

Assignment Title: Mobile Brand Analysis Report

Mobile Brand: Micromax



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Mobile Brand Evaluation: Micromax

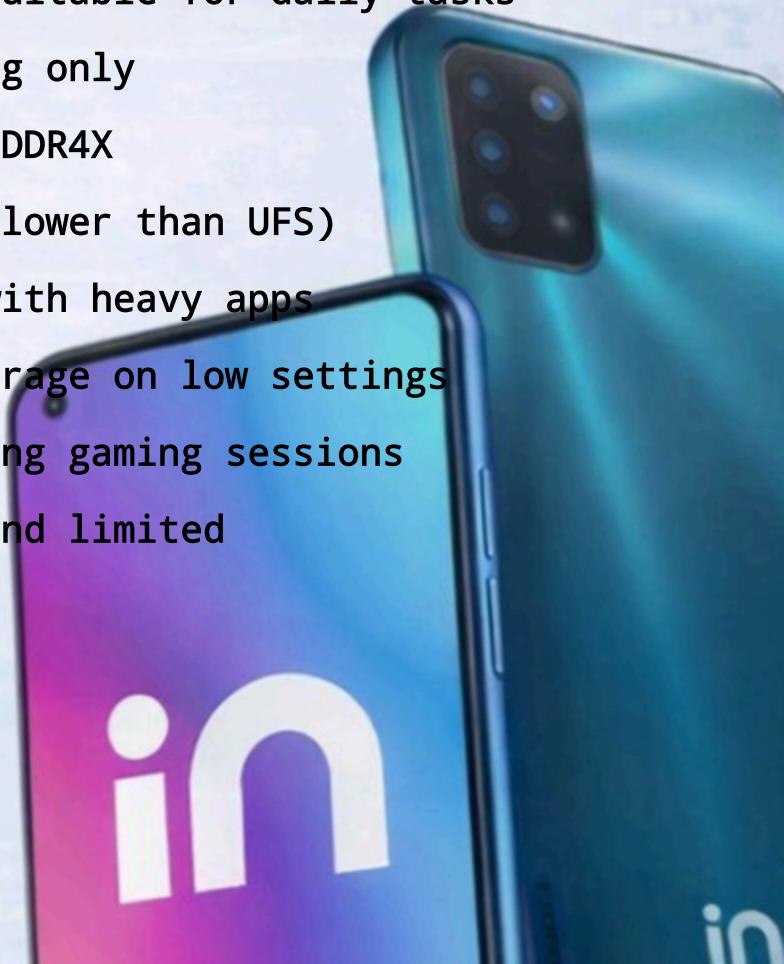
1. Introduction

- ✓ Micromax is an Indian mobile phone brand
- ✓ Focuses on budget and entry-level smartphones
- ✓ Target users: students, first-time smartphone users
- ✓ Main market: India
- ✓ Known for affordable pricing and stock Android experience



2. Performance

- ✓ Uses MediaTek Helio and Unisoc processors
- ✓ Entry-level performance suitable for daily tasks
- ✓ GPU supports casual gaming only
- ✓ RAM options: 4GB / 6GB LPDDR4X
- ✓ Storage type: eMMC 5.1 (slower than UFS)
- ✓ Multitasking is limited with heavy apps
- ✓ Gaming performance is average on low settings
- ✓ Device heats up during long gaming sessions
- ✓ AI performance is basic and limited



3. Display

- ✓ IPS LCD display
- ✓ Screen size: 6.5 to 6.7 inches
- ✓ Resolution: HD+ or Full HD+
- ✓ Refresh rate: 60Hz
- ✓ Brightness is average
- ✓ Color reproduction is decent
- ✓ No HDR support
- ✓ Gorilla Glass protection in selected models
- ✓ LCD display causes less eye strain

