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CHIEF SPEAK

Orkut Buyukkokten

CEO, hello network

FACE TO FACE

Gaurav Tikoo

Senior VP Marketing,
Transsion India

Tested

Oppo A83 2018,
InFocus Vision 3 Pro,
TECNO Camon i Sky,
Nokia 7 Plus, Gionee
S11 Lite, Huawei
P20 Lite, iVOOMi i2,
Mobiistar XQ Dual
and many more...

PHONE OF THE MONTH

ASUS ZENFONE
MAX PRO M1

THE GAMES OF FORTUNE



BRILLIANCE STARTS WITHIN



PREMIUM FEATURES OF MediaTek helio P60



EDGE AI INFUSION

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GPU ARM Mali-G72 MP3 @ 800 Mhz)
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Mobile and online games have become huge revenue generator. As popularity and penetration of smartphones rose globally complimented by better internet connectivity, the mobile games' popularity too shot up hugely worldwide. Today mobile games are the single most and biggest contributor to the burgeoning app economy contributing over 80% of total app revenue. In 2017, revenue from mobile games crossed USD 48 billion while total app revenue was USD 58.6 billion.

There are now over a dozen games which have earned more than a billion dollar each since their launch. Tencent Holdings which now owns leading game development companies such as Supercell is making huge money from games which has catapulted its market valuation to over USD 500 billion – the first Asian tech company to cross this milestone. Today, the largest share of Tencent's USD 37 billion revenue is contributed by games.

Unfortunately, there is no company in India which is even a shade of games majors such as Tencent, Nintendo, Activision Blizzard, Electronic Arts or Ubisoft. Given that we have huge software talent, we are missing out on a big opportunity. Time to up our game!

The hold of top brands on smartphone market remains firm. In 2017, top 10 brands cornered 76% of global smartphone market by value. The hold of top two brands – Apple and Samsung – also remain firm. However, brands such as Nokia-HMD, iTel, Xiaomi, Tecno, OnePlus and Huawei have gained momentum. This is a good news as we need a healthy competition in the market.

The new quarter has started on a strong note for Indian smartphone market. In fact, the India smartphone market with a shipment of 30.0 million units in Q1 2018, was the strongest start to a year in many years. I am optimistic that the momentum will continue.

From latest mobiles and gadgets to market insights, My Mobile continues to provide the widest and most in-depth coverage on issues of importance related to the world of mobility. This issue too will be a delight to read.

Happy Reading! ■

Pankaj Mohindroo
EDITOR-IN-CHIEF

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Shelley Vishwajeet | Editor

Ramesh Kumar Raja | Assistant Editor

Haider Ali Khan | Senior Correspondent

Nijhum Rudra | Correspondent

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DESIGN

Ajit Kumar Parashar | Sr. Graphic Designer

MARKETING

Puja Mohindroo | Manager - Business

Sandeep Kumar | Sr. Manager - Marketing

OPERATIONS

K. Rajagopalan | Advisor-Legal, Accounts & Administration

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CIRCULATION

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ADVISORY BOARD

Bejon Misra

Rajan Mathews

S.D. Saxena

Subhash Chandra

Sunil Dutt

Sonu Bhasin

Uvaraj Natarajan

GET IN TOUCH

Editorial : shelly@mymobile.co.in

Marketing : sandeep@mymobile.co.in

Circulation : bhupender@mymobile.co.in

Phone : 011-46206161 **Fax** : 011-41520637

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Volume XIII, Issue V, JUNE 2018

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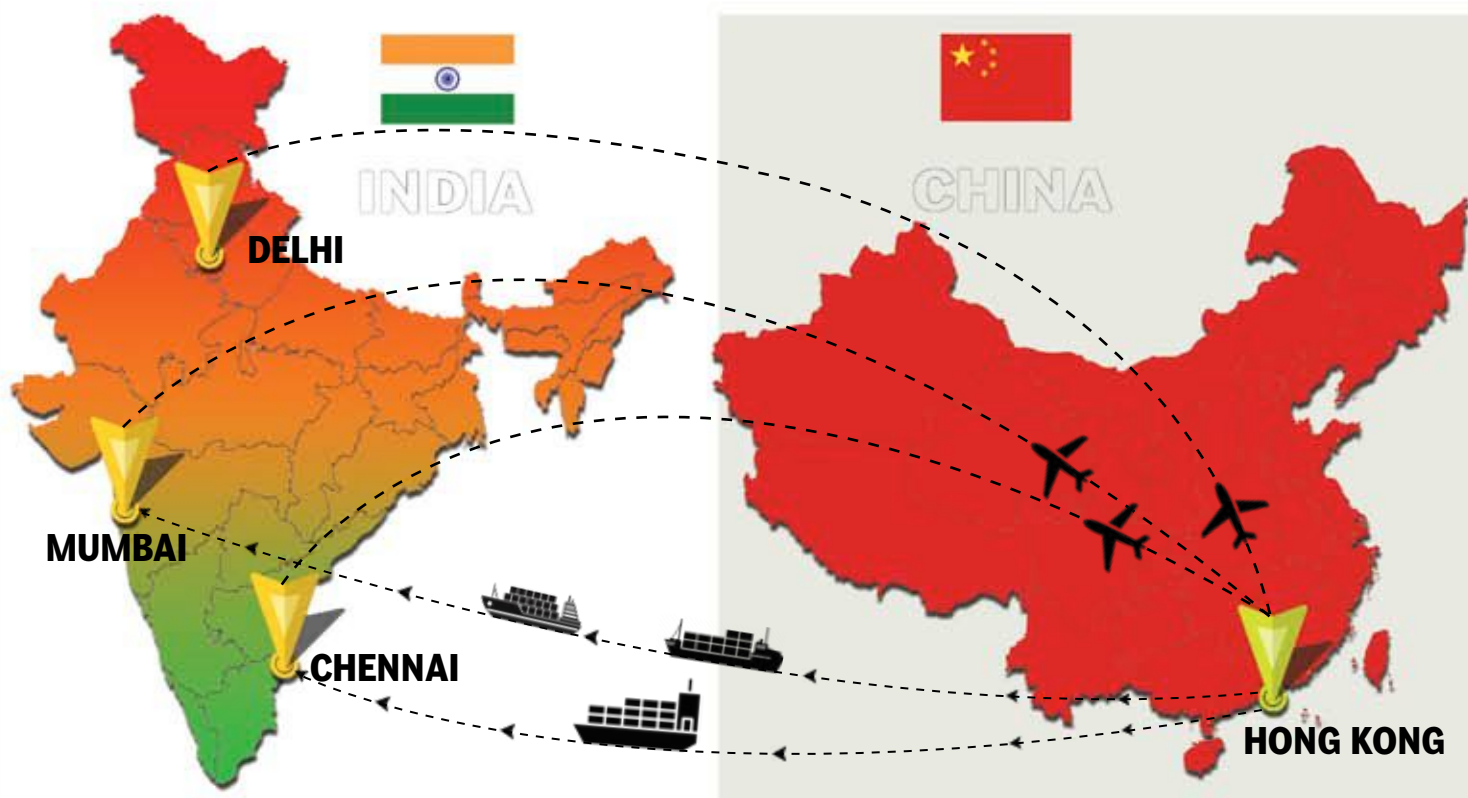
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My trust and passion of reading My Mobile keeps on increasing as the topics which you have been covering these days are wonderful like the last issue of May (Mobile Hail The New Change Agent) has been very informative, well timed and properly researched one. While the Big News and Consumer Insights are wholesome informative, the Bazaar Bargain helps us to know the latest price of the already launched products on which we could get the best bargain. My best wishes to My Mobile team.

—**Niketani Arora, New Delhi**

Dear My Mobile team, it gives me an immense knowledge of mobile ecosystem which you guys deliver through the magazine and it's simply brilliant. I would also suggest you to add few more devices and gadgets like you did of Google Home in your burn tests. Majority of readers or the users might not be aware of the whole insight about any latest

mobile or technology but what we get from it, which is very helpful and deep. I am a regular reader of your magazine and I also recommend it to my friends and family. It is a must have for those who want to get useful and correct information.

—**Shobhna, Delhi**

My Mobile has been associated with me since I was in my college and has been a part of my growing up. I am very fond of this unique and informative magazine present in the country. Since I am a dedicated reader since my young age, I have been admired as the one who knows everything in my friends and neighbors about mobile and technology. I want to thank the whole team of My Mobile for their continuous support.

—**Anurag, Mumbai**

We, as the regular reader and subscriber of My Mobile, love to read the gadgets, mobiles and apps

more often in the magazine rather than going to any website. The main source of our tech content comes from My Mobile magazine. The unmatched quality of the product keeps it in a different league altogether. Just-ins, Consumer and Industry Insights always come handy. An ideal tech magazine should follow your footsteps.

—**Vishal Pant, Pune**

The May issue's editorial was well elaborated and very timely as we were quite interested in knowing that mobile will be the new change agent in the year 2018. The burn tests, chief speak and games you did were pretty good. It has been my guide to all the tech queries and hence developing my knowledge as a consumer. I want you to include more gadgets and mobiles in your Burn Test section.

—**Prabhas Deka, Guwahati**

My Mobile has been my boredom buster during long trips and journeys. We get all the information about the apps and new features running onto our handsets. You guys always do in-depth story. Waiting for your next issue.

—**Raman Narula, Chandigarh**

The best way to get knowledge about all the available mobile devices and their prices is My Mobile. The kind of collective information available in My Guide section of the magazine is very helpful, especially for a customer and reader like me. We get all the brands, their specifications and price range at the same place. Rather than flipping through the entire magazine, one would get the idea about any particular mobile.

—**Trisha, Kolkata**

Are you crazy about cellphones and have the potential to pen a few lines? Do you have a nose for news and can also key in a dream headline? Do you crave to lay your hands on the latest gizmos and tell the world about them? If you think you have it in you, we are looking for you. Rush your CV to **team@mymobile.co.in** to see your name in My Mobile, India's best mobile magazine.



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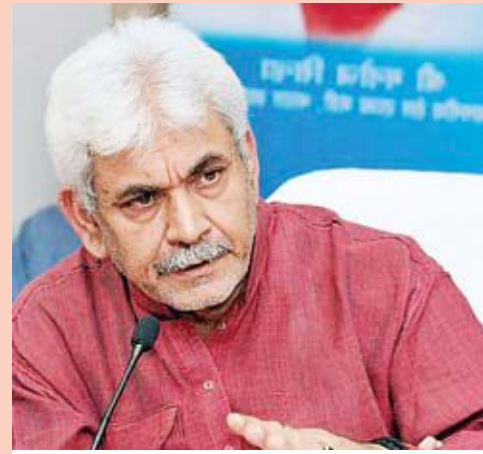
“The more digital India will expand, the more you will gain...when our government came to power there were only two mobile phone factories, now there are 120 factories in India which make mobiles”

—**Ravi Shankar Prasad**,
Union Minister for Electronics and IT, at a workshop in New Delhi

“I’ve always believed that in today’s time a mobile phone has become an alter-ego for each one of us... When I hold a OnePlus 6 in my hand, I feel superior. And that is what I feel is my alter-ego”



—**Amitabh Bachchan**,
Bollywood actor & OnePlus brand ambassador, at the OnePlus 6 launch event in Mumbai



“Honor is committed to scale new heights of product innovation and customer centricity through its products. We have always focused on simplifying the lives and needs of our consumers by bringing together seamless smartphone experiences at affordable price points”

—**P Sanjeev**,
Vice President Sales, Huawei India-Consumer Business Group, at a launch event in New Delhi



“There is no proposal to merge BSNL and MTNL. We had appointed a consultant to revive MTNL, who has given some recommendations. We are working on it”

—**Manoj Sinha**,
Union Telecom Minister, on the sidelines of an event in Mumbai

“We came to India with a long-term view to stay and make a business. But the situation became too competitive, (especially) when Jio entered the market. We also realised that with changes in the telecom regulatory system, we wouldn’t be able to make money in India”



—**Sigve Brekke**,
CEO, Telenor Group, in an interview to a business daily

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Talk in Tech Corners



Motorola, Microsoft reportedly working on foldable handsets

After Apple, Samsung and Huawei who are working on their own foldable handsets, Motorola and Microsoft also appear to be willing to jump on the bandwagon. Lenovo-owned Motorola is said to be working on a phone that not only comes with a flexible display, but also with a wireless charging cover. Microsoft too is now rumoured to be developing an all-new piece of hardware that would be a phone with a foldable form factor. A new patent application from the company has revealed that it might use three screens for the device, including a small display on the hinge. As per Dutch site LetsGoDigital report, the World Intellectual Property Organization (WIPO) has approved a Motorola patent for a folding smartphone design. Likewise, a recently published patent application spotted by Twitter user @h0x0d (via Windows Latest) showcases a tablet-like Microsoft handset that can be folded on both sides.

BlackBerry Keyone successor leaked in new images

We have been hearing rumours about the BlackBerry's upcoming QWERTY smartphone, purportedly the successor to the Keyone for a while. Now, adding to the existing rumour thread, the recent ones are leaked images further revealing the smartphone. According to a recently leaked image on Chinese micro-blogging site Weibo, the so-called BlackBerry Keyone 2 is likely to have a display along with a physical QWERTY keyboard, much like the predecessor. The leaked image is a collage of two (covered with stickers), with one side of it featuring the smartphone layered with a plastic wrapper while the other side is a proof of the name of the smartphone, confirmed to BlackBerry Keyone 2. Another image, posted on Crackberry, is a cleaner one depicting the design of the smartphone. Additionally, there is a 'Not for sale' text written at the bottom of the device.

Pixel-branded smartwatches likely this year

If reports are to be believed, Google is adding a Pixel-branded smartwatch to its hardware portfolio this Fall. The search giant, at its I/O 2018 developer conference announced it is introducing a couple of changes to its Wear OS by Google Developer Preview 2 (DP2) for wearables. Qualcomm also confirms that it is now working on new chips for Wear OS smartwatches. And now, 'Pixel Watch' rumours have hit the Internet. In March this year, Google replaced its Android Wear brand that it had introduced in 2014 with a new name - Wear OS. There was no new hardware or software, but only the OS got rebranded. However, a Pixel-branded smartwatch could be a game changer for Google on this platform. Reports say that alongside the Pixel 3 and Pixel 3 XL, Google will unveil a 'Pixel Watch' at its annual hardware event. ■

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Detel launches India's first Bluetooth-dialler feature phone



Economical feature phone brand Detel has launched D1 Dezire, India's first Bluetooth-dialler feature phone. With this smart feature, one can easily connect their smartphone with D1 Dezire and connect calls, SMS, and music; helping in longer battery life of the smartphone. Priced at Rs 1,099, this phone is exclusively available for purchase on B2BAdda.com, India's first hybrid e-distribution platform. The brand has also incorporated a 'talking feature' in its D1 Dezire, especially helpful for people who find it hard to read due to literacy challenges or have limited visual ability. The phone also has Live FM Alarm with scheduled recording option enabling one to set up an alarm for a specific FM channel which will automatically start playing at the set time. The D1 Dezire also provides internet access.

Manish Misra appointed as Panasonic India CIO



Panasonic India has appointed Manish Misra as chief innovation officer. Misra will be responsible for the strategic development of innovation and technology while leading the company's Innovation hub in India.

Panasonic's Innovation hub is focused towards creating an ecosystem for the company to shape the future product strategy, and enable in digital transformation. Misra will be reporting to Manish Sharma, President and CEO, Panasonic India. Panasonic's Innovation hub -The Centre of Excellence (Coe), launched last year, aims to develop Panasonic's transformative solutions in five key domains – Connected Home/Community, Mobility, Energy, Industrial and Finance Solutions.

itel extends partnership with Airtel



Transsion Holdings-owned itel Mobile has extended its partnership with Bharti Airtel under the latter's "Mera Pehla Smartphone" initiative. As part of the partnership, itel's A44, A44 Pro and itel S42 devices will be available for customers at effective prices of Rs 3,999, Rs 5,399 and Rs 6,699, respectively, along with cashback coupons of Rs 1,800 from Airtel. "We primarily believe in value addition and wish to offer the same to our users and potential customers," Arijeet Talapatra, CEO, Transsion India, said. itel devices are available in retail stores across the country. The instant cashback coupons are available on "MyAirtel" app.

Oppo F7 Diamond Black Cricket Limited Edition launched

Chinese brand Oppo recently launched Oppo F7 Cricket Limited Edition in India. The phone has the FHD+ Super Full Screen display model featuring the A.I. Beauty technology 2.0 and industry's top 25MP front camera. With technology designed to personalize beautification for subjects on a selfie image, the Oppo F7 Cricket Limited Edition would be available in the Diamond Black colour equipped with 4GB RAM and 64GB ROM. It is available online on Flipkart and select Oppo exclusive showrooms across India at a price of Rs



21,990. Recently, at the launch event of F7, Oppo announced R. Ashwin, Hardik Pandya and Rohit Sharma as the new brand ambassadors. The special edition Oppo smartphone has a unique glass body that shimmers like gemstones, reflecting different colours with each glance from the user. The cricket case covers will enhance the look and feel of this device.

Samsung Galaxy S9 smartphones now support Google's ARCore



Samsung Galaxy S9 and S9+ will reportedly now support Google's augmented reality (AR) developer platform, ARCore. "Google has updated its ARCore support page listing both the Galaxy S9 and the Galaxy S9+ with all major variants. This means that users will be able to download the ARCore app from Google Play on these devices," 9to5Google reported recently. Google's ARCore makes it easier for developers to use the smartphone's combination of hardware and software to create AR applications. Without ARCore support, AR apps won't run on phones as well as they could with Google's optimization tools. Once installed, the Galaxy S9 devices will give users access to ARCore applications like Just a Line, IKEA's Place, and in-app features from Amazon or eBay.

YouTube adds HDR support for iPhone X

The quality of YouTube videos is all set to



improve for the iPhone X users. The video streaming platform has added HDR video support for the Apple iPhone X. With the inclusion of HDR, the YouTube videos will have better contrast and colours as compared to a standard video. Along with this, YouTube will also be displaying the letter HDR in the quality of the video. The HDR videos are already available for iPhone X via Netflix. Apart from iPhone X, Netflix added the HDR support to iPhone 8, iPhone 8 Plus and iPad Pro models. Recently, it was reported that Apple has rolled out a new support document for its authorised retail stores, mentioning a 'new' way to fix the iPhone X FaceID issues if they ever come across one.

Google Drive now resembles Gmail app after makeover



Search giant Google has provided a surprise makeover to its Drive, which now appears to take major inspiration from the recently redesigned Gmail app. There are no new features, but the appearance has been tweaked to match with other Google products. To begin with, the Google Drive interface background has been changed from gray to white for a neater look. The boxes and icons have also been given

rounded corners and a taller appearance than before. In addition, the Drive logo is now placed prominently on the top left corner of the interface. The icons have also been shuffled a bit. The latest changes to Google Drive will start reflecting in some time as the company is gradually rolling out the redesign.

Snapchat rolls out new app redesign for iOS



Following criticism from users worldwide about its controversial redesign, audio-video sharing platform Snapchat has rolled out another app redesign for iOS users. In the new design, snaps and chats are aligned chronologically and "Stories" from friends have been moved back to the right-hand side of the camera screen. Snapchat has added a separate "Subscriptions" feature to keep "Stories" from popular creators and publishers in the loop while letting the other "Stories" be separated. The Verge recently reported. Snapchat was testing a new design in April that would move the user's "friends' stories" alongside the "celebrity content" in the "Discover" section again to ensure that the user's feed would not be dominated by the "celebrity content". There is no word yet on when the update would be available on Android.

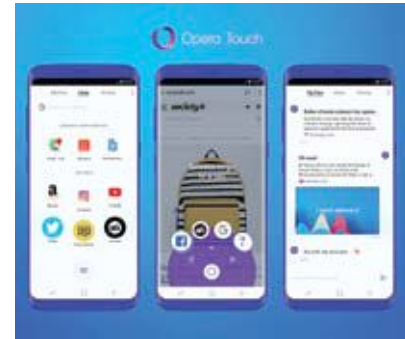
Facebook suspends 200 apps

Social media major Facebook Inc has so far suspended around 200 apps in the first stage of its review into apps that had access to large quantities of user data, in a



response to a scandal around political consultancy Cambridge Analytica. The apps were suspended pending a thorough investigation into whether they did in fact misuse any data, said Ime Archibong, Facebook's vice president of product partnerships. Facebook Chief Executive Officer Mark Zuckerberg announced the investigation on March 21 and said the social network will investigate all apps that had access to large amounts of information before the company reduced data access in 2014.

Opera Touch, a brand new mobile browser launched



Opera recently rolled out two new products, a brand new mobile browser called Opera Touch and a new version of the Opera browser for computers. Opera Touch has been designed from the ground up to fit the way people actually use the web: on the move. The new mobile browser also connects with the updated Opera PC browser without the need of establishing a password or login. "Today, we are introducing a new type of web experience," said Krystian Kolondra, EVP and Head of Opera Browsers, "one where you can have a continuous flow of your content across all your devices." According to Opera's research conducted on US smartphone users, 86 per cent prefer to hold their smartphones with one hand while also engaging in other tasks such as eating, commuting, walking or shopping. Meanwhile, conventional mobile browsers typically require people to use both hands to type in a query or a web address, which is uncomfortable for them. Opera Touch was created with these people in mind. The browser navigation has been designed to be used with just one hand, offering a more

comfortable experience while browsing.

UCWeb launches file sharing app UC Share



UCWeb, part of Alibaba Digital Media and Entertainment Group, has launched UC Share, a file transfer and sharing application with comprehensive functions and fast speeds. UCWeb has also updated UC Browser, and 9Apps, a third party Android marketplace with the file sharing feature. With the launch of this new app, UCWeb aims to continue its position as a leading mobile internet service provider, helping mobile users enhance the efficiency of mobile phone usage at zero cost. UCWeb is leveraging its technology to provide a faster way for sharing files on mobile phones. UC Share takes only 0.2 seconds to transfer an image, 1 second to transfer a song and up to 22 seconds to transfer a complete movie. UC Share can also scale a speed of up to 21MB per second, with an average file transfer speed of 5MB per second. In addition, users can share file anytime, anywhere and in any network condition, without increasing their data consumption. The app itself is only 1 MB and occupies less storage than other similar apps.

Redesigned Google News app now available on iOS

Google recently revamped its Google News app, which is now finally available for iOS devices. The redesigned Google News app replaces the older Google Play Newsstand app and boasts the Material Design as one of its highlights. It further comes with AI-based personalisation, Ars Technica reported. The interface divides the content in four core sections with a dedicated tab for your personalised content, a headlines tab, a favourite tab, and a newsstand tab. Google says the redesigned app is available

in 127 countries.

Xiaomi smart devices now support Google Assistant

Chinese company Xiaomi offers a range of smart devices other than just smartphones in its home country. Now, in a bid to penetrate the US market, Xiaomi is adding support for the popular Google Assistant on its smart home devices. Xiaomi's smart devices include a range of products including smart LED bulb, smart plug, and so on. With the support for Google Assistant, users will be able to interact with Xiaomi smart products using voice commands,



Engadget reported. Xiaomi, which boasts home country China and India are one of its top markets is ambitious about the US market where giants Google and Apple are the dominating force.

Fitbit to leverage Google Cloud for improved healthcare

Wearable brand Fitbit has announced to use Google's new Cloud Healthcare API to help the company integrate further into the healthcare system, such as by connecting user data with electronic medical records (EMR). Combining Fitbit data with EMRs can provide patients and clinicians a more comprehensive view of the patient profile, leading to more personalised care. "Working with Google gives us an opportunity to transform how we scale our business, allowing us to reach more people around



the world faster, while also enhancing the experience we offer to our users and the

healthcare system," said James Park, co-founder and CEO of Fitbit. "This collaboration will accelerate the pace of innovation to define the next generation of healthcare and wearables," he added. The companies will also look to help better manage chronic conditions like diabetes and hypertension by using services such as Fitbit's recently acquired "Twine Health".

WhatsApp co-founder Jan Koum bids adieu to Facebook

In a jolt to Facebook, Jan Koum, the co-founder of WhatsApp — the messaging app that Facebook bought for \$19 billion in 2014, its largest-ever acquisition — is leaving the company. Jan Koum said in a Facebook post recently that it was time to "move on" and take time to do things outside of technology. "And I'll still be cheering WhatsApp on — just from the outside," he wrote. The Washington Post, which earlier reported details of Koum's departure, said Koum would leave both WhatsApp and Facebook's board. An SEC filing also showed that Koum will not stand



for re-election on Facebook's board. Koum's departure comes at a crucial time at Facebook as the company reels from revelations of Russian election manipulation, fake news, data leaks and more. Koum has long been an advocate of privacy.

90% of active Twitter users spread falsehoods during disasters

A study of more than 20,000 tweets has found that nearly 90 per cent of Twitter's 'active' users tend to spread falsehoods in the case of public emergencies or disasters. The researchers found that 86-91 per cent of the users spread false news, either by retweeting or liking the original post. Five to 9 per cent sought to confirm the false



news, typically by retweeting and asking if the information was correct, while one to 9 per cent expressed doubt, often by saying the original tweet was not accurate. "To the best of our knowledge, this is the first study to investigate how apt Twitter users are at debunking falsehoods during disasters. Unfortunately, the results paint a less than flattering picture," said lead author Jun Zhuang, Associate Professor at the University of Buffalo in New York. The study, published in the journal *Natural Hazards*, examined four false rumours – two each from the marathon and hurricane, including an infamous falsehood about the New York Stock Exchange flooding.

Chinese company Smartisan unveils smartphone that can run a computer

Chinese startup Smartisan has claimed that its newly-launched "R1" flagship smartphone comes with 1TB storage and is capable of running a computer. The "Smartisan R1" is available online, with prices ranging from \$549 for a 64GB storage device to \$1390 for the massive 1TB version, Abacus.com reported recently. The dual-SIM phone features a 6.17-inch fullHD+ display, Corning's Gorilla Glass 3 protection, 12MP and 20MP dual primary cameras, 24MP selfie camera and is powered by a Snapdragon 845 central processing unit (CPU). Smartisan also launched a "touch and talk (TNT)" workstation with a 27-inch multi-touch 4K display for the "R1" smartphone, which connects to it via a dock and is expected to be available from August for around \$1570. "When connected, the computer runs Smartisan's 'modified version' of Android, Smartisan 'OS 6.66' that actually looks a lot like macOS," the report added.

Idea, Vodafone send mails to users, vendors on merger details

Telecom operators Idea Cellular and

Vodafone India have started sending separate but similar mails to their subscribers and vendors, outlining how their merger will benefit all parties, signalling that the telcos are set to close a pact that will create India's largest telecom company by this month. The mails started going out recently and were sent to Vodafone's subscribers and vendors by managing director Sunil Sood, while Idea Cellular's mails were sent by counterpart Himanshu Kapania. "The merger process is on track and expected to be completed in the first half of the calendar year 2018,"



Kapania said in his mail. The merged entity "will certainly enhance your mobile experience by providing greater broadband speeds, better voice quality and indoor coverage." He said the combine will have 270,000 GSM sites and a mobile broadband network of over 300,000 sites (3G and 4G), which can cater to 700 million subscribers, compared with their total user base of over 433 million at the end of March. India has over 1 billion mobile phone subscribers. The mega-merger will reportedly knock off Bharti Airtel from its top slot with an almost 42% customer market share and 37% revenue market share.

Nitin Kulkarni appointed as Quick Heal CFO

IT security solutions provider Quick Heal Technologies has appointed Nitin Kulkarni for the position of Chief Financial Officer of the company.



Kulkarni's appointment has been approved by Board of Directors at its meeting held recently. Kulkarni is a qualified chartered accountant with more than 25 years of experience of managing different aspects of finance function in information

technology and manufacturing industry. In his new role, he will oversee all the financial aspects of the company including financial planning and analysis, accounting and financial reporting, Mergers & Acquisitions as well as managing Transactional Processing Systems, Legal, Tax and Investor Relations functions.

Rooter 3.0 offers first-ever live fantasy cricket in India

Having created ripples in the global sports fan engagement domain by transforming sports viewing into a shared experience, Rooter, the first-of-its-kind live social sports engagement platform is now upping the game with the launch of a new and improved version of its app, Rooter 3.0. Featuring a world-class, flexible user interface that appeals to global audiences, the latest update makes several exciting new additions to the platform, most prominent of them being the introduction of a Sports Social Feed and the first-ever Live Fantasy Game in India for cricket. Rooter, which introduced the concept of Live Sports Engagement for fans 18 months ago, has overhauled its entire interface to provide the most stunning, world-class user experience across eight different sports, including Cricket, Football, Tennis, Hockey, Basketball, Badminton, Formula 1, and Kabaddi.

Uber Eats bets big on India, sees a 50% MoM growth

Uber Eats, the on-demand food delivery app has completed its first successful year of operations in India. Launched in Mumbai in May 2017, Uber Eats has grown its presence in India by expanding to 13 cities and adding more than 40 restaurants daily onto its platform. Uber Eats is now focussed on taking the service to tier 2 markets. The platform is also experiencing nearly 50% month-on-month growth, in its first year of operations. It has more than doubled in terms of number of orders in the last three months. Uber Eats is currently present in 13 cities across the country viz., Mumbai, Gurgaon, Delhi, Bengaluru, Hyderabad, Kolkata, Chennai, Coimbatore, Vizag, Jaipur, Kochi, Pune and Chandigarh. ■

team@mymobile.co.in

Mobile manufacturing industry to mark Rs 1.32 lakh crore by 2018

Indian mobile manufacturing industry is expected to touch Rs 1,32,000 crore by end of 2018, Ravi Shankar Prasad, Union Minister for Electronics & Information Technology, said recently. India manufactured about 110 million mobile phones in 2015-16 as compared to 60 million in 2014-15 showing a growth of over 90%. In value terms, India's mobile manufacturing industry produced mobile phones worth Rs 54,000 crore in FY15-16 compared to Rs 18,900 crore in FY14-15. The same reached Rs 94,000 crore by end of 2017, said Prasad at MeitY – Assocham–Ericsson Joint ICT Start-Ups Awards–2018 in New Delhi.

years and has potential to create 50 lakh to 70 lakh new jobs. The minister said BPO industry should move to small towns where overhead costs are less compared to big cities. About 48,000 seats have been planned with distribution across states and UTs based on population percentage. It excluded metro cities like Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, National Capital Region, Pune and North Eastern states. He further said about 86 new BPOs are operating in 27 states excluding digitally rich areas. BPO centres have already come up in Patna and Muzaffarpur, while such centres would soon be opened in smaller cities like Ghazipur, Jahanabad and Gaya etc, he said.

“The government will give grant Rs 5 crore to start-ups doing innovation in the field of cyber security and healthcare,” said Prasad.

Prasad said today 250 hospitals across the country have been turned into e-hospitals and more than two crore of patients are taking benefits of the e-hospitals. eNAM has linked more than 500 market mandis with 70 lakhs of farmers negotiating their price, the Union minister said. He also mentioned the increasing adoption of the Umang (Unified Mobile Application for New-age Governance) app, Bharat Interface for Money (BHIM) app that enables secure cashless payments through mobile phones.

Monica Magnusson, Vice President, IPR Policy and Communication at IPR & Licensing, Ericsson, said, “It is heartening to see the growing interest among Indian start-ups in adding value to ICT innovation. Ericsson is committed to encouraging innovation in the country and as a first step we will mentor the winners by making them a part of Ericsson Garage. Ericsson Garage is our open innovation platform that will allow the winners to showcase their technology before a global network of partners, including investors. I want to thank the minister for his push to encourage platforms that foster the spirit of innovation.” ■



In terms of volume, in 2014 India produced five crore mobile phone made locally in India which reached to 15 crore in 2015-16. In 2017 the Indian mobile manufacturing industry produced 22 million mobile phones. “The industry would produce 50 million mobile phones by 2020,” said the minister. In terms of electronics manufacturing units, the minister said within three years, the industry added 120 such units. Two-third of these are mobile manufacturing units and there are 54 such units in Noida alone. On top of that these industries employ five lakh people,” he added.

Prasad further said that India has the world's third largest start-up community after US and England. He said that his ministry is working in mission mode to make India's digital sector \$1 trillion economy in next five

Prasad also mentioned the increasing adoption of the Umang (Unified Mobile Application for New-age Governance) app, Bharat Interface for Money (BHIM) app that enables secure cashless payments through mobile phones

Motorola partners Sangeetha Mobiles to boost retail presence

To strengthen its retail presence through Moto Hubs, Motorola India recently entered into a partnership with India's leading multi-brand retail chain, Sangeetha Mobiles. Moto Hub is a key destination that provides easy access and availability of all Motorola products to customers; where they will be able to experience the entire portfolio of Motorola devices at convenient locations including the online exclusive devices like the popular Moto E4 Plus and Moto G5 Plus, apart from the recently launched Moto X4 and Moto Z2 Force. Motorola has been aggressively increasing its retail presence across India. As part of the strategy to consolidate its offline presence, Motorola plans to open Moto Hubs in over 475 Sangeetha Mobiles stores across seven states including Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, Pondicherry, Gujarat and Uttar Pradesh.

While inaugurating the first Moto Hub at Bangalore under this partnership, B V Mallikarjuna Rao, Regional General Manager, Motorola Mobility India, said, "Offering premium customer experience has been a key pillar of our strategy and our partnership with Sangeetha Mobiles is a step further in that direction. With this partnership, we aim to provide access to Motorola's premium product experience to our customers across Sangeetha Mobiles stores. Our aim is to bring the brand closer to the customers in an environment they are familiar with and we are confident that



Sangeetha Mobiles' in-depth understanding of the market and its substantial reach will be instrumental in consolidating Motorola's retail presence." Subhash Chandra, Managing Director, Sangeetha Mobiles, said, "We have been operating for the last 43 years and have a deep understanding of the needs and challenges of our customers. While we have the strength in reach, Motorola brings in the legacy of unparalleled customer experiences making this partnership a perfect combination." ■

HTC to launch blockchain-powered Android smartphone soon

Taiwanese tech major HTC is said to be working on a new Android phone named "Exodus" that will be powered by blockchain technology. "The upcoming phone will come with a "universal

wallet" and a built-in secure hardware system to support cryptocurrencies and decentralised applications," TheNextWeb reported recently. Blockchain smartphones are claimed to offer better security and user experience by integrating "cold wallet" storage right into the device and enabling direct trading of the native cryptocurrency with peers on the phone's network, without mining fees. "The company plans to create a blockchain network using 'Exodus' phones to facilitate cryptocurrency trading among the phone users," the report added.

Phil Chen, the brain behind HTC's Virtual Reality (VR) headset "Vive" will be in charge of all blockchain and cryptocurrency related initiatives of HTC including "Exodus". "Through 'Exodus' we are excited to be supporting underlying protocols such as Bitcoin, 'Lightning Networks', 'Ethereum', 'Dfinity' and more," Phil Chen was quoted as saying by TheNextWeb. However, HTC has still not announced the price of the smartphone but the company is reportedly considering accepting cryptocurrency as a form of payment for the device. Before HTC, Sirin Labs' blockchain smartphone which was announced in September 2017, is slated to launch in October this year. ■



Honor aims to be among the top three smartphone players in India

Huawei's sub-brand Honor is betting big on premium smartphones to strengthen its position in the hyper-competitive Indian market and secure a position in the top three by the end of the year, said reports quoting a company executive. The Chinese company, which launched its flagship 'Honor 10' smartphone in London recently, is adding features like AI-camera to offer a differentiated user experience to customers, Huawei Vice President P Sanjeev was quoted as saying. "The premium market (Rs 30,000 and above) is niche and consumers are very demanding, they want the best features and innovation... The segment may seem small (at about three per cent of the overall smartphone market), it is growing at a very strong pace," he said.

Sanjeev reportedly added that the company will continue to bring in devices across various price points, including premium segment as the company aims to be among the top three smartphone players in the country by the end of the year. He cited a report by Counterpoint Research that said Honor had captured the fifth position "for the first time ever" in the Indian smartphone market. The report had attributed this to the "strong performance of Honor 9 Lite and Honor 7X across online channels". According to Counterpoint, Xiaomi led the tally with 31.1 per cent share of



smartphone shipment, followed by Samsung (26.2 per cent), Vivo (5.8 per cent), Oppo (5.6 per cent) and Honor (3.4 per cent) and others in the January-March 2018 quarter. ■

Sony to step up production of smartphones, TVs to strengthen 'Make in India'

The Indian arm of Japanese consumer electronics brand Sony has decided to escalate 'Make in India' for smartphones and televisions instead of relying largely on imports, in view of the government's move to increase taxes on overseas products. The



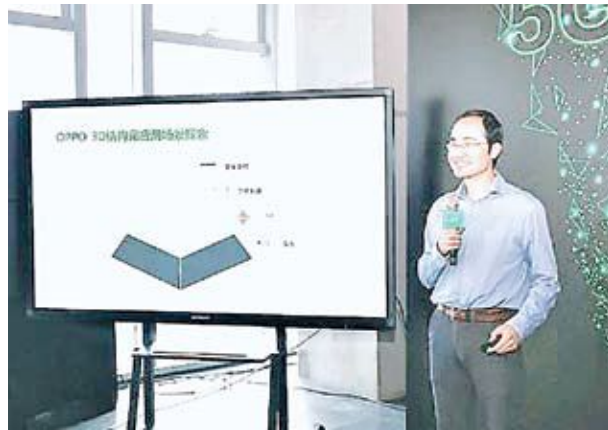
company is in the process of finalising whether to expand third-party manufacturing or set up a plant in India. "We are in touch with Tokyo on how to further strengthen 'Make in India'. As of now, we are happy with our third-party manufacturing and quality of products which has negligible return rates. A large portion of our portfolio will move towards local production which will be a win-win situation for the brand, consumers and government," said reports quoting Sony India managing director Sunil Nayar, the first Indian to lead local operations, who took charge in April.

