



EMERGING

# Xiaomi India

## LEADING BIG

Xiaomi was founded in 2010 by serial entrepreneur Lei Jun based on the vision “innovation for everyone”. They believe that high-quality products built with cutting-edge technology should be made accessible to everyone. They create remarkable hardware, software, and Internet services for and with the help of our Mi fans. They incorporate their feedback into the product range, which currently includes Mi and Redmi smartphones, Mi TVs and set-top boxes,

Mi routers, and Mi Ecosystem products including smart home products, wearables and other accessories.

With presence in over 30 countries and regions, Xiaomi is expanding its footprint across the world to become a global brand. The “MI” in the logo stands for “Mobile Internet”. It also has other meanings, including “Mission Impossible”, because Xiaomi faced many challenges that had seemed impossible to defy in the early days.

Xiaomi beats all the leading smartphone manufacturers and becomes the most preferred smartphone upgrade choice for the Indian consumers in 2017. The report comes from Strategy Analytics and shows that Xiaomi is the most popular and wanted brand even over Samsung, Apple, Lenovo, OnePlus, Micromax and the rest.

## CAPTURING THE MARKET

The survey is based on insights from a Strategy Analytics opt-in panel in India of over 2000 participants. The Strategy



Analytics report shows that about 26 per cent of potential Android buyers are interested to upgrade their existing device to Xiaomi phone in 2017, which is almost double the count of Samsung. As the report shows nearly about 12 per cent of the Android users wants to upgrade to Samsung.

Manu Jain, vice president and managing director, Xiaomi India said, “Our phones are built with a vision to make technology innovation affordable to everyone. We don’t compromise on our cost to value proposition, our fan engagement or our quality. We’ve seen that help Xiaomi grow and consolidate its position in the Indian smartphone market every year. We are thrilled to see this belief in Xiaomi’s brand ethos



unequivocally validated by consumers through this report.”

As per a latest report by analyst firm IDC, Xiaomi India has become the number one selling smartphone brand in the online market with around 29.3 percent market share. The Chinese smartphone manufacturer also stands second in India with 10.7 percent market share in Q4 2016. Rajeev Nair, Senior Analyst, Strategy Analytics said, “With an array of devices selling in the Indian market, it is remarkable that Xiaomi has witnessed a whopping 125 per cent

growth in India and has become the most preferred brand for Android buyers looking for an upgrade in 2017.”

The Strategy Analytics also notes that consumers are evaluating purchase drivers such as online availability, network speed and chipset performance over features such as camera, screen size and resolution. On this note, Rajeev Nair, Senior Analyst, Strategy Analytics states that, “The Indian smartphone industry is ever changing. It is interesting to note how consumers today understand technology and are very aware of their smartphone needs.”

Xiaomi’s play has always been about producing really affordable phones and getting people to buy into its ecosystem with other affordable smart products. It has launched the Mi Band 2 fitness band and the Air Purifier 2 in India, besides other products. This year, it launched the Mi 3C smart router, along with the Mi Bluetooth headset.

## QUANTUM LEAPS

- Xiaomi wins #Brainfail award at Mi 4i launch
- Chinese mobile technology firm Xiaomi’s India entry seems to be a blockbuster success going by the staggering demand its devices