

# Micromax is launching its new brand “In” in India

Micromax is once again making a comeback in India by launching its new brand “In” which looks like an abbreviation of India. Micromax has planned to invest Rs 500 crore to build new products. Micromax In 1a could be the name of its first smartphone. Rahul Sharma, the co-founder of Micromax said that when you have the word “In” or India, you have a sense of responsibility on your shoulders, the billions of hopes, and the pride it gives.

India is one of the top gaming markets in the world and Micromax will provide a real choice that will give customers high-performance oriented products with enhanced security. The new brand is motivated by aspirational, fun, and bold Indian millennials, who are searching for performance-oriented products on their digital way.

In’s overall visual identity is made keeping in mind “India’s blue colors”. With its promise to high performance and advanced security, Micromax plans to build and develop a smartphone ecosystem from which India can truly benefit. It will introduce a range of smartphones under the “In” brand.

Micromax has the capacity to generate over 2 million phones per month. Furthermore, it is working on strengthening its already established business and distributed networks. The brand has manufacturing facilities in Bhiwadi and Hyderabad. Currently, it has a retail business of more than 10,000 outlets and over 1000 service centers in India.