India has in the past five months increased import duties on completely built television sets and smartphones to 20% from 15% and 10% respectively. It has also increased import duties on components for both these products. While the tax on finished LED TV panels imported for local assembling is 15%, import duty is 5% on open cell TV panels which require further assembling before being used for production. There is 10-15% import duty on smartphone components such as camera modules, printed circuit boards, chargers, batteries, speakers and keypads. Sony had started manufacturing of entry-level televisions in 2015 at the Foxconn plant in India, while last year it extended the partnership to manufacture two mid-segment smartphone models. Over time, the company has increased local production to TV units of up to 55-inches, and Nayar said the company will expand production to include more models. ■

Oppo demonstrates world's first 5G video call

Oppo Global Research Institute (Shenzhen) claims to have successfully demonstrated the world's first 5G Video Call Demo using 3D Structured Light Technology. The demonstration reproduced a 3D portrait image on a remote receiver using portrait information collected structured-light 3D camera of an Oppo phone and 5G NR terminal prototypes from Qualcomm Technologies, the company claimed in a statement. The success of this innovative technology demo marks a milestone in applying 5G technology standards to real practices in the industry and facilitates the exploration of new application in the 5G era. The Oppo's demonstration, 5G Video Call with 3D Structured Light Technology, utilized a customized Oppo R11s with integrated structured light camera. The demo collected the colour and 3D depth information of the target object by using RGB and the structured light camera of the phone. This information, transmitted under a 5G environment, finally displayed the target object in a remote display screen.

Bai Jian, Director of the Hardware Research Center of Oppo Research Institute, said, "The success of the 5G video call utilizing 3D structure light technology demonstrates our innovation direction powered by the understanding of users' need and cutting-edge technology. Oppo will commercialize the application of 3D structured light technology in smartphones and bring the



groundbreaking technology to our customers in approximately 6 months." Featuring the high speed (eMBB), large capacity (mMTC), and low-latency (URLLC), the 5G technology is considered as a new start of mobile telecommunication of industry. As early as the standardization and the maturity of the eMBB, Oppo is to integrate the 5G network with other new imaging and sensor technologies, and to realize the core user scenarios with Ubiquitous Reality, Virtual Reality, Augmented Reality and Joint Reality. ■

Nokia phone licensee HMD Global raises \$100 mn to boost growth

Finnish startup HMD Global, which designs and sells Nokia brand of phones, has raised USD 100 million from Geneva-based Ginko Ventures and other investors to scale its business operations. "This round of investment has been led by Geneva-based Ginko Ventures via Alpha Ginko Ltd with participation from DMJ Asia Investment Opportunity Ltd and Wonderful Stars Pte Ltd, a subsidiary of FIH Mobile Ltd," HMD Global said in a statement recently. With the latest round of funding, HMD

Global's current market valuation exceeds USD 1 billion, giving it a unicorn status, it added. "In 2018, the company plans to aggressively expand its portfolio of Nokia smartphones and double down on expanding channel reach in strategic markets, while continuing to deliver innovation where it matters most to consumers," the company said.

HMD Global CEO Florian Seiche said the company aims to be among the top smartphone players globally and its "success

to date gives us the confidence to further continue on a growth path in 2018 and beyond". Set up in December 2016, HMD shipped more than 70 million Nokia-branded phones in its first year. It has scaled sales operations in over 80 countries with phone activations coming from 170 countries. In financial year 2017, HMD Global posted a total revenue of 1.8 billion euros (USD 2.13 billion) along with an operational loss of 65 million euros (USD 77 million). India is an important market for HMD Global and is already among its top three markets. Earlier, HMD had said it will focus on expanding its product range and deepening retail presence in India this year. ■



Rajen Vagadia appointed Qualcomm India Country Manager

US-based chipmaker Qualcomm Inc. has announced the appointment of Rajen Vagadia as country manager of its India operations. Vagadia will be reporting directly to Jim Cathey, senior vice president and president of Asia Pacific and India. Vagadia has more than 26 years of experience in the telecom industry, covering



diverse areas in manufacturing, business development and sales, supply-chain and strategy. He joined Qualcomm in 2011 and during his tenure he has played a key role in driving the LTE growth for India and expanding opportunities for adjacent business in-country. He led the business development of the Internet of Things (IoT) across the different verticals covering smart cities, healthcare, automotive, wearables, home automation and industrial automation.

Prior to joining Qualcomm, Vagadia has held local and regional, executive level positions at Motorola, Tata Teleservices Ltd, Elcoteq and Reliance Infocomm Ltd. in areas of, business development and outsourcing. He has worked for Indian Carriers and Multinationals-OEM, ODM, Contract Manufacturers and Carriers. He was an entrepreneur early in his career, where his company was a supplier of telecom gear to the India and SAARC markets. Larry Paulson, vice president and president, Qualcomm India, who has been managing Qualcomm India operations from 2016 will help Vagadia with the transition before moving back to San Diego in June 2018. "I would like to take this opportunity to thank Larry for his contribution to transforming Qualcomm India and helping us during an important phase of growth and transition," said Cathey. "Rajen has been instrumental in contributing to this growth and I am confident as a country manager, he will charter a new path that will help Qualcomm establish itself as a leader in mobile, IoT and 5G," he added. ■

Transsion Holdings appoints Arijeet Talapatra as India CEO

Chinese technology company Transsion Holdings has elevated its veteran employee Arijeet Talapatra as the new CEO of its India operations. Talapatra is currently Senior Vice President-National Head of sales, distribution and retail. "We're confident that under Arijeet's leadership, along with the talented pool of senior management leaders across different verticals, Transsion India will witness a steady growth in the coming years," Marco Ma, Chief Managing Director, Transsion India, said in a statement. Transsion Group made its debut in the top 5 mobile handset players' list in India with more than threefold annual growth in shipments in the first quarter this year, according to IDC.

Talapatra will be responsible for leading the development and execution of long-term strategies,

overall success of the organisation and making top-level managerial decisions. "I firmly believe that we can rely on our vision and mission and further align it with the company's growth in India," said Talapatra who has worked with companies such as Unilever,



Bharti Airtel and Lava before joining Transsion. With 4 per cent market share in Q1 2018, the group achieved the feat for its three brands combined – Tecno, itel and Infinix, said Counterpoint Research. itel maintained a strong foothold in the feature phone segment with 17 per cent (YoY) growth by volume. Techno registered a growth of 23 per cent (QoQ) in Q1 2018. The company claims to have a distribution network of 1.05 lakh retailers and 3,000 plus channel partners in the country. ■

Foxconn posts 14.5% drop in first-quarter net profit, lags forecasts

Taiwanese contract manufacturer Foxconn, which also happens to be a supplier to Apple, posted a 14.5 per cent fall in first-quarter net profit recently, lagging estimates despite a strong quarter for the US iPhone maker. Net profit for the first three months of 2018 for the company known formally as Hon Hai Precision Industry Co reached T\$24.08 billion (\$809 million), it said in a filing to the Taiwan stock exchange. That was down 14.5 per cent from T\$28.168 billion a year earlier, according to Reuters' calculations. The first-quarter result was also lower than an average estimate of T\$28.71 billion from nine analysts, Thomson Reuters data showed.

In May, Apple reported resilient iPhone sales in the face of waning global demand, with quarterly results that topped Wall Street forecasts. Foxconn assembles electronic devices including iPhones for Apple, which is a major customer. Foxconn CEO Terry Gou, however, has been moving towards reducing the company's dependence on Apple by diversifying. In 2016, it acquired control of Japanese electronics



and display panels maker Sharp Corp. And in March, a unit of Foxconn announced it is buying Belkin International, a California-based maker of consumer electronics in a deal worth \$866 million. Another unit, which makes cloud computing service equipment and industrial robots, filed recently for an IPO in Shanghai to raise capital for 5G-related projects and other uses. ■

Microsoft plans to take on Apple with iPad-like, low-cost, Surface tab

US tech major Microsoft is reportedly planning to release a line of lower-cost Surface tablets as soon as the second half of 2018, seeking a hit in a market for cheaper devices that Apple Inc. dominates with the iPad. Microsoft has tried this before. According to reports quoting people familiar with the matter, the software giant kicked off its consumer-oriented hardware push in

2012 with the launch of the original Surface RT. At the time, it was priced starting at \$499. After the tablets didn't resonate with consumers and product reviewers, Microsoft pivoted to the more-expensive Surface Pro, a line which has gained steam and likely contributed to demand for a pro-oriented iPad, which Apple launched in 2015.

The new tablets will feature 10-inch screens -- around the same size as a standard iPad, but smaller than the 12-inch screens used on the Surface Pro laptop line. The new Surfaces, priced about \$400, will have rounded edges like an iPad, differing from the squared off corners of current models. They'll also include USB-C connectivity, a first for Surface tablets, a new charging and syncing standard being used by some of the latest smartphones. The tablets are expected to be about 20 per cent lighter than the high-end models, but will have around four hours fewer of battery life. The current Surface Pro can last 13.5 hours on a single charge, according to Microsoft. Intel Corp. will supply the main processor and graphics chips for the devices, said reports quoting the people who asked not to be identified because the plans aren't public. ■



Indian millennials look for speed, performance in smartphones

Youngsters in India crave for speed and performance and are keen on investing in premium smartphones such as OnePlus, Samsung and Apple, said a recent report. According to the report conducted by CyberMedia Research (CMR), 90 per cent millennials and other professionals consider speed and performance as their top priority while making their next smartphone purchase. While 89 per cent prefer battery

life, 86 per cent chose RAM, 83 per cent preferred reliability and 77 per cent opted for camera quality, it added. "The leaders of tomorrow are passionate entrepreneurs who work in open office environment. Such an environment calls for greater and closer collaboration through devices, including smartphones. In fact, the smartphone is the device where things get done," Apalak Ghosh, Head-Industry Consulting Group, CMR, said.

Remarkably, 94 per cent respondents chose Google Docs while 78 per cent chose Dropbox as their preferred productivity apps.



"The millennials bring new ideas and new ways of doing things. As such, it is important for smartphone brands to raise their standards and deliver," said Prabhu Ram, Head-Industry Intelligence Group, CMR. Nearly 69 per cent of respondents are concerned about the privacy of personal information stored in smartphone used for official purposes. Sensitive personal information includes social networking, financial information as well as photographs. About 60 per cent professionals have installed over 20 mobile apps on their smartphones, the report mentioned. ■

MediaTek appoints Anku Jain as Chief Representative of India Operations

Taiwanese fabless semiconductor company MediaTek recently announced the appointment of Anku Jain to the role of chief representative of MediaTek India. Since joining MediaTek 14 years ago, Jain has played an important role in developing MediaTek's operations in India. He most recently served as senior director and head of MediaTek's office in Noida. Jain will succeed Grant Kuo,

who has announced his retirement after more than a decade at MediaTek India.

"As one of the world's fastest growing economies, India plays a critical role in global innovation and represents a huge market opportunity as MediaTek continues its vision to bring consumers affordable technology that enhances their lives," said Jain. "I look forward to work closely with our customers and partners to develop next-generation technologies and products."

In his new role, Jain will oversee the operations of MediaTek's office in Noida, Uttar Pradesh and the company's domestic government relations programs. With more than 25 years of experience, Jain has held a variety of senior management, site operations and engineering roles at Sprint, RiverRun, Network Programs and Pixtel Communications. He holds a Bachelor of Technology in computer science from the Indian Institute of Technology (IIT) Delhi. ■



India accounted for highest number of Internet shutdowns in 2017-18

People in South Asian countries experienced at least 97 instances of Internet shutdown, a barometer on freedom of press and expression, between May 2017 and April 2018, with India alone accounting for 82 such cases, said a UNESCO report. According to the Clampdowns and Courage-South Asia Press Freedom Report 2017-18, released recently by the UNESCO-International Federation of Journalists, Pakistan witnessed 12 instances of Internet shutdown, while Afghanistan, Bangladesh and Sri Lanka reported one such case each. "Internet shutdown and deliberate slowdowns are increasing the world over and are now also a barometer on press freedom and freedom of expression controls. South Asia has witnessed the highest number of Internet shutdowns globally, with India earning the dubious crown for the country with the highest number of Internet shutdowns," the report mentioned.

The report said Internet shutdowns are "any intentional disruption of the broadband or mobile Internet or Internet-based mobile apps, by an order of the authorities or threat of non-state party, to control communication or online content or slowing down the access to the general public." In most cases, the justification given for Internet shutdown was to "maintain law and order", while many shutdowns were either preemptive or reactive measures in



the face of mass or potential violent public protests, it said. In India, Kashmir Valley experienced nearly half of the cases of Internet shutdown in the country. Clamping down on communication generally followed military operations in which militant or civilians were killed, the report said. Over 10 instances of Internet being affected were witnessed in Rajasthan, while Uttar Pradesh, Bihar, Punjab and Haryana were among states in which less than 10 cases of Internet shutdown were recorded, according to the report. In the six biggest instances of Internet shutdown, India accounted five of them while one was experienced in Afghanistan. ■

India banking on 850 mn internet users to attain \$1 trillion digital economy

India is banking on 850 million internet users and 90% smartphone penetration in next three to four years to achieve \$1 trillion value from digital economy by 2025, said a joint report by IBM and Kalaari Capital. The government is aiming to create a trillion dollar economy through Digital India campaign, according to the report. The report, "India's Trillion Dollar Digital Opportunity, has outlined a 30-point implementation module for the ambitious



goal. India has a population of more than \$1.32 billion based on data available till 2016. The report said both government-run organisations and private sector are making significant contributions to improve internet infrastructure across the country in order to implement digital initiatives.

While mobile phone penetration is expected to increase from 65% to 90% by 2022; the number of internet users is projected to be more than 850 million by 2022 from 450 million now. Such a widespread internet infrastructure would help in digital inclusion of non-digital natives, highlighted the joint report. In fact, every one out of two internet users are expected to be a rural person over the next 3-4 years. Of the total, 40% internet users will be women and 65% of users will be more than 25 years of age, noted the report. To make mobile phones more accessible, organisations have tailored products for low-end devices through 'Go' edition (Android Oreo, Youtube Go) for at least 40 million smartphone users. Apart from the internet infrastructure, the report said through BharatNet project 2.5 lakh gram panchayats are expected to have internet connectivity in the next three years boosting the use of digital initiatives for people. Currently, more than 1 lakh villages are service-ready. ■

DoT issues guidelines for M2M number verification, allows eSIMs

The telecom department has asked operators offering machine-to-machine (M2M) communication services to heed the know-your-customer or KYC norms before issuing suitable SIMs that would restrict calls and data communication through them to one and two numbers respectively. In cases where an M2M SIM is embedded inside a device at the time of manufacturing and it's difficult to figure out who the end-user is, telcos will have to follow KYC norms used for issuing SIMs in bulk while giving the SIMs to an M2M service provider, subject to conditions, DoT said in a notification recently. "Outgoing or incoming calls from such M2M SIMs will be allowed to one number only and text messages and data communications to two numbers," the notification said.

The DoT has also allowed the use of embedded SIMs or 'eSIMs', used in wearable devices such as the Apple Watch, which will have to be open to lawful interception and monitoring on its network and be allowed for portability to other carriers. Unlike person-to-person communication, M2M technologies involve communication between two devices. M2M services involve a mobile network-driven remote communication between two entities or machines for automation needs, and their applications can vary from smart appliances to smart homes to even connected cars. This technology is a key component of the Internet of Things (IoT) revolution. At present, telcos offer M2M services as part of their enterprise offerings catering to various sectors. While they use 10-digit mobile numbers for issuing M2M connections, the DoT in January



mandated telcos to start issuing 13-digit mobile numbers to SIM-based M2M devices. The government plans to reportedly implement the 13-digit M2M numbering plan from July 1. ■

Airtel completes Telenor India acquisition

Telecommunications services provider Airtel and Telenor South Asia Investments Pte Ltd has announced the completion of their transaction, wherein, the former has acquired the operations of Telenor India. The transaction has received all regulatory and statutory approvals. As a next step, Airtel will begin integrating Telenor India's operations across seven circles - Andhra Pradesh, Bihar, Maharashtra, Gujarat, UP (East), UP (West) and Assam. All existing customers of Telenor India will now become a part of

India's largest mobile network and will enjoy world-class services – high speed data, voice and content - at affordable prices. All the customers will be transitioned seamlessly to the Airtel network and will continue to enjoy uninterrupted services with the same SIM, same number, and same plan/pack benefits. With the completion of this transaction, Airtel's total mobile customer base in India now stands at over 330 million.

Airtel will add 5 MHz to 7.2 MHz of Telenor's spectrum (1800 band) in each of the seven circles. The addition of this fresh spectrum (total of 43.4 MHz) will enable Airtel to further expand network capacity across these markets and fortify its network leadership. Airtel plans to step up investments and aggressively expand its high speed data network across the country over the coming year as part of Project Leap, its network transformation program. Gopal Vittal, MD & CEO (India & South Asia), said, "The acquisition consolidates our market leadership, further strengthens our network portfolio in key markets and will add to shareholder value. We would like to thank all the concerned authorities and stakeholders for granting approvals to this transaction." Sigve Brekke, CEO, Telenor Group, said, "We are pleased with our agreement with Airtel and finding a long term solution to our India business has been a priority for us." ■



MTNL gets full time CMD after 4 yrs

The Government of India has confirmed appointment of P K Purwar as chairman and managing director of public sector telecom firm MTNL. "P K Purwar is confirmed as CMD, Mahanagar Telephone Nigam Limited for the balance period of his tenure after expiry of first year on March 2, 2018," the Department of Telecom said in its order dated May 15, 2018. The telecom PSU has been without a full-time CMD since May 30, 2014 when A K Garg retired from the post. Purwar, then director (finance) at MTNL was given additional charge after Garg's retirement. Later, the charge was given to Telecom Commission member for services, Narendra Kumar Yadav on June 8, 2015. Purwar was again given additional charge of CMD, MTNL after Yadav relinquished the top post on completion of his tenure on June 8, 2016. Purwar, the director (finance) of MTNL, had earlier held the additional charge between June 2014 and June 2015.

Interestingly, Purwar's name had been recommended for the MTNL's top post by Public Enterprises Selection Board (PESB) in November 2013, but the government did not go ahead with the recommendation. MTNL, which offers telecom services in Delhi and Mumbai circles, has been making losses since 2009-10. MTNL's debt stands at a staggering Rs 17,000 crore, and its annual interest burden is close to Rs 1,450 crore. Bruised by a



fierce competition from private sector players, MTNL's losses were pegged at Rs 2,893 crore in 2014-15, Rs 2,005 crore in 2015-16, and Rs 2,970 crore in 2016-17. ■

Telecom operators urge Trai not to penalise them over minor service issues

Amid the ongoing Facebook data leak row, a new study has said that over 3,000 apps on Google Play have been improperly collecting data on children. The Independent reported that more than 3,300 Android apps on Google Play have been improperly collecting data on children. Citing the International Computer Science Institute research (ICSI), it said that more than half of 5,855 Android apps on Google Play were potentially violating US privacy laws that protect children under 13 from invasive data collection. The ICSI researchers used a new automated system to determine whether the apps complied with the Children's Online Privacy Protection Act (COPPA).

Telecom service providers have reportedly asked the sector regulator, Trai, to take a pragmatic view on levying penalties, especially over marginal deviations from quality of service benchmarks as some of those may have been caused by natural

events such as floods or heavy rains. According to reports, carriers have argued that deviations may have been due to unforeseen circumstances, system failures or factors beyond the control of the carriers, for which they should not be penalised, and have sought for individual hearings to explain their stand. "We request that these nominal or marginal deviations from the prescribed benchmarks should be waived off and no financial disincentives should be imposed on the operators," the Cellular Operators Association of India (COAI) said in a letter to the telecom regulator recently, adding that certain marginal deviations were not material enough to attract financial disincentives when a large number of customers were being served.

The association, which represents all private sector carriers including Bharti Airtel, Vodafone India, Idea Cellular and Reliance Jio, said the Telecom Regulatory Authority of India (Trai) should take a 'pragmatic and considerate view' on the marginal deviations and sought for a "review of all financial incentive orders" issued from the quarter ended March 2017 onwards. Rajan Mathews, the association's director-general, said Trai needed to work with the carriers to address systemic issues, "instead of continuing to slap on penalties which are often quashed or reduced substantially by the courts". The view comes even as the regulator is preparing to levy new penalties on carriers based on quality of service benchmarks which came into effect from October 2017. ■



Telcos seek blockchain deployments to create revenue streams

Leading telecom operators Airtel, Vodafone and Reliance Jio are evaluating the deployment of blockchain technology-based platforms as they look to create new revenue streams and lower operational costs amid pressure on revenue and margins. According to reports quoting people familiar with the development, Vodafone India is already at the proof of concept (PoC) stage with blockchain technology, working with IBM, while Sunil Mittal-led Airtel is currently involved in initial trials. Mukesh Ambani-led Reliance Jio has set up an engineering team to work on blockchain technology with the goal of developing new use-cases and applications. "There are 15-16 PoCs going on with various companies. Jio is also using startup accelerator JioGenNext to bring blockchain-related startups on board for development," a person familiar with the matter was quoted as saying.

Blockchain, which came into prominence with the Bitcoin cryptocurrency, is a digital ledger for storing data including financial transactions. The technology decentralises information, which is held in a shared database that can be accessed in real time. Telcos can use blockchain in areas including data and content monetisation



and mobile number portability. Currently, the global market for blockchain is about \$500 million and it is expected to grow beyond \$7 billion in the next three to four years, IBM estimates. IBM, which is said to be working with telcos to develop blockchain-based platforms, expects the first commercial deployments to take place this year. Blockchain can help Indian telcos in mobile number portability. The Telecom Regulatory Authority of India, in its recent consultation paper on reviewing the mobile number portability process, suggested blockchain solutions as one of the options that can benefit telecom management systems. ■

New MoS for electronics and IT pushes for digital offices

Minister of State (MoS) for Electronics and IT S S Ahluwalia has said it is important that workplaces enable digital and paperless systems to help provide a carbon-free

society to coming generations. The minister, who took charge of his new office recently, said he will work towards expansion of the government's Digital India initiatives. Ahluwalia was earlier serving as MoS for Drinking Water and Sanitation and has been assigned the new role as part of the recent Cabinet reshuffle. "I feel that digital, paperless offices will contribute a lot to the society...We will be able to give a carbon-free society to our future generations," he told reporters in New Delhi.

Ahluwalia highlighted the important role played by information and communications technology (ICT), referring to it as the 'spine' that plays critical role in the well-being of individuals. He was elected to Rajya Sabha in 1986 and since then, has undertaken a variety of roles across ministries like agriculture and parliamentary affairs. Asked if the new mandate would be challenging, Ahluwalia said he likes taking on such roles. "I am the only one in my family in 14 generations to become a politician, most others are technocrats...I take on everything as a challenge," he said. ■



5G to offer \$27 bn business opportunity for India by 2026

Swedish gear maker Ericsson recently said 5G mobile services are expected to create an over USD 27 billion business opportunity for India by 2026. Telecom operators are currently recording an average top speed of around 22 mbps on their 4G networks, while 5G services tests have recorded download speed of over 1000 mbps or 1 gbps. Nitin Bansal, Managing Director, Ericsson India, said, "5G will enable a USD 27 billion business opportunity in India. Out of this USD 13 billion is the addressable revenue opportunity for mobile operators in the country." He said an Ericsson study for the Indian market on 5G business has found that in terms of industry segment manufacturing at USD 2.4 billion revenue will see the biggest opportunity. It will be followed by sectors like energy and utilities with potential of USD 2.1 billion revenue, public safety USD 1.6 billion and Healthcare at USD 1.6 billion.

India is aspiring to launch 5G services at par with other technologically advanced nations after standards for the technology are finalised by United Nation's telecom body ITU in 2019. Bansal said Ericsson has started trials for advance technology with Indian telecom operators which will help them in transition from 4G to 5G using the spectrum in which they are providing mobile services. According to Ericsson Mobility Report, India will have over 10 million 5G subscriptions by 2023. As per Ericsson's 5G Business Potential

study, digitalisation will enable a USD 27 billion revenue opportunity for the ICT (Information and Communications Technology) industry in India by 2026. ■



Kaspersky Lab reveals malware that targets Android users in Middle East

Cybersecurity company Kaspersky Lab has discovered ZooPark, a sophisticated cyberespionage campaign, which, for several years, has been targeting users of Android devices based in several middle-eastern countries. Using legitimate websites as sources of infection, the campaign appears to be a nation-state backed operation aimed at political organisations, activists and other targets based in the region. Recently, Kaspersky Lab researchers received something that seemed to be a sample of unknown Android-malware. At first glance, the malware appeared to be

nothing serious: a technically very simple and straight-forward cyberespionage tool. Researchers decided to investigate further and soon discovered a far more recent and sophisticated version of the same app. They decided to call it ZooPark.

Some of the malicious ZooPark apps are being distributed from news and political websites popular in specific parts of the Middle East. They are disguised as legitimate apps with names like 'TelegramGroups' and 'Alnaharegypt news' among others, recognised in and relevant to some middle eastern countries. An additional malicious function targets instant messaging applications, like Telegram, WhatsApp IMO; the web browser (Chrome) and some other applications. It allows the malware to steal the internal databases of the attacked apps. The investigation suggests that the attackers are focusing on users based in Egypt, Jordan, Morocco, Lebanon and Iran. Based on the news topics that the attackers used to lure victims into installing the malware, members of the United Nations Relief and Works Agency are among the possible targets of the ZooPark malware. In total, Kaspersky Lab researchers were able to identify at least four generations of the espionage malware related to the ZooPark family, which has been active since at least 2015. ■



team@mymobile.co.in

Honor 10

After its unveiling at an event in London, Honor 10, the high-end phone from the stable of Huawei's sub-brand Honor has arrived in India. The smartphone features the AI-assisted cameras to make photos look better and an under-glass ultrasonic fingerprint scanner. The Honor 10 is available in India at a price of Rs 32,999 in partnership with Flipkart.

The Honor 10 has a two-tone gradient finish, which changes colour depending upon from which angle you look at. It is available in Phantom Blue, but those who prefer a subtle look can go for the Midnight Black coloured option.

The smartphone sports a 5.84-inch LCD panel with a resolution of 2280 x 1080 pixels and an aspect ratio of 19:9. There's a notch above the display that houses a front-facing camera and an earpiece. Honor says the notch can be easily turned off by making the status bar black.

The much-talked-about device uses Huawei's own AI-powered Kirin 970, the same chipset that can be seen on the P20 Pro, P20, and View 10. Buyers get 6GB RAM and 128GB

storage option, with EMUI 8.1 which is based on Android 8.1 Oreo.

The phone comes with an ultrasonic fingerprint scanner, which promises to be more accurate than current fingerprint scanners. Even though it appears that there's still a Home button but in reality the scanner is placed under the screen. The advantage of such fingerprint scanner is that it will still work in case your fingers are dirty or wet.

A 16MP with an f/1.8 aperture and an MP telephoto sensor can be seen placed on the back of the Honor 10. There's also a 24MP camera on the front of the phone for selfies. Both cameras take advantage of Huawei's AI technology to automatically enhance the image depending upon the scenario.

The Honor 10 is powered by a 3,400mAh battery with fast charging over USB-C, which will give you a 50 per cent charge in just 25 minutes. There's also a 3.5mm headphone jack that combines with an AK4376A 32-bit DAC. ■



Oppo Realme 1

Chinese brand Oppo in partnership with Amazon India has launched its first smartphone under the Realme brand. The Oppo Realme 1 smartphone is aimed at the youth crowd of India. The smartphone comes loaded with AI-focused features for its camera and battery. It is offered in two colour options of Solar Red and Diamond Black.

The budget smartphone is aggressively priced against its rivals like Xiaomi's Redmi Note 5. Oppo Realme 1 starts at Rs 8,990 for the base variant with 3GB RAM and 32GB storage. The top model with 6GB RAM and 128GB storage will retail at Rs 13,990. Another variant of the smartphone with 4GB RAM and 64GB storage will be launched this month with a price tag of Rs 10,990.

Talking about the specs sheet, the Oppo Realme 1 features a 6-inch full HD+ display with 18:9 aspect ratio. The smartphone is powered by **MediaTek's Helio P20 AI processor clocked at 2.0GHz**. It is fuelled by a 3,410mAh battery with AI battery management. The AI studies the usage pattern and accordingly kills apps running in background to save power.

On the camera front, the Oppo Realme 1 sports a 13-megapixel rear camera and an 8-megapixel front camera. The front camera comes with 'AI Shot' in vivid bokeh mode for selfies. It also features AR stickers, real-time object recognition and AI beauty. The smartphone features 'Facial Unlock' which

is claimed to unlock the device in 0.1 seconds.

In the software department, it runs ColorOS 5.0 based on Android 8.1 Oreo out-of-the-box. Oppo also has a special Indian theme for the Realme 1 smartphone. The connectivity options include dual-SIM support, 4G LTE, Wi-Fi and Bluetooth. ■





Kult Impulse

Domestic handset maker Kult has launched a new budget-friendly smartphone, the Kult Impulse. Priced at Rs 8,999, the smartphone comes with an exclusive Reliance JIO offer of Rs 2,200 cash back applicable on select recharge plans for new and existing JIO customers.

Talking about its technical specifications, the smartphone is powered by an MTK 6739, quad-core processor. The phone has 3GB RAM and 32GB internal storage, expandable up to 64GB through micro SD card support.

The Kult Impulse runs on Android 7.1.1 Nougat. The smartphone's 4,000mAh battery claims up to 12 days of standby time on LTE and 60 hours of music playback. On security front, the smartphone sports face ID feature.

In the photography department, the Kult Impulse sports a 13 MP rear camera with dual LED flash and 13 MP selfie camera with selfie flash. The device comes with a near bezel-less, screen size of 5.99-inch HD+ TruView display.

The Kult Impulse comes with connectivity options that include micro USB, OTG Support, Bluetooth 4.2 and Wi-Fi 802.11 b/g/n. Sensors available on the device include fingerprint sensor (placed on back panel), accelerometer, proximity sensor, ambient light sensor and gyro sensor.

Kult has previously launched several smartphones under budget price segment. Kult Beyond, Kult Gladiator and Kult Ambition are amongst them. Kult Ambition was the latest in its sub-price category that was launched in December last year. ■





Coolpad Note 6

Coolpad has launched a new budget smartphone in its Note series, dubbed the Coolpad Note 6 in India. The smartphone comes with a price tag of Rs 8,999 and is up for grabs via offline stores across the country.

The main highlight of the Coolpad Note 6 is the camera department which houses dual front cameras, rated at 8-megapixel and 5-megapixel with 120-degree wide-angle lens. The rear snapper, on the other hand, stands at 13-megapixel with autofocus and 6p lens.

Speaking of the other specifications, the Coolpad Note 6 sports a 5.5-inch full HD display and is powered by an octa-core Qualcomm Snapdragon 435 processor clocked at 1.4GHz with Adreno 505 GPU. The smartphone comes equipped with

4GB of RAM and has two internal storage options: 32GB and 64GB with both the options being expandable up to 128GB with the help of a microSD card.

The smartphone gets its fuel from a 4,070mAh battery which is expected to last up to 350 hours of standby time on a single charge and runs Android 7.1 Nougat.

The Coolpad Note 6 is home to dual SIM card slots and is topped with connectivity options such as 4G VoLTE, Wi-Fi 802.11 b/g/n, Bluetooth v4.1, GPS, A-GPS, and a Micro-USB port.

Furthermore, the Note 6 is accompanied by a fingerprint scanner embedded in the home button and comes in Gold and Grey colour options. ■



Panasonic P95

Panasonic India has come up with a new phone, dubbed the P95 – a high-performance addition to its P Series, which is powered by a Qualcomm Snapdragon processor that ensures super-fast performance and features a sleek design with a 5" HD display, providing a visual experience with exceptional clarity.

The Panasonic P95 bears in 1 GB of RAM and 16 GB of internal storage which is expandable up to 128 GB via the dedicated microSD card slot. The phone draws power from a 2,300 mAh battery and runs on the smartest operating system, Android Nougat 7.1.2, which provides access to the Split Screen Feature and Bundled Notification.

On the camera front, the P95 comes with an 8MP rear camera with LED flash, and a 5MP front camera. The Zero Shutter Lag feature lets the user capture every moment without a delay, Professional Mode controls exposure and Red eye reduction gives the photos a professional touch. With Auto-Scene Detection mode, the phone camera automatically adjusts to the background conditions and Live filters like Sepia, Mono and Aqua incorporated in the camera let the users capture

their everyday mood in different modes

The P95 is easier to use and more convenient with its Smart lock features: The Trusted Face recognition and The Trusted Voice. These features allow the user to unlock their device with just a simple glance at their phones or by simply speaking into the phone. Smart Lock also adapts to trusted locations like car or home, Bluetooth devices and unlocks the phone for the user. With the On body detection feature, the phone remains unlocked as long as it's in the user's hand and locks itself as soon as they put it away.

The smartphone is designed to provide superior audio performance as its high-intensity, loud and clear sound is the result of an enhanced decibel level in the speakers that it provides. Incorporated with Heat Safeguard, the P95 does not heat up even after long periods of extensive use and allows the user to access multiple apps at one time.

Priced at Rs 4,999, the smartphone is available in three colours – Blue, Gold and Dark Grey, via Flipkart. ■





Comio X1 Note

Comio has launched a new smartphone, the Comio X1 Note, in India. The phone boasts of flawless slim ID design with a stylish mirror finish back cover.

In terms of the technical specifications, the Comio X1 Note sports a 6-inch FHD+ full view 2.5D curved display and a unibody design. Based on Android Oreo, this 4G-VoLTE dual SIM smartphone is powered by a quad-core processor clocked at 1.45GHz, and has a 2,900 mAh battery. It comes with 3GB RAM coupled with 32GB internal storage and expandable memory up to 128GB via microSD support. The phone also comes with Face Unlock, though it also provides a fingerprint scanner at the phone's back.

In the photography department, the X1 Note features a dual-rear camera configuration, with 13MP + 5MP AF with Flash. In addition, users will also find an 8MP selfie camera. The device offers camera modes such as Portrait, bokeh, panorama, social and night mode. Connectivity options on board include Wi-Fi, Bluetooth, microUSB support as well as 3.5mm headphone jack. Sensors include accelerometer,

gyro, ambient light and proximity sensors.

Interestingly, the X1 Note users will be able to pick calls, access files and click pictures with the fingerprint sensor. Comio offers call-based features like Auto Call Recording and Auto Call Back Reminder, as well as Pop-up touch, to help users access apps with fewer taps. While users will be able to access documents through the WPS Office app, they will also be able to get support for 22 languages through the Font Application feature.

Priced at Rs 9,999, the Comio X1 Note will be available pan-India, across online and offline retail options, in two colour variants- Royal Blue and Sunrise Gold.

The company provides one year + 100 days warranty, one-time screen breakage warranty, 30-day replacement, a special buy back and upgrade offer allowing you to upgrade your old smartphone. Reliance Jio is also offering cashback up to Rs 2,200 on the Comio X1 Note. Users will need to recharge for the Rs 198 or Rs 299 monthly plan. From the second recharge under either of the plans, users will receive cashback in 44 vouchers each worth Rs 50. ■

Ziox Astra Curve Pro

Ziox Mobiles, under the aegis of Sun Airvoice India, recently rolled out a new phone, dubbed the Astra Curve Pro that comes with a stunning all-screen display, fascinatingly curved edges and far-fetched user-interface.