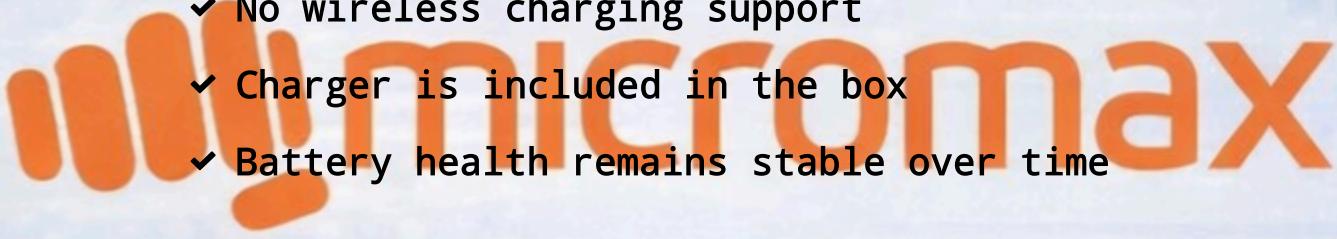
4. Camera System

- ✓ Dual or triple rear camera setup
- ✓ Main camera: 13MP or 48MP
- ✓ Macro and depth sensors included
- ✓ No optical image stabilization
- ✓ Low-light performance is weak
- ✓ Video recording up to 1080p at 30fps
- ✓ Front camera: 8MP or 16MP
- ✓ Portrait mode available
- ✓ Front camera does not support autofocus



5. Battery and Charging

- ✓ Battery capacity: 5000mAh
- ✓ Provides full-day battery backup
- ✓ Screen-on time: approximately 6-7 hours
- ✓ Charging speed: 10W or 18W
- ✓ No wireless charging support
- ✓ Charger is included in the box
- ✓ Battery health remains stable over time



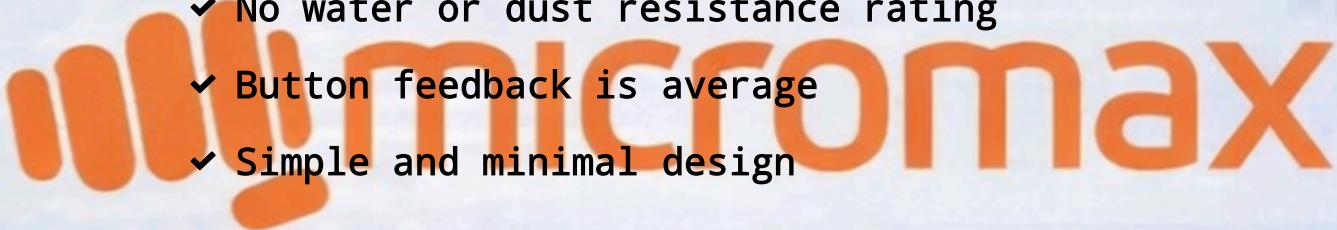
6. Software and Operating System

- ✓ Runs on Android operating system
- ✓ Near stock Android user interface
- ✓ Very less bloatware
- ✓ No advertisements in system apps
- ✓ Limited customization options
- ✓ One major Android update only
- ✓ Security updates are irregular
- ✓ Smooth performance in initial usage



7. Build Quality and Design

- ✓ Plastic back and frame
- ✓ Build quality is average
- ✓ Weight around 190–205 grams
- ✓ Slightly thick design
- ✓ No water or dust resistance rating
- ✓ Button feedback is average
- ✓ Simple and minimal design



8. Connectivity

- ✓ Dual SIM support
- ✓ 4G LTE supported in all models
- ✓ Limited 5G support in selected phones
- ✓ Wi-Fi 5 supported
- ✓ Bluetooth version 5.0
- ✓ USB Type-C port
- ✓ USB 2.0 data speed
- ✓ 3.5mm headphone jack available
- ✓ NFC not available



