

## *Research Paper On Micromax*

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### **Research Paper On Micromax**

Micromax launched X1i, its first telephone with a month-long battery back-up. In 2014, Micromax's sales exceeded those of Samsung to become the mobile telephone manufacturer shipping the most telephones in one quarter in India. On 24 January 2014, Micromax became the first Indian mobile company to start sales in Russia.

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05-Aug-2014 Science and Technology Micromax becomes the largest vendor of handsets in India in Q2 According to a report by the research firm Counterpoint Research, Micromax has become the largest handset vendor in India in the period of April-June.

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Micromax Inc. has seen some serious rise in market share in few years. Micromax is the largest Indian domestic mobile handsets company in terms of units shipped during the quarter ended March 31, 2010 and the third largest mobile handset seller in India as at March 31, 2010.

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Micromax, as they claim on the company's website, is on a mission to successfully overcome the technological barriers and constantly engender "life enhancing solutions". Micromax's first innovation was a handset with 30 days of standby battery life — crucial in a country like India where power failures are common.

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SCM of Research In Motion & Micromax India An assignment of Supply Chain Management Submitted to Ms. Hemlata Madam Faculty (S. R. Luthra Institute Of Management) BY Farhan 118050592017 Asmita 118050592050 March 20, 2013 BlackBerry BlackBerry is committed to ensuring that the management of supply chain activities is socially and environmentally responsible.

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A REPORT on MICROMAX THE BRAND SUBMITTED TO Sangeeta A. Shukla Assistant Professor SUBMITTED BY Deepesh Vargheese Issac(13DM063) PGDM (MARKETING) DATE April 04, 2014 i LETTER OF TRANSMITTAL Birla Institute of Management Technology, Plot no. 5, Knowledge Park-II, Institutional Area, Greater Noida (NCR), U.P. – 201306, INDIA Date: April 4, 2014 Mrs. Sangeeta A. Shukla Assistant Professor Dear ...

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MICROMAX. Micromax is one of the leading Indian Telecom Companies with 23 domestic offices across the country and international offices in HongKong, USA, Dubai and now in Nepal. With a futuristic vision and an exhaustive R&D at its helm, Micromax has successfully generated innovative technologies that have revolutionized the telecom consumer space.

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Literature Research Papers (33, 994) History Term Papers (14, 712) Law & Government Essays (6, 190) Science Essays (10, 735) ... Micromax has entered into handset market in 2008 and within 3 years it has become the third largest handset manufacturer in India. In this period, it has focused mainly on rural market and has become a leader in the same.

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