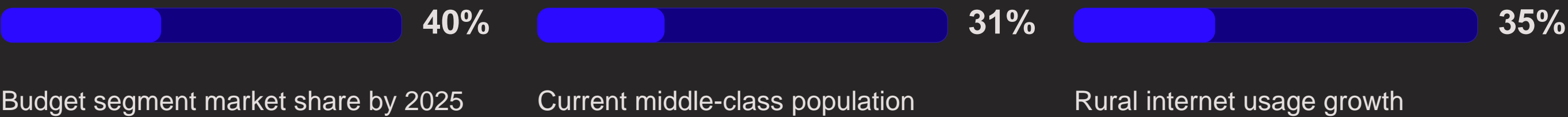


Go-To-Market Strategy for New Budget Android Smartphone in India

Launching a cost-effective, feature-rich smartphone under ₹10,000, we're targeting India's fast-growing budget smartphone segment. Our focus is on delivering exceptional value, uncompromised quality, and wide accessibility to every Indian consumer.



Indian Smartphone Market Overview



India is set to become the world's largest smartphone market with 1.2 billion users by 2026. The budget segment (sub-₹10,000) is a significant driver, projected to hold 40% market share by 2025. This growth is fuelled by a rising middle class, expanding from 31% to 38% by 2031, and a burgeoning 35% growth in smartphone penetration and internet use in rural India.

Target Audience & Consumer Insights

Who are we targeting?

- Price-sensitive consumers
- Young adults & students
- First-time smartphone buyers

What do they seek?

- Long battery life
- Quality camera
- Durability
- Value for money

Shopping habits:

- 50% compare prices & hunt discounts
- Increasing online shopping (450M by 2025)

Product Positioning & Features



Powerful Battery

High-capacity battery (≥ 5000 mAh) for all-day usage without interruptions.



Enhanced Camera

Decent camera with AI enhancements, delivering PixelMaster-like quality for stunning photos.



Durable Design

Lightweight, durable design, meticulously tailored to withstand diverse Indian conditions.



Local Language Support

Preloaded support for 15+ Indian languages and regional apps, ensuring native user experience.



"Make in India" Compliant

Compliance with "Make in India" for cost efficiency and fostering local trust and employment.

Pricing Strategy



- **Penetration Pricing:** Launch at ₹7,999 - ₹9,999 to aggressively capture market share.
- **Competitive Edge:** Priced 20-30% lower than key rivals like Redmi and Realme, ensuring value leadership.
- **Cost Control:** Achieved through efficient local manufacturing in Andhra Pradesh or Karnataka.
- **Affordability Boost:** Enhanced with EMI and cashback offers to significantly increase sales volume.

Distribution & Sales Channels

1

Omni-channel Reach

Online presence via Flipkart and Amazon complemented by strong offline retail partnerships.

2

Extensive Retail Network

Strategic tie-ups with 1000+ retail outlets across Tier 2/3 cities and rural areas for deep penetration.

3

Rural Mobile Marketing

Leveraging mobile-first marketing techniques like Bluetooth and SMS campaigns to reach rural consumers.