9. Audio

- ✓ Mono speaker setup
- ✓ Sound quality is average
- ✓ Volume level is acceptable
- ✓ Microphone quality is decent
- ✓ Call quality is clear
- ✗ No Dolby Atmos or Hi-Res audio support

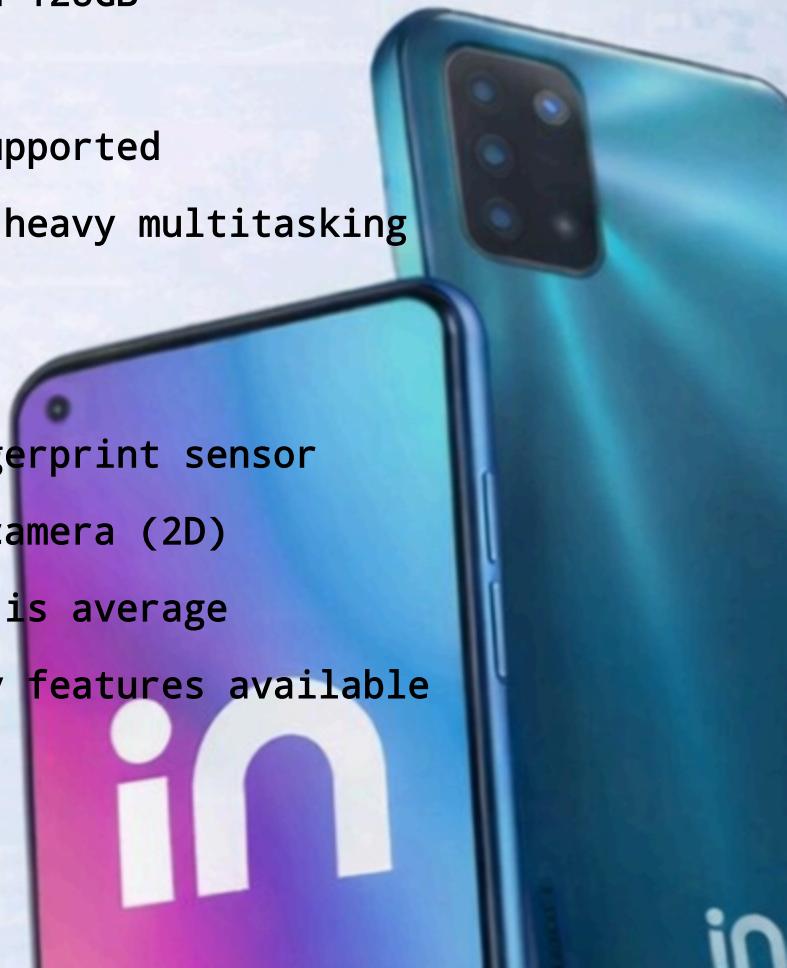


10. Storage and Memory

- Storage options: 64GB and 128GB
- RAM options: 4GB and 6GB
- microSD card expansion supported
- App reloads occur during heavy multitasking

11. Security

- Side-mounted or rear fingerprint sensor
- Face unlock using front camera (2D)
- Fingerprint unlock speed is average
- Standard Android security features available



12. Price and Value

- Price range: \$70 to \$250
- Good value for basic usage
- Suitable for budget users
- Lower resale value compared to competitors
- Competes with Redmi, Realme, Samsung M series

13. Special Features

- No stylus support
- No foldable display
- No satellite communication
- No gaming triggers
- No desktop mode
- Basic AI features only

14. Accessories and Ecosystem

- Limited ecosystem devices
- Phone cases and covers easily available
- Uses Google ecosystem services
- Supports Nearby Share



15. Reliability and Brand Support

- Brand reputation is mixed
- Authorized service centers available in India
- Warranty period: 1 year
- Spare parts availability is limited
- Repairability is average



Conclusion

Micromax smartphones are suitable for basic smartphone users

Good battery life and clean software experience

Not recommended for gaming, photography, or long-term software support

