

We Empower Masses with Latest Technology

Mr. Keshav Bansal, Director of Intex Technologies,
Explains the phenomenal success of the company in the engrossing
interview with India Business Journal.

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FACE TO FACE

Intex Technologies began its journey as an IT product company with a single product, ethernet card, in 1996. Since then, the New Delhi-based company has been continuously churning out new products by keeping pace with technological developments and consumers' demand. The company started manufacturing multimedia speakers, DVD players and home theatre solutions. Its success in the speaker category made it a household name.

IT products, the oldest category in Intex's product portfolio, which had been the company's mainstay in the initial years, continue to remain strong in the face of changing consumer preferences. Brand Intex has been a household name for more than two decades with its range of IT products, such as speakers and UPS. Today, the company commands the leadership position in speakers, UPS and power banks.

In 2007, Intex forayed into the mobile handset industry and soon became one of the leading domestic handset manufacturers. The mobile phone-maker has considerably redrawn the industry landscape by democratising smartphones and bringing the smartphone experience to consumers across a range of prices.

Intex expanded its consumer durables portfolio with entry in the LED TV segment in 2012. It took the market by storm with its quality and pricing and is one of the leading players in the LED TV market. With a few thousand units sold annually in 2012, Intex's LED TV sales have grown by over 150 per cent annually since inception. The company recently ventured into the white goods sector by launching refrigerators and fully-automatic washing machines at very competitive prices. Providing a major marketing boost, Intex entered the sports arena this year by buying a new IPL cricket team, Gujarat Lions.

Intex Smart World, the company's exclusive branded stores, which was

unveiled last year, has grown rapidly with 80 stores across the country covering more than 50 cities. The mobile handset company has also registered compound annual growth rate of 82 per cent over the past three financial years, clocking turnover of Rs 6,231 crore in 2015-16. Intex Technologies Director Keshav Bansal explains the phenomenal success of his company in an engrossing interview with *India Business Journal*.

■ **From a humble origin to a leading mobile handset-maker, what factors have pushed Intex to the top?**

Our phenomenal growth has come on the back of innovative products, strong service, distribution strategy and aggressive marketing to connect with the target audience. As a consumer-facing company, we have always focused on consumer satisfaction and maintained a robust distribution and retail presence. Intex has always kept pace with technological developments and market demands. Today, the industry is transitioning to 4G-LTE, and Intex has been among the first to foray into the 4G segment in 2015. Similarly, in 2015, we entered the wearable segment with launch of iRist, an android-based smart watch. In fact, we were the first Indian company to unveil this product at the



KESHAV BANSAL
Director, Intex Technologies

Mobile World Congress in Shanghai last year.

■ **Would you elaborate on your marketing strategy behind Intex's success?**

In 2015, Intex roped in film-maker and actor Farhan Akhtar as our national brand ambassador for the mobile segment. This year, Bollywood star Madhuri Dixit became our national brand ambassador for the consumer durables segment. Considering consumer behaviour and the buying habits, we have regional brand ambassadors on board to promote our mobiles. We have Mahesh Babu in Andhra Pradesh and Telangana, Sudeep in Karnataka and Suriya in Tamil Nadu. Our focus on our unique, region-specific, brand ambassadors has helped us in regional-focused marketing and top-of-the-mind brand recall. Another marketing masterstroke has been our investment in cricket, the Rajkot IPL team. IPL is all about cricket and the biggest platform of the youth today in India. The

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youth are our target audience, and IPL makes a lot of sense for us and gives us another platform to reach out to them.

■ **What prompted you to enter the highly-competitive white goods sector?**

Consumer durables and white goods companies have been showing sustained improvement in demand in the country. The Indian consumer durables market is expected to reach \$30 billion in a few years from the current level of \$5.4 billion. This will happen provided our companies can achieve the level of penetration that

is seen in other South-East Asian countries. Keeping pace with the market demand, it was natural for Intex to enter the white goods sector.

■ **How will you be able to compete against established white goods players?**

We seek to differentiate ourselves from our competitors through innovation and design, use of advanced technologies, investment in human resources, strong process framework and in-depth understanding of rapidly-changing consumer preferences in India. Intex thrives on its ability to constantly innovate and challenge

market dynamics. The company has a suite of novel marketing plans in its roster and aims to focus more actively on after-sales service for its customers. Intex has positioned itself as a brand that empowers masses with the latest technology at competitive price points.

■ **What is your take on the mobile handset and devices industry's short-to medium-term outlook?**

This industry seems to be the most evolving and dynamic one. Every day, there are new launches and entries into this segment, and that in turn challenges us to think beyond the ordinary. Consumer adoption for high-end processors is definitely increasing. This can also be attributed to the segment of consumers which are repeat buyers, and they will continue to move on to the next level. In order to tap these repeat buyers, handset vendors will have to enhance the application-handling capabilities. We have been the first company to market with a lot of innovative features and services.

■ **How do you see Intex growing in the next few years?**

Our vision is to be a globally-respected company to improve the quality of people's lives. We are committed to inspire our communities by leveraging our three key strengths - new technology, innovative products and creative solutions. At Intex, our aim is to be present where the consumers are, and we have successfully catered to the needs of consumers across price segments. Be it dual-SIM or long-lasting battery, smartphones with big screens and high-end processors, Matrabhasha phone that enables communication in 21 Indian regional languages, big data saver and women safety app Sashakt, et al, Intex has always focused on consumers' needs. As we build on our previous accomplishments, we look forward to exploring new territories. We truly aspire to be leader in innovative technology. ■