4

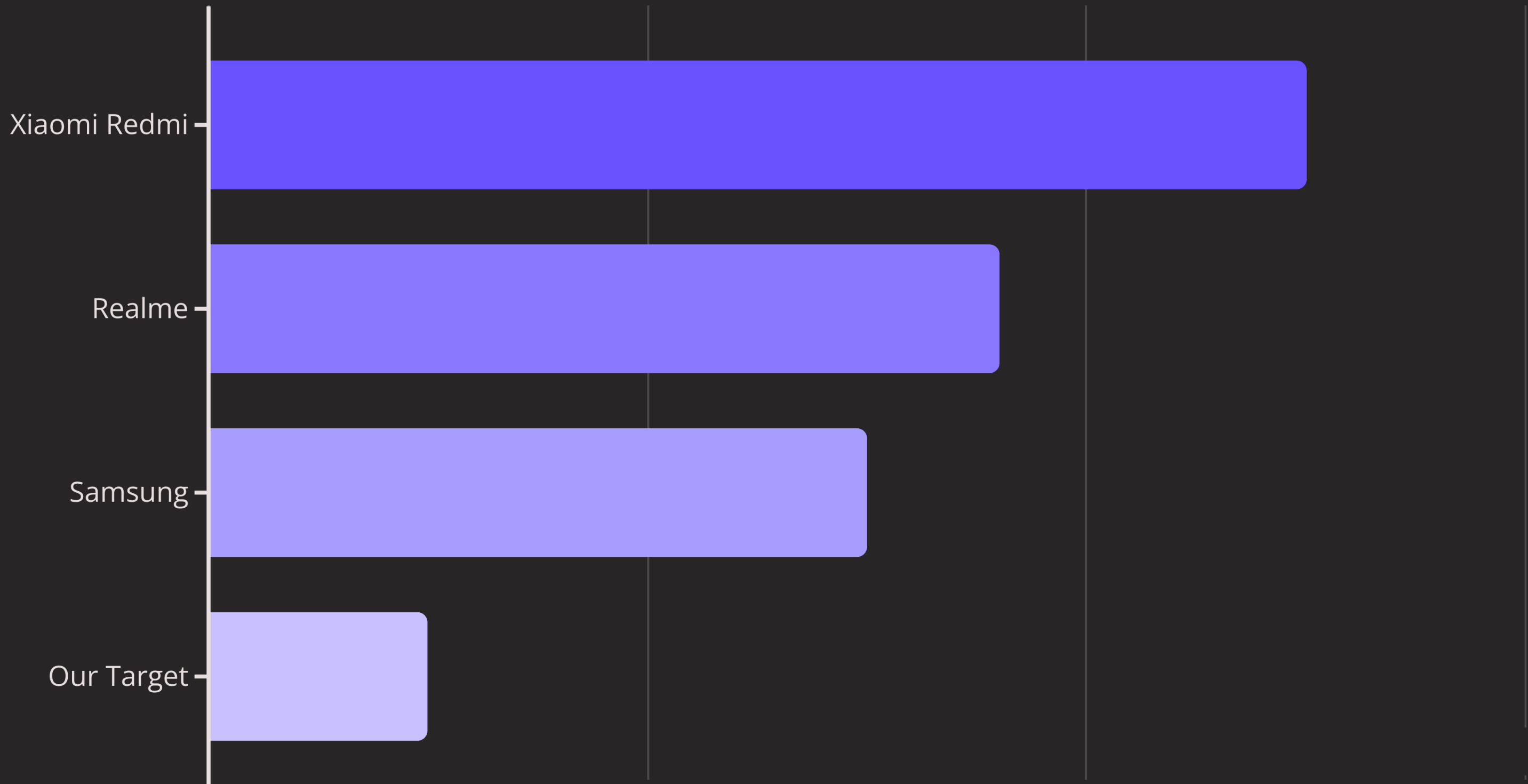
Telecom Partnerships

Collaborating with major telecom operators for bundled offers, expanding reach and accessibility.

Promotion & Marketing Strategy

- **Digital Focus:** Concentrating on social media and influencer campaigns, targeting youth demographics.
- **Flash Sales:** Implementing flash sales and limited-time offers to generate buzz and urgency.
- **Localised Ads:** Utilising local language ads on TV, radio, and vernacular digital platforms for wider appeal.
- **Product as Brand Ambassador:** Prioritising product quality over costly brand ambassadors to build trust.
- **Geo-targeted Campaigns:** Deploying geo-targeted mobile campaigns for effective reach in rural and semi-urban markets.
- **Community Engagement:** Building grassroots communities to foster organic advocacy and feedback loops.

Competitive Landscape & Conclusion



Thank You!

Presented by Ribhav Raghav Sharma

