look forward to working with operators, retailers and resellers in East Africa to explain the benefits that Zuri provides to consumers and the win-win business proposition for channel partners that align with our strategy," he added. Zuri, which draw inspiration from the Swahili word Zuri meaning beauty, also includes free 8 GB memory card, screen protectors, and phone covers.

Shah said the appointment of DESPEC represented the next step in Zuri's ambitious international expansion plans. "DESPEC provides Zuri with access to an extensive channel customer base spanning both reseller and retailer across East Africa," Shah said. He added that the companies planned to work together on social media campaigns in the coming months. DESPEC CEO Vikash Shah said the appointment of DESPEC was a strategic move to expand Zuri's market reach in East Africa. "We believe that this partnership will enable us to reach a wider audience and provide a better customer experience."

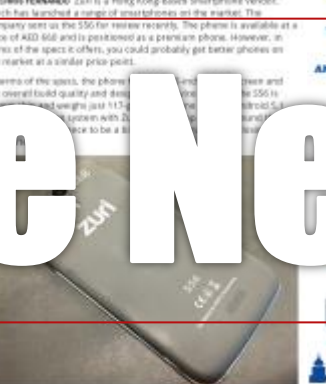


Hong Kong-based mobile device brand, Zuri has launched its line of smartphones and tablets in the market with the guarantee to its customers that it conforms to the Tanzania Communications Regulatory Authority (TCRA) and other international telecom standards.

## HONG Kong-based mobile device brand, Zuri has launched its line of smartphones and tablets in the market with the guarantee to its customers that it conforms to the Tanzania Communications Regulatory Authority (TCRA) and other international telecom standards.

"Channel partners and consumers are looking for smartphone brands that stand out from the

Channel EMEA NEWS - FEATURES - HOWTO - ENTERPRISE - CHANNEL. Zuri S56. REVIEW COMMENTS. Price: \$ 1,170.00. Features: 5.5-inch display, 1.3GHz quad-core processor, 1GB RAM, 16GB built-in storage, 4GB supports dual SIM, 13MP camera, 1080p video recording, 2000mAh battery.



Under the hood, the phone runs on a 1.3GHz quad-core Mediatek processor, 1GB RAM, 16GB built-in storage, and supports dual SIM. The built-in storage space can be expanded further using the microSD card slot inside the battery compartment.

In terms of camera, the phone offers a 13 megapixel auto-focus camera at the back and a 5-megapixel camera at the front. Images and videos shot using the phone were of average quality. There were delays when we faced over-exposure in certain images shot and though the phone's camera comes with auto-focus feature, we faced a slow focus change. The phone also comes with 2000mAh battery, which lasted almost a day on a single charge.



In terms of connectivity, the Zuri S56 offers 3G, Wi-Fi and Bluetooth connectivity. As a few other phones with 4G support have become the norm we were surprised that this was rarely missing from the spec-sheet.

In our AnTuTu benchmarks, the Zuri S56 was able to register a score of only 21591 points, which points the fact at the low RAM offered to this device. Zuri is a new entrant in the already crowded smartphone marketplace in the Middle East and will face tough competition from many second tier vendors who have realized that offering a phone with good specs and better pricing strategy has worked all the time. Only time will tell if Zuri can stand out from the crowd with its own identity.



Channel EMEA NEWS - FEATURES - HOWTO - ENTERPRISE - CHANNEL. Zuri appoints DESPEC in East Africa. Digital Lifestyle devices brand Zuri (www.zuri.co.ke) has appointed DESPEC as its exclusive distributor for smartphones in East Africa. Under the terms of the deal, DESPEC will distribute Zuri products across three countries: Kenya, Tanzania and Uganda. As a well-established and fast-growing technology provider in East Africa, DESPEC provides Zuri with a unique opportunity to rapidly expand its channel reach within the markets covered by the agreement. The two companies will collaborate closely to increase consumer awareness of the Zuri brand throughout East Africa.



"We look forward to working with operators, retailers and resellers in East Africa to explain the benefits that Zuri provides to consumers and the win-win business proposition for channel partners that align with our strategy," Shah added.

NsNewsWire Bangladesh's First News Service. Zuri Digital Lifestyle Brand Puts the Customer at the Center. Dhaka, April 28 (NewsWire) -- Zuri, the fast-growing digital lifestyle brand, today is full of energy as it unveils its new range of smartphones, tablets and accessories that offer smarter, simpler and stronger ways for customers to realize the full potential of the connected world. According to a press release received here Tuesday, the company's devices are created together, for the needs of a wide range of users, from students to professionals, in both mature markets and developing economies, where Zuri's combination of design, quality and value will have local resonance and appeal.



