

AFFORDABLE SMARTPHONE

SEGMENT UNAVOIDABLE FOR ANY BRAND

Mr. Keshav Bansal, Director of Intex Technologies,
Featured in the Cover Story on Affordable Smartphones in Mobility
Magazine, one of the leading trade magazine in the country.

MOBILITY

SPECIAL STORY

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Mr. Keshav bansal Director, Intex Technologies "Intex's strategy of hiring regional brand ambassadors gave us tremendous response from the consumers. Our brand's strong emphasis on innovation, vibrant distribution network, novel marketing plans and active after-sales service helped us to penetrate even into difficult markets."

And thanks to budget smartphone manufacturers, who are creating a completely new market of 4G devices, this situation is destined to look up in the coming year with many more innovations and services in the offing. In their interactions with Mobility magazine, some prominent handset providers share their views.

IMPORTANCE OF THE SUB 5K AND 5-10K SEGMENTS

Now it has become essential for every handset provider to play their level best in the sub 5k and 5-10k segments to win a share and stay in the market.

Keshav Bansal, Director, Intex Technologies, asserts, "India is a geographically diverse country and the demand for smartphones coming from markets beyond the metros and Tier 2 & 3 cities.

The Indian market is price-sensitive but consumers don't mind paying a little more for better quality so our objective is to bring the best quality products at competitive prices. Keeping this in mind, it is important to have a product portfolio that caters to a wider range of requirements.

Being an Indian brand, we have always brought innovative products at competitive prices for all. We believe in providing consumers with the best quality at competitive prices. Since inception, Intex has positioned itself as a brand that empowers masses with the latest technology at affordable price-points. We understand consumers and their requirements well and so, have been recognized for democratizing smartphones in India."

With the massive influx of handsets into the country, India has become one of the fastest growing smartphone markets in the world. Presently, with more than 2000 new devices launched every year with more and more brands entering into the market, the market dynamics are changing drastically.

And in the recent times, many established and new brands are looking into the sub Rs 5K and Rs 5-10K segments to gain market share and play in volumes. It is very much evident that the cost of making smartphones is going down year by year and at the same time the competition in the market is going up month by month.