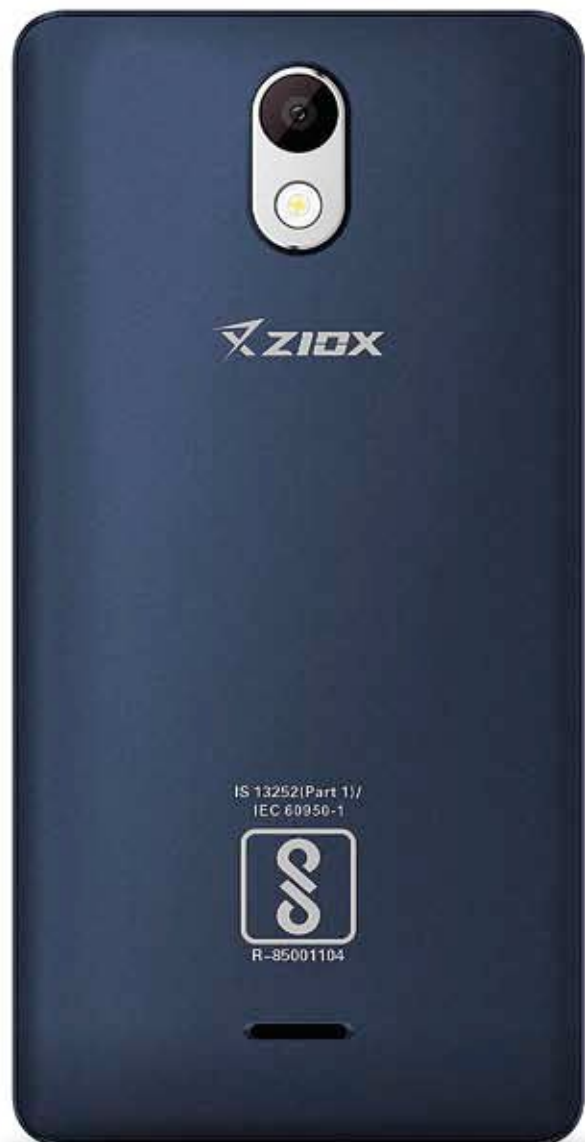
The smartphone features an all-glass and glossy design with a 5.5" HD display and a curved 3D glass. The sleek design and narrow borders reflects the spectacular frequency of style. With a dynamic aspect ratio to deliver immersive viewing experience, the picture quality brings vivid splashing detailed colours.

Powered by the Li-ion battery of 2800 mAh, one can enjoy the Stamina-mode and power-efficient performance to operate your every command, smoothly and quickly with its quad core processor. The smartphone guarantees you a super-fast processing; credits to its 1GB RAM which skilfully carries out

every command before the blink of an eye. With the seamless appeals, Android's latest version, 7.0 Nougat and 1.3 GHz processor, the phone is multi-tasking. The latest 4G VoLTE and ViLTE allows you to make calls over the 4G network.

The rear camera comes with optical image stabilization, deeper pixels and an enhanced processor to capture all-appreciated pictures and videos. The 5MP rear camera embedded with high-quality lens and AF feature, offers you high-resolution images even in low-light. It also features a front 5MP camera to give you elite quality images even with fast moving objects. Integrated with a wide selfie camera, and the Group selfie Mode, you can even click a group selfie, no matter how big your group is.

Priced at Rs 5,499, the Astra Curve Pro is now available with leading retail stores across India. ■





Karbonn Frames S9

Karbonn Mobiles recently launched a new smartphone, called the Frames S9. As the name suggests, the Frames S9 is a camera-centric smartphone and comes with a dual camera setup at the front which the company calls as a Twinfie camera. The new smartphone sports a customized user interface.

In terms of the specs sheet, the Karbonn Frames S9 comes with a 5.2-inch HD IPS display with 2.5D full glass. It is powered by a 1.25 GHz quad-core processor and carries a 2GB RAM along with 16GB of internal storage which is further expandable up to 64GB.

Connectivity options on the Frames S9 include dual-SIM support, OTG, Bluetooth, GPS, FM Radio and more. The phone runs a customised OS on top of Android Nougat. It is backed by a 2,900mAh battery.

As for its optics, the Frames S9 comes with two 8-megapixel dual Twinfie camera lens setup at the front and an 8-megapixel rear camera with LED flash that also

offers options like Bokeh Mode, Soft Twinfie, Watermark, Group Twinfie (120-degree view), Voice capture, Panoramic view and Time-lapse.

The Karbonn's latest offering is available in the market at a price of Rs 6,790. It comes bundled with a cashback offer of Rs 2,000. To claim the first cashback installment of Rs 500, customers need to make recharges worth Rs 3,500 within the first 18 months. To claim the second cashback instalment of Rs 1,500, customers need to make recharges worth Rs 3500 over the next 18 months.

Airtel has also introduced a special offer of Rs 169 on the smartphone with which customers can avail unlimited local and STD voice calls along with 1GB of 3G/4G data for a period of 28 days. The Frames S9 comes in three colours - Black, Champagne and Grey with a premium metallic finish and is available via Flipkart, Amazon and offline mobile stores. ■

Honor 7A & 7C

Honor, Huawei's smartphone e-brand for digital natives, recently launched two new budget phones, the Honor 7A and the Honor 7C, at an event in New Delhi. Packed with a dual-lens rear camera setup, a sleek design, FullView display and face unlock, the new phones from the house of Honor set new benchmarks in every way.

The Honor 7A comes with a 5.7-inch HD+ (1440x720 pixels) IPS LCD display, and is powered by a Qualcomm Snapdragon 430 processor. Users can buy the handset with 3GB RAM and 32GB internal memory.

Honor 7C, on the other hand, sports a 5.99-inch HD+ 18:9 display, and is powered by a Qualcomm Snapdragon 450 SoC. There are two variants to choose from— 3GB+ 32GB, and 4GB+64GB. The rest of the features include a dual-camera

setup (13MP +2MP), 8MP selfie camera with a soft led flash, microSD card slot, 3,000mAh battery, fingerprint sensor, and face unlock feature. On the software front, both the phones run EMUI 8.0 which is based on Android 8.0 Oreo.

Both the smartphones are a part of the company's new Honor 7 series. Honor 7A is priced at Rs 8,999, while the Honor 7C costs Rs 9,999 for the 3GB RAM option, while the 4GB RAM variant is available at Rs 11,999.

The Honor 7A is available on Flipkart, whereas the Honor 7C on Amazon India. Both the phones come in Black, Blue and Gold colour options and are bundled with a charger, standard Micro-USB cable in a box.

Both the devices are said to be pitted against the Xiaomi Redmi 5 and Redmi Note 5. ■





OnePlus 6

Following weeks of rumours and image leaks for the OnePlus 6, Chinese smartphone brand OnePlus has finally launched the flagship device in India. The smartphone starts at Rs 34,999 for the base model which comes with 6GB RAM and 64GB storage, while the one with 8GB RAM and 128GB internal storage is priced at Rs 39,999.

The company also launched the special Marvel Avengers edition of OnePlus 6 which retails at Rs 44,999. The premium phones are available via Amazon India. Another product launch that took place on the occasion was the OnePlus Bullets Wireless headphones priced at Rs 3,499. The wireless headphones come with Google Assistant, Dash Charge support, and are water resistant.

In terms of the technical specifications, the OnePlus 6 features a 6.28-inch full optic display with aspect ratio of 19:9 and Corning Gorilla Glass 5 protection. The smartphone is powered by Qualcomm's Snapdragon 845 octa-core processor clocked at 2.8GHz.

In the camera department, the much-talked-about smartphone sports a dual-camera setup at the rear which is a combination of 20-megapixel and 16-megapixel Sony IMX519 sensors. The dual cameras come with OIS, EIS, and slow motion video recording at 480fps. Up front, it houses a 16-megapixel camera for selfies. OnePlus will soon roll out 'Portrait Mode' for the front camera.

On the software front, the OnePlus 6 runs OxygenOS 5.1 based on Android 8.1 Oreo. The connectivity options on the board include dual SIM support, 4G VoLTE, Bluetooth 5.0, and NFC.

The smartphone also comes with 'Face Unlock' which the company claims can unlock the device in 0.4 seconds. It also has a rear fingerprint sensor claimed to unlock the smartphone in 0.2 seconds. ■



Samsung Galaxy A6 & A6+



After going through a bunch of rumours, the Samsung Galaxy A6 and the Galaxy A6+ in the A series are now official. Both the Galaxy A6 and the Galaxy A6+ (much like the Galaxy A8 and A8+) come with the bezel-less Infinity displays as their highlights. The Galaxy A6 sports a 5.6-inch HD+ Super AMOLED one while the Galaxy A6+ has a bigger 6-inch Full HD+ Super AMOLED display.

The Galaxy A6 and the Galaxy A6+ are powered by octa-core processors clocked at 1.6GHz and 1.8GHz, respectively and come in two RAM/ROM configurations: 3GB RAM/32GB and 4GB RAM/64GB ROM, both the options being expandable up to 256GB via a memory card.

In terms of the optics, the Galaxy A6 has a 16-megapixel rear snapper with autofocus and LED flash with another 16-megapixel shooter at the front with LED flash. The elder sibling, on the other hand, as a dual-camera setup at the back (16-megapixel and 5-megapixel) and the front has a 24-megapixel camera with LED flash. The Galaxy A6+ supports Live Focus feature for Bokeh effect.

While the Galaxy A6 is backed by a 3,000mAh battery, the Galaxy A6+ has a bigger 3,500mAh battery, with both the smartphones running Android 8.0 Oreo. The smartphones have connectivity options such as Wi-Fi 802.11 a/b/g/n/ac, Bluetooth v4.2, micro-USB 2.0, GPS, GLONASS, and NFC.

Moreover, both the smartphones come with fingerprint sensor, facial recognition, audio system by Dolby Atmos, Samsung Pay and Bixby Vision, Home and Reminder support.

The Samsung Galaxy A6 and the Galaxy A6+ come in Black, Gold, Blue and Lavender colour options and will be up for grabs in select European, Asian and Latin American markets, with eventual roll-out in other markets. ■



Sharp Aquos R2

Japanese company Sharp Mobile has unveiled a new smartphone in its home country, called the Sharp Aquos R2.

In terms of the specs sheet, the Sharp Aquos R2 features a 6-inch IGZO full LCD 2.5D curved glass display with screen resolution of 3040 x 1440 pixels and a 19:9 aspect ratio. It is armed with Qualcomm Snapdragon 845 octa-core 2.8GHz processor, which is clubbed with 4GB of RAM, and 64GB of internal storage, with an option to expand up to 400GB storage via microSD card. The smartphone runs on Android 8.0 Oreo operating system and is backed by a 3,130mAh battery with fast charge support.

In the camera department, the Aquos R2 flaunts a dual rear camera - one 16.3-megapixel sensor for video recording with 135-degree ultra-wide-angle lens and another 22.6-megapixel sensor for capturing images. In its front lies a 16.3-megapixel snapper for selfies and video chats. The smartphone houses a fingerprint scanner, which is embedded in its home button.

The smartphone supports 4G/LTE and comes with all basic connectivity options like WiFi 802.11ac (2.4/5GHz), GPS, Bluetooth 5.0 etc. The handset measures 156 x 74 x 9 mm and weighs 181 grams. It is water and dust resistant (IPX5/ IPX8/ IP6X), and a USB Type-C USB port is placed on its bottom. It also features Dolby Vision, Dolby Atmos and Dolby AC-4 audio setup to provide the best audio experience.

The device comes pre-loaded with the company's own AI assistant dubbed as EMOPA, which gives the user audio and text messages and changes the screen, depending on the time, place, and user's personal needs. The AI live shutter support will click images automatically during movie shooting.

The smartphone comes in Premium Black, Platinum White, Aquamarine, Coral Pink and Rose Red colour options. Sharp has not revealed the pricing for this smartphone yet and will be available later this summer. ■

team@mymobile.co.in

The Games of Fortune

Revenue from games could surpass the USD 100 billion milestone sooner than previously thought!



Games economy is becoming bigger and bigger with each passing year. Out of the top ten most grossing mobile publishers in 2017, eight were game-related, according to a report from market intelligence firm Sensor Tower. There are more than 10 mobile games which have raked more than a billion dollar each in revenue since their launch and many of them are still going strong even as new challengers keep coming up.

How games are cornering the App economy can be gauged from the fact that games

contributed more than 82 percent of all app spent globally. The total app revenue was USD 58.6 billion while spending on mobile games USD 48.3 billion. The spending has been increasing at the rate of more than 30% year on year for last five years. The growth estimates are being revised almost on quarterly basis. Some forecasters are already predicting it to become a USD 100 billion revenue generator by 2020. And estimates do not look farfetched.

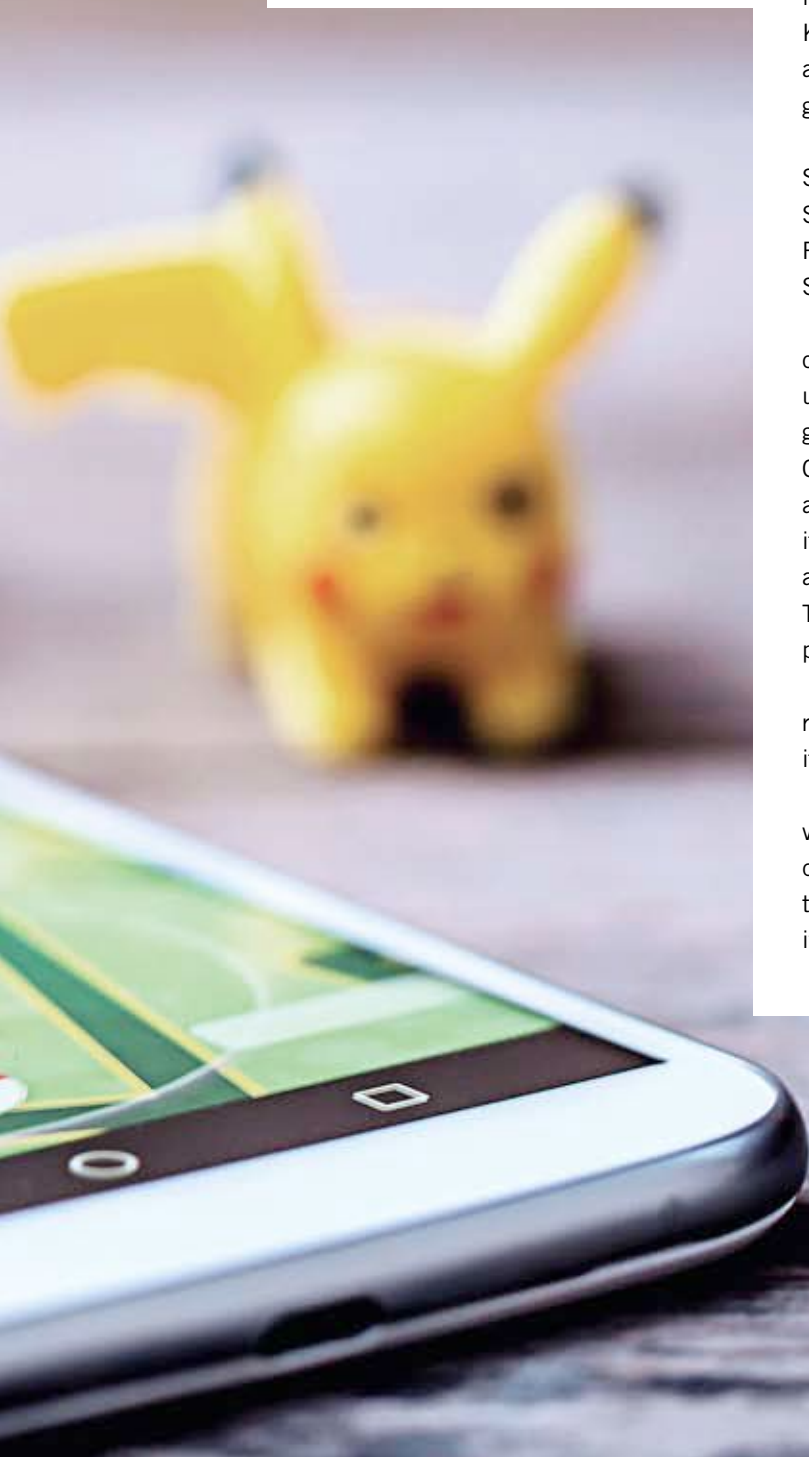
The top grossing title worldwide on both Apple App Store and Google Play was Mixi Inc's Monster Strike followed closely by 'Honor of Kings' developed by Tencent. Mixi Inc is nearly an addiction in Japan where it was the most popular game in 2016.

Other top titles include Aniplex's (Owned by Sony) Fate/Grand Order, Supercell's (Finnish Supercell is now a subsidiary of Tencent) Clash Royale, and UK based King's Candy Crush Saga.

Tencent Holdings which owns top gaming companies like Supercell saw its revenue shoot up in 2017, thanks largely to its revenue from games. A company which has full backing of the Chinese government still managed to scare it away with its blockbuster "Honor of Kings". For its addictiveness, this game has been dubbed as a "Drug" by the Chinese government and it forced Tencent to agree to per day playing time limit for players aged under 18.

In 2017, Tencent's profit jumped 61% to reach USD 3.7 billion largely on the strength of its mobile gaming business surge.

"Warnings that Tencent, Asia's highest-valued tech company, might suffer a rare poor quarter of business proved unwarranted after the company smashed analyst expectations for its latest earnings, thanks to its fast-growing





The Top Game Publishers

1. Tencent – China

Tencent 腾讯

2. Microsoft – USA

 **Microsoft**

3. Nintendo – Japan



4. Activision Blizzard – USA

**ACTIVISION
BLIZZARD**

5. Electronic Arts – USA



6. Bandai Namco Entertainment – Japan



7. King Digital Entertainment - United Kingdom



8. Nexon - South Korea



9. Ubisoft – France



10. Paradox Interactive – Sweden



mobile games business,” observed an article in TechCrunch. It also observed that “Tencent has historically done well in the games space with the PC its cash cow, but last year its smartphone games business overtook that of PC based on revenue. The gap is now becoming noticeable and there’s plenty of scope for it to increase further.”

The US remains the biggest mobile games market. Last year, mobile games earned USD 10.7 billion, up 25.6 percent year-over-year and accounting for 74 percent of total app spend in the country. Tencent launched its multiplayer online battle arena Arena of Valor in North America and Europe in December 2017, a mobile juggernaut that attracts over 80 million daily active users.

In terms of number, the Asia Pacific region is surely the largest hooked corner on our planet. Japanese, Chinese and Koreans have become addictive to online games. ■

The Billion Dollar Club

10 mobile games title that have made more than USD 1 billion since their launch



Candy Crush Saga

Developer: King

Well, this has to be one game which everyone heard of – even if you are not a game aficionado. It's been a phenomena, probably the first game to have crossed a trillion games played mark since its launch on Facebook in 2012.

Clash of Clans

Developer: Supercell

Clash of Clans was released six years ago and remains one of the highest grossing games till date. And to top it, it's estimated to be earning more than a billion each year.



Pokemon GO

Developer: Niantic

In just seven months after release on July 6th, 2016, its revenue surpassed the magical billion dollar mark! The title has been a phenomenon. Pokemon GO is still going strong.



Clash Royale

Developer: Supercell

Released on March 2nd, 2016, it crossed one billion dollar mark in less than a year. The MOBA/card battler revolutionised how mobile games can monetise, thanks to its innovative four chest system.

Summoners War

Developer: Com2Us

Released in 2014, the title has maintained its popularity. It is one of the few games developed in South Korea which gained worldwide popularity.



Honor of Kings (Arena of Valor)

Developer: Tencent

Released on November 26th, 2015, Honor of Kings is just about the biggest game in terms of popularity and revenue. It was found so addictive that Chinese government forced Tencent to limit per day time played on it for players under the age of 18. At its peak hour, the game is estimated to time touch 70 million daily active user.

The title is known as Arena of Valor in the West and Penta Storm in South Korea.

Mobile Strike

Developer: MZ

Released in 2015, with animated Arnold Schwarzenegger as a commander, Mobile Strike remains a popular download in the USA.





Monster Strike

Developer: Mixi

Following quickly on from Puzzle & Dragons, Mixi's Monster Strike became Japan's number one top grosser in 2014 and has continued to generate millions of dollars a day since. In August 2015, it was reported the game was earning some USD 4.2 million a day.

Game of War: Fire Age

Developer: MZ

Game of War: Fire Age is a freemium mobile massively multiplayer online strategy video game developed and published in 2013 by Machine Zone (now known as MZ). The game had a high-profile advertising campaign and was one of the top-grossing apps in 2014 and 2015.



Angry Birds

Developer: Chillingo, Rovio Entertainment

First released December 11, 2009, Angry Birds which was renamed Angry Birds Classic, is a casual puzzle video game developed by Rovio Entertainment. It was slow to capitalize but after moving into freemium space, it is estimated to have crossed one billion in revenue.



shelley@mymobile.co.in

“We see hello as a spiritual successor to Orkut”

Remember Orkut.com, the first streamlined social networking platform, even before we had Facebook, Twitter and Snapchat. Such was its craze that Orkut went on to become one of the most visited websites in India and Brazil in 2008. The erstwhile trendsetter website took hold in the country like a boss. However, having lost its sheen to rivals, Orkut shut down its services in 2014. Now, its creator **Orkut Buyukkokten, a former Google employee**, is back with a bang with yet another platform, **hello network**, which is built particularly for the new mobile generation. Available on Google Play Store and Apple App Store, hello brings people together around their interests to create positive, meaningful, authentic connections and sustained social engagement. In a conversation with **Ramesh Kumar Raja**, Buyukkokten spoke at length about his new social venture, which holds a great significance, especially in wake of Facebook data breach. Excerpts:



Social media landscape has changed incredibly, especially since Orkut. There are several social networking websites these days. So, what inspired you to make a re-entry with hello, another networking platform?

Social networks today don't connect us to one another the way they used to a decade ago. Our social feeds are filled with choreographed moments, idealistic posts, and fake appearances. This generation stopped sharing their genuine and authentic feelings online because there is so much fear of rejection and disapproval. As a consequence, we stopped sharing things that are emotionally meaningful. We connect to one another when we are real, open and honest. Social networks today stopped bringing people together and enabling new authentic connections. Instead, they are causing anxiety, depression and social isolation.

Social was a very happy, fun experience with Orkut. We had such a loving, kind and amazing community. People there made new friends, found love, even got married and had kids. It brought the world closer together. We are continuing the tradition

with hello to make social networking social again and creating those magical moments and connections that enhance our life experiences.

Smartphone is the ubiquitous tool now to be on networking platforms anytime anywhere.

What is the USP of hello that may retain its users? We all have two main human needs. We all want to connect to one another and we all want to pursue our passions. Social networks today don't connect us the way we do in real life, around interests and things we care about. hello is all about connecting with one another around shared interests. Social networks today focus on broadcasting to your friends and followers, or one-to-one messaging with people you already know. hello is about people that you should meet and connect with that you haven't met yet and who share your interests. We are centralizing all of the user's passion-communities in one place leading to the easy discovery of like-minded others.

Features such as connecting with people and interactions within groups are already

available on other platforms. What value does hello add to make it different from others? Groups in social networks today don't work very well because there are too many groups users can join around the same interests. Group discussion and content are self-contained within the group members and over time groups get too segregated and there is over-control or lack of moderation.

We have a very different solution to solving interest-based social networking. We provide multiple levels of content organization (broad to specific, global to local) that creates an environment of high-relevance and gives the user control. We introduce a top level of interest categories that we call personas. When users join hello, they pick 5 from a list of 120 (such as Foodie, Bollywood Fan, Entrepreneur, Health Enthusiast). We customize the entire user experience around those personas. Users can still create their own communities which belong to personas. This also enables content discovery outside of the communities you belong to.

How do you decide content on hello? Is it based on data you collect from users? What measures have you taken to deal with fake news? We have a reputation system on hello that we call Karma. As users have interactions on content and with other users, their reputation changes. The interactions can be positive and negative and users have different reputations on different interests. For instance, one user can be very knowledgeable, an expert and well respected as an Entrepreneur but a newbie as a Comic Fan. The distribution of content is tied to reputation. As a consequence, issues like fake news does not occur on hello since content will only spread widely if the creator has earned the reputation of the relevant community.

What has been the response till date and how many installs hello app has amassed in India? Do you think you can recreate the success achieved by Orkut in India? The

response in India has been phenomenal. We signed up over 100,000 users in India two weeks after we launched. The qualitative and quantitative feedback has been strong and we've been working hard to iterate and improve the experience based on feedback.

Why did you prefer to launch hello in India prior to the US or UK and what are your expectations? India was one of the top countries on orkut.com and had such a strong and loving community. We see hello as a spiritual successor to Orkut. We wanted to continue the tradition and connect people to one another around communities.

Please tell us about hello's business model. We have a digital system objects model we incorporate into our eco-system that has a virtual currency.

Users can get access to content and features using hello coins. This is a well known model in free to play games. hello is free, and purchasing coins is not required to be a member. Brands are an important part of our lives and enhance our daily experiences. We are going to introduce brands into hello and let them align with users around things they are passionate about.

Data security is the talk of the town, especially in wake of Facebook data breach. What steps are you taking towards maintaining privacy?

One of the major problems we have today in the social landscape is that companies are prioritizing brands, cooperations, shareholders and advertisers over users. Social networks are all about people and users should be the champions. Algorithms in social networks should be optimized to enhance user happiness and satisfaction,

not to increase clicks on advertisers and time spent. Transparency about data and practices are very critical to gain user trust. On hello we have our own registration and authentication system that does not integrate with third parties. We also don't share user data with third parties.

Considering Indians' love for mobile and apps in India, do you have any plan to set up an office in India? Definitely, India is a high priority for hello. Indians spent 70% of mobile internet time on social media and entertainment apps. The consumers here are very passionate, early adoptors to new technologies and have a very friendly and welcoming quality. It's important for us to have a local presence with the community. There is an amazing tech

"India is a high priority for hello. Indians spent 70% of mobile internet time on social media and entertainment apps. The consumers here are very passionate, early adoptors to new technologies and have a very friendly and welcoming quality. It's important for us to have a local presence with the community"



talent in India as well. Our first hires will focus on Marketing and Operations and will be working in Mumbai. We have already started interviewing candidates. ■



ramesh@mymobile.co.in

TECNO will have products across price points under Camon series in the segment 7K to 15K



Transsion Holdings have an array of smartphone brands present in India, one among them is TECNO, which is promoting itself as an offline brand, has brought a sub-brand called Camon to India, targeting the Selfie-driven audiences. **Gaurav Tikoo, Senior Vice President Marketing, Transsion India**, spoke with **Haider Ali Khan** about the TECNO's market strategies and Transsion Holdings as a whole. Excerpts:

Transsion Holdings-owned brands are doing quite well in India and now constitute a decent pie of the market. Do you think that your online-offline approach worked well for Transsion Holdings and will you continue in the same spirit? At Transsion, our multi-brand strategy is based on extensive insight and consumer segmentation and we definitely think it has worked well for us and we intend to continue with our strategy. The fact that Transsion made its debut in the top 5 mobile phone brands of India with a 4% share (Counterpoint report Q1 2018), speaks volumes. Additionally, practicing a multi-brand strategy has its own advantages, as it allows one to focus on specific channels and create specific go-to-market strategies.

Under the Transsion umbrella, brands such as Infinix, itel, TECNO, Spice and Oramo,

have been very price and audience centric. Do you see Transsion Holdings becoming the second BBK Electronics in India? At Transsion Holdings we are committed to becoming consumers' favourite smart device and mobile value added services provider with the highest brand influence in global emerging markets. For us consumer feedback and suggestions

are of utmost importance and with this intent we develop products that cater to their local needs. Each of our brand has its own distinctive identity and appeal to a distinct user base.

Transsion has a robust pan-India presence with a deep distribution network of 1 lakh plus retailers and 3,000 plus channel partners, enabling the company to cater to the length and breadth of the country. Transsion will continue to expand and engage the channel better in 2018 as well.

"Transsion has a robust pan-India presence with a deep distribution network of 1 lakh plus retailers and 3,000 plus channel partners, enabling the company to cater to the length and breadth of the country"

TECNO brought Camon to India, targeting the camera-driven target groups. Has it paid off for you as it did in other countries? The brand started the year 2018 on a promising note with the launch of global camera-centric "Camon" smartphones in India, enabled with Full View display.



CAMON series (Camon i, Camon i Air and Camon i Sky) has played a vital role in bolstering TECNO's India growth story, registering 23% QoQ in Q1 2018 (Source: Counterpoint), with the aim of making it to the Top 5 smartphone brands by end of 2018.

One of the Transsion Holdings entities, TECNO, has tied up with Kings XI Punjab for the IPL 2018. How would that be beneficial to an offline brand like TECNO? Cricket in its entirety is the most celebrated sport in India and within that IPL has always proven to be the most impactful media property for branding. IPL is all about Superlative Performance, which is also the mantra for the TECNO. Hence, this was an ideal platform for us to strengthen our brand prominence and visibility across the globe and establish a bond with the youth of India. The Kings XI Punjab association has worked well as a part of the overall marketing plan to permeate to the right audience.

Would you like to take this association with Kings XI Punjab and IPL further? Do you also have other sporting events in mind such as ISL or Kabaddi League? Today, we live in a multi-media world, where in every medium be it ATL or BTL is important independently but they work the best when used collectively and that makes 360-degree marketing campaign the best for any brand and we are no different. Our Go-To-Market approach for TECNO is an ideal mix of ATL & BTL to create an Integrated Marketing Campaign around our core proposition of "Best Any light Camera". We believe in challenging the norm and creating better experiences

whether it is through our products, service propositions or marketing interventions. Considering the success of sports associations, we definitely look forward to such partnerships, as of now our association with Kings XI Punjab is keeping us occupied, apart from our slew of new product launches in the pipeline this IPL season.

Will TECNO and Camon act independently as individual brands or the product line will be same for both? Camon is a "Camera-Centric" product portfolio series under TECNO. The portfolio currently consists of 3 models: Camon i, Camon i Air and Camon iSky priced competitively in the range of Rs 7,499 to Rs 8,999

What percentage of market share would you like to aspire for TECNO within this year? With Camon series in our portfolio, we aim to make TECNO to be among Top 5 smartphone brands in India by end of 2018.

Tell us about the product lineup that you have for India this fiscal, and where all do they fit? We are a product focused company and the key focus area central to our India strategy for 2018 is "Camera-centric" smartphones line-up enabled with Full View display which attempt at delivering "Best Anylight Camera" promise. We will have products across price points under Camon series in the segment 7K to 15K.

Being a part of the larger group, does TECNO have the cushion to withstand the market hiccups and challenges? TECNO's successful innings in India has been possible due to its go-to market strategy

and differential marketing approach. Apart from product quality, a superlative distribution network, customer service and game changing service promises have been the reason of TECNO's success in India.

TECNO has a robust distribution network of 30,000+ retail touch points across India. Our trade practices are very strong, which leads to the delight of our partners. We focus our activities with a quick turnaround of stocks for every distributor as well as retailer, which ensures a stronger relationship with us.

All our TECNO products are supported by extensive service network of Caricare with 950+ after-sales service touch points pan India. COCO (company-owned, company-operated) forms an important part of our offline channel strategy to provide consumers with better service in the process of purchase and experience of TECNO products and we'll continue to enhance this part. Currently, we have one COCO center in Noida and one more is coming up in Mumbai.

Last but not the least, we are first in the industry to introduce beyond the standard warranty and came out with a brand promise of "111". Any consumer who buys TECNO smartphones gets an advantage of 100 days' free replacement, 1-time screen replacement in one year and 1-month extended warranty. Plus we are probably the only brand to offer a 3-in-1 card slot in our products, which comes handy in today's day and age basis the digital revolution created by telecom operators. ■



haider@mymobile.co.in

Slip Slidin' Away!

Global smartphone market declines for the second successive quarter while top 10 brands corner two-third market share

With 360 million shipments, the global smartphone shipments declined 3% annually in Q1 2018 making it straight second quarter of downhill journey.

Tarun Pathak, Associate Director at Counterpoint Research, attributed the waning demand to a slow-down in developed markets where replacement cycles are lengthening while overall smartphone features and design reaching its peak.

"However, emerging markets still offer a sizeable opportunity for OEMs to expand

and grow as smartphone penetration by users is still around 45%. The average selling price of smartphones is increasing, too, in emerging markets with users upgrading from entry level to the mid smartphone segment. Hence, we expect OEMs to accelerate their go to market strategy and expansion in parts of Africa and rest of the APAC region to capture the growing demand in CY 2018," points out Mr Pathak.

Chinese brands: Commenting on the regional performance of Chinese brands during the quarter, Research Analyst Shobhit Srivastava noted, "The saturating

China smartphone market is forcing the Chinese smartphone players to invest and expand beyond their home market. The efforts have been realized as the performance of Chinese brands in MEA,



"Emerging markets still offer a sizeable opportunity for OEMs to expand and grow as smartphone penetration by users is still around 45%We expect OEMs to accelerate their go to market strategy and expansion in parts of Africa and rest of the APAC region to capture the growing demand in CY 2018"

– Tarun Pathak,
Associate Director,
Counterpoint Research

Global Smartphone Shipments Ranking and Market Share - Q1 2018			
Global Smartphone Shipments (Millions Units)	2017Q1	2018Q1	YoY% Growth
Samsung	80.0	78.0	-3%
Apple	50.8	52.2	3%
Huawei	34.6	39.3	14%
Xiaomi	13.4	27.0	101%
Oppo	26.1	22.0	-16%
Vivo	22.8	19.5	-15%
LG	14.8	11.4	-23%
Lenovo (Includes Motorola)	11.4	8.7	-24%
ZTE	13.3	7.2	-46%
iTel	1.5	4.6	213%
Others	102.5	90.1	-12%
Total	371.1	360.0	-3%

Global Smartphone Shipments (% Share)	2017Q1	2018Q1
Samsung	21.6%	21.7%
Apple	13.7%	14.5%
Huawei	9.3%	10.9%
Xiaomi	3.6%	7.5%
Oppo	7.0%	6.1%
Vivo	6.1%	5.4%
LG	4.0%	3.2%
Lenovo (Includes Motorola)	3.1%	2.4%
ZTE	3.6%	2.0%
iTel	0.4%	1.3%
Others	27.6%	25.0%
Total	100.0%	100.0%

Source : Counterpoint Research: Quarterly Market Monitor Q1 2018

Europe and the rest of the Asian markets has been strong.”

Mr Sirvastava further points out that the ideal smartphone market for Chinese brands are the emerging smartphone markets such as Bangladesh, Myanmar and Middle East & Africa where LTE is being launched for the first time or the network is expanding to more covered geographies. The North America market has been problematic for Chinese brands and the ban on ZTE will further decline their share in the region.”

According to Counterpoint, the China market decline in Q1 2018 affected the overall growth of some of the key Chinese brands including OPPO and vivo. Both saw a decline in the quarter as a result of the China market slowdown. The Chinese brands are investing in countries and regions outside China to offset the weak demand in the home market. The key markets for Chinese brands expansion so far has been India, South East Asia, Europe, Middle East and Africa.

Market Penetration: Smartphone penetration fell to 76% of all the mobile phones shipped in the quarter. This was partly due to an increase in feature phone shipments by some key brands such as Nokia HMD and Reliance Jio who both saw YoY growth.

Top Brands: Top 10 brands cornered 76% of the smartphone volumes in Q1 2018. Nokia HMD, iTel, Xiaomi, Tecno, OnePlus and Huawei were the noted brands in the fastest growing category. OPPO, vivo, Samsung in the top 10 smartphone category reported declines in Q1 2018.

iTel entered the top 10 smartphone market for the first time, together the three smartphone brands of Transsion holdings (Tecno, iTel and Infinix) accounted for over 10 million smartphones shipped in Q1 2018.

OEM Performance: Samsung led the smartphone market by volume with a market share of 22% in Q1 2018. The company regained its top spot from Apple in the quarter. Sequentially, Samsung shipments grew 5% with the launch of its

latest flagship, the Galaxy S9 and S9+. China remains a struggle for Samsung in Q1 2018 as shipments declined over 50% in Q1 2018. Latin America remains the most favorable market for Samsung, where the company holds over 30% market share.

Apple shipped 52.2 million iPhones during Q1 2018 up 3% as compared to the same quarter last year. iPhone X remains the top seller for Apple during the quarter. ASP's fell compared to the previous quarter due to the greater mix of iPhone 8, 8 Plus, and older iPhones during the quarter.

Apple grew 32% YoY in China due to strong performance of its iPhone X. While the promotions were not aggressive for the iPhone X, except in operator channels, its

- *Smartphone shipment in Q1 2018 declined 3% annually continuing the trend from a decline of 3% in Q4 2017*
- *Samsung remains the leader by volume while Apples continues to lead by revenue*
- *Top 10 players now capture 76% of the market thereby leaving 600+ brands to compete for the remaining 24% of the market*
- *Xiaomi replaces OPPO to take the fourth position*
- *iTel Entered the Top 10 Smartphone List for The First Time in Q1 2018*

demand remains healthy in the market.

Huawei shipments grew 14% YoY in Q1 2018 even though growth in China slowed down considerably. Huawei's continuous efforts to expand in markets outside China has resulted in strong growth in Europe (+46%), MEA (+38%) and in India (+146%) where it entered the top 5 smartphone brand list for the first time in Q1 2018.

Xiaomi remained one of the fastest growing brands (+101%) in Q1 2018, driven by strong sales in both China (+51%) and India (+134%). Xiaomi shipped 27 million smartphones, capturing 8% market

share of the global smartphone market in Q1 2018. Xiaomi surpassed OPPO to become the fourth largest smartphone brand in Q1 2018. It continues to grow in the India smartphone market along with increasing efforts to enter new markets and capture more market share in Q2 2018.

OPPO and Vivo were the fifth and sixth largest brands during the quarter, capturing market share of 6% and 5%, respectively. Both of the brands recorded annual declines in Q1 2018 for the first time. The aggressive expansion of these brands in markets outside mainland China will be the key to growth as the home market reaches saturation levels in 2018.