"We are serving a growing segment of customers," says Vikash Shah, CEO of Zuri. "With mobile operators bringing connectivity to all corners of the world, the internet is becoming ubiquitous. This creates new opportunities in the marketplace. Only one billion people worldwide own a smartphone. We are targeting the next billion," continues Shah. "We call these newly-connected

4G LTE. Only MTN gives you faster, more reliable 4G internet across the country.

New Vision Celebrating 50 years of Excellence. Thursday April 07, 2016. Home Regional National Business Sport Markets Lifestyle World Features Supplements.

## Hong Kong phone firm launches in Uganda



Zuri launched four models, each with its unique specifications.

A new smartphone brand has been launched across Uganda, Kenya and Tanzania. Zuri, with origins in Hong Kong, was launched Tuesday, bringing the number of top phone brands in Uganda to about 15. The growing uptake of mobile devices now at about 20 million and growing presents a huge business opportunity for new entrants even in the very competitive market. Leading the pack are Samsung, Sony, Xperia, HTC, Apple iPhone, BlackBerry, Huawei, Lenovo, Nokia, LG, Motorola, Alcatel, Tecno and Zte.



Zuri launched four models, each with its unique specifications.

"We are presenting high quality, low cost devices. Zuri should cater for everybody," noted Shah at a function this morning at Acacia hotel.

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## Zuri ready to develop EMEA channels

by Stuart Wilson, Monday 23 February 2015



Vikash Shah, CEO at Zuri

Connected devices brand Zuri is ready to appoint distributors across the Europe, Middle East and Africa (EMEA) region. The Zuri team is attending DISTREE EMEA, the region's leading annual event for the volume technology and consumer electronics channel, to meet potential partners. Vikash Shah, CEO at Zuri, said: "We are in the business of connected devices. The product has become mainstream and we share the Google vision for a connected planet."

Zuri will be showcasing an exciting and fresh range of digital lifestyle devices at DISTREE EMEA including smartphones, smart watches, Wi-Fi and 3G tablets. Shah added: "Zuri sees a multi-billion dollar opportunity for partners. Zuri has had tremendous success in its existing markets. The brand has been witnessing a high growth trajectory and rapid acceptance in the regions it operates in. It is now ready to expand and create a Zuri footprint in the European market in 2015."

Zuri will use its presence at DISTREE EMEA to enhance its understanding of European markets and also to make sure it launches products that are designed to meet the needs of the region's consumers.

"During 2014 we have seen the increasing penetration of smartphones and increasing internet penetration in developed markets. Digital lifestyle devices are also increasing internet penetration. Zuri is looking to tap into this market with its range of products."

Zuri claims that it diversifies its product range to offer a wide range of products. The brand is looking for distributors who are technologically sophisticated and have an aggressive marketing strategy.

Shah commented: "Zuri is a fresh and useful product range, time-to-market and a competitive price point. We are looking for distributors who can help us reach our target market."

Zuri aims to offer a wide range of products. The brand is looking for distributors who are technologically sophisticated and have an aggressive marketing strategy. "Zuri's strengths and competitive advantage lie in its ability to offer a wide range of products at a competitive price point. We are looking for distributors who can help us reach our target market."

"Together we define the market. Zuri is a fresh and useful product range, time-to-market and a competitive price point. We are looking for distributors who can help us reach our target market."

Shah added: "Zuri is a fresh and useful product range, time-to-market and a competitive price point. We are looking for distributors who can help us reach our target market."

"We work very closely with our channels and retailers. We love to hear from our partners all the time and ensure that every feedback is taken seriously. We do not pitch ourselves against the Apple and Samsung – we place ourselves in the mid-segment. Our goal is to achieve 20% market share in this segment," he explained.

The Zuri brand is promoted by Amoli, a group with annual sales in excess of US\$350m, which exports to 60-plus countries. Amoli has its own office and warehousing operations in seven countries and has more than 1200 employees.

## Hong Kong phone firm launches in Uganda

By David Mugabe



Fill in your Name and Email Address to receive a Free Newsletter

Name:  Email Address:

Zuri launched four models, each with its unique specifications.



