

Corporate Profile: Micromax Mobiles is one of the leading mobile companies in the World today. According to Strategy Analytics' Global Handset vendor market share report, it is the 12th largest mobile brand in the World with a global market share of 1% and close to 8% market share in India. With an in-depth understanding of rapidly changing consumer preferences coupled with the use of advanced technologies, Micromax has been able to differentiate itself from the competitors through innovation and design. The brand took on the leaders in the category with specific products that addressed different customer needs. The company has focused their efforts towards creating life-enhancing mobile phone solutions and wireless technologies that cater to the increasingly evolving needs of mobile users in India. Micromax aims to be a billion dollar company with a significant double digit market share by 2014. Driving the next phase of growth, the company is expanding aggressively in India and globally.

Journey of a homegrown brand: Micromax started as an IT software company in the year 2000 working on embedded platforms. By 2008, it entered mobile handset business and by 2010 became the largest Indian domestic mobile handsets company. This transformation was steered by four friends who divided responsibilities on functional lines, which haven't changed since: Rajesh Agarwal, 47, Managing Director, Rahul Sharma, 37, Executive Director, Vikas Jain, 37, Business Director, and Sumeet Arora, 37, Chief Technology Officer. Through its emphasis on adapting to the changing market dynamics, introducing feature-rich phones and smartphones that are innovative and unique, Micromax has today become a brand to reckon with.

Today, **Micromax** has presence across India and global presence in Bangladesh, Nepal, Sri-Lanka, Maldives, UAE, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Afghanistan and Brazil. Micromax sells around 1.3 million mobiles handsets every month, with a presence in more than 500 districts through 100,000 retail outlets in India.

Product Innovations: Micromax product portfolio embraces more than 60 models today, ranging from feature rich, dual-SIM phones to QWERTY, touch-enabled smart-feature phones and 3G Android smartphones designed for younger consumers in suburban and urban markets.

Some of the industry firsts devices launched by Micromax since inception are:

- **First Long Battery Life Phone with 30 days battery back up**
 - X1i Marathon Battery phone with 30 days standby time & 17 days Talk time
- **First Dual SIM Dual mode active Phone (GSM+CDMA)**
 - Micromax GC700 is the first GSM + CDMA Mobile phone

- **First Gaming Device**
 - G4 Gamolution phone with motion sensor gaming like Wi-fi
- **First Women’s Line of Devices**
 - Q55 Bling phone- First women’s phone with a swivel form and Swarovski navigation keys
- **First Universal Remote Control Phone**
 - X235 With Universal Remote Control for TV, DVD, AC in your phone
- **First phone with built-in blue tooth**
 - Micromax X450 Van Gogh – A stylish phone that integrates a detachable Bluetooth headset in its sleek design
- **First Superfone with Gesture Control**
 - Created a new category called ‘Superfone’ with Gesture Control, powered with 1GHz dual core NVIDIA Tegra 2 Processor

Marketing: Driven by growing aspirations of the Indian mobile users, Micromax has geared up to bring about a paradigm shift in the way cell phones are used by introducing groundbreaking mobile solutions technology. When Micromax entered the segment, it followed a simple strategy of bringing innovative products for the consumers and coupled it with smart marketing. The company’s success could be attributed to the ‘Out of the Box’ thinking and thus providing Innovative & insightful products to the masses. At Micromax, the target audience is youth who want innovative, stylish phones that are affordable. Today the mobile phone category is driven by youth, with about 60% of the users under the age group of 20-40 yrs and Micromax utilizes every opportunity to connect with the youth. Micromax understands that building connect is all about being involved with the customers and also giving them the value for money. Through their products and innovative campaigns, they aim to provide value additions to the Micromax users and have him or her involved by creating unique brand proposition.

Distribution Network: Micromax has a 3 tier distribution network in India, which extends across 65 super distributors, 1500 micro distributors and over 100,000 retailers. To enhance brand cognizance and retail strength, Micromax has a chain of exclusive retail outlets, owned by third party.