LG registered 11.4 million smartphone shipments in Q1 2018. LG's smartphone shipments declined both annually (-23%) and sequentially (-18%) due to a revised smartphone launch strategy that led to no flagship launch in Q1 2018.

Lenovo (including Motorola) captured the 8th spot with a market share of 2%. While the Motorola brand did well, it was Lenovo smartphones that registered decline during the quarter. The Lenovo brand declined in India and in rest of APAC while Motorola continued to do well in LATAM and US smartphone markets.

ZTE continues to face tough competition in high growth markets which led to declining market share during the quarter. The US component ban from the US government will take a toll on the company's smartphone shipments in the coming quarters.

iTel entered the top 10 smartphone brand list for the first time. The company is also doing well in the feature phone market. iTel's strategy of concentrating on the emerging markets in the Middle East, Africa and Asia is paying off as smartphone shipments grew over 200% in Q1 2018. Transsion Holdings the group company for iTel, Tecno and Infinix brands together accounted for over 10 million smartphones shipped during the quarter. ■

team@mymobile.co.in

Indian Smartphone Market - A Promising Start

India smartphone market witnessed its strongest ever first quarter shipments but import duty hikes on key components remain a key pain point for domestic manufacturers

According to the International Data Corporation's (IDC) Quarterly Mobile Phone Tracker, the India smartphone market saw a shipment of 30.0 million units in Q1 2018, making it the strongest start to a year and maintaining a healthy year on year growth of 11 percent. However, the market remained almost flat compared to the previous quarter 2017Q4.

Xiaomi maintained its lead in the market for second quarter in a row with further expansion in the offline channel and popularity of its models such as Redmi

5A and Redmi Note 5.

Various other companies, on the other hand, used the online channel to expand their share in the market, notable amongst those being Honor, iVOOMi and Tenor (10. or). This led to share growth of the online channel within smartphone market from to 34.2 percent in Q4 2017 to 36.0 percent in Q1 2018.

Xiaomi increased its share of total eTailer shipments from 32% a year ago to 53% in Q1 2018. "Xiaomi is in a unique position with a diversified channel approach and strong demand in each of the channels.

Huawei's Honor 9 Lite also made into the top 5 online models in its debut quarter Q1 2018," says Jaipal Singh, Senior Market Analyst, IDC India.

On the offline front, Transsion continued to drive growth through its brands itel and Tecno by expanding aggressively to smaller towns & cities by focusing on channel management and after sales service

The ultra-high-end segment (USD600+) saw a strong YoY growth of 68% largely due to strong shipments of Samsung's Galaxy S9 series which arrived a quarter earlier this year, and led with a 77% share in this segment. OnePlus, owing to its popular models 5 and 5T, continued to keep more than 50% share in the high-end segment (USD400-USD600).

Commenting on local manufacturing of smartphones, Upasana Joshi, Senior Market Analyst, IDC India, said, "The recent import duty hike on PCBs, camera modules and connectors by the Indian government, definitely puts cost pressure on the smartphone companies, till such time that they set up lines for CKD (Complete Knock Down) type of manufacturing to reduce this impact. This will increase the challenges for smaller companies even more."

Joshi adds further, "As companies continue to reel under margin pressure due to rising custom duty and raw material prices, retailers and distributors in the offline channel fear a cut in their commissions to absorb the impact of price hikes. Having said that, these partners will have to chalk out a way to mitigate some of the additional burden through special



offers or schemes to the end buyer.”

The 4G feature phone market continued to grow at more than 50 percent quarter-on-quarter, driven primarily by Jio Phone. The operator disrupted the market by introducing aggressively priced data plans at INR 49 in the initial weeks of the quarter acting as catalyst for growth.

Vendor Highlights

Top Five Smartphone and Feature Phone Companies in India, Market Share (Units), 2018Q1

Smartphone, 2018Q1		Feature Phone, 2018Q1	
Company	Market Share	Company	Market Share
Xiaomi	30.3%	Reliance Industries	38.4%
Samsung	25.1%	Samsung	10.4%
Oppo	7.4%	Transsion	7.9%
Vivo	6.7%	Lava	6.0%
Transsion	4.6%	Micromax	4.7%
Others	25.9%	Others	32.6%

Source : IDC Quarterly Mobile Phone Tracker, May 11, 2018

Xiaomi continued to lead the smartphone market in the 2018Q1 by doubling its volume year on year. Also, its continuous efforts to expand offline footprint has helped get visibility for the brand, thus ensuring availability in more places. In line with the duty hike on populated PCBs, Xiaomi announced its big move towards local manufacturing by setting up its first SMT (Surface Mount Technology) facility in Tamil Nadu in April 2018.

Samsung remained at the 2nd spot in smartphone ranking with flat annual growth in 2018Q1. Samsung's two pronged approach with the focus on low-to-mid range J series and the latest flagships Galaxy S9 series along with Galaxy S8 series and Note 8 in the premium segment drove shipments for the vendor.

OPPO climbed to 3rd position from 5th in the last quarter. While it launched F7 in later half of 2018Q1, bulk of its shipments came from mid-ranged A series with upgraded variants in 2018. The channel realignment to focus on channel partners

primarily with high sales contribution continued to build deeper relationships in those channels. In a bid to capture online space, OPPO did its first flash sale exclusive on Flipkart ahead of F7 launch. The smartphone maker is also expected to launch its new online exclusive series under the brand 'Realme'.

Vivo slipped to 4th position as its shipments declined by 29.4 percent

year-over-year in 2018Q1. However, the brand grew by 2.1 percent as compared to previous quarter. The Y series of Vivo continued to generate close to 70 percent demand.

Transsion made its debut in the Top 5 with more than threefold annual growth in shipments in 2018Q1. The China based group has four brands under its umbrella - namely itel, Tecno, Infinix and Spice. With its primary focus on offline channels, itel and Tecno branded phones are doing well in the highly price sensitive India market.

India Forecast

“The government push for high-end electronics local manufacturing and accompanying duty hike puts most of the mobile phone vendors under further margin pressure,” points out Jaipal Singh. However, a vendor looking to establish itself for long term will have to show commitment by setting up the SMT units here, adds Singh.

Key vendors remain committed to the



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– Upasana Joshi,
Senior Market Analyst,
IDC India

market and are taking steps to manage the hike. IDC expects the smartphone market to continue its double-digit growth in 2018 with the popularity and focus on budget phones, efforts by ecosystem to make devices more affordable with finance schemes, aggressive offline expansion by key players and push by the online platforms driving this growth. ■

team@mymobile.co.in

India Premium Smartphone Segment Q1, 2018

Samsung regains the top spot, Apple struggles while OnePlus 5T was the best-selling model in a downhill market

South Korean major Samsung regained the top spot in Q1 2018 Indian smartphone premium segment due to strong initial demand for its newly launched S9 series while OnePlus solidly maintained its second position in a quarter which saw considerable market shrinkage.

The premium smartphone segment declined 13% sequentially due to drop in promotions post festive Q4 2017, according to Counterpoint Research's latest analysis of the Indian smartphone market. The Y-o-Y, scenario however remained stable.

As per analysis, Apple had a weak Q1 too as demand for its iPhone 8 and X series declined sequentially in contrast to its performance in the Chinese market. Additionally, the Cupertino giant had to battle rising import tariffs due to lack of "Make in India" domestic manufacturing capabilities for its portfolio. The import tariffs have increased thrice in the past five months, leading to an increase in the price of already expensive iPhones in India during the quarter. Comparatively, competition is well positioned to manufacture locally even at the PCBA level to remain immune

to import tariff hikes.

It may be noted that the premium smartphone market contributes to 4% of the overall smartphone market in India, still in the nascent stages as the overall smartphone user base is still less mature. Samsung, OnePlus and Apple, the top three brands in this segment, have contributed to 95% of the overall premium with Samsung being in the clear lead position. The company has captured half of the premium segment with 16% YoY growth, driven by strong initial demand of its new flagships S9, S9 Plus and online exclusive Galaxy

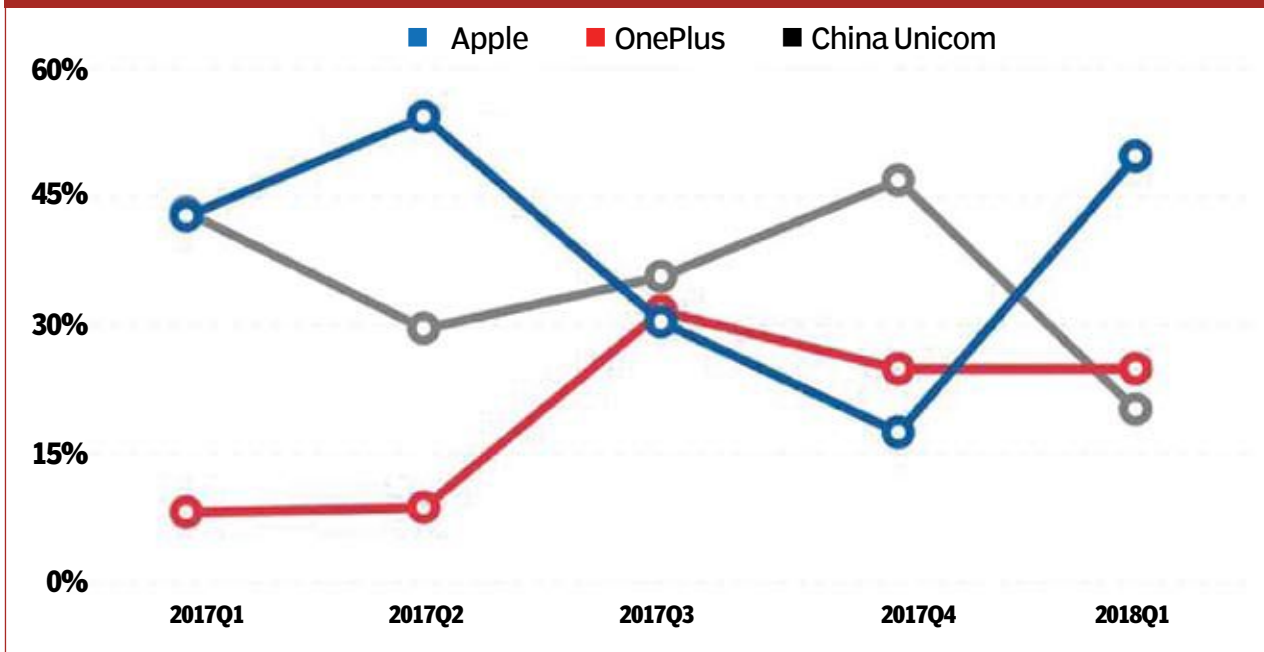
A8 plus. S9 series promotions were strong both in offline and online channels with offers ranging from cashback (~\$100), exchange (~\$150), upgrade & data bundling plans across all major operators.

OnePlus was the fastest growing brand (+192%) in the segment capturing 25% of the share. OnePlus has been maintaining its second spot in the premium segment which it is has been holding since Q3 2017. OnePlus 5T was the best-selling model during the quarter, driven by its limited edition variant launch and expansion in the offline segment.

According to Counterpoint, the highly anticipated OnePlus 6, is likely to cash in on the momentum built by the OnePlus 5T. This year, the brand will expand its presence across multiple cities by opening new stores, enabling it to reach



Global Cellular IoT Connections Share by Operator in 3Q 2017



Source : Counterpoint Research Monthly India Market Analysis March 18

Rank	Top Premium Models Q12 018	Share
1	OnePlus 5T	25%
2	Samsung S9 Plus	17%
3	Samsung S9	12%

out to a larger user base.

Apple's share in the premium segment has declined as the volumes dipped by a massive 55% due to decline in shipments for its iPhone 8 and X series. Additionally, the increase in import duty on CBUs to 20% during the quarter, led to increase in prices of already expensive iPhones.

However, the silver lining for the company was its growing presence in the online channel. Currently, almost one in four premium iPhones are sold in the online channel. Online promotions for the older iPhone generation remain strong on both Amazon and Flipkart. Cashback was a popular promotional scheme for older

“Cashback and EMI offers were the major promotional activities leveraged by brands in the premium segment, with cashback being used by 9 out of 10 models in the premium segment in online”

Counterpoint
Technology Market Research

generation iPhones. E-commerce players were promoting “Apple Days” in a bid to lure buyers with upgrade and cash back programmes.

Cashback and EMI offers were the major promotional activities leveraged by brands in the premium segment, with cashback being used by 9 out of 10 models in the premium segment in online.

Other notable brands which have their presence in the premium segment include Google, Xiaomi, LG and new entrants in Q2 2018 to keep an eye on are Huawei with P20 Pro and Nokia HMD with Nokia 8 Sirocco. ■

team@mymobile.co.in

“Venus Browser will be a game changer and a market disruptor when it comes to mobile browsers in the Indian market”

To cater to the growing demand for regional content in the country, BlueSky Inventions, a software services company, recently launched a new mobile browser app called as Venus Browser. Developed under ‘Make in India’ initiative, Venus Browser is one of the first browsers offering hyperlocal content in regional languages covering all major Indian states. Enabling essential services on the go, Venus Browser is designed and crafted keeping in mind key characteristics and behaviors of a majority of Indian consumers. The app is currently available for download on Google Play Store and will soon be launched over other operating systems. To discuss more about the Venus Browser app, its functionalities and prospects, **Ramesh Kumar Raja** interacted with **Dinesh Prasad, Founder & CEO of BlueSky Inventions**. Interestingly, BlueSky Inventions has years of R&D experience in mobile OS technology such as Android, Linux, and Web platform which covers the operating system kernel, BSP, driver, framework, protocol stack, multimedia, applications, tools, and security technology etc. Excerpts:



There are already a number of mobile browser apps in India. Where does the Venus Browser fit and what makes it special?

Venus Browser is based on a lightweight custom platform which offers all top apps, services and browser capabilities in less than 5MB. We are one of the first browsers offering hyperlocal content in regional languages with a simplified UI (User Interface) for non-mature internet and smartphone users. We offer a market place for app ecosystem to reach larger user base by addressing discoverability and preload limitation of free memory on bulk of smartphone users.

does it consume in a smartphone and how does it influence the browsing experience?

Venus Browser has an app size of less than 5MB that makes it easy to install on any RAM configuration starting 512MB which is the required market standard. More than 60% of smartphones in India are under \$100 retail price and come with 1GB RAM or lower.

With its lightweight, hyperlocal packaging and simplified UX, Venus Browser will give a seamless browsing experience like never before especially in terms of accessibility to hyper-regional content which is going to change the entire landscape of browsing in India.

Since Venus Browser is designed to cater to the growing demand for regional content, how much space

What is the common user behavior of Indians while browsing the internet in India and how much time did you take to research it before launching the new browser? With 76% of rural India and 66% of urban India

already consuming content in regional languages, it was obvious that there was a need for a browser app that caters to this huge demand in the market. We did not feel the need to waste much time on research because there were a clear demand and supply gap. So, keeping in mind the user behavior of Indians, we have created a browser from ground-up to solve three fundamental consumer problems- low memory, data & battery issues, app discovery, & hyperlocal content.

As for user behavior, privacy and security is currently the 'hot topic' in the entire digital ecosystem and not just in India but across the globe. However, for all our Indian consumers out there we do not have an onboarding process which most apps have and collect user data like email, mobile etc. Our platform is completely anonymous, and no personal data is captured or used on the browser directly by us.

How many downloads Venus Browser has garnered and what is its rating at the Google Playstore? Till date, the browser has already garnered over 60,000 downloads and has a Google Playstore rating of 4.6 which we feel is a pretty good rating for a new browser app. However our browser is also being preloaded across multiple OEMs in India and we are over 500K users today.

Can you please tell us about the market traction Venus Browser has achieved and the names of mobile device companies you have collaborated with? Venus Browser has found considerable market traction as a comparatively new browser app. Several leading Indian and global mobile device manufacturers have pre-loaded Venus Browser as part of their consumer offering strategy.

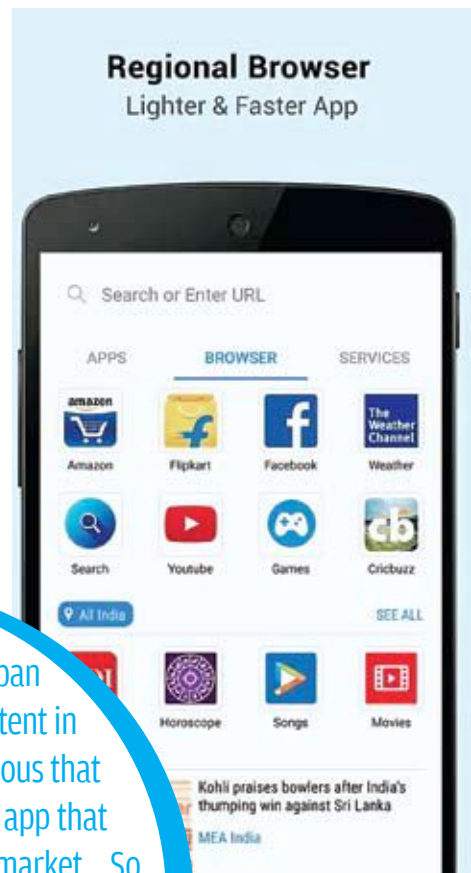
What is your strategy to deal with challenges and gain a strong foothold in India which is a test-bed for many companies to set up



“With 76% of rural India and 66% of urban India already consuming content in regional languages, it was obvious that there was a need for a browser app that caters to this huge demand in the market... So, keeping in mind the user behavior of Indians, we have created a browser from ground-up to solve three fundamental consumer problems- low memory, data & battery issues, app discovery, & hyperlocal content”

shops? We are the first Indian browser solution to provide hyperlocal content covering major Indian states considering complex demographics of 29 states and 23 languages. Venus Browser enables essential services on the go to the users. It is designed and crafted keeping in mind key characteristics and behaviors of a majority of Indian consumers. We truly believe that Venus Browser will be a game changer and a market disruptor when it comes to mobile browsers in the Indian market.

Do you have any plan to make it global? If yes, which country will be your top choice to do the business? Yes, we have plans to go global soon and add other key features to improve our user experience and engagement.



While it is too early for us to say anything about it, we are hopeful that wherever we go, Venus Browser will become a one place for all engagement for smartphone users looking for regional content. ■

ramesh@mymobile.co.in

“India is the second biggest market for Live.me after the US”

Streaming apps are giving entertainment a new dimension in today's digital age. Live.me is one such platform that allows real-time video broadcasting amplified by an assortment of features such as interactive stickers, face-mapping technology and exchange of digital gifts such as unique emoticons. Developed and launched by Cheetah Mobile, the makers of popular utility apps such as Clean Master, CM Security and Battery Doctor, Live.me allows users to share their favourite broadcasts or live events happening near them directly with their friends via various popular social apps. The latest feature introduced on the app is QuizBiz, an interactive live trivia show which saw specials being hosted by the likes of popular internet and television stars like Gaurav Gera and Sahil Khattar. **Ramesh Kumar Raja** caught up with **Johnny Wu, Regional Director for Indian and European market at Live.me**, to understand how the broadcasting app is making its presence felt in India and what's in store for the entertainment lovers. Excerpts:



Online video streaming is gaining a huge traction in India, thanks to the rise of broadcasting apps. How is Live.me different and what are the features that make it unique? We are attracting huge audience by inviting users to play a quiz in real-time and let them earn “real cash” if they answer all questions correctly. Multiple people can play the game simultaneously, and the prize money gets shared among the winners.

Further to gain traction in India, Live.me is all set to relaunch itself by introducing five different channels dedicated to different types of content shared by users. The content will span a variety of topics from Bollywood, food, health, sports, etc. and will run through the day. We will have two to eight shows being broadcast live from our studios in Mumbai,

Delhi and Bangalore. Also, we have created a separate space for budding artists to promote their unique talent on our platform. We have creators on our platform to host the live shows and these creators get paid for their creative content. Our users can also view how many people are watching the channel at the same time.

How do you look at India as a market and who are the target audience of Live.me?

India is the second biggest market for Live.me after the US. In India, Live.me is popular among youth from metros and non-metros alike. The increased per capita spending on digital entertainment in the Indian market signifies enormous potential for the development of the live-streaming industry. Cities like Delhi, Mumbai, Pune, Hyderabad, Surat, Lucknow, among others, have already hopped on to the Live.me bandwagon. We are excited about the possibilities that the Indian market holds. Primarily we are targeting the demography of active online

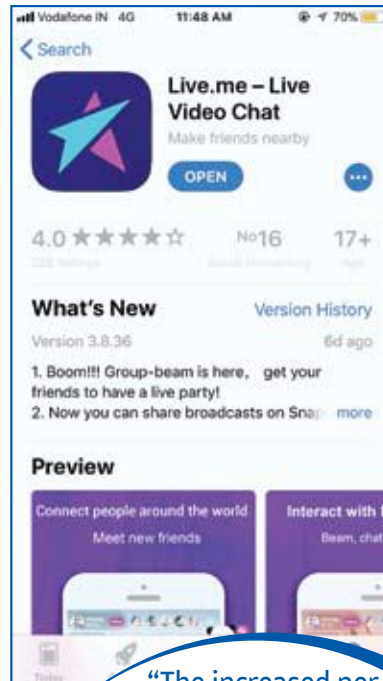
users between 16-34 years.

Bad content is a huge concern for any app. So, how do you monitor the content uploaded to your app and control quality of content on the Live.me? We understand the content is a huge concern for apps like Live.me. We are focusing on the sensitive issue of cyber-security and to ensure the safety we use algorithms to screen profile names and photos and manual screening of content posted to the app. We have a big team based out of Delhi monitoring the content uploaded to our app and control quality of content on the app. We identify the sensitive Indian keywords in both English and Hindi that would block and report users posting unsavory content. Also, we are running a campaign on our social media, where our registered hosts are blocking the users using app for incorrect trading by creating their video.

How many installs Live.me has amassed till date and what is its retention rate on mobile devices? We recently celebrated two years of its operations in India and within the age group of 25-34 years, we have achieved unprecedented popularity, being downloaded 60mn in total and 13mn in India. Everyday we get 50k users coming on our app.

Local and regional content are the new favourite for users. Is Live.me localizing their apps to reach the masses? Yes, we are localizing our app and trying to connect with more users across the country, specially Tier-2 and Tier-3 cities. The bouquet of gifts on our platform allows users to send India specific virtual gifts such as unique emoticons, virtual Samosa, Laddoo, jalebis and festive stickers.

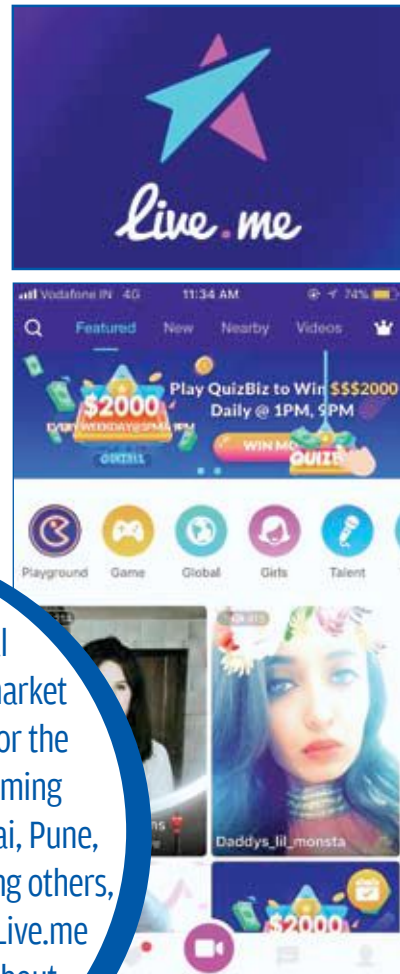
What is your monetization model and how do you plan to take it forward? We follow a unique monetization model whereby fans can send virtual gifts (like lollipops, diyas,



“The increased per capita spending on digital entertainment in the Indian market signifies enormous potential for the development of the live-streaming industry. Cities like Delhi, Mumbai, Pune, Hyderabad, Surat, Lucknow, among others, have already hopped on to the Live.me bandwagon. We are excited about the possibilities that the Indian market holds”

etc.) to their favourite content creators and creators can encash these virtual gifts in the real world. We witnessed a significant uptake, though the model has been introduced for the first time in India. Live.me community members use their credit and debit cards to purchase the digital gifts and we take a little premium from these digital transactions.

We have raised \$50 million from China-based tech company Bytedance in November 2017 and \$60 million in May 2017, our primary focus is building healthy and good quality content on our platform. Many brands are looking for advertising on our platform, but for now we are concentrating our efforts on content creation.



How do you look at the acceptance of young Chinese apps in the Indian market? Chinese apps are taking on Indian market and its hundreds of millions of users to tap new growth. With the launch of cost effective internet connection, India has become the world's fastest-growing market for mobile applications especially the video streaming apps with the maximum number of downloads.

What are your future plans to gain traction from different regions of India? Live.me is all set to relaunch itself by introducing five different channels named as Live Entertainment, Live Bollywood, Live Laughter Challenge, Live Games of Gamers and Live music. These channels will be dedicated to different types of content shared by users. ■

ramesh@mymobile.co.in



OPPO A83 (2018)

Nothing new to offer apart from enhanced RAM and ROM

Oppo has decided to go ahead with the 2018 version of its previously launched smartphone, Oppo A83, by upgrading the RAM and ROM of it. While the majority of the specifications remain the same, Oppo has played with the processor of A83 (2018). The predecessor of it did not do that good in the market which the company might aim to change with the 2018 version of it. In this review we will be looking at what this new updated version of previous A83 has to offer to stand different from its predecessor.

Design

Oppo A83(2018) has same metal body design what we saw in A83. The new A83 (2018) is very comfortable to hold and operate because of its light weight and compact

body size plus the curvy body shape making it to have an aesthetic appeal while you are holding it. The 18:9 screen is giving full view display but don't misunderstand it as an infinity display. The front panel has the full view display and above the display is laying selfie camera and the earpiece grille. The back side of the device is sporting the rear camera along with the LED flash. The new A83 (2018) also lacks the fingerprint sensor which we saw in its previous model A83 and it is very disappointing to see in a smartphone of a present time. The lack of fingerprint sensor is to some extent is being compensated by face recognition feature to unlock the device which works quite accurately but this feature might not be functional in every condition like in dark lighted conditions the face

recognition feature might not be functional. The volume rockers are on the left and the power button is lying at the right side of the phone. The SIM tray is capable of carrying two Nano SIMs and one microSD card which lies at the right side of the phone. The bottom of the device has 3.5mm audio socket, micro USB port and the speaker grille.

Display

The display size of the new Oppo A83 (2018) is of 5.7 inch similar to that of A83. The display is full HD with the screen resolution of 720x1440 pixels. The screen has wide viewing angles for you to have satisfactory experience whether you are enjoying any video or you are playing any game. The colors emitted from the screen are well preserved and keeps the

beauty intact of the object which is being displayed on the screen. The protection of the screen is provided by the Corning Gorilla Glass which delivers high resistivity to the screen against any scratch.

Platform

The new Oppo A83 (2018) has different processor unlike its predecessor A83. The processor onboard is MediaTek MT6737T SoC that has an octa-core CPU processor clocked at 2.5GHz. The processor provides smooth usage of any app which you can feel when operating the device. The processor is powerful and it can handle any multitasking and good for playing any game. The new A83 (2018) has updated RAM which is of 4GB and it is good to see from Oppo that it has made adjustments in the RAM

VERDICT

Looks Simple Aesthetics	08 /10
Cameras Outshines	09 /10
Performance Goes in Sync	08 /10
Battery Could Have Been More	07 /10
Value For Money If You Love Oppo Too Much	07 /10
OVERALL	78%



PROS

Increased RAM and ROM



CONS

Dated OS, No Fingerprint Sensor

(For detailed specifications, please refer to My Guide)



which keeps the processing of the device at stable phase which was not found in A83. The RAM in sync with the processor delivers efficient performance. The ROM size is also improved in the new A83 (2018) which is of 64GB and the storage capacity is enough to store any files. The phone is lacking the NFC as well. The phone has Android 7.1.1 operating system with Oppo's custom ColorOS skin.

Cameras

The camera of new Oppo A83 (2018) does not have any changes and it is just like the camera of Oppo A83. The front camera of Oppo A83 (2018) is of 8 Megapixel with f/2.2 aperture. The AI powered beautification feature seems to be able to reduce blemishes. The selfies taken during daytime are good and well detailed but the front camera lacks the front LED flash to benefit you while

clicking selfies in dark and dim lighting conditions and to compensate the lack of front LED flash there is screen flash. The front camera has various modes embedded as well like HDR modes, Bokeh mode, panorama mode, and there are various filters as well to opt for. The rear camera is of 13 Megapixel with an aperture of f/2.2. The shots captured from the rear camera are very well detailed, clear and crisp. The rear camera delivers great quality of images in every condition. There are various modes as well like expert mode, HDR mode and others mode as well.

Battery

The battery power of Oppo A83 (2018) is of 3,180mAh and the battery also remains the same to that of its predecessor. The battery power of the Oppo A83 (2018) can take you throughout 10 to 12 hours of moderate usage. The phone lacks the fast charging as well which is disappointing to see and while charging the phone seems to get little warmed up but it gets back to normal state very soon.

Conclusion

Overall, the new A83 (2018) witness modification in its

RAM and ROM and rest of the features remains similar to that previous A83 with few here and there. The company could have made more changes in the (2018) model of A83. I don't see any point launching the same device with just upgrading the RAM and ROM of it and then call it a Pro. The outdated OS and mediocre battery are few pain points of Oppo A83 (2018). Available at Rs 16,990, Oppo A83 (2018) could be choice for the Oppo lovers and fans but, if they want a second option, they will get Redmi Note 5 Pro and Honor 9i. ■

haider@mymobile.co.in

INFOCUS VISION 3 PRO

A Pro on Display, Battery and Storage but, Misses on Few



The Oregon-based company, InFocus, made some impact with

its previous launch, InFocus Vision 3, which possessed all the desirable features of a budget smartphone and it did bring the device to the limelight at that time and now, the company has taken one step ahead with the launch of the Pro version of the InFocus Vision 3. InFocus has added some fuel to upgrade this new model to make it a Pro. We've got the device for review. So let's check it out how is it when it's compared to its predecessor, the InFocus Vision 3.

Design

The new Vision 3 Pro is beautiful looking with tall screen and has slight curves as well around the corners. The device is light in weight to hold and fits the palm quite comfortably. The rear side of the phone has dual camera which is accompanied by LED flash. The fingerprint sensor is also located at the rear panel. The front side of the phone has 18:9 Full Vision display and on top of display there is Selfie camera. At the top of the device lies the 3.5mm headphone jack. The left side of the device has hybrid SIM tray and at the right side of the device





lies the power button and the volume rockers. At the bottom of the device there are the two speaker grilles giving astonishing sound quality and the micro USB port.

Display

The new Vision 3 Pro is offering a good display size of 5.7 inch with 18:9 aspect ratio with Full Vision display. The display has resolution power of 720x1440 pixels. The display ratio is as good as it was in the previous model. The display has full HD experience and enough viewing angles and remains good in extra exposures as well. The 2.5D curved glass is providing the protection to the screen from any scratch and damage. The output is quite good and pleasant to enjoy.

Processor

The new Vision 3 Pro has a MediaTek MT6750 chipset clocked at 1.5 GHz cortex A-53 octa-core processor with eight cores. The processor is powerful and delivers good amount of stability and keep the workload of the device at neutral state while performing multitask or using big sized apps and games. InFocus Vision 3 Pro is running on Android 7.0 OS. The Operating System is quite

VERDICT	
Looks Sleek and Big	08 / 10
Cameras Up to the Mark	08 / 10
Performance Manages Well	08 / 10
Battery Ample Strength	09 / 10
Value For Money If You Like Pro	07 / 10
OVERALL	82%
 PROS Display, Battery	 CONS Dated OS
(For detailed specifications, please refer to My Guide)	

dated when it's being used in a Pro version. They should have opted for Oreo with this smartphone. The Vision 3 Pro has updated RAM size as well which is of 4GB. The RAM is powerful and capable of delivering great performance and at the same time maintaining the stability of the phone. Vision 3 Pro is offering great amount of ROM size as well which is of 64GB and you can store any files, media and games without any worry of your internal space getting congested and full. The internal storage can further be expanded with the help of

microSD card. The InFocus Vision 3 Pro sees a major improvement in RAM, from being a 2GB variant it has now been increased to 4GB RAM size. The smartphone runs smoothly and there's any scope of lagging noticed till now. The ROM has also been extended upto 64GB with InFocus Vision 3 Pro; it was only 16GB in the previous version.

Camera

InFocus Vision 3 Pro is loaded with the powerful cameras to attract the attention of the users. The phone has 13MP plus 8MP rear cameras. The rear cameras deliver great quality of images and being a budget smartphone the rear cameras of the phone are its main attractants. The rear camera has various modes like HDR, Beautification modes and many more. The LED flash at the rear side allows you to click images even in dark and dim lighting conditions. The selfie camera is of 13MP and the selfies clicked are extremely clear and crisp in daytime and at night and dim lighting conditions the screen flash comes into play to brighten the display to provide enough flash for decent selfie. There is no front flash to assist the selfie camera.

Battery

The new Vision is packed with powerful battery power which is of 4,000mAh. The battery power is enough for you to use your phone throughout the day and still you will have some power left in your phone to reach your home. The charging speed is moderate and while charging the phone does acquire some amount of heat but it gets resolved quickly. The battery remains the same when compared to InFocus Vision 3.

Conclusion

The InFocus Vision 3 Pro has few Pro capabilities, such as improved dual rear cameras, Full Vision display, enhanced RAM and ROM. The smartphone fits easily into buyers pocket at Rs 10,999. The battery remains the same as it was in InFocus Vision 3 and it takes you a day with ease. The dated OS was a big surprise for me especially when it's a Pro version. Overall, the InFocus Vision 3 Pro is a constituent of various desirable features in its price category but will have to compete with Redmi Note 5 and ASUS ZenFone Max Pro M1. ■

haider@mymobile.co.in

TECNO CAMON i SKY

Scores well on Camera and OS but, this Sky has Limits

The budget smartphones have been dominating the scene in the Indian smartphone market nowadays and that's why most of the companies are trying to push their smartphones in this most selling category. TECNO, the offline brand of the Transsion Holdings-group, has launched its new budget offering TECNO Camon i Sky to boost its presence in this category. The Hong Kong-based company understands the demands of market and

to gift the users with a new smartphone the company has launched its Camon i Sky. Let's check it out how TECNO Camon i Sky scored on our parameters.

Design

The new Camon i Sky have a tall screen with curvy edges around the corner. The device is feels very light when it is held. The front panel of the phone has the display and top of display has the selfie camera along with the front LED flash. The top of the phone has 3.5mm headphone jack and at the bottom of the

device is sporting micro USB port. At the right side of the phone lie the power button and the volume rockers. The left side of the phone is having the hybrid SIM tray. The rear side of the phone has rear camera which is assisted by LED flash, fingerprint sensor and the speaker. The presence of fingerprint sensor is making the new Camon i Sky to stand at a different place from other budget smartphones.

