

Micromax comeback with 3 smartphones to support “Atma Nirbhar Bharat”

To support India's 'Atmanirbhar Bharat' vision, country based smartphone maker Micromax is expected to bring a comeback soon. The re-entry in the smartphone market is confirmed because of the launching of the teaser by the company.

The company posted a teaser video on Micromax's Twitter handle on August 15, on the occasion of 74th Independence Day. But the teaser video didn't disclose any information about the upcoming Micromax smartphone. It focused on the need for self-reliant smartphones and left the dependency of Chinese smartphones.

Micromax is announced to launch three new smartphones in India with “premium” features and “modern look”. This new development raises anti-China sentiment. Micromax has launched its latest smartphone the iOne Note in the country in October, at a price of Rs. 8,199. Micromax had launched the Infinity N11 and Infinity N12 in 2018. The company is going to launch three new phones under the Rs. 10,000 price segment.

The using of hashtags #MadeByIndian and #MadeForIndian in its tweets by the company supports the present sentiments of boycotting Chinese products. But the company has not disclosed whether the new models are manufactured in India or outsourced from any manufacturer of China.

An interesting fact is that Micromax holds a record of selling rebranded Chinese phones in the past. Co-founder Rahul Sharma also established a sub-brand called Yu Televentures in December 2014 which primarily brought a number of rebranded phones from Shenzhen-based vendor Coolpad that entered India for independently selling models.

In the past Micromax was a leading domestic smartphone supplier in the mobile phone market in India. In the third quarter of 2014 the company became the tenth largest smartphone company globally. But it lost the market after the expansion of Chinese companies like Xiaomi in India and some inventory issues like fastest 4G networking in India.