The Kenyan smart-phone industry continues to attract top phone manufacturers with Hong Kong based phone maker Zuri becoming the latest to enter the fray.

# In The News

**SIMU MPYA YA YAINGIA SOKONI**

Dar es Salaam. Mwananchi miwili kabla ya Mawasiliano TCRA kuzima simu feki, aina mpya ya simu smart imeingia sokoni kukidhi matakwa ya Watanzania. Akizungumza wakati wa uzinduzi wa simu hiyo aina ya Zuri, Mkurugenzi Mkuu wa Kampuni ya Amoli Group, Vikash Shah alisema bidhaa hiyo imetengenezwa kwa teknolojia ya hali ya juu iliyozingatia viwango vya ubora. Alisema ni simu itakayomsaidia Mtanzania.



The Kenyan smart-phone industry continues to attract top phone manufacturers with Hong Kong based phone maker Zuri becoming the latest to enter the fray. The company says it is targeting to tap the growing appetite for smart-phones among the Kenyan middle class.



The Kenyan smart-phone industry continues to attract top phone manufacturers with Hong Kong based phone maker Zuri becoming the latest to enter the fray. The company says it is targeting to tap the growing appetite for smart-phones among the Kenyan middle class.



Hong Kong-based mobile device manufacturer Zuri has revealed that it has partnered with Despec in order to roll-out its latest devices in Kenya, Tanzania and Uganda. The company revealed that the four devices to be rolled out include the Zuri C41, C46, C52 and S56. Vikash Shah, CEO at Zuri, stated: "East Africa represents a significant market for Zuri."

World News / Africa - Tunisia

## Hong Kong phone maker Zuri enters the Kenyan market



The Kenyan smart-phone industry continues to attract top phone manufacturers with Hong Kong based phone maker Zuri becoming the latest to enter the fray. The company says it is targeting to tap the growing appetite for smart-phones among the Kenyan middle class.

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Next: Rais Uhuru awaonya maafisa wa benki dhidi ya kuwalaghai Wakenya



**ZURI – BUILDING BLOCKS**

U









**ZURI – IN THE MARKET**

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**ZURI – MARCOM**

U





**ZURI Care**



**Poster**



**Roll Up**



**Dangler**

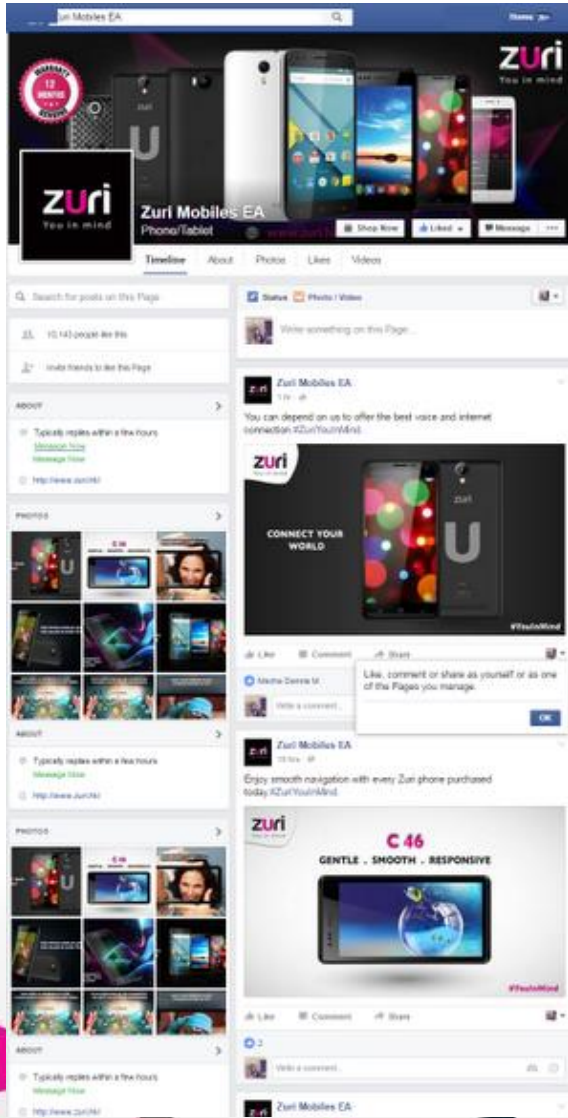


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**zuri**  
You in mind



*Welcome  
to the World of Zuri Mobiles,  
where the name itself  
exudes beauty.*

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