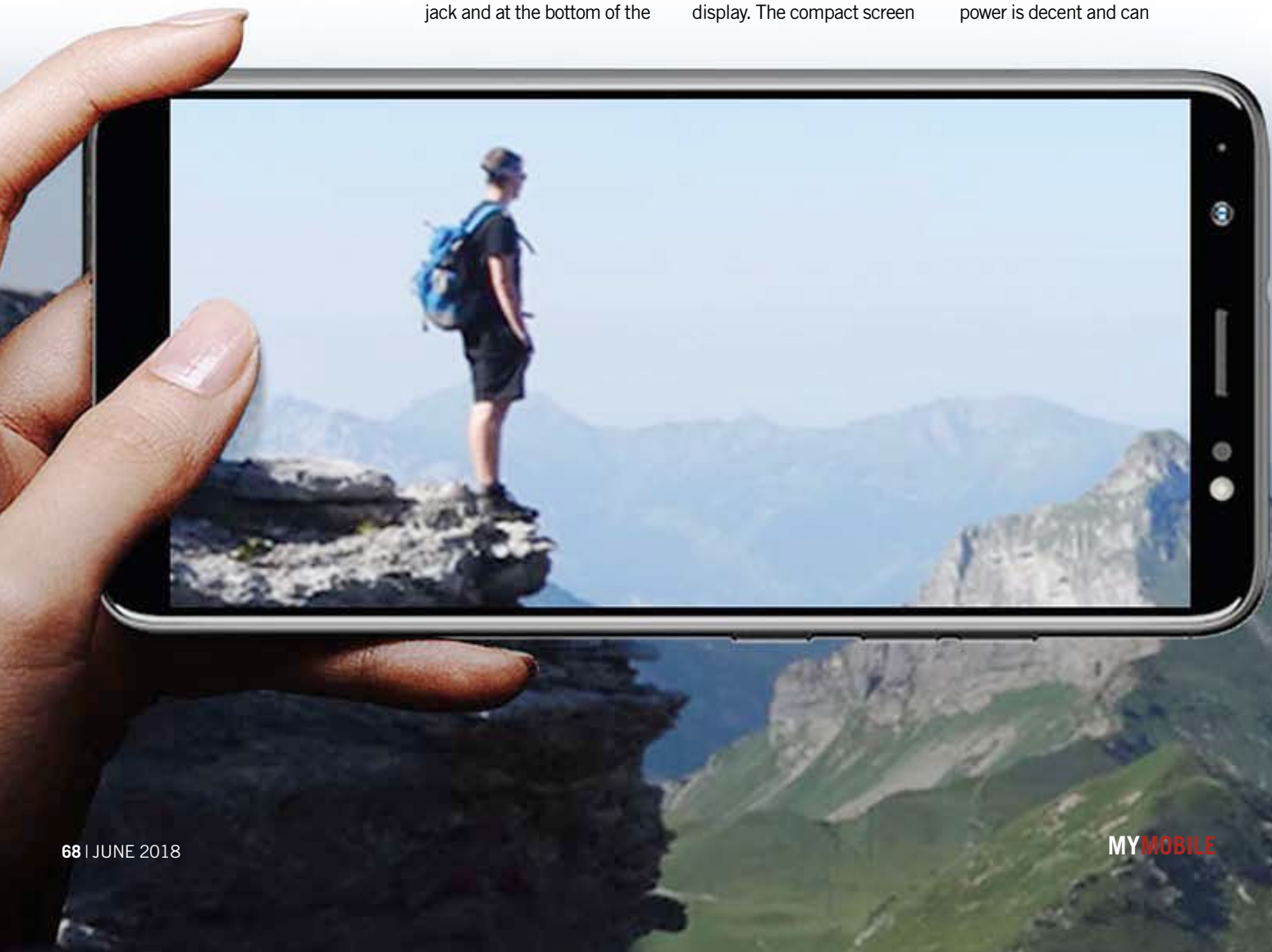
Display

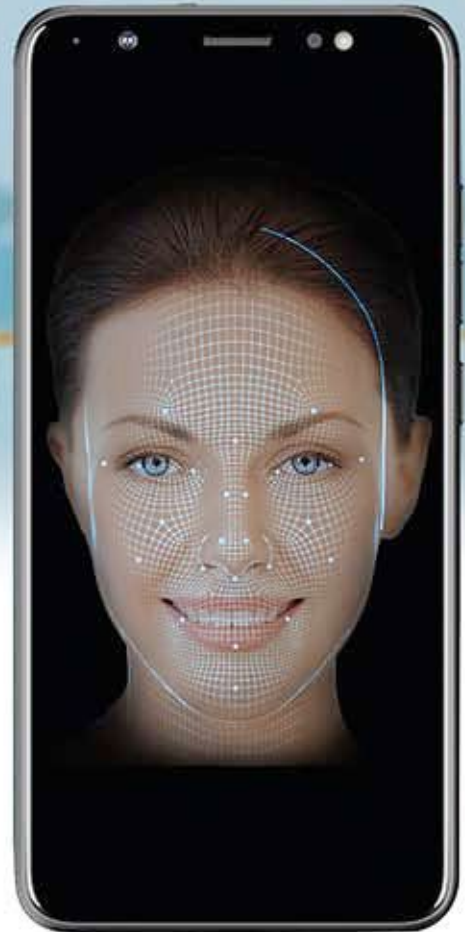
The new Camon i Sky has 5.45 inch Full View HD display. The compact screen

size is allowing enough display view to have a comfortable view of anything being displayed on the screen. The 2.5D glass is providing the screen protection from any threat which the screen can come across. The resolution of the screen isn't much to talk about and it could create problem if the users is out in the Sun. TECNO could have added few more pixels to it.

Processor

The new Camon i Sky has 1.28 Ghz quad-core MediaTek processor. The processor power is decent and can







take load of multitasking comfortably. It also tries to keep the device at stable and at calm state when the phone gets heated up during game playing or when big apps are used. It runs on Android Oreo 8.1. The smartphone does not lag anywhere during our testing. The OS is an advantage of Camon i Sky. The new Camon i Sky offers 2GB RAM size which is handy in handling applications of the phone. The phone has 16GB ROM which is not a sufficient amount of storage as people generally go for too much of multimedia consumption given the amount of free data available. Though, it can be expanded with the help of microSD card. At this price, the company could have gone for a 3GB variant to compete with the likes of Redmi. The RAM/ROM combination does not go well with respect to what's being offered by others at this price.

Camera

The TECNO Camon i Sky is sporting two very attractive cameras with amazing power capability. The front camera

VERDICT	
Looks Compact	08 / 10
Cameras Good Show	08 / 10
Performance Decent Enough	07 / 10
Battery Disappoints	07 / 10
Value For Money If Sky is the only limit	07 / 10
OVERALL	74%
 PROS Latest OS	 CONS Plastic Body
(For detailed specifications, please refer to My Guide)	

is of 8 Megapixel which is very rare to find in budget smartphones. The 8MP selfie camera gives you clear images at most of the occasions and might induce little bit of graining effect while clicking at dark conditions when the flash comes into play. There are various modes and filters present for you to opt for according to your choice. The rear camera is of 13MP with dual flash. The rear

camera delivers good images at well-lit occasions. The rear lens is an advantage of TECNO Camon i Sky and will surely be one of the hot selling propositions for this smartphone.

Battery

The new Camon i Sky has a battery of 3,050mAh which can keep the phone working through half a day. The charging speed is decent enough and while charging the device on some occasions it gets warmed up. For a budget smartphone, the battery is on the lesser side as compared to others which are offering 4,000 to 5,000mAh battery. When the OEMs are offering staggering battery sizes TECNO has missed the bus with Camon i Sky with a mediocre battery.

Conclusion

The new TECNO Camon i Sky delivers on majority aspects with good camera performance, latest Android

and Full View display. At Rs 7,499, it seems to be an apt choice for the first time buyers and for those who want to upgrade from feature to smartphone. The Face Unlock is an extra addition to Camon i Sky apart from the fingerprint sensor. The battery could have been more powerful especially when it's catering to budget audiences. The RAM and ROM are bit on the lesser side as per the market standards. Camon i Sky has to battle it out with its own Camon i Air, Redmi 5 and InFocus Vision 3. The company has also tied up with Kings XI Punjab for the IPL 2018, so it might expect to turn it out into much better sales figure of TECNO. ■

haider@mymobile.co.in

NOKIA 7 PLUS

No Frills, Hard to Beat Smartphone in its Class

One of the first and most loved smartphone brands, Nokia, carry the trust with which the customers feel attached to and to continue it the HMD-backed company has launched Nokia 7 Plus in the Indian market with the latest OS. The recently launched Nokia 7 Plus in the

mid-segment has a lot to offer and will be reviewing all those in this review.

Design

The new Nokia 7 Plus has an interesting look mixed with 18:9 tall display and wide screen. The phone's look is eye catchy with ceramic

coating to give smooth finish. The phone is heavily built 6000 series aluminium and as renowned for its durability the phone stands well up to that. The phone does not feel too heavy when lifted despite of its solid aluminium body. The company has designed the phone in such a manner to look its distinct by using copper accents for the mid-frame, camera surround, fingerprint scanner at the

back of the device. The front of the device has the 18:9 display and above the display lies the selfie camera. At the back of the device lies the dual sensors placed vertically and to assist the cameras lies the dual tone LED flash to allow you to take images even in dark. The fingerprint sensor is placed below the cameras and it is within the reach and it is very fast in response. The bottom of the device is sporting the USB Type-C port, primary microphone and a speaker grille. At the top of the device lies the 3.5mm headphone jack. The right side of the phone is sporting the power button and the volume rockers. At the left side of the phone lies the hybrid SIM tray which can sport two SIMs at a same time or one SIM card and one microSD card.

Display

The new Nokia 7 Plus has a huge display size which is very comforting and allows great viewing angles. The 18:9 display size offers enough display size for you to perform task on a bigger screen and have satisfactory experience. Nokia 7 Plus has 6 inch IPS display with full HD resolution and the display has auto adaptive brightness mode which adjusts its brightness according to the environment and light intensity. The screen even in sunlight stands clear crystal as the display reflects





most of the light which falls on the screen. The protection of the screen is provided by the Corning Gorilla Glass 3 offering high resistivity against any fall and from sudden water splash.

Platform

The new Nokia 7 Plus has the latest processor which keeps the functioning of the device smooth and capable of handling any multi task. The processor loaded in the phone is the latest Qualcomm Snapdragon 660 processor which has eight cores, with four clocked at 1.8GHz and the four clocked at 2.2GHz. These are Kryo 260 cores that are manufactured on the 14nm FinFet process, with an integrated Adreno 512 graphics processor. The phone can handle any games no matter what requirements are amended to run the games. The Nokia 7 Plus has 4GB RAM which in collision with the processor keeps the device at a stable state. The phone has internal storage of 64GB which is enough to store any files, media and games. The internal storage can further be expanded with the help of

VERDICT

Looks Huge and Sturdy	09 /10
Cameras Clearly Outshines	10 /10
Performance No Complaint At All	09 /10
Battery Drains Less	09 /10
Value For Money A Worthy Purchase	09 /10

OVERALL

92%

PROS

Camera,
Battery

CONS

No Radio

(For detailed specifications, please refer to My Guide)

microSD card. The operating system of the Nokia 7 Plus has Android 8.1 Oreo. The new Nokia 7 Plus has gone with Android One programme.

Cameras

The new Nokia 7 Plus sports great image delivering camera on both sides of the phone. There is Zeiss optics at the front and the back. The rear camera consists of a 12MP primary sensor with an f/1.8 and 1.4 micron pixels, plus a

13MP sensor with a telephone lens, f/2.6 aperture, and 1 micro pixels. The rear camera is assisted by LED flash which gives the benefit of clicking pictures in any conditions. The rear camera delivers great image during the daytime with crystal clarity. Every detail is being captured by the rear camera and the colours of the images are well preserved. The images taken during dark conditions are very clear as well and with the LED flash coming into play in such situations there might be a minor graining effect but it is not something noticeable. The rear camera sports various modes as well like HDR, Panoramic, Beautification mode etc. The selfie camera of the Nokia 7 Plus is powerful as well delivering selfies. The selfie camera is of 16 megapixel with an f/2.0 aperture. The front camera lacks the front LED flash but it has the screen flash to compensate for it. The front camera even has the panoramic mode which is not usually found in any front camera of any phone. There are various modes and filters as well embedded in the selfie camera.

Battery

The new Nokia 7 Plus is packed with powerful battery backup of 3,800mAh. The battery is undoubtedly long lasting as it can with stand the long hour of providing entertainment. The phone supports the fast charging as well which charges the battery in quick time. The phone hardly gets warmed up while charging so it could be said that the new Nokia 7 Plus delivers all round performance.

Conclusion

The new Nokia 7 Plus is quite a dominating smartphone with huge design and immersive display, smooth processor coupled with gaming prowess, out of class camera performances and ample battery strength. At Rs 25,999, the Nokia 7 Plus dominates the chart at our end. There isn't any doubt that HMD is really working hard to make Nokia smartphones count but, will have to work on the pricing to dominate the ball game in the Indian market. ■

haider@mymobile.co.in

ASUS ZENFONE MAX PRO M1

Literally a Pro in Specifications with Max value for Money

ASUS is bang on target! The Taiwanese-brand has unveiled its latest smartphone, the ZenFone Max Pro M1, last month, and has got plenty of reasons to smile for it. The most highlighting factor remains the pricing of the Max Pro M1, starting just at Rs 10,999, to take on the resurgent Chinese vendor, Xiaomi, heads on. The smartphone comes bundled with Flipkart all round coverage, minus theft, with just Rs 49 a year, and that makes it a hot contender in the budget segment. We've got the ZenFone Max Pro M1 for review. Kindly go through it and know what all it has to offer.

Design

The new ASUS ZenFone Max Pro M1 has aluminium frame with plastic back panel and with these attributes the phone looks beautiful and light weight when held. The ASUS ZenFone Max Pro has comfortable weight and does not exert much pressure to tour hands but you have to stretch your fingers to reach all corners because of the size of the phone. The front side of the phone has impressive display and on top of the display lies the selfie camera and plus there is selfie flash to add to the benefits while capturing selfies. The left side of the phone has SIM tray with dedicated SD card slot capable of holding two SIM cards and one microSD card at the same time. The right side of the phone has power button and the volume

rockers which are placed at the right position and within reach. At the back side there is dual camera placed vertically and below the camera sensors lies the LED flash. The rear side is also sporting the fingerprint sensor which is placed at the perfect position where your fingers will reach by default. The bottom of the device has 3.5mm headphone jack, microUSB port and the speaker grille.

Display

ASUS ZenFone Max Pro M1 has impressive 6 inch FHD display. The display has an 18:9 aspect ratio and resolution of 1080x2160 pixels. The 18:9 aspect ratio almost gives you feel of borderless screen but there are some edges visible. The screen offers good vibrant

colours and has night modes as well for the manual colour temperature adjustment.

The screen offers wide viewing angles and gives full satisfaction while performing tasks. The resolution is quite immersive as well.

Platform

The new ZenFone Max Pro M1 has Qualcomm Snapdragon 636 processor to power the processes of the phone. The processor is very good at handling any task assigned. The phone is sporting 3GB RAM and despite just being 3GB the phone does not disappoint at any occasion. The RAM works absolutely fine and it handles any task with much ease as it supports big games as well and do not burden the processing. The RAM and processor together keeps the





VERDICT

Looks Very Appealing	08 /10
Cameras Matches Expectations	08 /10
Performance Quite Smooth	09 /10
Battery A Powerhouse	10 /10
Value For Money Equally Justified	10 /10

OVERALL 90%



PROS

Battery, Stock Android

CONS

Competition

(For detailed specifications, please refer to My Guide)

device at normal state but there are occasions where the device do get heated up like playing games for long time but this problem is resolved shortly due to the powerful processor and the efficient RAM. The internal storage of the device is decent as well which is of 32 GB and it can further be expanded further with the help of microSD card. The operating system of ZenFone Max Pro M1 has been the Android 8.1 as we are witnessing a change from the company as it has ditched its custom ZenUI with Max Pro M1.

Cameras

The new ASUS ZenFone MaxPro M1 has 8 MP Selfie

camera which offers great selfies and is capable of delivering clear selfies even in dark thanks to its front LED flash. The front LED flash might annoy you as you have to find the option to turn the flash on and off. The front camera has various modes attributed with it like beautification modes and various modes. The front camera also has various filters with it. The rear camera is very powerful as well as it has two sensors of 13MP and 5MP. To assist the rear cameras there is the LED flash which provides you advantage to click pictures at any situations whether be its dark or dim lighting conditions. The images clicked by rear camera are extremely clear and crisp

and the images do not get distorted even when the flash comes into play. The rear camera can record videos upto 4K as well.

Battery

One of the most attractive features, apart from price, of the new ZenFone Max Pro M1 include its powerful battery which has immense power of 5,000mAh and it is very rare to find such battery power in majority smartphones of the present time. The battery undoubtedly can last throughout the day giving you long hours of non-stop fun and entertainment. When tested the battery lasted throughout the day even after playing games and using messaging apps open throughout the day.

The charging of the phone includes charger of 10W which charges the device at a faster rate. The device does get warmed up when charging but it gets back to normal temperature after attaining certain percentage of charge.

Conclusion

The ASUS ZenFone Max Pro M1 is a complete package of price-justified specifications; be it a mammoth 5,000mAh battery, clean Android experience, crisp and immersive display with 18:9 body to screen ratio, and on top of it, an all-round protection from Flipkart at just Rs 49. As a reviewer, I am mighty impressed with ZenFone Max Pro M1. Starting at Rs 10,999, for the 3GB variant, it has all the necessities you might need and don't forget those dual rear lenses as well. ■

haider@mymobile.co.in

GIONEE S11 LITE

Feels Light, Looks Great but, Shy on OS

Gionee has been present in the Indian market from a long time and it has a well established reputation among the customers with its smartphones because of its availability

and affordability. The company has predominantly focussed on the budget segment which resulted in the popularity of the brand. Further strengthening its budget range segment, the company has recently launched Gionee S11 Lite and F205. We've got the S11 Lite for you and

will be looking into all the pros and cons of it for your guidance.

Design

The new Gionee S11 Lite is a beautiful looking smartphone with a tall and slender look. The device is light to hold and the size of the phone is compact as well which offers long time usage of the device. The phone

has curvy edges at its corners which also help in better grip of the device. The front of the device is dominated by the 18:9 display and above the display lies the selfie camera. The left side of the device has the hybrid SIM tray supporting two SIMs at a same time or a one SIM and one microSD card at same time. At the right side of the phone lies the power button and the volume rockers. At the back of the device lies the dual rear camera which is assisted by the LED flash. The fingerprint sensor is also at the rear side and placed at right place within the easy reach of the fingers. The bottom of the device is sporting the micro USB port, 3.5mm headphone jack and speaker grille.

Display

The new Gionee S11 Lite has full HD display of 5.7 inch which is wide enough to provide good viewing angles. The display has screen resolution of 720x1440 pixels and screen ratio of 18:9. The screen is protected by Corning Gorilla Glass to protect the screen from any damage. The screen offers enough space to enjoy any multimedia or any game comfortably.

Platform

The processor on board in the new Gionee S11





VERDICT

Looks Elegant	09 /10
Cameras Selfie Shines	08 /10
Performance Not an Issue	08 /10
Battery Could Have Been More	07 /10
Value For Money A Decent Pick	08 /10
OVERALL	80%



PROS
Stylish
Back Cover



CONS
Dated OS

(For detailed specifications,
please refer to My Guide)

Lite is Qualcomm MSM8937 Snapdragon 430 octa-core 1.4 GHZ Cortex A53 processor. The processor is capable of dealing with any task assigned. Multitasking is very smooth and no apps crashes in between while using them. The interesting feature of S11 Lite is that it possesses powerful RAM which is of 4GB. The 4GB RAM keeps the functioning of the device in check. The processor and the RAM

together keep the device functioning at neutral state. The internal storage of the phone is of 32GB which is decent amount on storage size to keep your every possible media, important files, games etc. The internal storage can further be expanded up to 256GB with the help of microSD card which uses SIM 2 slot.

Cameras

Gionee always attracted the users with its powerful cameras and this trend is being continued in this latest model as always. The new Gionee S11 Lite is sporting the dual rear camera of 13 Megapixel and 2 Megapixel with an aperture of f/2.2. The rear camera delivers clear and crisp images during daytime taking every detail into consideration. The images captured exhibits great colour preservation as well. The rear camera has LED flash to assist and it comes in to play when the lighting conditions are not preferable. The LED flash allows you to click images even in dark situations. The

images captured with the help of LED flash are clear and well detailed but it shows graining when you try to zoom in on something while clicking the pictures. The rear camera also has various features like geo tagging, touch focus, face detection, HDR, panorama. The selfie camera is also very impressive with 16 Megapixel and an aperture of f/2.0. The selfies taken are very clear during the well lighting conditions. The front camera lacks the front LED flash but it has screen flash which comes into action when you are clicking selfies in dark conditions. The screen flash emits enough brightness to lighten up your face to have clear selfies even in dark. This budget range phone in terms of its cameras is very well performing phone and it will draw attention of selfie lovers and of those who wants better images in affordable price range.

Battery

The new Gionee S11 Lite has decent battery power as well which is of 3,030mAh. The battery is non removable

in nature. Playing games, enjoying music etc for some hours on the phone won't cause the battery to be drained out completely you will still have some percent battery left to make throughout the day. The charging speed of the phone is moderate and it was noticed that the charging gets slow if the phone is connected with some other company charger.

Conclusion

The Gionee S11 Lite is another attempt by the company to remain a key player in the smartphone market. The S11 Lite has a beautiful back cover, with dual rear lens and a 16MP Selfie camera, where the front did pretty well when compared to the rear. The 430 QS chipset goes in sync of the device along with an enhanced RAM of 4GB. At Rs 13,999, Gionee did fall short of its competitors, such as Redmi Note 5 Pro, with an outdated OS. Yet, this could be an option if you love a stylish and glossy back cover smartphone to flaunt. ■

haider@mymobile.co.in

MOBIISTAR XQ DUAL

A Good Selfie Smartphone to Start with by Mobiistar India

The Vietnamese brand, Mobiistar, has become the latest entrant in the Indian smartphone market, which aims to provide an overall and holistic experience to the users with its smartphones. The company has launched its

first smartphone in India, which is called Mobiistar XQ Dual, targeting the selfie driven buyers. In this review of ours we will be providing insights about this latest smartphone from the new entrant in the smartphone market.

Design

The new Mobiistar XQ Dual is comparatively wide looking smartphone which has its own advantage. The phone has curvy edges and designed in compact manner to fit your palm comfortably. The phone has light as well which makes it easy to handle and

carry around without giving too much stress to your hands. The front side of the phone is sporting the display and above the display lies the dual selfie camera which is one of the main highlight of the new Mobiistar XQ dual. There is front LED flash above the display as well



plus the notification light as well. Below the display lies the capacitive key with the home key being in centre and navigation keys at both sides of the home key. The left side of the phone is sporting the volume rockers while the right side of the phone has power button and the hybrid SIM tray which can accept two SIM cards at the same time or can accept one SIM card and one microSD card. At the bottom of the device lies the micro USB port and two speaker grilles. At the top of the device lies the 3.5mm headphone jack. The back panel of the phone has rear camera and alongside lies the LED rear LED flash. The rear side of the phone is also sporting the fingerprint sensor which is placed within the easy reach helping to unlock you device instantly.

Display

The new Mobiistar XQ Dual has 13.97cm display which is 5.5 inch. The phone has FHD display and due to its wideness it offers great viewing angles. The display provides HD experience and does not allow any failure in colour reproduction of anything being displayed on the screen. The screen is guarded by tough glass which prevents the screen from sustaining any injury.

Platform

The new Mobiistar is sporting 3 GB RAM in a budget range which is powerful enough to handle various applications

at the same time. The RAM allows you to play various games as well but playing big games heats up the device. The Mobiistar XQ Dual has QS430 octa-core processor which works side by side with the ROM to provide efficient usage of the device. The RAM and the processor together



VERDICT

Looks Simple and Clean	08 /10
Cameras It's USP	09 /10
Performance Matches the Processor	08 /10
Battery Could Have Been More	07 /10
Value For Money Can Be Tried	08 /10

OVERALL 80%



PROS

Selfie Lens



CONS

Could be the Battery

(For detailed specifications, please refer to My Guide)

keeps the phone in a stable state and when the device gets warmed up due to heavy work load then it is taken care by the RAM and processor shortly resolving the issue and putting the functioning of the device on the right track.

The phone offers decent amount of internal storage as well which is of 32 GB. The internal storage is enough to store various apps, files and media. The storage can further be expanded with the help of microSD card. The XQ Dual runs on Android 7.1.2 version, which is slightly outdated.

Cameras

The main attractive feature of Mobiistar XQ Dual is the camera power of the device. The new Mobiistar XQ dual is sporting dual selfie camera of 13 Megapixel and 8 Megapixel. The trend of selfie is growing and offering such interesting selfie camera is for sure to attract some attention of selfie lovers towards this new phone. The selfies taken during the day light are well clear and every detail has been taken into consideration. The selfie camera has one more advantage is that it possess front LED flash which allows to click selfies even in dark conditions. The selfie taken at night shows hardly any graining effect and most of the time delivers clear and crispy selfies. The rear camera of the phone is of 13 Megapixel which delivers clear images every time. The rear camera is assisted by LED flash as well which lets you click images even when the lighting conditions are not preferable. The rear camera is quick to adjust and focus on the subject or objectmatter which you are aiming for to click. Overall the camera of

new Mobiistar XQ Dual in budget range is very good as it provides images of higher quality. The rear camera has various modes and effects as well which you can opt for according to your preferences.

Battery

The battery capacity of the Mobiistar XQ Dual is of 3,000mAh. The battery is non removable in nature. The battery power is enough to last throughout the day if it is used decently like enjoying entertainment for some hours. The charger of the phone charges the device at the normal rate as there is no fast charging. The device do get heated up while charging but after attaining certain charging level the device gets back at the normal state thanks to the processor.

Conclusion

Mobiistar XQ Dual is a good attempt by the company to start its proceedings in India. The XQ Dual boasts on dual Selfie lenses, a 13 MP rear camera and able processor from Qualcomm. The battery is on the lesser side as compared to what others have to offer. Overall, the XQ Dual provides an option to the already cluttered Indian smartphone market in the budget segment. Will have wait and see how the market reacts to this new smartphone brand from Vietnam available at Rs 7,999 ■

haider@mymobile.co.in

HUAWEI P20 LITE

Impressive Camera and Design to Challenge the Mid Segment



You may not have heard the name of Huawei as frequent in Indian smartphone market as you have heard the name of its sub-brand Honor. Huawei is the main branch under which the Honor falls. Honor has well established itself in India thanks to its wide range of smartphone launches. And now, Huawei is also strengthening its smartphone portfolio with its latest launch of Huawei P20 Pro and Lite in India, launched before in the other foreign markets.

We've got the Lite version in Sapphire Blue for the review and will be highlighting what all new and the latest launch from the Huawei has to offer.

Design

The Huawei P20 Lite is beautifully designed smartphone with a compact body size and curvy edges yet it's slippery. The phone is very light in weight meaning it exerts no stress on your hands and you can use the device for long time without getting tired if the body weight. The phone has glass back and an aluminium frame which

just not enhance the beauty of the phone but also providing rigidity. The phone does not have any antenna lines as well. The back side of the phone has the primary dual camera placed vertically like most of the smartphones cameras and alongside the camera lies the rear LED flash. The fingerprint sensor is also at the rear side and the functioning of the fingerprint sensor is very quick. The front side of the phone has 5.84 inch display and has notch at the top. The notch could be masked through the option in setting menu which basically darkens the screen area on either side of it. The phone

sports a hybrid SIM tray at the left side of the phone while at the right side lies the power button and the volume rockers. At the bottom of the device lies the USB Type-C port, 3.5mm headphone jack, and one speaker grille.

Display

The new Huawei P20 Lite sports a 5.84-inch full-HD display and has resolution of 1080x2280 pixels with ascreen to body ratio of 19:9. The display is bright, immersive, and is one of the highlights of this smartphone. The display remains as attractive in exposure as it is in dark or ambient lighting. Things displayed on it can be viewed easily from any

angle, except from behind. The Huawei P20 Lite also comes with Notch style display which also acts as an attractant towards it. It looks quite pleasant with the enough pixel density and can easily lure most of us in town.

Platform

The P20 Lite is powered by Huawei's own Hi Silicon Kirin 659 processor which was there in the Honor smartphones such as Honor 7X and Honor 9 Lite. The processor has eight cores with four cores clocked at 2.36 GHz and rest four clocked at 1.7GHz. The processor is powerful as it helps in proper maintenance of the device functionality. There were no issues while pushing the device into heavy work like multi-tasking, playing games like Asphalt. The device maintained its normal state without getting warmed up. The phone has 4GB of RAM which is enough to take care of any process comfortably without exerting too much load on the device. The P20 Lite has 64 GB of internal storage which is enough to store anything on your device and if you want to exceed the storing capacity you can use microSD card by putting it in one of the SIM slot. The new P20 Lite runs on EMUI 8.0 on top of Android 8.0. The usage and response of the device is very quick and there is soft feel when you touch any icon on screen. The OS is clearly very fast and smooth in its function.

VERDICT

Looks Quite Unique and Stylish	09 /10
Cameras Outshines In It	09 /10
Performance Fluidic Throughout	09 /10
Battery Could Have More	08 /10
Value For Money A Good Buy	09 /10

OVERALL 88%



PROS

Camera, Design



CONS

Slippery Design

(For detailed specifications, please refer to My Guide)

Cameras

The new Huawei P20 Lite sports powerful camera which is one of the main attractant of the device. The P20 Lite has a dual rear camera of 16 Megapixel primary sensor with an aperture of f/2.2, and a dedicated 2 Megapixel depth sensor. The images captured are clear, crisp and well detailed. Every minor detail has been taken into consideration by the rear camera delivering images to cherish for. The camera app has various modes as well such as Night Shot, Panorama, and Time-lapse. There is a fully featured Pro mode as well, which allows you to alter the shutter speed, ISO, exposure, aperture, and white balance. The LED flash at the rear side allows you to capture

great quality of images even at night. The front camera of the new P20 Lite is impressive as well. The Selfie camera is of 24 Megapixel with an aperture of f/2.0. The selfies clicked during daytime are very crisply and clear as well. The front camera has screen flash and lacks front LED flash which is quite disappointing to see because the lack of front LED flash is clearly evident in the selfies clicked in unfavourable lighting conditions. P20 Lite has face detection security mode as well which works very fine and rarely in unfavourable conditions causes issues.

Battery

The battery power of P20 Lite is of 3,000mAh which is quite average amount of battery power but, it's

capable of lasting long. The charging of the device is rapid as well as it supports fast charging. The phone hardly gets heated up while charging.

Conclusion

The Huawei P20 Lite is the lighter variant of the Pro and it does a good show overall. The camera performance is a major attractant of the device along with the latest OS in the town before Android P, a unique back design with glossy finish which sometimes makes you a bit worry of a sudden fall. At Rs 19,999, Huawei P20 Lite can be your next smartphone if you can't afford the Pro version of it. Yet, the battery is on the lesser side especially when it's playing in the mid-segment. For the choices you have Vivo V9, Oppo F7 and Honor 9i. ■

haider@mymobile.co.in



iVOOMi i2

Wins on Latest Android and Huge Battery

Home-grown brand, iVOOMi, has recently launched its budget smartphone known by the name of iVOOMi i2, which is packed with lots of surprises and power. The new iVoom i2 has elegant looks, especially the glossy back, and it will catch the attention for sure. The device has compact size plus light weight making it very comfortable to carry around and use it as

long as you want.

Design

The new iVOOMi has 5.45 inch HD Incell Full View display and the display provides wide viewing angles with good colour preservation and above the display lies the 8MP selfie camera with 4P slim lens. The selfie camera has front LED flash

to add to the advantage of the device. The new i2 from iVOOMi has facial recognition feature to unlock the device and the addition of the facial recognition have caused the deletion of fingerprint sensor. The new iVOOMi i2 delivers great sound quality with the two speaker grilles placed at the bottom of the device. The phone has its microUSB

port placed at the top and the 3.5mm headphone jack is placed at the top as well. The rear panel of the phone needs to be removed to fit the SIM card and two VoLTE SIM's can be used at the same time. The volume rockers and the power button lies at the right side of the device.

Display

The iVOOMi i2 has a reasonable compact screen size of 5.45 inches, which



isn't too big or too small either to enjoy the displayed content. The screen resolution stands at 720x1440 pixels which is very ambient according to the lighting conditions, whether outside or under the shade.

Platform


iVOOMi i2 is powered by Android 8.1 Oreo offering all latest updates. The phone is powered by 1.5GHz Quad Core, MediaTek 6739 processor powerful enough to carry out every task easily. The phone has 3GB RAM on board which takes the load of the phone and helps in stable performance. The ROM of the device is impressive as well with 32GB and it can be expanded further up to 128 GB with the help of microSD card. The ROM allows you to store many multimedia and files. The smartphone did well on majority of the tasks and the multi-tasking didn't seem to be a problem for it. The RAM along with ROM offers processing and storing an ease coupled with the MediaTek processor. The latest OS, Android Oreo, is an added advantage to the iVOOMi i2.

Cameras


The rear side of the phone has vertically placed 13MP+2MP dual rear camera with soft flash. The rear camera has

VERDICT

Looks Compact and Stylish	08 / 10
Cameras Good Show	08 / 10
Performance Well in Command	08 / 10
Battery A Huge One	09 / 10
Value For Money A Nice Buy	08 / 10



PROS
Latest Android



CONS
No Fingerprint Sensor

(For detailed specifications, please refer to My Guide)

Sony sensor with 5P Largan lens. The images taken are very clear and crystal in every condition. The images are well lit and it does justice to the object. The Selfie lens is of 8MP with LED flash. The output is upto

the expectations of the device. Both the lenses will be able to satisfy the photog in you. There are graining noticed as well during the testing and it takes few seconds to adjust to the background lighting and the focus object.

Battery

The new iVOOMi i2 has 4,000mAh battery power allowing long lasting usage of the device. The battery power is impressive as well especially when the phone is a budget ranged smartphone. Being a budget smartphone i2 has the fire power to go in the long run. The phone supports 2A Fast Charge which you cannot find in any budget range smartphone plus the iVoom i2

has OTG support as well. Other connectivity options include Wi-Fi, Bluetooth, and GPS.

Conclusion

Overall, the new iVOOMi i2 has features which can be found in high ranged smartphones such as the latest Android 8.1, huge battery of 4,000mAh and the adequate screen size of 5.45 inches, which is also a Full View Display and Face Unlock feature as well. The i2 has the characteristics of a decent smartphone with the prerequisite features without hurting too much on the pocket at Rs 7,499 ■

team@mymobile.co.in

DETEL D1 DEZIRE

Dezire to Have

D1 Dezire from Detel is the most economical feature phone which you can find today and this feature phone is loaded with various features. We have reviewed its previous devices such as D1 Boom that did well on the ground.

Design

The new D1 Dezire has 2.8

inch LCD display which shows you various app icons on the phone. The phone has dual SIM capability with standby mode. The number 5 Key on the phone has the SOS enabled with it. The phone automatically updates the date and time when the device gets internet availability. The new D1 Dezire also has auto call recording which provides with the option of keeping evidence against any threat given to you on call.

Features

The new D1 Dezire provides call and message blacklist. This new feature from Detel provides with the option of video recording as it has video

note. You can also record any audio when you are listening to radio on the phone with Scheduled recording option. The phone is offering Wireless FM as well. The phone is loaded with GPRS Web Browser.

Specifications

The new D1 Dezire is a perfect companion as it sticks by your side in every situation and the torch on the device helps you to clear view even when its dark. The phone has Phone vibrator feature as well. The phone has Phonebook/SMS storage to keep the record of your messages which you want to preserve. The read only memory which is ROM of the phone is of 16 GB. The internal storage can be expanded with the help of microSD card.

Performance

The phone supports various games to provide options to pass the leisure time. The new phone fits the demography of country very well because the phone supports 23 Indian languages making the device to fit in any region or area across the country. The phone is capable of exporting and importing messages and contacts from internal storage to external storage. It is being supported by a 1,500mAh battery.

D1 Dezire is full of new

VERDICT

Looks Feels Nice	07 /10
Cameras Did Okay	07 /10
Performance Upto Expectations	07 /10
Battery Lasts a Day	07 /10
Value For Money Justified	08 /10

OVERALL 72%



PROS
Storage



CONS
No Front Lens

(For detailed specifications, please refer to My Guide)

features and to make it more luring the phone even has talking keypad. The phone has power saving mode which helps the battery to last for long time and it can be activated by long press of '0' key. The phone has microUSB port and 3.5mm headphone jack on the bottom of the device.

The phone has features like alarm, calculator, and calendar to provide ease in day to day task.

Conclusion

The Detel D1 Dezire has the capabilities of a good feature phone with basic support such as good battery life and ample contact storage along with Bluetooth and Wi-Fi options. Available at Rs 1,099, D1 Dezire can be a good option to begin with. ■

team@mymobile.co.in



inch LCD display which shows you various app icons on the phone. The phone has dual SIM capability with standby mode. The number 5 Key on the phone has the SOS enabled with it. The phone automatically updates the date and time when the device gets

recorder capability. The rear camera on the phone has flash assist as well which allows images even in dark.

The phone also provides you with audio and video player for entertainment. The sound recorder on the phone helps you to record any voice

The 5G Race

China's current edge over the US has left its think-tank worried over its future global wireless leadership and they want the US stakeholders to up their game!

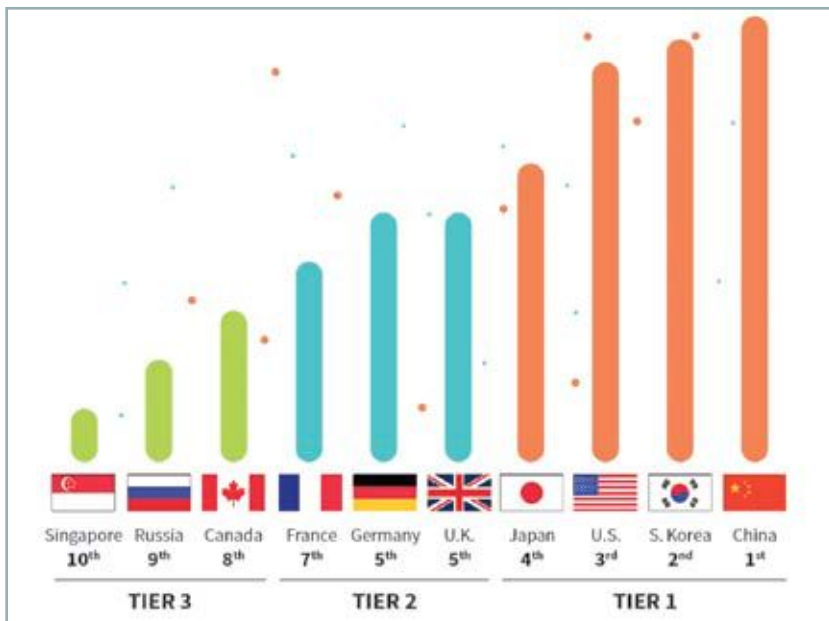
China's narrow march over the US in 5G readiness is being seen by its think-tank as a threat to the US wireless leadership, a country which led the 4G rollout and reaped huge economic benefits out of it.

According to a study by Analysys Mason on behalf of Cellular Telecommunications Industry Association (CTIA) of USA, winning the race to 4G boosted America's GDP by nearly USD 100 billion and its 4G launch spurred an 84% increase in wireless-related jobs – benefits that could have gone to other countries had the US not led the world in 4G. US 4G leadership also helped secure leading positions in key parts of the global wireless ecosystem, including the app economy. Losing wireless leadership had long-term negative effects on Japan and Europe, contributing to job losses and the contraction of their domestic wireless industries, points out the study.

Analysys Mason ranked ten countries on their 5G readiness. The findings show China, South Korea, the United States and Japan as the lead competitors in that order. China's narrow lead is due to a combination of both proactive government policies and industry momentum. The study attributes the United States' high ranking to the fact that America's wireless industry is a global leader in preparing to deploy 5G commercially, with significant investments in these next generation networks.

"The United States will not get a second chance to win the global 5G race," says Meredith Attwell Baker, President and CEO of US Cellular Telecommunications Industry Association (CTIA) but remains optimistic that America can still win and reap the significant economic benefits of 5G wireless if it made the right and timely investment

in this space. "I am optimistic we will leapfrog China because key leaders in the Administration, on Capitol Hill, and at the FCC are focused on the reforms needed to win the race." In evaluating the current status of the global race to 5G, Analysys Mason studied 5G spectrum and infrastructure policies as well the commercial industry plans of ten countries.



Key findings

All major Chinese providers have committed to specific launch dates and the government has committed to at least 100 MHz of mid-band spectrum and 2,000 MHz of high-band spectrum for each wireless provider.

Countries around the world are moving quickly to make spectrum available for 5G. This year alone, the UK, Spain, and Italy are all holding 5G spectrum auctions.

At the end of 2018, the US will rank sixth out of the 10 countries in mid-band (3–24GHz) spectrum availability, a critical band for 5G. The US joins Russia and Canada as the only countries currently without announced plans to allocate mid-

band spectrum on an exclusive basis to mobile by the end of 2020.

Countries like the UK and regions like the European Union are taking significant steps to modernize infrastructure rules to facilitate the deployment of 5G networks.

David Abecassis, Partner in Analysys Mason, says, "Our research shows China with a slight lead in 5G readiness, with South Korea and the US close behind. The US led the world in 4G, and the US wireless industry is leading global 5G research and development with aggressive commercial 5G deployment plans that will benefit US consumers." ■

team@mymobile.co.in

“Tencent Games localized AoV by reducing its package size, selecting appropriate heroes and setting the server in Mumbai to decrease latency”



Tencent Holdings-owned Arena of Valor or AoV, is an epic 5v5 multiplayer online battle arena (MOBA), best suited for mobile; both Android and iOS, and it has seen tremendous demands among Indian gamers and enthusiasts over a period of time. Now, the game is modified and tuned for the Indian audiences to have the best experience on mobile, said **Aneesh Aravind, General Manager – AoV India**, in an interaction with **Haider Ali Khan**. He also highlighted the challenges that are there for the MOBA genre and also the ways of improving it. Excerpts:

Why Arena of Valor entered India so late when it was already a hit in the South East Asian markets? Tencent has been slowly rolling out Arena of Valor in different regions. We have been studying user behavior in all these markets and making sure that we are adapting the game to the local needs and preferences. For the India market, we localized it by making changes including reducing the package size to ensure it takes up less memory on the phones, selecting appropriate heroes based on user preferences and setting up the game server in Mumbai to decrease latency. We believe that these changes are key to making AoV a success in India.

Tencent Games also took a while to enter India. What were the thoughts behind it?

The gaming market in India is growing and has a lot of potential in the next few years. We believe that Tencent has entered the market at the right time, setting up dedicated game operations and publishing organization

“We have an amazing product portfolio in gaming and can deliver very high quality games that are apt for the Indian audience”

in India to focus on its specific needs. We have an amazing product portfolio in gaming and can deliver very high quality games that are apt for the Indian audience. We also believe that Tencent, with its vast experience in creating and publishing games, can help develop the market and the gaming ecosystem in India.

What is the current ranking of AoV on Google Play and iOS in India vis-a-vis in the international markets?

We are currently in our soft launch, and we are testing out various aspects of the game with our Indian audience. Along with the constant iteration of the product, we are slowly ramping up our active user numbers to build a core player base. It is very early to be focusing on rankings right now.

The smartphone surge has to be credited with the unprecedented increase in MOBA. Is it true in AoV case and how have you been able to encash it in revenues? Yes, the growth in smartphone usage and improvement in telecom infrastructure is definitely helping the mobile MOBA genre. A large number of players are now able to play AoV on their



phones online, thanks to the improvement in two factors mentioned above. Currently, we are focused on improving the user experience of our players, so that they can have a viable form of entertainment for longer period of time.

What are the challenges associated with MOBA in India with respect to telecom

“The growth in smartphone usage and improvement in telecom infrastructure is definitely helping the mobile MOBA genre. A large number of players are now able to play AoV on their phones online”

congestion and increasing user base? With respect to telecom infrastructure, the primary challenges that the user has to be online and have very low network latency, whether he plays on Wi-Fi or 4G/3G. We are still facing issues in bringing the latency down to a level where our players can have a really great experience. We are currently working towards solving the problem



for AoV with local game servers and accelerators.

Do you also have Indian characters in mind to take AoV to the rest of the world along with the flavours of India? Currently, our focus is on our Indian audience and we are working closely with the game studio team to bring in changes that might be appreciated by our Indian players.

What are the demands that you keep getting from the Indian users? Our players want exciting gameplay and amazing experience. They ask for in-game elements like heroes, skins and more game modes. We are on the constant lookout for what our players want and working towards providing them with our game updates. ■

haider@mymobile.co.in

“We will establish a strong retail presence at the smallest touch points to be available where the consumers are”

The mobile accessories market has witnessed an immense transformation over the past few years. Earlier, a couple of big brands dominated the market but, now things are quite different in India. The market witnessed an influx of newer brands with more technological prowess and today the consumer is spoilt for choice. In light of this scenario, **Nijhum Rudra** spoke to **Manoj Kumar Pansari, CEO, Astrum Holdings**, which is into mobile and computer accessories, about current market scenarios of mobile accessories in India and what are the marketing strategies of the company to meet the requirements of users.



As a first-generation entrepreneur, what do you think are some of the biggest challenges in offering top-notch mobile accessories and devices? How is Astrum, as a company, playing a pivotal role in changing the scenario? Today, consumers are more experimental in trying out new things and new technologies, rather than betting their allegiance on brands that have existed for years. The other influencing factors being technology innovation and the disorganized and highly fragmented nature of the business itself, monopolized to some extent by small mom and pop

stores.

In light of the above-discussed issues that could also be summarized as challenges, Astrum has put all the efforts to break the trade-off between innovation, quality, and cost. Astrum is known to provide robust, reliable – yet affordable high tech devices at the most affordable price points. The key challenge is the price-sensitive nature of the Indian Consumer where quality takes a beating to accommodate more aggressive price points, which is where Astrum has been focusing all its energy in bringing balance

between the both. Also, we aim to spoil the consumers with choice; Part of this extensive portfolio is our unparalleled range of over 1000+ unique products across 40 categories. Lastly, we are working on establishing a strong retail presence at the smallest touch points to be available where the consumers are.

Can you please elaborate the business models of Astrum? Astrum is currently focusing on building a strong channel network. We are a very channel-friendly company and believe in growing with

our channel partners. We consider our channel partners as an important part of our ecosystem. From offline to online, Astrum has set a firm foothold in the Indian market. Being one of the competent brands present today, we are currently persistent to reach 10x growth in channel breadth during the 2018-19 fiscal year. To achieve this, we have a multi-pronged approach to make a Win-Win situation for both channel and the brand. Also, we plan on setting up our very own manufacturing unit with a focused R&D Centre, to bring attention on innovation and newest trends.

What are your current marketing strategies to stay ahead of the curve?

Product Launch is not the end of the Journey but actually the beginning. Our work begins then. The consumers need something more; basically, a reason to buy the product and only great quality isn't going to help. That's where our pricing strategy helps. As far as marketing is concerned our journey has been a roller-coaster ride. By introducing various schemes along with the launch of our new products, and constantly reworking the schemes on our existing products, combined with various activities and programs to provide the much-required air cover to assist in Sell Out, we devise our strategies with a dedication to our core faith and with our partner interest as the key parameter.

What are the present market scenarios of mobile accessories and consumer electronics in India and also highlight the current trends in the domain? The forecast for the smartphone and accessories business is bullish, as where there are smartphones, there are the many accessories which go along with it. Hence, our

reading for the Mobile Accessories Market in India is that the coming times are very exciting in terms of the business growth and we are gearing up with innovative and user-friendly products to cater to the growing demand of Hi-Tech accessories like fast charging in a fast-paced world. The scope of work for Mobile Accessories is wide; today these gadgets are compatible and adaptable to Laptops, Computers etc, which makes these accessories multifaceted in terms of usage. The Market has consolidated and consumers though are price conscious have also become quality conscious.

Can you please highlight some of your latest technologies and accessories in the market?

How do you aspire to offer robust, reliable and affordable products in the market? The current key trend is largely focused on 'Wireless'. Everything from your Wearables, Audio etc is defined by the same. Keeping in line with this trend Astrum has continuously been innovating newer products to enhance the

wireless experience for our customers. Be it our new wireless charger CW300 which is Qi3 certified providing true fast charging to iPhones or be it our range of smart products which improves the quality of life of our customers, we have always been focused on providing cutting edge technologies to optimize the living standards of people.

What are some of your biggest USPs, which you think can beat your rivals in the global market?

Nowadays customer's focus is on quality. It's the quality which wins the customer and also brings loyalty. Price is again another key element; we provide superior quality products at an affordable price. Not everyone can provide quality products at pocket-friendly prices; they have to compromise on either one of the factors, which we don't. Astrum has always been a first mover in bringing new technology products to our users. We are grateful to our competition for keeping us on our toes with the market and the current trends which help us cater to our audience with better service. Hence, such healthy competition is important as it motivates us to keep going, & give the desired results that our customers expect from us.

Moving ahead, do you have anything in store on your roadmap?

We have recently established our presence in the North and South Region and have also made deep in-roads in Tier 2 and Tier 3 cities. The brand that connects to the right consumers at right touch points will enable 360° communication to increase brand penetration. As mentioned earlier we are also setting up our manufacturing facility in India which would help us reduce the Turn Around Time (TAT) between new technologies and the Indian consumer. The facility is also going to cater to our global markets and will abide by our stringent quality standards. ■

nijhum@mymobile.co.in



“The prospect of mobile accessories market in India in the coming times is very exciting in terms of the business growth. We at Astrum are gearing up with innovative and user-friendly products to cater to the growing demand of hi-tech accessories like fast charging in a fast-paced world”

India PC Market A Positive Outlook

Consumer spending is anticipated to rise across innovative form factors like convertibles and ultra slim driving up demand in 2018

PC market is likely to get a boost in 2018 on the back of positive business sentiment and expected rise in consumer spending in addition to upcoming manifesto projects across few states, according to International Data Corporation (IDC), the leading market intelligence body.

The shipments have been increasing. According to IDC's latest Quarterly Personal Computing Devices Tracker 2018, the India traditional PC shipments for 2018 Q1 stood at 2.35 million units which was

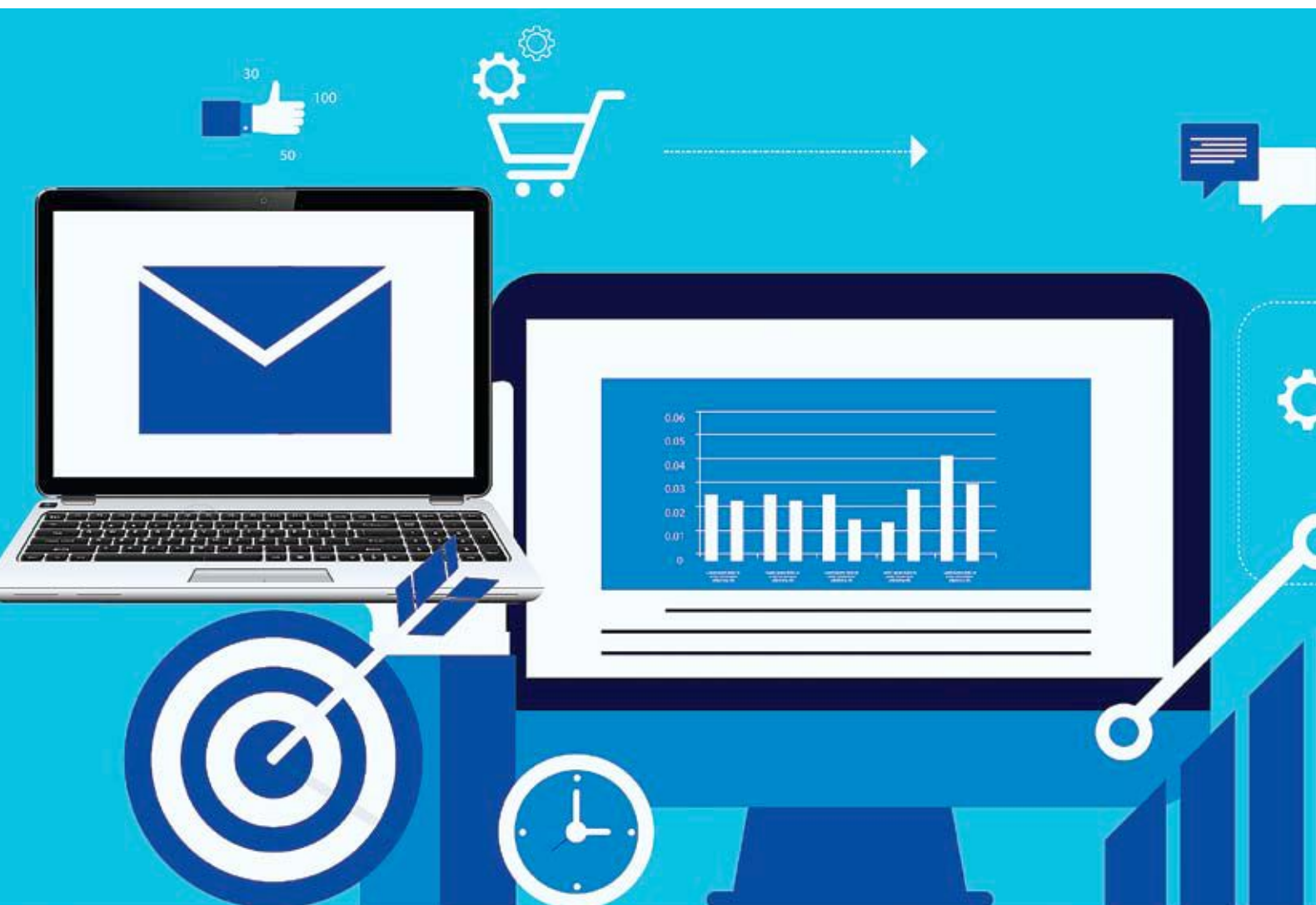
a 8.2 percent growth over the same period last year but a 9.9 percent decline quarter-on-quarter.

Segment Highlights

The consumer PC market recorded an overall shipment of 1.08 million units in Q1 2018, with 10.9 percent sequential decline and 3.2 percent increase compared to the same period last year. "The general economic and employment scenario continues to remain pessimistic, which has impacted the consumer spending,"

says Manish Yadav, Associate Research Manager, Client Devices, IDC India.

The overall traditional commercial PC market stood at 1.26 million units in Q1 2018 with a decline of 9.1 percent quarter-on-quarter but saw a growth of 13.0 percent year-on-year compared to Q1 2017 on the back of a few state-owned education projects. "The pro-business policies have boosted India's attractiveness and the lull period post-GST and demonetization appear to be giving way to a positive overall business sentiment," adds Yadav.



Top 3 Company Highlights

HP: HP Inc. took an early lead in 2018 and achieved a market share of 28.6 percent in Q1 2018. The company reclaimed its top spot in overall India traditional consumer PC market with a 29.9 percent market share, with 7.5 percent sequential growth and 6.7 percent year-on-year growth driven by strong consumer-focused initiatives, widespread retail presence and continued focus on gaming systems which has injected growth for the vendor in the category.

Dell: Dell slipped to the second spot with a 23.2 percent market share in the overall India traditional PC market in Q1 2018; clocking a year-on-year growth of 11.9 percent and sequential decline of 26.1 percent. The commercial business in Q1 2018 contributed 54.8 percent share, which was driven primarily by reenergized GTM approach with channel-enabling initiatives to strengthen channel and partner-led

business. The vendor's efforts to enable digitization and assist in the deployment of new applications in newer areas of the offering has contributed to the growth in verticals like Government and BFSI in Q1 2018

Lenovo: Lenovo took the third spot, recording a market share of 21.7 percent in Q1 2018 in overall India traditional PC market. With increasing focus on social media engagement driven by dedicated service campaigns along with channel support initiatives with better

HP became number one brand overtaking Dell with 29.9 percent market share while Lenovo helped by vigorous social marketing campaigns saw highest growth in Q1 2018

“Consumer segment is also expected to see traction around gaming devices as OEMs will be looking to invest and create excitement around the gaming category”



incentives has brought in confidence in the channel partner community. This led to a 16.7 percent growth year-on-year and 16.9 percent growth quarter-on-quarter in Q1 2018 for the overall consumer market. The vendor's efforts around enterprise focused customer solutions coupled with new generation devices helped in retention of key accounts, which led to a 45.1 percent year on year growth in the commercial segment.

India PC market forecast

Overall sentiment is positive. The consumer spending is anticipated to rise across innovative form factors like convertibles and ultra slim. Consumer segment is also expected to see traction around gaming devices as OEMs will be looking to invest and create excitement around the gaming category.

In the commercial segment, IDC anticipates growth over the next few quarters as the industry will look to deploy new and powerful devices to meet the evolving technology requirements across verticals. With pro-business policies, the emerging industries in the medium and large segment will look to increase their commercial spending, says IDC. ■

team@mymobile.co.in





Bringing the 'auto' in automobiles-telematics-the future enabler of fleet communication

By Rahul Mehra

Recently, Amazon, the global internet based-retail giant started exploring plans to launch its own parcel delivery service. Named 'Shipping with Amazon', the service, once operational, will involve online retailers gathering deliveries from businesses to ship it to the end consumers. Having strained the capability of existing Pick-up and Delivery companies and left delivery managers looking twice their age just by the sheer volume of its online sales, Amazon may be planning to launch a much-promised proprietary P & D fleet soon.

But with huge fleets, comes the need for great management. And much like any other management exercise, fleet management is also undergoing a transformation that may seem like science fiction now, but soon will become mainstream. Telematics, or the science of fleet management, has progressed considerably over the last 15 years to track vehicles, analyse routes and work on improving efficiency as well as security of vehicles to save time and money.

The popularization of e-commerce has been a great-shot-in-the-arm to the global logistics industry, which led to the establishment of a number of fleet management companies. Even Amazon

Founder and CEO Jeff Bezos is of the opinion that fast, efficient package delivery system is often the single most important determinant of online retail sales' success. Automotive telematics, the latest, cutting-edge technology in fleet management, aims to ensure just that.

The digital crystal ball - knowing every step of your fleet

Fleet management platforms offer a diverse range of benefits-from efficient route-mapping to generating data of driving

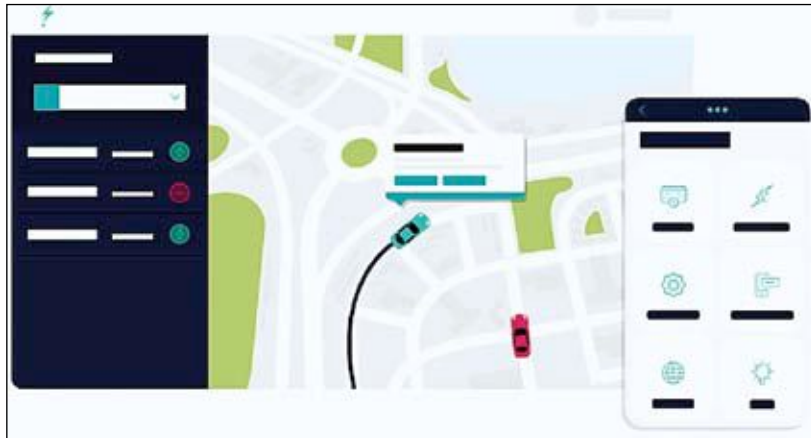
conditions, programming and optimizing fuel consumption as well as accident reduction. With the implementation of GST in India, organizations have stopped the practice of establishing warehouses in every state to avoid paying taxes. Thus, tracing the most efficient geographical route for transportation has assumed far greater importance today, and fleet management software prove to be of immense assistance in this regard.

Additionally, innovative fleet management platforms such as Roadcast provide a kind of 'Fleet Uberization' feature,





through which drivers are allowed to accept trip requests on their smartphones from people travelling in the same direction. The fleet drivers then start and end the trip and share the trip analysis with the customer as well, thereby making the optimum use of fleet vehicles and enhancing the ROI. By exposing Indian fleet drivers to the technologies employed only by the world's top aggregators such as Uber, Lyft, Careem, Ola etc, such fleet management apps are carrying out the necessary upskilling required to meet future demands.



Security of both life and property during transit is a factor that keeps entrepreneurs worried whenever their vehicles and resources are on the road. For instance, providing security to female employees is one of the prime concerns of organizations, and fleet management platforms are constantly innovating and experimenting with new tech and gadgets that can interact with a vehicle. Features such as integrated SOS messages and in-built emergency calling facilities can now offer more security and safety for passengers.

Delivery vehicles travelling long distances often develop snags or break down in the middle of the road in areas where help is not immediately available. With in-built smart assistance tools, executives can obtain real-time information of problems to dispatch

immediate assistance, thereby reducing wastage of time. Furthermore, these tools also provide a comprehensive status report of the vehicles, pre-empting any faulty hardware or device and initiating its repair before it causes any serious damage.

The far-reaching capabilities of modern fleet management and real-time vehicle tracking platforms can be gauged from initiatives such as Driver drowsiness detectors, an extremely important feature which has the capacity to reduce the number of road accidents significantly. By collating and analyzing various biometric data points, this kind of technology promises to instantly alert the fleet owner or the driver if the latter is suspected to be drowsy while driving.

As scientific concepts such as Internet-of-Things and driverless cars move on from the realm of science-fiction to a tangible

reality, their potential at introducing unparalleled levels of efficiency and optimization cannot be doubted. However, organizations need to ensure that they do not blindly adopt such technologies or rush into their implementation without evaluating the business requirements or feasibility. A judicious, phased implementation of such cutting-edge solutions corresponding to the need of a business is the key to their long-term, positive impact, so that it does not become a case of using a sledgehammer to crack a nut, which is so often a possibility with revolutionizing technologies. ■

The author is Co-Founder of RoadCast – which is a GPS based platform that helps businesses with better fleet management, real-time tracking and optimising pick-up and delivery scheduling.



Online Education is Key to Change

By Vikas Kakwani

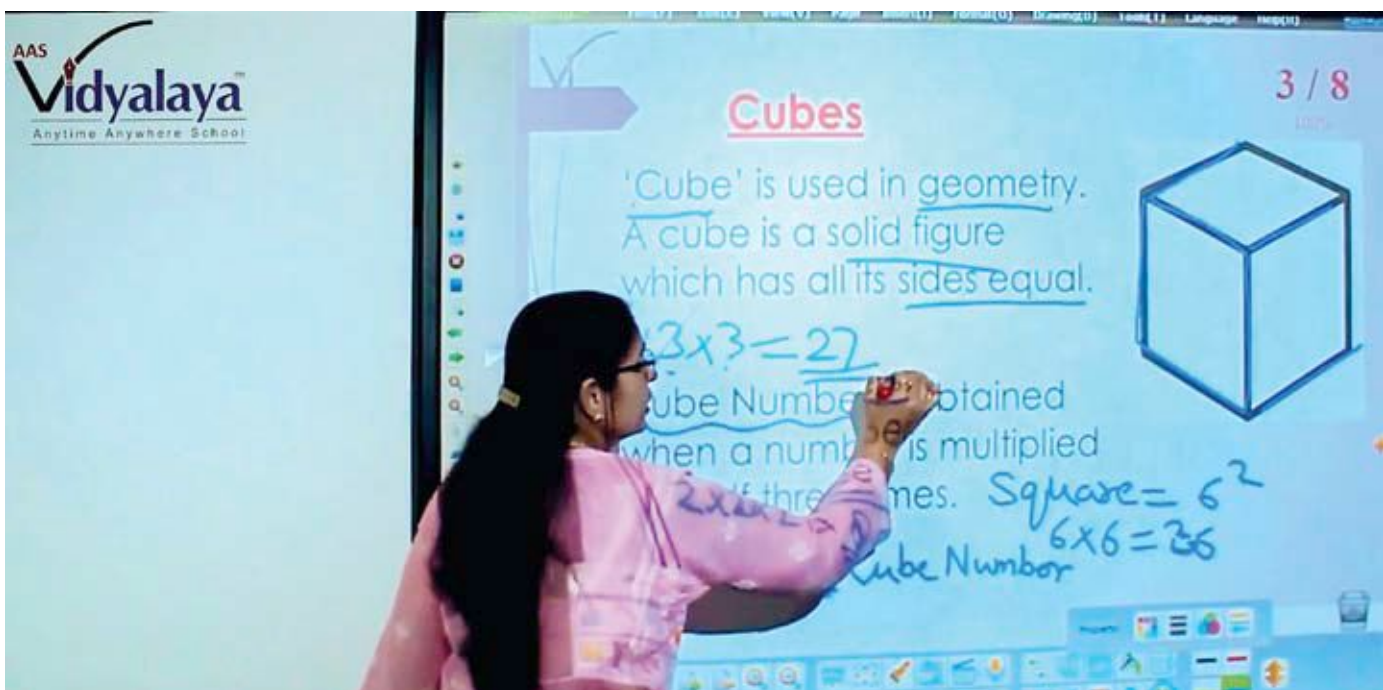
Through sheer perseverance and focus, I have come a long way from the narrow lanes of the old Meerut city where I was born and brought up. I graduated in electrical engineering with honours from IIT, Roorkee in 1993 followed by post-graduation in management from IIM, Lucknow in 1995. Since then I have worked in leadership positions for over 20 years across FMCG, Telecom & Real Estate sectors in India & Middle-East. Being a product of education,

I have always believed that the only way India can benefit from its demographic dividend is when everyone in the country is educated.

Nelson Mandela's quote, 'Education is the most powerful weapon to change the world', profoundly highlights the power and significance of education for a Nation and the world. It is those 8.4 crore children in India who don't attend school and can create a sea change if the right steps are taken to educate them. Poverty, lack of

availability and accessibility are the major reasons why children drop out of school. Founded with the intent of creating a sea change by educating millions of children who cannot go to school, AAS Vidyalaya is my endeavour to bring the school to the children. Wherein 'Aas' means 'hope' in hindi, AAS stands for Anytime Anywhere School.

The education system that we are currently following was developed during the British times. A lot has changed since then whether



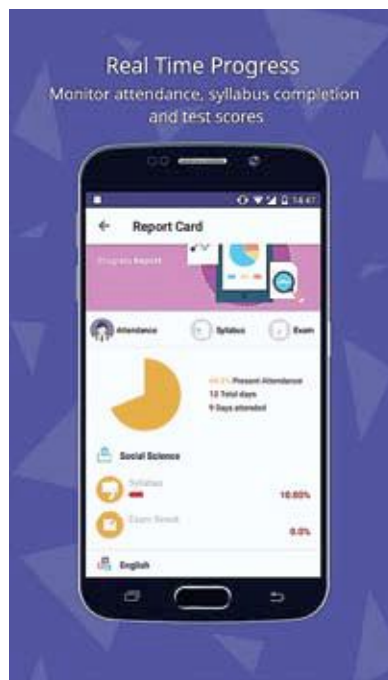
it is in terms of content or in terms of the delivery mechanism, especially in the last decade. I believe that two major changes have happened in technology, one is the advent of the fast internet and another big change that has happened is a smartphone in everybody's hand. India currently has a smartphone user base of over 300 million which is expected to cross 650 million by 2019. So the combination of these two has a huge impact on education that is being imparted. We are moving away at a drastic speed from brick and mortar to an online education system.

AASVidyalaya, thereby harnesses the power of Mobile Technology and its reach to fortify education, which is the backbone of the country's growth and development. AAS Vidyalaya is a comprehensive user friendly app, designed on Android platform and is easily available on Google Playstore.

The idea is to create a virtual school

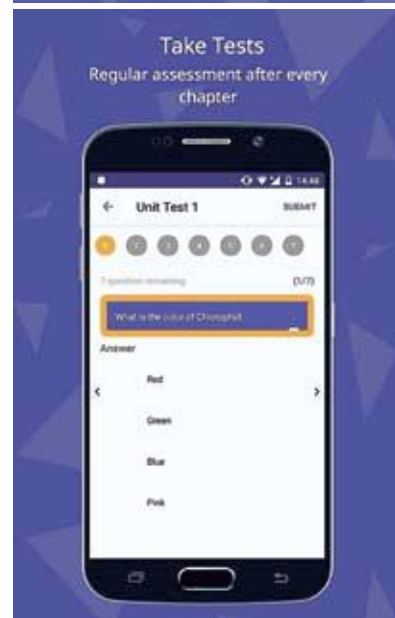
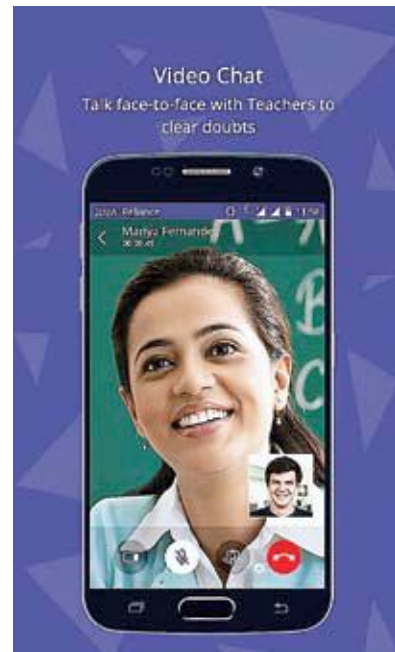
AAS operates exactly like a regular school with a dedicated class-teacher, timetables, subject periods, regular assessments, half yearly and final exams. Instead of bringing children to the school AAS gets the school to the children through the Mobile Application

available for everyone- a school 'For the People, By the People'. AAS operates exactly like a regular school with a dedicated class-teacher, timetables, subject periods, regular assessments, half yearly and final exams. Instead of bringing children to the school AAS gets the school to the children through the Mobile Application. Students can attend school from anywhere



and teachers can work from home. AAS holistically brings in flexibility and cost benefits for students, teachers, as well as parents, thereby strengthening the educational system at the grass root level.

It has been launched with CBSE curriculum with plans to add other boards soon. One can attend classes, interact with subject teachers; class teacher, take tests, and monitor their progress with this app. A revolutionary idea to bring continuing education to people who need it, AAS Vidyalaya has been recognized as a



Changemaker by global action on poverty (GAP) for 2017.

I envisage India to be a 100 percent literate country in the near future and AAS Vidyalaya is our first brick laid! ■

The author is Founder and Director of AAS Vidyalaya. AAS (Anytime Anywhere School) Vidyalaya, a virtual school, was conceived with the objective of bringing the school to children rather than the other way round and to make schooling accessible to every child. For more information please visit: <http://www.vidyalaya.org.in>

“We connect people with healthcare experts to facilitate healthy living”

Medipta is an app to search and store data and information. Users are assured of auto storage of reports with proper privacy and maintaining all the records of medical issues. It not only helps to find doctors but also guides patients to know about medicines prescribed and to have personal healthcare record. Medipta is a cost and time saving application and is a platform for connecting people in healthcare industry. My Mobile's **Nijhum Rudra** spoke to **Rahul Bojalwar, Founder and CEO, Medipta Solutions** on how mobile apps are playing a pivotal role in the healthcare sector, the current marketing strategies and the key areas healthcare industry needs to focus on.



What made you invest in healthcare app like Medipta? Can you please explain the business models of Medipta? Every human being expects hassle free services in healthcare and I was one of them. A general thought came in my mind, can we have technology which connects and fills gap in existing healthcare system? After getting inputs from friends, family, healthcare experts, healthcare service providers & a lot of research Medipta was conceived.

Medipta is free for Patients, Ambulance service, Blood Banks & Doctors, unlike other healthcare service provider apps. This is where Medipta stands out. Chemists, Retailers, Labs, Hospitals, Distributors & Insurance agents are charged in Medipta. Medipta sells diet plans also. Telemedicine

& health screening devices enabled by mobile Bluetooth is an additional feature of this app.

What do you think are some of the biggest challenges of healthcare apps in India and how Medipta is moving ahead to solve those pain points? Association with Government in healthcare industries is the major challenge these days. Secondly, healthcare policies are not clear to general public. We have to follow a lot of rules and regulations while working on the different aspects of healthcare industries. All these factors affect tech-healthcare start-ups.

Medipta has already collaborated with Chemist Association and has also initiated Smart PHC project. Also, we have offered services to government employees. Way

of collaboration, partnership, and tie-ups is being used to increase awareness about the app & its services. We are also in the process of transforming the primary Public Health Centre into a technology driven PHC. e-PHC - which will be called as Smart PHC. This will help to improve quality care of patients as its transparent, affordable & accessible healthcare for the whole society.

Can you please highlight mobile apps are now playing pivotal role in the healthcare sector in India and how Medipta is playing its role? Earlier, people had to pay the amount demanded by their healthcare providers but now everything is available on just a click. Digitalization in healthcare has improved availability and affordability

of Medicine. Medipta has a facility of telemedicine & is promoting preventive health check-ups and e-health services with the help of health screening devices. This app aims at rural healthcare management by providing e-health facilities at very affordable cost.

You have recently collaborated with the Maharashtra State Chemists & Druggists Association (MSCDA)? Can you please outline this strategy in detail and how this partnership would promote more healthcare apps in India? MSCDA has more than 78,000 members who are pharma retailers. Medipta is offering its technology to them in a very low cost with all the features. Resolving the issue of online drugs, this business collaboration is done. Retailers are directly related to consumers. This app wouldn't only be useful for them but through them this association will promote other healthcare services of the app to the end users directly.

What are your current marketing strategies to stay ahead of the competition curve? For marketing Medipta has made contract with MSCDA to reach end users and chemist-retailer market. Medipta considers every other healthcare provider as a colleague who are serving in the industry, and we welcome them to partner on different fronts for a larger benefit of all.

Can you please elucidate some of your biggest USPs which you think can beat your rivals in the market? Medipta is a very unique concept. Its major USPs are as follows -

- Medipta is an app where all the entities of Healthcare services are getting connected with user friendly digitalization.
- Smart PHC project at very affordable cost promoting e-health services in the remote region.
- Medipta app is available on mobile



“Medipta has a facility of telemedicine & is promoting preventive health check-ups and e-health services with the help of health screening devices. This app aims at rural healthcare management by providing e-health facilities at very affordable cost”

and web for healthcare providers to give services.

- Everything will be saved on cloud and it will be easy to share online reports, prescription. It will save time of healthcare provider as well as of patient.
- Preventive health check up with telemedicine is enabled with mobile Bluetooth which generates report in few minutes with very less cost this will also help Medipta reaching people at large than any other product in market.
- Medipta hut is a healthcare hub of Medipta which is available in every city & taluka where anyone can come for e-health services. It is the real world adaptation of the Medipta Mobile application.

Please describe the unique functionalities of Medipta? Medipta is complete healthcare platform where each and every entity gets connected to serve human kind. It is a platform providing all healthcare services. We have Telemedicine & health screening which will promote rural healthcare

management by offering affordable services at very cheap cost. You can save health reports on cloud, this will save time of the end user & frequent visits to healthcare provider.

Moving ahead, do you have anything in store in your roadmap? Medipta is planning to associate with healthcare organizations, healthcare experts through its 360 degree IT platform. We are also working with different public sector units on health check-up plan, which can be availed in just Rs 30, Rs 50, Rs 75. Our company is also discussing positively with healthcare Industries of Bhutan, Malaysia & Middle East as channel partners where Medipta can serve them. ■



nijhum@mymobile.co.in

The Year of Intelligence and Disruptions

The pace at which human-machine technologies are evolving and getting seamlessly integrated into our lives is unimaginable. Here is a list of top technologies by Microsoft that are impacting the way we think, love and communicate.

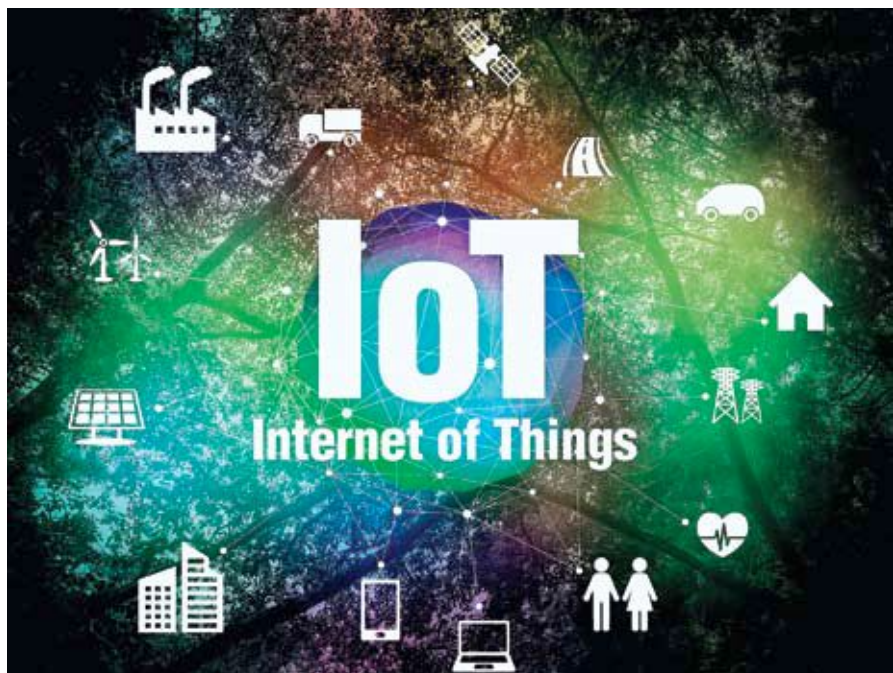


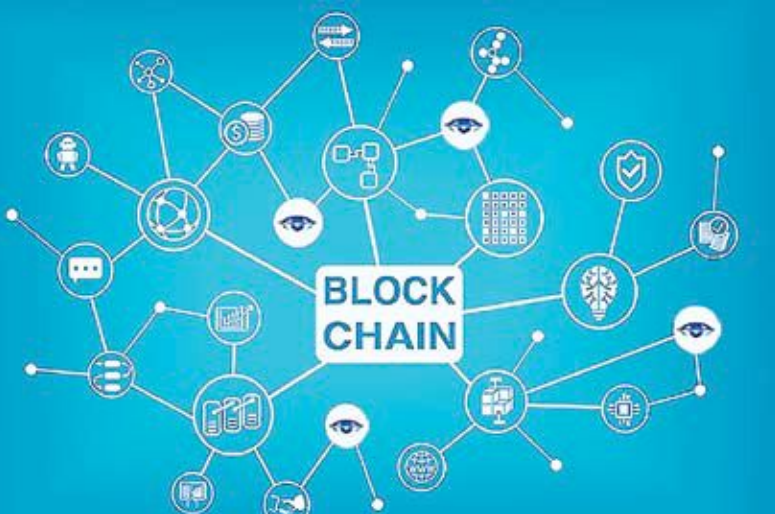
Artificial Intelligence (AI)

Undoubtedly, this is the biggest trend that has grown exponentially. Combined with machine learning, AI has the potential to not only bring about enormous changes in business, it can help create solutions for prevalent social issues. A large number of organizations have begun to realize the direct implications of infusing AI in their operations. While the ground work in AI has already begun, the times ahead are exciting as the ideas and prototypes are taking shape in real projects across multiple sectors - healthcare, retail, construction, banking, manufacturing, etc. ■

Internet of Things (IoT)

It has been predicted that IoT will comprise 200 billion 'smart' devices by the year 2020. That roughly equals 26 'smart' devices per person on the planet. These smart devices would need to be collaboratively connected through the internet, converting the devices into one big integrated system driving a major shift in human-machine interaction. Implications of this technology are immense, which can be as simple as a smart home to an entire city! At present, IoT is being used by businesses to increase process efficiencies and deliver better customer experiences, thus generating new revenue streams. ■



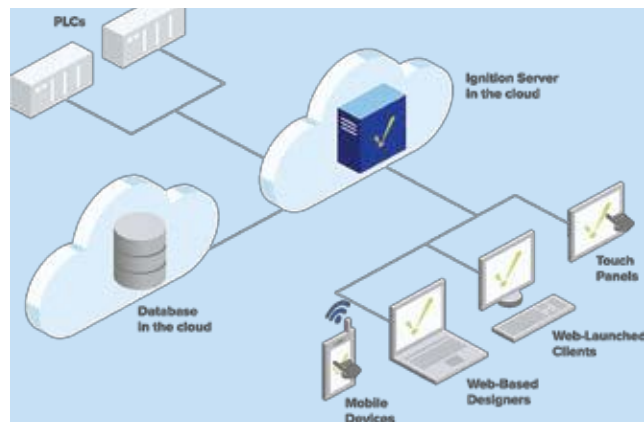


Blockchain

Blockchain as a technology has immense prospects in the field of digital transactions. After the initial hype around blockchain in the financial services' industry, we are seeing many more potential use cases for the government, healthcare, manufacturing, supply chain/logistics, F&B and other industries. In 2018, many blockchain technology platforms will move from development phase to pilot phase in the banking, media and industrial sectors. ■

Cloud-based architecture

Cloud based architecture has been around for quite a while now but in 2018, we expect to see many more organizations take advantage of the simplicity and high-performance the cloud guarantees, as well as a sharp uptick in cloud-hosted Software-as-a-Service (SaaS) that provides an opportunity to grow computing capabilities without costly investments in infrastructure, physical or technical. ■



Augmented Reality (AR) and Virtual Reality (VR)

Worldwide spending on AR and VR is expected to reach \$17.8 billion in 2018, which is 95% more than the \$9.1 billion spent in 2017. Businesses are quickly understanding the potential of AR and are integrating the technology into their business and marketing plans to make most of the first-mover opportunities available. Industries like telecommunication, manufacturing, energy where the workforce is scattered to remote areas are already using AR extensively for communication, training, etc. The scope is even greater in healthcare where AR can be used in the operating room by bringing the virtual elements to the real world.

To conclude, half of the year has gone by and it already looks very promising for technological innovations. The exponential improvement



of technologies will not only allow every business industry to flourish but also impact our daily lives. ■

team@mymobile.co.in



17 things probably you didn't know about Tencent and its founder Pony Ma

Tencent Holdings is the highest valued tech company in Asia. The Shenzhen headquartered tech giant made huge waves in mid 2017 when its stocks soared taking its total market capitalization to over USD 530 billion, surpassing briefly market cap of Facebook. This also made Tencent the top ten most valuable tech companies in the world, breaking into the arena dominated by Silicon Valley tech giants.

The surge in stocks also brought into limelight Tencent's founder and the one who is known as the mysterious billionaire for his reluctance to appear in public or to interact with media - Ma Huateng or Pony Ma as he is popularly known as. Pony Ma overtook Google's founders Larry Page and Sergey Brin by net worth. Today, Pony Ma's personal net worth hovers around USD 50 billion, making him the richest person in China overtaking Alibaba's Jack Ma and amongst the top 20 wealthiest people on the planet. Yes, he is richer than India's wealthiest man - Mukesh Ambani.



1. Pony MA founded Tencent in 1998.
2. Today, Tencent Holdings is China's top technology company by market capitalization, approximately USD 500 billion, while clocking revenue of USD 37 billion plus in 2017.
3. Tencent's interest lies in social networking, instant messaging, mass media, web portals, e-commerce, web browser, antivirus software, artificial intelligence, music, payment system, film production and multiplayer online games, which is its biggest revenue stream today.
4. Tencent owns 'WeChat', China's WhatsApp with many other features which WhatsApp doesn't have. WeChat has more than 960



TECH WIZARD

Spotlight



million users.

5. Tencent now has a 12% stake in Snapchat parent Snap.
6. Tencent has a very successful Chinese twitter version called "Weibo".
7. Tencent also owns minority stakes in electric car maker Tesla Motors and videogame company Activision Blizzard.
8. Tencent is also the world's largest online game developer today clocking 15.6 billion USD in revenue from online games in 2017.
9. Many of the billion dollar club games such as Honour of Kings, League of Legends, Clash of Clans and Gears of War have been developed by companies owned by Tencent.
10. Tencent got lot of support and protection from Chinese government but the addictive nature of its hugely successful game "Honour of Kings" has alarmed the Chinese government which termed it as a "drug". Tencent was forced to limit the amount of time users under 18 could spend on it.



11. The headquarters of Tencent is the tallest building in Shenzhen city.
12. Pony Ma owns just 9% of Tencent Holdings but is still the wealthiest person in China, thanks to the extremely high valuation of company's stock.
13. Pony Ma is often called as the "Mysterious Billionaire" because of his reluctance to appear in press.
14. Like many other China's billionaire, Pony Ma also came from a very

humble background and made fortune by investing in emerging technology sector.

15. He received his Bachelor of Science degree in Computer Science from Shenzhen University in 1993.
16. Pony Ma found his own wife through WeChat, the social platform he had founded!
17. Pony believes in the maxim: "Ideas are not important – execution is." ■
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The 'EternalBlue' Menace

The leaked exploit continues to be a popular threat actor among cybercriminals



EternalBlue', the deadliest exploit leaked by hacking group known as Shadow Brokers in April last year continues to be menace for cyber security. In a research report titled, 'EternalBlue – A Popular Threat Actor of 2017-2018', Seqrite, one of the leading providers of enterprise security solutions, has revealed that it detected more than 18 million hits of the exploit in advanced cyberattacks like ransomware and distributed cryptomining campaigns.

Almost a year after the infamous WannaCry ransomware attack, leaked NSA Exploit 'EternalBlue' continues to be a popular threat actor for cybercriminals to infiltrate into systems and make financial gains. The report highlights data sourced from Quick Heal Security Labs and gives insights into the exploit's timeline, analysis and recent observations made around its

existence till date

'EternalBlue' is the deadliest exploit leaked by hacking group known as Shadow Brokers in April last year. Seqrite observed the first impression of EternalBlue in May

2017 with the outbreak of WannaCry ransomware. The detection count gradually started increasing as WannaCry started spreading to other systems making it the biggest ransomware attack in history that

```
[*] Target OS selected valid for OS indicated by SMB reply
[*] CORE raw buffer dump (41 bytes):
0x00000000 57 69 6e 64 6f 72 73 20 37 20 48 6f 6d 65 20 42 Windows ? Home B
0x00000018 61 73 69 63 20 37 36 30 31 20 53 65 72 76 69 63 asic 7601 Servic
0x00000020 65 20 50 61 63 6b 20 31 00 e Pack 1.
[*] Building exploit buffer
[*] Sending all but last fragment of exploit packet
.....DONE.
[*] Sending SMB Echo request
[*] Good reply from SMB Echo request
[*] Starting non-paged pool grooming
[+] Sending SMBv2 buffers
.....DONE.
[+] Sending large SMBv1 buffer..DONE.
[+] Sending final SMBv2 buffers.....DONE.
[+] Closing SMBv1 connection creating free hole adjacent to SMBv2 buffer.
[*] Sending SMB Echo request
[*] Good reply from SMB Echo request
[*] Sending last fragment of exploit packet!
DONE.
[*] Receiving response from exploit packet
[+] ETERNALBLUE overwrite completed successfully (0xC0000000)!
[*] Sending egg to corrupted connection.
[*] Triggering free of corrupted buffer.
[*] Pinging backdoor...
[+] Backdoor returned code: 10 - Success!
[+] Ping returned target architecture: x86 (32-bit)
[+] Backdoor installed
-----VIN-----
[*] CORE sent serialized output blob (2 bytes):
0x00000000 00 00 ..
[*] Received output parameters from CORE
[+] CORE terminated with status code 0x00000000
[+] Eternalblue Succeeded
```

affected more than 150 countries. After the success of WannaCry, several new Proof of Concept or POC exploit were discovered on the internet for 'EternalBlue'. With this easy availability of 'EternalBlue', hackers were observed using the exploit in the ensuing attacks like EternalRocks worm, Petya a.k.a NotPetya ransomware and BadRabbit



“Exploits leaked by Shadow-brokers especially EternalBlue have helped hackers to launch some of the biggest cyber-attacks in the form of WannaCry, Petya a.k.a. NotPetya and BadRabbit”

– Sanjay Katkar,
Jt MD & CTO, Quick
Heal Technologies

in detection statistics from December with March recording the highest detection count of over 70 lakh hits. This is largely due to the rapid rise in the valuation of cryptocurrencies and the fact that cryptomining allows attackers to illegally and discreetly mine cryptocurrencies on infected endpoints.

Sanjay Katkar, Joint Managing Director and Chief Technology Officer, Quick Heal Technologies Limited, says, “Exploits leaked by

“While hackers using EternalBlue to launch ransomware attacks is widely known, it is interesting to note that cybercriminals are now leveraging this tool to distribute cryptomining campaigns”



Ransomware.

Following a detailed investigation, Seqrite further discovered that 'EternalBlue' which was mostly utilized in ransomware attacks is now also being increasingly deployed by hackers to distribute cryptomining campaigns like Adylkuzz, Zealot and WannaMine. According to the report, there has been a healthy increase

Shadow-brokers especially EternalBlue have helped hackers to launch some of the biggest cyber-attacks in the form of WannaCry, Petya a.k.a. NotPetya and BadRabbit.” He points out, “While hackers using EternalBlue to launch ransomware attacks is widely known, it is interesting to note that cybercriminals are now leveraging this tool to distribute cryptomining

campaigns. What is worrisome is that a large number of endpoints continue to be unprotected and vulnerabilities remain unpatched.”

It's about time we realize that prevention is an important remedy that can help businesses to stay a step ahead of the attackers. ■

team@mymobile.co.in

HGD INDIA

Charging Its Way To The Top

One has heard a lot about how Chinese mobile OEMs have made a mark in India and carving out a niche for themselves in this most competitive mobile market by dint of sheer quality and matching consumers' aspirations. But one rarely hears about components manufactures from across the border which have set up manufacturing units in India and have impressed the industry with their world class quality while giving a fillip to 'Make in India' program.

One such company which has made a big mark in mobile components space is the Indian arm of Shenzhen headquartered Hong Guang De Technology called HGD India. The company started its manufacturing operation in India in 2015 by setting up base first in Noida, UP following it up with by setting up a charger case manufacturing unit in Haryana.

Today, HGD India is the largest charger manufacturer in India and also the largest supplier of chargers to OEMs. And the list is impressive; from Lava, Intex, Micromax, Karbonn, Celkon to itel and InFocus (Foxconn). The company has also passed

the quality/ production audit for Jio mobile charger while advanced talks are on with Panasonic, Comio and Xiaomi.

"Earlier HGD was an importer. But the company decided to take inspiration from Prime Minister Modi's call for 'Make



"Earlier HGD was only an importer. But the company decided to take inspiration from Prime Minister Modi's call for 'Make in India' and to be a part of this mission. And that is HGD decided to set up manufacturing unit in Noida in 2015"

**– Rakesh Yadav,
Director, HGD India**





in India' and to be a part of this mission. And that is how we decided to set up a manufacturing unit in Noida in 2015," says Rakesh Yadav, Director of HGD India.

The operations have become bigger and better with time. Today, HGD India has a capacity to produce 4 million chargers per month. Its success owes largely to the strict quality control process it has adopted and its investment in research and development. The twin focus has enabled it to provide highest quality chargers at a very competitive cost.

"HGD groups strictly follow the Bureau of India Standards (BIS) standards for their products. We have more than 15 brands BIS certification for those models we supply," points out Mr Yadav.

With rising demand for its chargers (it supplies only to OEMs), it has also been providing regular employment to more than 500 people in its manufacturing units and supply chain.

Another advantage that benefits both the company and India is that the company has a very robust R&D centre in China. So transfer speed of technology to India and China is real time which helps OEMs in India to enhance their offerings.

At the same time, HGD places huge



USPs of HGD Chargers

- **Long time charging test**
- **Input overvoltage test**
- **Temperature / Humidity test**
- **Salt spray test for metal components**
- **Drop test**
- **Vibration measurement**
- **High temperature test**
- **Insertion force test**
- **Interface insert force and output test**
- **Ageing test**
- **Leakage current test**
- **Insulation resistance**
- **Dielectric strength testing**



importance to employees' training and motivation. "We lay special emphasis on motivating and improving our human resources, so that the individual goals as well as corporate goals can be achieved simultaneously in a harmonious manner bringing out the best," says Mr Yadav.

The company is planning to broaden its product portfolio. Very soon, HGD India will also start manufacturing of PCBA units. Future lineups also include LCD TVs, Set Top Boxes, Car Chargers and Adaptors. ■

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			B	1,560	Save Rs. 840 i.e 35% discount on cover price
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MY GUIDE

While *My Mobile* tries to ensure accuracy in the pricing and features any discrepancies that may emerge are beyond our control. Please check with the retailer about features of the phone before buying. Feel free to update us. (Last updated on May 22, 2018)

Disclaimer:

The prices quoted in *My Guide* are the Best Buy prices quoted by the respective companies, ex-Delhi. The prices may vary on account of promotional schemes or dealer discretion.

Devices featured in the My Guide have been segregated into different categories based on price and colour-coded as:

- Up to Rs. 2,499

- Rs. 2,500 – Rs. 5,999

- Rs. 6,000 – Rs. 9,999

- Rs.10,000 – Rs. 14,999

- Rs.15,000 – Rs. 19,999

- Rs. 20,000 – Rs. 29,999

- RS. 30,000 and above.

- Tablets

- ★ Spreadtrum—ST
- ★ Intel Atom—IA
- ★ Qualcomm Snapdragon—QS
- ★ MediaTek—MT
- ★ MediaTek Helio—MTH



		UP TO RS. 2,499			UP TO RS. 2,499			
MODELS								
	PARAMETERS	HITECH	I-SMART		ITEL	LEPHONE		
	Model	Pride 350	103	102 Cute	204 Flip	Smart Selfie it5231	K1	K5
	Display (inches/res)	2.8	1.8	1.8	2.4	2.4/ 240 x 320	1.8	2.4
	Dimension (mm)	131 x 58 x 10.2	112x46.5x13.5	112x46.5x13.5	100x50x15	124.5 x 54 x 11.4	112x46.5x13.9	112x46.5x13.9
	Weight (grams)	82	60	60	70	-	64	64
	Processor/RAM	Spreadtrum 6531DA/NA	Speadtrum 6531da	Speadtrum6533	Speadtrum 6531da	360MHz/64Mb	312MHz /32MB	312MHz /32MB
	Operating system	Nucleus	NA	NA	NA	-	NA	NA
	Storage/Expandable	32+32MB	32+32MB	32+32MB	32+32MB	64MB/32GB	32MB / 32GB	32MB / 32GB
	Rear/Front Camera	1.3 MP/NA	0.8/NA	0.8/NA	0.8/NA	0.08MP/0.3MP	Digital Camera	0.3 MP
Battery (mAh)	1,800	1,000	850	580	1900	1000	1450	
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	
Dual SIM	Yes	Yes	Yes	Yes	Yes	YES	YES	
Music Player/FM	Yes/Yes	Yes	Yes	Yes	Yes/Yes	YES	YES	
Launch	Launched	Launched	Launched	Launched	May, 2016	August, 2016	NA	
Price Rs.	1,549	650	684	1,190	1,335	674	950	

	UP TO RS. 2,499			Rs. 2,500 – Rs. 5,999			
MODELS							
	LEPHONE			HONOR	HITECH		IN-FOCUS
PARAMETERS							
Model	L1	K7	Sleek 9	Honor Bee	Amaze S9	Air A8	Bingo 10 (M415)
Display (inches/res)	2	2.4	2.4	4.5/ 854 x 480	5	5.0/ 540 x 960	4.5/ 480 x 854
Dimension (mm)	123x51.8x14.9	100 x 42 x 13.4	100 x 42 x 13.4	134.3 x 66.7 X 10	140 x 66.88 x 9.65	140.2 x 72.4 x 8.8	135.65 x 67.38 x 10.43
Weight (grams)	102	62	62	170	150	152	140
Processor/RAM	312MHz /32MB	312MHz /32MB	312MHz /32MB	ST SC 7732/1GB	ST 7731/512MB	ST 7731/1GB	MT 6580A/1GB
Operating system	NA	NA	NA	Android OS, v4.4	5.1 Lollipop	5.2 Lollipop	Android OS, 6.0
Storage/Expandable	32MB / 32GB	32MB / 32GB	32MB / 32GB	8GB/32GB	4GB/32GB	8GB/32GB	8GB/32GB
Rear/Front Camera	Digital Camera/ Digital Camera	0.1 MP	0.1 MP	8MP/2MP	5MP/2MP	8MP/2MP	5MP/5MP
Battery (mAh)	2,500	2,500	800	1,730	1,400	2,000	2,000
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Dual SIM	YES	YES	YES	Yes	Yes	Yes	Yes
Music Player/FM	YES	YES	YES	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Launch	October, 2016	NA	NA	May, 2015	-	-	April, 2016
Price Rs.	999	999	1,325	4,999	2,999	4,999	4,399

	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS							
PARAMETERS	IN-FOCUS	INTEX				I-SMART	
Model	Bingo 21 (M 430)	Aqua Fish	Cloud Glory 4G	Cloud String HD	Aqua Classic 2	is-59	i1-Mini
Display (inches/res)	4.5/ 854 x 480	5/720x1280	4.5/ 480 x 854	5/ 720 x 1280	5/480/854	5/854x480	4.5/854x480
Dimension (mm)	136.8 x 67 x 10.95	142.4x72x9.6	134.2 x 68 x 9	144.5 x 72.5 x 8.7	145.2x72.6x10.9	143.5x73.6x9.5	135.2x66x10.8
Weight (grams)	152	150	120	150		120	109
Processor/RAM	ST Shark/2GB	Quad core/2GB	MT 6735M/ 1GB	SC 9832A/ 1GB	qcta-core/1GB	1.2GHz, quad-core/1GB	1.3Ghz quad-core/512MB
Operating system	Android 5.1	Sailfish 2.0	Android 6.0	Android 5.1	Android 6.0	Android 6.0	Android 6.2
Storage/Expandable	8GB/32GB	16GB/32GB	8GB/ 32GB	8GB/ 32GB	8GB/32GB	8GB/32GB	4GB/32GB
Rear/Front Camera	8MP/5MP	8MP/2MP	5MP/2MP	8MP/2MP	5MP/2MP	5MP/2MP	5MP/2MP
Battery (mAh)	2,300	2500	1,800	2,200	2200	2,200	2,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes	Yes
Launch	March, 2016	February,2016	June, 2016	May, 2016		Launched	Launched
Price Rs.	5,499	5,499	3,999	5,599	4,600	2,999	3,199

	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS							
PARAMETERS	ITEL	MICROMAX			M-TECH		
Model	Power Pro it1410	Canvas Juice 3 Q393	Canvas Spark 3	Canvas Bolt Selfie	EROS PLUS	TURBO 4G	TEZ 4G
Display (inches/res)	4/ 800 x 480	5.0/720 x 1280	5.5/720x1280	4.5/854x480	5 FWVGA TN	5 FWVGA TN	5 FWVGA IPS
Dimension (mm)	124x64.7x12.2	NA	-	-	144.9x73.3x9.5	146.6x73.6x11.5	144x72.5x8.8
Weight (grams)	-	NA	-	-	142	142	171
Processor/RAM	Dual core, 1.3 GHz/512MB	MT6580/2GB	quad-core/1GB	MTK6735/1GB	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad Core
Operating system	Android4.4	Android 5.1	Android 5.1	Android 5.1	Android Nougat	Android Nougat	Android Nougat
Storage/Expandable	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	1GB/8GB/64GB	1GB/8GB/64GB	1GB/8GB/64GB
Rear/Front Camera	2.0MP/0.3MP	8MP/2MP	8MP/5MP	5MP/5MP	0.3MP/5MP	0.3MP/5MP	2MP/5MP
Battery (mAh)	2,800	4,000	2,500	1,750	2,000	2,000	2,400
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	May, 2016	NA	March, 2016	May, 2016	November, 2017	August, 2017	August, 2017
Price Rs.	3,339	4,171	4,848	4,849	4,299	4,699	4,799

		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS								
	PARAMETERS	M-TECH	VIDEOCON	ZIOX				
	Model	EROS 4G	Delite11	Astra Metal 4G	Astra Colors 4G	Astra NXT+	Zi-34	Astra Prism
	Display (inches/res)	5 FWVGA IPS	5/1280x720	5/480X854	5/720X1280	4 inch	3.5 inch	5 inch
	Dimension (mm)	72.4x142.7x9.3	146.66X74.3X10.52	143.8X73.3X10.4	142.9X71.65X11	125.4X64.2X13	116.2X61.4X11.3	134.4X67X10.1
	Weight (grams)	136	151	171	182	130	108	119
	Processor/RAM	1.3GHz Quad Core	Quad-core/1GB	1.5Ghz Quad-core ARM	Spreadtrum	512MB+4GB(DDR2)	2xCortex-A7,32bit	1.2 GHz Quadcore
	Operating system	Android Nougat	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 4.4.2	Android 6.0
	Storage/Expandable	1GB/8GB/64GB	8GB/32GB	1GB/8GB	1GB/8GB	1GB/8GB	256 MB/512 MB	512 MB/4GB
	Rear/Front Camera	0.3MP/5MP	5MP/2MP	5MP/2MP	5MP/5MP	2MP/0.3MP	0.3MP/ 0.3MP	0.3MP/2MP
Battery (mAh)	2,000	3,000	3,000	4,000	2,000	1,200	1,700	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/Yes	Yes	Yes	Yes	Yes	Yes	
Launch	October, 2017	NA	Launched	Launched	Launched	Launched	Launched	
Price Rs.	4,999	5,840	5,553	6,499	3,703	2,993	3,813	

		Rs. 2,500 – Rs. 5,999			Rs. 6,000 – Rs. 9,999		Rs. 6,000 – Rs. 9,999	
MODELS								
	PARAMETERS	ZIOX			ASUS		CELKON	CENTRIC
	Model	Astra Zing	Astra NXT Pro	Astra Blaze	Zenfone 2 Laser ZE550KL	Zenfone Max	Q550	L3
	Display (inches/res)	4 inch	4 inch	4.5/480x854	5.5/720 x 1280	5.5/ 720 x 1280	5.0/720 x 1280	5 HD IPS
	Dimension (mm)	124X64X10.1	123.5x64.2x10.5	135x68x10.2	152.5 x 77.2 x 3.9	156 x 77.5 x 10.55	145.6 x 71.8 x 8	141x70.5x8.6
	Weight (grams)	105	111	130	170	202	149	143
	Processor/RAM	1.2 GHz Quadcore	Quad-core A7MP	1.3GHz Quad-Core	QS 410/2GB	QS 615/ 2GB, 3GB	Broadcom/2GB	1.3GHz Quad Core
	Operating system	Android 6.0	Android 7	Android 7	Android 5.0	Android 6.0	Android Kitkat 4.4.2	Android Nougat
	Storage/Expandable	512MB/4GB	1GB/8GB	1GB/8GB	16GB/128GB	16GB/32GB, 64GB	16GB/32GB	2GB/16GB/256GB
	Rear/Front Camera	0.3MP/2MP	2MP/0.3MP	0.3MP/2MP	13MP/5MP	13MP/5MP	8MP/2MP	13MP/5MP
Battery (mAh)	1,400	1,900	2,000	3,000	5,000	2,500	3,050	
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	Launched	Launched	Launched	August, 2015	May, 2016	2,014	January, 2018	
Price Rs.	3,653	3,899	4,499	9,299	9,325/ 12,999	7,499	6,749	

	RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999			
MODELS								
PARAMETERS	COMIO				COOLPAD			
Model	C1	C2	S1	P1	Note 3	Note 3s	Note 5 Lite	
Display (inches/res)	5 HD IPS	5 HD IPS	5.2 HD IPS	5.5 HD IPS	5.5/720 x 1280	5.5/1920x1080	5/1280X970	
Dimension (mm)	143.5X71.3X9.35	144X71.6X9.9	149X72.6X7.9	152.85X76.14X9.2	152 x 77 x 9	154.5x77x8.6	145.3X72.3X8.7	
Weight (grams)	175	165	159	178	150	167	148	
Processor/RAM	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad Core	MT6753/3GB	octa-core/3GB	MT6735/3GB	
Operating system	Android Nougat	Android Nougat	Android Nougat	Android Nougat	Android 5.1	Android6.0	Android6.0	
Storage/Expandable	1GB/32GB	2GB/16GB	2GB/32GB	3GB/32GB	16GB/64GB	32GB/32GB	16GB	
Rear/Front Camera	8MP/5MP	8MP/8MP	13MP/8MP	13MP/8MP	13MP/5MP	13MP/5MP	13MP/8MP	
Battery (mAh)	2,200	4,000	2,700	5,000	3,000	2,500	2,500	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	August, 2017	September, 2017	August, 2017	August, 2017	October, 2015	November,2016	March, 2017	
Price Rs.	5,999	7,199	8,999	9,999	8,999	9,999	8,199	

	RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999			
MODELS								
PARAMETERS	GIONEE	HONOR		HITECH	IN-FOCUS			
Model	P 7	Honor Holly 3	Honor Holly 2 Plus	Air A9	M 350 (16GB)	M680	M810	
Display (inches/res)	5.0/720x1280	5.5/1920x1080	4.8/720 x 1280	5.0-inch, 720 x 1280	5.0/720 x 1280	5.5/720x1280	5.5/1080x1920	
Dimension (mm)	NA	NA	143.1 x 71.8 x 9.7	140.2 x 72.4 x 8.8	151 x 71.5 x 10.6	156 x 76.8 x 7.25	153.70 x 76.20 x 6.99	
Weight (grams)	NA	NA	160	152	146	158	155	
Processor/RAM	Quad-core/2GB	Kirin 620/2GB	MT6735P /2GB	MT 3735M/2GB	MT6732/2GB	MT 6753/2GB	QS 801/ 2GB	
Operating system	Android 6.0	Android 6.0	Android 5.1.1	Android 5.1	Android 4.4.2	Android 5.1	Android 5.0	
Storage/Expandable	16GB	16GB/128GB	16GB/128GB	16GB/32GB	16GB/64GB	16GB/32GB	16GB/64GB	
Rear/Front Camera	8MP/5MP	13MP/8MP	13MP/5MP	13MP/8MP	8MP/8MP	13MP/13MP	13MP/5MP	
Battery (mAh)	2,300	3,100	4,000	3,500	2,500	2,600	2,600	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	NA	Yes	Yes	Yes	Yes	No	
Music Player/FM	Yes/Yes	NA	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	December,2016	October, 2016	February, 2016	-	June, 2015	December, 2015	July, 2015	
Price Rs.	9,999	9,999	8,499	6,999	6,999	8,999	9,999	

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999	
MODELS								
PARAMETERS	INTEX			I-SMART			ITEL	
Model	Aqua S7	Aqua Secure	Aqua View	IS-57i	IS-56i HD Mercury V6	Ultra 50	Wish it1512	
Display (inches/res)	5/720x1280	4.5/ 480 x 854	5/ 720 x 1280	5.0-inch/480 x 854	5.0-inch/720 x 1280	5/HD IPS, MiraVision, cast screen	5/FWVGA/TN	
Dimension (mm)	142.5x72.5x8.7	133.5 x 66.5 x 9.4	124 x 64 x 10.3	146.72 x 72.85 x 8.73	143.54 x 71.55 x 8.52	148.24x72.56x11.44	143x72x8.65	
Weight (grams)	150	130	146	155	170	186	-	
Processor/RAM	Quad core/3GB	MTK6735M/ 1GB	MTK6735P/ 1GB	Quad Core/1 GB	Quad Core/1 GB	1.3GHz Quad Core	Quad core/1GB	
Operating system	Android 6.0	Android 5.1	Android 5.1	Android 4.4.2	Android 4.4.2	Marshmallow 6.0	Android 6.0	
Storage/Expandable	16GB/64GB	8GB/ 32GB	16GB/ 32GB	8GB/64GB	8GB/64GB	3GB/32GB/64GB	8GB/32GB	
Rear/Front Camera	13MP/5MP	5MP/ 2MP	8MP/5MP	8.0MP/3.2MP	8.0MP/3.2MP	13MP/5MP	5.0MP/2.0MP	
Battery (mAh)	3,200	1,900	2,200	2,100	2,500	3,000	2,500	
2G/3G/4G	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes/Yes	Yes	
Music Player/FM	Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes	Yes/Yes	
Launch	September, 2016	May, 2016	June, 2016	September, 2016	September, 2015	Launched	June, 2016	
Price Rs.	9,499	6,499	8,999	6,499	6,999	9,990	6,000	

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999	
MODELS								
PARAMETERS	ITEL		KARA		LAVA			
Model	Power Pro it1553	Mega 1	Mega 4	Mega 2	X10	Pixel V2	X50+	
Display (inches/res)	5.5)	5.5, Full HD	5.0-inch, HD IPS,	5.0-inch, HD IPS,	5.0/ 720 x 1280	5.0/ 720 x 1280	5.5/1280x720	
Dimension (mm)	138.5x69.5x9.8	152.4x77.1x9.5	152.4x77.1x9.5	152.4x77.1x9.5	142 x 70.8 x 7.9	141.6 x 70.8 x 7.6	155x71.8x8.85	
Weight (grams)	-	184	184	184	133	128	155	
Processor/RAM	Quad core/1GB	1.2 GHz,Quad Core	1.3GHz Quad Core(64bit)	1.3GHz Quad Core(64bit)	Quad core /3GB	Quad Core/ 2GB	quad-core/2GB	
Operating system	Android 5.1	Marshmallow 6.0	Android 6.0	Android 6.0	Android 5.1	Android 5.1	Android 6.0	
Storage/Expandable	16GB/32GB	3GB/32GB/64GB	1GB/16GB	2GB/16GB	16GB/32GB	16GB/32GB	32GB/32GB	
Rear/Front Camera	8.0MP/2.0MP	13MP/5MP	8MP/2MP	13MP/5MP	13MP/5MP	13MP/8MP	8MP/5MP	
Battery (mAh)	5,050	4,000	2,000	3,000	2,900	2,500	2,800	
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/yes	
Dual SIM	Yes	Yes/Yes	Yes	152.4x77.1x9.5	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes	Yes	Yes	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	June, 2016	June, 2017	Launched	Launched	November, 2015	September, 2015		
Price Rs.	7,290	7,950	4,500	6,500	9,999	8,499	9,199	

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999		
MODELS									
PARAMETERS	LEPHONE								
Model	W2	W7	W7+	W12	W15	W21	W11		
Display (inches/res)	4.5/854X480	5/854X480	5/1280X720 IPS	5 inch/1280X720	5/1280X720	5.5/1280X720	5 inch/1280X720		
Dimension (mm)	134.5X68X10.2	143.6x72.5x10	143.6x72.5x9.1	145.2X72.4X10	144.2x72x8.8	152.8x76.9x8.6	144X72.4X9.5		
Weight (grams)	126	177	151	148	142	164	161		
Processor/RAM	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad Core	1.3GHz Quad-Core	1.3GHz Quad-Core	1.3GHz Quad Core		
Operating system	Android 6.0, Marshmallow	Android 6.0, Marshmallow	Android 6.0, Marshmallow	Android 6.0	Android 6.0	Android 6.0	Android 6.0		
Storage/Expandable	1GB/8GB/32GB	1GB/8GB/32GB	1 GB/8 GB	1GB/16GB/32GB	2GB/16GB/32GB	2GB/16GB/32GB	1GB/16GB/32GB		
Rear/Front Camera	2MP/VGA	5MP/2MP	5MP/5MP	8MP/2MP	8MP/5MP	8MP/5MP	8MP/2MP		
Battery (mAh)	1,500	2,000	1,800	2,000	2,000	2,500	2,000		
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes		
Dual SIM	Yes	Yes	Yes	"Yes "	"Yes "	"Yes "	Yes		
Music Player/FM	Yes	Yes	Yes	Yes	Yes/Yes	Yes/Yes	Yes		
Launch	Launched	Launched	Launched	Launched	Launched	Launched	Launched		
Price Rs.	4,499	4,999	5,999	6,399	6,499	6,799	6,999		

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999		
MODELS									
PARAMETERS	LENOVO	LYF	LG	MICROMAX					
Model	K6 Power	Wind 5	K7	Canvas Unite 4	Canvas Amaze 2	Canvas XP 4G	Canvas 5		
Display (inches/res)	5/1920x1080	5/ 720 x 1280	5/ 480 x 854	5.0/ 1280 x 720	5/ 720 x 1280	5.0/720 x 1280	5.2/1080 x 1920		
Dimension (mm)	141.9x70.3x9.3	144.6 x 72.8 x 8.45	143.6 x 72.5 x 8.95	NA	NA	NA	NA		
Weight (grams)	145	137		NA	NA	NA	NA		
Processor/RAM	QS 430/3GB	MT6735P/ 1GB	1.1GHz Quad Core/ 1.5GB	MTK 6735P/1GB	QS415/ 2GB	MT6735P/3GB	MT6753/3GB		
Operating system	Android 6.0	Android 5.1	Android 5.0	Android 6.0	Android 5.0.2	Android 5.1	Android 5.1		
Storage/Expandable	32GB/128GB	8GB/ 32GB	8GB/32GB	8GB/64GB	8GB/ 32GB	16GB/32GB	16GB/64GB		
Rear/Front Camera	13MP/8MP	8MP/ 5MP	5MP/5MP	8MP/5MP	13MP/ 5MP	8MP/2MP	13MP/5MP		
Battery (mAh)	4,000	2,000	2,125	2,500	2,500	2,000	2,900		
2G/3G/4G	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes	Yes/Yes/Yes		
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Music Player/FM	Yes/Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes		
Launch	November, 2016	June, 2016	January, 2016	June, 2016	June, 2016	May, 2016	November, 2015		
Price Rs.	9,999	6,599	8,690	6,999	7,499	7,499	9,999		

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999	
MODELS								
PARAMETERS	MICROMAX		MOTOROLA		NOKIA	NUU	PANASONIC	
Model	Canvas Unite 4 Pro	Canvas Sliver 5	Moto G4 Play	Moto E4/Plus	Nokia 3	Q626	P55 Max	
Display (inches/res)	5.0/ 1280 x 720	4.8/720 x 1280	5/720x1280	5/5.5/1280x720	5/1280X720	5/1280 x 720	5.5/1280x720	
Dimension (mm)	NA	5.1mm thick	144.4x72x9.9	144.5x72x9.3/ 155x77.5x9.55	143.4x71.4x8.4	141.2x70.3x7.3	152 x 72.6 x 8.7	
Weight (grams)	NA	97	137	150,/181	NA	148	180	
Processor/RAM	Quad core/ 2GB	QS 410 /2GB	QS 410/2GB	MTK6737	MT 6737	1.3GHz Quad Core	MTK6737	
Operating system	Android 5.1	Android 5.0.2	Android 6.0	Android 7.1.1	Android 7.0	Android 6.0	Android 7.0	
Storage/Expandable	16GB/32GB	16GB/No	16GB/128GB	2/16/3/32GB	16GB/128GB	2GB/32GB/64GB	3GB/16GB	
Rear/Front Camera	8MP/5MP	8MP/5MP	8MP/5MP	8MP/5MP/13MP/5MP	8MP/8MP	8MP/5MP	13MP/5MP	
Battery (mAh)	3,900	2,000	2,800	28,00/5,000	2,650	2,000	5,000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	No	Yes	Yes	No	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	June, 2016	2,015	September, 2016	August, 2017	July, 2017	August, 2017	August, 2017	
Price Rs.	7,499	8,387	8,999	8,450 onwards	8,635	9,625	7,499	

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999	
MODELS								
PARAMETERS	PANASONIC	SAMSUNG			TCL		XIAOMI	
Model	Eluga Ray 500/700	Galaxy On 5 Pro	Galaxy J2 (2016)	Galaxy J2 Pro (2016)	TCL 560	TCL 562	Redmi 2 Prime	
Display (inches/res)	5/5.5/720 x 1280/ 1080 x 1920	5.0/ 1280 x 720	5.0/ 1280 x 720	5/720x1280	5.5/ 1280x720	5.5/1920x1080	4.7/720 x 1280	
Dimension (mm)	144.3 x 71.3 x 9.2/ 153.8 x 75.4 x 8.9	142.3 x 72.1 x 8.5	142.4 x 71.1 x 8.0	142.4x71.1x8	NA	152x77x8	134.00 x 67.20 x 9.4	
Weight (grams)	163/182	149	138	138	156	150	133	
Processor/RAM	MT6737/MT6753	Quad core/ 2GB	Quad core/ 1.5GB	Quad core/2GB	QS 210/2GB	MT6755M/3GB	QS 410/2GB	
Operating system	Android 7.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 4.4	
Storage/Expandable	3GB/32GB	16GB/128GB	8GB/128GB	16GB/128GB	16GB/32GB	32GB/64GB	16GB/32GB	
Rear/Front Camera	5/13/13/13	8MP/5MP	8MP/5MP	8MP/5MP	8MP/5MP	13MP/5MP	8MP/2MP	
Battery (mAh)	4,000/5,000	2,600	2,600	2,600	2,500	2,960	2,200	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	
Launch	September, 2017	July, 2016	July, 2016	July, 2016	July, 2016	July, 2016	August, 2015	
Price Rs.	8,999/9,999	6,490	6,990	9,090	6,999	9,999	6,999	

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		
MODELS							
PARAMETERS	XIAOMI						VIDEOCON
Model	Redmi 3S/ 3s Prime	Redmi Note Prime	Redmi Note 3	Redmi 3s Plus	Redmi Note 4	Redmi Note 5	Graphite1
Display (inches/res)	5/ 1280X720	5.5/720 x 1280	5.5/1080 x 1920	5/1280x720	5.5/1080X1920	5.9/1080x2160	4.5/1280x720
Dimension (mm)	139.4 X 69.7 X 8.5	154 x 78.7 x 9.45	150 x 76 x 8.65	139.3x69.6x8.5	151X76X8.3	158.50x75.45x8.05	136.76X69X10
Weight (grams)	144	185	164	144	165	180	127
Processor/RAM	QS 430/ 2GB, 3GB	QS 410/2GB	QS 650/2GB,3GB	QS 430/2GB	QS625/2GB,3GB,4GB	QS625/3GB/4GB	Quad-core/1GB
Operating system	Android 6.0	Android 4.4	Android 5.0.2	Android 6.0	Android 6.0	Android 7.0	Android 6.0
Storage/Expandable	16GB, 32GB/128GB	16GB/32GB	16GB,32GB/32GB	32GB/128GB	32GB/64GB	32GB/64GB	8GB/64GB
Rear/Front Camera	13MP/5MP	13MP/5MP	16MP/5MP	13MP/5MP	13MP/5MP	12MP/5MP	5MP/2MP
Battery (mAh)	4,100	3,100	4,000	4000/4100	4,100	4,000	2,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	No	Yes	Yes	Yes (Hybrid)	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	August, 2016	December, 2015	March, 2016	October,2016	January, 2017	February, 2018	NA
Price Rs.	6,999/ 8,999	7,999	9,999/ 11,999	9,499	9,999	9,999	6,499

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		
MODELS							
PARAMETERS	VIDEOCON				YU	ZEN	
Model	Delite21	Krypton3	Ultra30	Ultra50	Yunique	Yuphoria	Cinemax 3
Display (inches/res)	5/1280x720	5/1280x720	5/1920X1080	5/1920X1080	4.7/720x1280	5.0/720x1280	5.5/720x1280
Dimension (mm)	146.66X74.3X10.52	144.5X73.14X9.74	144.31X73X10	148.24X72.56X11.44	134.5 x 67.5 x 8.3	142.4 x 73 x 8.2-9.35	
Weight (grams)	151	153	153	186	128	143	August,2016
Processor/RAM	Quad-core/2GB	Quad-core/2GB	Quad-core/3GB	Quad-core/3GB	QS 410 / 1GB	Quad core / 2GB	Quad core/2GB
Operating system	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 5.1.	Android 5.1.1	Android 5.1
Storage/Expandable	16GB/32GB	16GB/32GB	32GB/64GB	32GB/64GB	8GB/32GB	16GB/32GB	16GB/32GB
Rear/Front Camera	8MP/2MP	13MP/5MP	13MP/5MP	13MP/5MP	8MP/2MP	8MP/5MP	5MP/3.2MP
Battery (mAh)	3,000	3,000	4,000	3,000	2,000	2,230	2,900
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	NA	NA	NA	NA	September, 2015	May, 2015	August, 2016
Price Rs.	7,200	7,999	9,990	9,990	6,300	6,499	6,999

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 10,000 – RS. 14,999	
MODELS								
PARAMETERS	ZIOX			ZOPO	ZTE	ASUS		
Model	Astra Star	Astra Curve 4G	Duopix F1	ZP331	Blade V6	ZenFone 2 (2GB/4GB)	Zenfone Selfie	
Display (inches/res)	5/480x854	5/480x854	5/1280x720	4.5/ 854 x 480	5/ 1280 x 720	5.5/ 1080 x 1920	5.5/1080 x 1920	
Dimension (mm)	145.6x72.7x10.2	146.5x73.1x10.3	145.2x71.7x9.1	133 x 65.7 x 8.5	142X69.5X6.8	152.5 x 77.2 x 10.9	156.5 x 77.2 x 10.8	
Weight (grams)	150	160	148	113	122	170	170	
Processor/RAM	1.3GHz Quad-Core	1.3GHz Quad-Core	1.3GHz Quad-Core	Quad core/1GB	MTK 6735/2GB	IA Z3560 /2GB	QS615 /2GB,3GB	
Operating system	Android 7.0	Android 7.0	Android 7.0	Android 5.1	Android 5.1	Android 5.0	Android 5.0	
Storage/Expandable	1GB/16GB	2GB/16GB	2GB/16GB	8 GB/64 GB	16GB/128GB	16GB,32GB/128GB	16GB,32GB/128GB	
Rear/Front Camera	5MP/2MP	5MP/2MP	8MP/8MP+2MP	5 MP/2 MP	13MP/5MP	13MP/5MP	13MP/13MP	
Battery (mAh)	2,350	2,200	2,400	1,700	2,500	3,000	3,000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/-	
Launch	Launched	Launched	Launched	-	July, 2016	March, 2015	August, 2015	
Price Rs.	5,899	7,299	7,499	7,500	9,999	13,999, 18,999	10,999/ 16,999	

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999	
MODELS								
PARAMETERS	ASUS		CENTRIC	COOLPAD		GIONEE		
Model	Zenfone 3 laser	ZenFone Max Pro M1 NEW	A1	Coolpad Note 5	Cool 1	F 103 Pro	Marathon M5 Lite	
Display (inches/res)	5.5/1920x1080	5.9/1080x2160	5.5/1920x1080	5.5/1920x1080	5.50/1080x1920	5.0/ 1280 x 720	5.0/720 x 1280	
Dimension (mm)	149x76x7.9	159 x 76 x 8.5	152 x 76 x 7.8	NA	152.00 x 74.80 x 8.20	145.3 x 70.5 x 8.5	143 x 69.9 x 8.5	
Weight (grams)		180	160	NA	173	142	182	
Processor/RAM	QS 430.4GB	QS635/3GB	QS 430	QS 617/4GB	1.4GHz octa-core	Quad core/ 3GB	Quad Core/3GB	
Operating system	Android 6.0	Android 8.1	Android 7.1.1	Android 6.0	Android 6.0	Android 6.0	Android 5.1	
Storage/Expandable	32GB/128GB	32GB/64GB	3GB/32GB/256GB	32GB/64GB	32GB	16GB/128GB	32GB/128GB	
Rear/Front Camera	13MP/8MP	13+5MP/8MP	13MP/8MP	13MP/8MP	13MP/8MP	13MP/5MP	8MP/5MP	
Battery (mAh)	3,000	5,000	3,000	4,010	4,000	2,400	4,000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	No	Yes	Yes	
Music Player/FM	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/Yes	
Launch	October,2016	May, 2018	November, 2017	October, 2016	January, 2017	July, 2016	December, 2015	
Price Rs.	18,999	10,999	10,999	10,999	13,999	11,999	13,000	

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999		
MODELS									
PARAMETERS	HONOR			HTC	INFOCUS		LAVA		
Model	Honor 5C	Honor 5X	Honor 6X	Desire 630	Epic 1	Snap 4	V5		
Display (inches/res)	5.2/ 1920 x 1080	5.5/ 1080 x 1920	5.5/1080X1920	5.0/ 1280 x 720	5.5/1920x1080	5.2/720x1280	5.5/720x1280		
Dimension (mm)	147.1 x 73.8 x 8.3	151.3 x 76.3 x 8.15	150.9X76.2X8.2	146.9 x 70.9 x 8.3	153x76x8.4	147.1 x 73.8 x 8.3	151.9 x 94.7 x 8.3		
Weight (grams)	156	158	162	140		162	153		
Processor/RAM	Kirin 650/ 2GB	QS 616 /2GB	Kirin 655	QS 400/2GB	Decca-core/3GB	Octa-core/4GB	Quad core/3GB		
Operating system	Android 6.0	Android 5.1.1	Android 6.0	Android 6.0	Android 6.0	Android 7.0	Android 5.1		
Storage/Expandable	16GB/128GB	16GB/128GB	32GB/64GB	16GB/2TB	32GB/128GB	64GB/128GB	16GB/32GB		
Rear/Front Camera	13MP/8MP	13MP/5MP	12 and 2MP/8MP	13MP/5MP	16MP/8MP	13MP/8MP	13MP/8MP		
Battery (mAh)	3,000	3,000	3,340	2,200	3,000	3,000	3,000		
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes		
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes/Yes		
Music Player/FM	Yes/No	Yes/-	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes		
Launch	June, 2016	January, 2016	Jnaury 2017	February, 2016	November,2016	September, 2017	January, 2016		
Price Rs.	10,999	12,999	11,999	10,890	12,999	11,590	11,299		

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999		
MODELS									
PARAMETERS	LENOVO								
Model	Phab 2	Vibe K4 Note	Vibe S1	Phab Plus	Vibe K5 Note	Phab 2 Plus	K8 Note		
Display (inches/res)	6.4/1920x1080	5.5/1080x1920	5.0/1080x1920	6.8/1080 x 1920	5.5/1920x1080	6.4/1920x1080	5.5/1080 x 1920		
Dimension (mm)	175x89.5x6.89	153.67 X 76.45 X 9.14	143.3 x 70.8 x 7.8	186.6 x 96.6 x 7.6	152x75.7x8.49	174x88x5.5	154.5 x 75.9 x 8.5		
Weight (grams)	225	158	132	229	165	218	180		
Processor/RAM	MTK8735/3GB	MT 6753/3GB	MT6752/3GB	QS 615 /2GB	Helio P10/4GB	MT/3GB	MT Deca-core/3GB/4GB		
Operating system	Android 6.0	Android 5.1.	Android 5.0	Android 5.0	Android 6.0	Android 6.0	Android 7.1.1		
Storage/Expandable	32GB/128GB	16GB/128GB	32GB/128GB	32GB/64GB	32GB/128GB	32GB/128GB	32GB/64GB/256GB		
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/8 MP + 2 MP	13MP/5MP	13MP.8MP	13MP,13MP/8MP	13+5MP/13MP		
Battery (mAh)	4,050	3,300	2,420	3,500	3,500	4,050	4,000		
2G/3G/4G	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes		
Dual SIM	Yes	Yes/Yes	Yes	Yes	Yes	Yes	Yes		
Music Player/FM	Yes/Yes	Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes		
Launch	December,2016	January, 2016	November, 2015	October, 2015	Jaunuary,2016	November,2016	August, 2017		
Price Rs.	11,999	11,999	12,999	14,999	13,499	14,999	12,999		

		RS. 10,000 – RS. 14,999				RS. 10,000 – RS. 14,999			
MODELS									
	PARAMETERS	LYF	LG		MICROMAX		MOTOROLA		
	Model	F1	K 10	X Screen	G4 Stylus	Canvas 6	Canvas 6 Pro	Moto G Turbo Edition	
	Display (inches/res)	5.5/1920x1080	5.3/ 1280 x 720	4.93/ 1280x720	5.7/ 720 x 1280	5.5/1920 x 1080	5.5/1920 x 1080	5.0/720 x 1280	
	Dimension (mm)	155.5x77.6x7.9	146.6x74.8x8.8	142.6 x 71.8 x 7.1	154.4 x 79.2 x 9.4	-	-	142.1 x 72.4 x 11.6	
	Weight (grams)	153	140	120	163	-	-	155	
	Processor/RAM	QS 617/3GB	QS 410/2GB	QS 410/2GB	QS 400 /1GB	MT6753/3GB	Helio x10/4GB	QS 615 /2GB	
	Operating system	Android 6.0	Android 5.0	Android 6.0	Android 5.0	Android 5.1	Android 5.1	Android 5.1.1	
	Storage/Expandable	32GB/128GB	16GB/32GB	16GB/128GB	16GB/32GB	32GB/128GB	Yes/Yes	16GB/32GB	
	Rear/Front Camera	16MP/8MP	13MP/5MP	13MP/8MP	13MP/5MP	13MP/8MP	13MP/5MP	13MP/5MP	
MODELS	Battery (mAh)	3,200	2,300	2,300	3,000	3,000	3,000	2,470	
	2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
	Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/No	
	Launch	October,2016	January, 2016	July, 2016	May, 2015	May, 2016	May, 2016	2,015	
	Price Rs.	13,099	12,999	12,990	13,869	10,999	10,999	10,999	
		RS. 10,000 – RS. 14,999				RS. 10,000 – RS. 14,999			
MODELS									
	PARAMETERS	MOTOROLA			NOKIA		NUBIA		
	Model	Moto G4	Moto G4 Plus	G5 Plus	Nokia 5	Nokia 6	Z11 Mini	N1	
	Display (inches/res)	5.5/ 1920 x 1080	5.5/ 1920x1080	5.2/1980x1080	5.2/ 720x1280	5.5/1920x1080	5/1920x1080	5.5/1920x1080	
	Dimension (mm)	153 x 76.6 x 7.9	153x76.6x9.8	153x76x9.6	149.7 x 72.5 x 8.05	154 x 75.8 x 7.85	141.4x70x8	150.9x79x8.9	
	Weight (grams)	155	155	155	NA	NA	138	190	
	Processor/RAM	QS 617/2GB	QS 617/2GB,3GB	QS 625 Octa-core	QS 430	QS 430	QS/3GB	MTK P10/3GB	
	Operating system	Android 6.0.1	Android 6.1	Android 7.0	Android 7.1.1	Android 7.1.1	Android 5.1	Android 6.0	
	Storage/Expandable	16GB/128GB	16GB, 32GB/128GB	16GB/32GB	2GB/16GB	3BG/32GB	32GB/200GB	32GB/128GB	
	Rear/Front Camera	13MP/5MP	16MP/5MP	12MP/5MP	13MP/8MP	8MP/16MP	16MP/8MP	13MP/13MP	
MODELS	Battery (mAh)	3,000	3,000	3,000	3,000	3,000	2,800	5,000	
	2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/yes	Yes/Yes/yes	
	Dual SIM	Yes	Yes	Yes	No	No	yes	yes	
	Music Player/FM	Yes/No	Yes	Yes	Yes	Yes	Yes/Yes	Yes/Yes	
	Launch	May, 2016	May,2016	March, 2017	July, 2017	July, 2017	October,2016	December,2016	
	Price Rs.	10,499	13,499/ 14,999	12,999	12,499	14,299	12,999	11,999	

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999	
MODELS							
PARAMETERS	NUU	PANASONIC				SAMSUNG	
Model	X5	Eluga Note	Eluga Arc	Eluga Pulse X	Eluga A3/A3 Pro	Galaxy On7	Galaxy J5
Display (inches/res)	5.5/1920 x 1080	5.5/ 1920 x 1080	4.7/720x1280	5.5/1280X720	5.2/720 x 1280	5.5/1280 x 720	5.0/1280 x 720
Dimension (mm)	153x76.5x7.8	146.00x74.50x8.10	139 x 67 x 8.10	139 x 67 x 8.10	148.7 x 72.4 x 9.1	77.5x151.8x8.2	142.1 x 71.8 x 7.9
Weight (grams)	170	142	130	152	161	171	146
Processor/RAM	1.5GHz Octa Core	Octa Core/3GB	QS 410/2GB	Quad-core/3GB	Quad-core/3GB	Quad-core/1.5GB	Quad-core/1.5GB
Operating system	Android 7.0	Android 6.0	Android 5.1	Android 6.0	Android 7.0	Android 5.1	Android 5.1
Storage/Expandable	3GB/32GB/128 GB	32GB/32GB	16GB/32GB	16GB/128GB	16GB/32GB/128GB	8GB/128GB	8GB/128GB
Rear/Front Camera	13MP/5MP	16MP/5MP	8MP/5MP	13MP/5MP	13MP/8MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,950	3,000	1,800	3,000	4,000	3,000	2,600
2G/3G/4G	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes	Yes	Yes/Yes	Yes/Yes
Launch	August,2017	July, 2016	April,2016	March, 2017	August, 2017	October, 2015	June, 2015
Price Rs.	12,100	10,290	10,190	10,990	11,290/12,790	10,990	10,390

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999	
MODELS							
PARAMETERS	SAMSUNG					XIAOMI	
Model	Galaxy J Max	Galaxy J5 (2016)	Galaxy J7	J5 Prime	Galaxy On7 Pro	Mi 4i	Mi Max
Display (inches/res)	7.0/ 1280 x 800	5.2/1280x720	5.5/720 x 1280	5/1080x720	5.5/1280 x 720	5.0/1080 x 1920	6.44/1920x1080
Dimension (mm)	186.9 x 108.8 x 8.7	145.7 x 72.3 x 8.1	152.2 x 78.6 x 7.5	142.8x69.5x8.1	151.8 x 77.5 x 8.2	138.1 x 69.6 x 7.8	173.1x88.3x7.5
Weight (grams)	NA	158	171	143	171	130	203
Processor/RAM	Quad core/1.5GB	QS 410/2GB	Octa Core/1.5GB	Quad-core/2GB	Quad core/ 2GB	QS 615/2GB	QS 650,652/3GB,4GB
Operating system	Android 5.1	Android 6.0	Android 5.1	Android 6.0	Android 6.0	Android 5.0	Android 6.0
Storage/Expandable	8GB/200GB	16GB/128GB	16GB/128GB	16GB/256GB	16GB/128GB	16GB,32GB/No	32GB,128GB/128GB
Rear/Front Camera	8MP/2MP	13MP/5MP	13MP/5MP	13MP/5MP	8MP/5MP	13MP/5MP	16MP/5MP
Battery (mAh)	4,000	3,100	3,000	2,400	3,000	3,120	4,850
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	No	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
Launch	July, 2016	May, 2016	2,015	September,2016	July, 2016	April, 2015	June,2016
Price Rs.	11,400	13,990	11,890	12,990	10,900	11,999/ 14,999	10,999

	RS. 10,000 – RS. 14,999				RS. 10,000 – RS. 14,999			
MODELS								
PARAMETERS	XIAOMI	VIVO			YU			
Model	Redmi Note 5 Pro	Y51L	Y55L	Y55S	Yureka Plus (YU5510A,YU5510)	Yunicorn	Yureka Note	
Display (inches/res)	5.9/1080x2160	5.0/ 540x960	5.2/1280x720	5.2/1280x720	5.5/1080x1920	5.5/(1080X1920)	6.0/1080 x 1920	
Dimension (mm)	158.6x75.4x8.1	143.80 x 71.70 x 7.52	147.9x72.9x7.5	147.9x72.9x7.5	155 x 78 x 9	153.3X75.4X8.5	-	
Weight (grams)	180	157	142	142	154	172	-	
Processor/RAM	QS636/4GB	QS 410/2GB	QS 430/2GB	QS 425/3GB	QS 615/2GB	MT Helio P10/4GB	MTK6753T/3GB	
Operating system	Android 7.1.2	Android 5.0.2	Android 6.0	Android 6.0	Android 4.4.4	Androis 5.1.1	Android 5.1.1	
Storage/Expandable	64GB/256GB	16GB/128GB	16GB/128GB	16GB/256GB	16GB/32GB	32GB/128GB	16GB/Yes	
Rear/Front Camera	12MP+5MP/20MP	8MP/5MP	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/8MP	
Battery (mAh)	4,000	2,350	2,650	2,730	2,500	4,000	4,000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	yes/yes/yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	yes	Yes	
Music Player/FM	Yes/yes	Yes/Yes	Yes/yes	Yes	Yes/Yes	yes	Yes/Yes	
Launch	February, 2018	January, 2016	October,2016	March, 2017	July, 2015	May,2016	April, 2016	
Price Rs.	13,999	10,700	11,980	12,490	8,999	12,999	13,499	

	RS. 10,000 – RS. 14,999				RS. 15,000 – RS. 19,999			
MODELS								
PARAMETERS	ZOPO				ASUS		CREO	
Model	ZP350	ZP370	Hero 1	Z1	Zenfone 2 Laser ZE601KL	ZENFONE 3 MAX(ZC553KL)	Mark 1	
Display (inches/res)	5.0 / 1280 x 720	5.5/ 1280 x 720	5.0/1280 x 720	5.5/1920 x 1080	6.0/ 1080 x 1920	5.5/1920x1080	5.5/ 1440x2560	
Dimension (mm)	145.9 x 71.4 x 8.5	153.8 x 77.1 x 9	146.1 x 70.6 x 8.65	155.7 x 77.3 x 8.9	164.6 x 84 x 10.6	151.4x76.24x8.3	155.4 x 76.1 x 8.7	
Weight (grams)	137	167	136	175	190	175	190	
Processor/RAM	Quad-core/1GB	Quad-core/1GB	Quad-core/2GB	QS 801/3GB	QS 616/3GB	QS 430/3GB	Helio X10 /3GB	
Operating system	Android 5.1	Android 5.1	Android 5.1	Android 5.1.1	Android 5.0	Android 6.0	Android 5.1.1	
Storage/Expandable	8GB/64GB	8GB/64GB	16 GB/64 GB	64GB/No	32GB/128GB	32GB/128GB	32GB/-	
Rear/Front Camera	8.0MP/2.0MP	8.0MP/2.0MP	13.2 MP/5.0MP	13MP/8MP	13MP/5MP	16MP/8MP	21MP/8MP	
Battery (mAh)	2,100	3,000	2,500	4,100	3,000	4,100	3,100	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/No	Yes/No	Yes/Yes	
Launch	NA	NA	NA	May, 2016	December, 2015	November,2016	April,2016	
Price Rs.	10,000	11,000	14,500	13,499	16,499	17,999	19,999	

	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS								
PARAMETERS	GIONEE			HTC			HUAWEI	
Model	Marathon M5	S6	S11 Lite NEW	Desire 728 LTE	Desire 828	Desire 825	P20 Lite NEW	
Display (inches/res)	5.5/ 720 x 1280	5.5/ 720 x 1280	5.7/720x1440	5.5/ 720 x 1280	5.5/720 x 1280	5.5/ 1280 x 720	5.8/1080x2280	
Dimension (mm)	152 x 76 x 8.6	151.9 x 74.6 x 6.9	153.8 x 72.6 x 7.9	157.9 x 77.8 x 7.8	157.9 x 77.8 x 7.89	156.9 x 76.9 x 7.4	148.6 x 71.2 x 7.4	
Weight (grams)	211	147	141	153	148	155	145	
Processor/RAM	MT6735/3GB	MT6753T /3GB	QS8937/3GB	MT6753/2GB	MT6753/1.5GB	QS 400/2GB	Kirin 659/4GB	
Operating system	Android 5.1	Android 5.1.1	Android 7.1	Android 5.1.1	Android 5.1	Android 6.0	Android 8.0	
Storage/Expandable	32GB/128GB	32GB/128GB	32GB/256GB	16GB/200GB	16GB/2TB	16GB/2TB	32GB/64GB/128GB	
Rear/Front Camera	13MP/5MP	13MP/5MP	13+2MP/16MP	13MP/5MP	13MP/5MP	13MP/5MP	16+2MP/24MP	
Battery (mAh)	6,020	3,150	3,030	2,800	2,800	2,700	3,000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	No	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	
Launch	November, 2015	November, 2015	May, 2018	November, 2015	November, 2015	February, 2016	April, 2018	
Price Rs.	17,500	19,999	13,999	12,999	15,300	12,550	19,999	

	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS								
PARAMETERS	LENOVO				LYF		MOTOROLA	
Model	Vibe P1	Vibe Shot	Vibe X3	Z2 Plus	Earth 1	Earth 2	Moto X Play	
Display (inches/res)	5.5/1080x1920	5.0/1080 x 1920	5.5/1080x1920	5/1920x1080	5.5/1080x1920	5/1920x1080	5.5/1080 x 1920	
Dimension (mm)	152.9 x 75.6 x 9.9	142.7 x 70 x 7.6	154 x 76.5 x 9.3	140.2x60x6.2	154 x 76.6 x 7.25	142x76x7.9	148 x 75 x 10.9	
Weight (grams)	187	145	175	150	162.5.	140	169	
Processor/RAM	QS615 /2GB	QS 615/3GB	QS 808 /3GB	QS 820/3GB,4GB	QS 615/3GB	QS 615/3GB	QS615 /2GB	
Operating system	Android 5.1	Android 5.1	Android 5.1	Android 6.0	Android 5.1.1	Android 5.1	Android 5.1.1	
Storage/Expandable	32GB/128GB	32GB/128GB	32GB/128GB	32GB,64GB/128GB	32GB/32GB	32GB/64GB	16GB,32GB/128GB	
Rear/Front Camera	13MP/5MP	16MP/8MP	21MP/8MP	13MP/8MP	13MP + 2MP/5MP	13MP/13MP	21MP/5MP	
Battery (mAh)	5,000	3,000	3,500	3,500	3,500	2500	3,630	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	No	
Music Player/FM	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	
Launch	October, 2015	June, 2015	December, 2015	September, 2016	January, 2016		Sept, 2015	
Price Rs.	15,499	18,500	19,999	19,999	19,499	19,999	15,999	

	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS							
PARAMETERS	NEXBIT	OPPO	SAMSUNG				
Model	Robin	F1 S	Galaxy J7 (2016)	Galaxy On8	On Nxt	J7 Prime	J7 Max
Display (inches/res)	5.2/ 1080 x 1920	5.5/1280x720	5.5/1280x720	5.5/1920x1080	5.5/1920x1080	5.5/1920x1080	5.7/1920x1080
Dimension (mm)	149 x 72 x 7	154 x 76 x 7.38	76 x 151 x 7.8	151.7x76x7.8	151.7x75x8	151.7x75x8	151.7x75x8.1
Weight (grams)	NA	160	169	169	167	167	167
Processor/RAM	QS 808/3GB	MTK 6750/3GB	Exynos 7870/2GB	Octa-core/3GB	Octa-core/3GB	Octa-core/3GB	OCTA-CORE MEDIATEK
Operating system	Android 6.0	Android 5.1.1	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 7.0
Storage/Expandable	32GB/ 100GB (ONLINE)	32GB/128GB	16GB/128GB	16GB/128GB	32GB/256GB	16MP/256GB	4GB/32GB
Rear/Front Camera	13MP/5MP	13MP/16MP	13MP/5MP	13MP/5MP	13MP/8MP	13MP/8MP	13MP/13MP
Battery (mAh)	2,680	3,075	3,300	3,300	3,300	3,300	3,300
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	May, 2016	August, 2016	May, 2016	September,2016	October,2016	September,2016	July, 2017
Price Rs.	19,999	16,444	14,900	12,090	14,900	14,900	17,290

	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 20,000 – RS. 29,999		
MODELS							
PARAMETERS	VIVO		XIAOMI	ZOPO	APPLE	ASUS	
Model	V3	V5	MIMax 2	ZOPO SPEED 7 PLUS	iPhone 5S	Zenfone 3	Zenfone 3 Ultra
Display (inches/res)	5.0/1280x720	5.5/1280x720	6.44/1080 x 1920	5.5/ 1920 x 1080	4.0/640 x 1136	5.2,5.5/(1920x1080)	6.8/(1920x1080)
Dimension (mm)	143.6 x 71 x 7.5	153.8x75.5x7.55	174.1 x 88.7 x 7.6	153.6 x 76.5 x 8.8	123.8 x 58.6 x 7.6	146.87 x 73.98 x 7.69	186.4 x 93.9 x 6.8
Weight (grams)	138	154	211	164	112	144	233
Processor/RAM	QS 616/3GB	octa-core/4GB	QS 625/4GB	Octa-core /3GB	Dual-core/1GB	QS 625/3GB,4GB	QS 652/4GB
Operating system	Android 5.1	Android 6.0	Android 7.1.1	Android 5.1	iOS 9.2.1	Android 6.0	Android 6.0
Storage/Expandable	32GB/128GB	32GB/128GB	64/128GB	16 GB/64 GB	16GB,32GB,64GB/No	32GB,64GB/2TB	64GB/128GB
Rear/Front Camera	13MP/8MP	13MP/20MP	12/5MP	13 MP/5.0MP	8MP/1.2MP	16MP/8MP	23MP/8MP
Battery (mAh)	2,550	3,000	5,300	3,000	1,560	1	4,600
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	No	Yes	Yes
Music Player/FM	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes	Yes
Launch	May, 2016	November,2016	August, 2017	NA	September, 2013	August,2016	August, 2016
Price Rs.	15,250	16,990	16,999	17,500	19,280 onwards	21,999/ 27,999	29,999

	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		
MODELS							
PARAMETERS	BLACKBERRY	COOLPAD	GIONEE		HONOR		HTC
Model	DTEK 50	Max	M5 Plus	S6 Pro	Honor 8	Honor 7	X9
Display (inches/res)	5.2/1920x1080	5.5/1920x1080	6.0/1920 x 1080	5.5/1920x1080	5.2/1920x1080	5.2/1080 x 1920	5.5/ 1080 x 1920
Dimension (mm)	147x72.5x7.4	152x75.5x7.6	-	153x75.3x7.6	145.5x71x7.45	143.2 x 71.9 x 8.5	153.9 x 75.9 x 7.99
Weight (grams)	135	170	210.8g	170	153	157	170
Processor/RAM	QS 617/3GB	QS 617/4GB	Octa Core/3GB	octa-core/4GB	Kirin 950/4GB	HS Kirin 935/3GB	MT H X10/ 3GB
Operating system	Android 6.0	Android 5.1	Android 5.1	Android 6.0	Android 6.0	Android 5.0	Android 6.0
Storage/Expandable	16GB/2TB	64GB/128GB	64GB/128GB	64GB/256GB	32GB/128GB	16GB/128GB	32GB/2TB
Rear/Front Camera	13MP/8MP	13MP/5MP	13MP/5MP	13MP/8MP	12MP,12MP/8MP	20MP/8MP	13MP/5MP
Battery (mAh)	3000	2,800	5,020	3,130	2,900	3,100	3,000
2G/3G/4G	Yes/Yes/Yes	yes/yes/yes	Yes/Yes/Yes	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	yes	Yes	Yes	No	Yes	Yes
Music Player/FM	Yes/Yes	yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/No
Launch	November,2016	May, 2016	May, 2016	October,2016	October, 2016	July, 2015	May, 2016
Price Rs.	21,000	24,999	27,000	21,130	29,000	22,999	25,990

	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		
MODELS							
PARAMETERS	HTC	LG		MOTOROLA			
Model	Desire 10 Pro	Stylus 2	Stylus 2 Plus	Nexus 5X	Moto Z Play	X4	Z 2 Play
Display (inches/res)	5.5/1920x1080	5.7/1280X720	5.7/ 1920 x 1080	5.2/ 1080 x 1920	5.5/1920x1080	5.2/1080x1920	5.5/1920X1080
Dimension (mm)	156.5x76x7.86	155 x 79.6 x 7.4	155 X 79.6 X 7.4	147 x 72.6 x 7.9	156.4x76.4x6.99	148.4x73.4x8	156.2X76.2X5.99
Weight (grams)	165	145	146	136	165	163	145
Processor/RAM	Helio P10/4GB	Quad Core /2GB	Octa Core/3GB	QS 808/2GB	QS 625/3GB	QS630/3GB	QS 626/4GB
Operating system	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 7.1	Android 7.1.1
Storage/Expandable	64GB/2TB	16GB/2TB	32GB/2TB	16GB,32GB/No	32GB/2TB	32GB/64GB/256GB	64GB/2TB
Rear/Front Camera	20MP/13MP	13MP/8MP	16MP/8MP	12.3MP/5MP	16MP/5MP	12+8MP/16MP	12MP/5MP
Battery (mAh)	3000	3,000	3,000	2,700	3,510	3,000	3,000
2G/3G/4G	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	No	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Launch	November,2016	May,2016	July, 2016	October, 2015	October,2016	October, 2017	July, 2017
Price Rs.	26,490	20,500	24,000	24,490/30,645	20,490	20,990	24,999

		RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		
MODELS								
	PARAMETERS	MOTOROLA	NUBIA	ONEPLUS			SAMSUNG	
	Model	Moto X Style	Z11	2	3T	OnePlus 5	5T	Galaxy A7
	Display (inches/res)	5.7/ 1440 x 2560	5.5/1920x1080	5.5/1080p	5.5/1920x1080	5.5/1080 x 1920	6.01/1080x2160	5.5/1080 x 1920
	Dimension (mm)	153.9 x 76.2 x 11.06	151.8x72.3x7.5	151.8x74.9x9.85	152.7x74.5x7.35	154.2 x 74.1 x 7.3	156.1x75x7.3	151 x 76.2 x 6.3
	Weight (grams)	179	162	175	158	153	162	141
	Processor/RAM	QS 808/3GB	QS 820/6GB	QS 810/3GB&4GB	QS 821/6GB	QS 835/8GB	QS835/6GB	Octa Core/2GB
	Operating system	Android 6.0	Android 6.0	Android 5.1	Android 6.0	Android 7.1.1	Android 7.1.1	Android 5.0.2
	Storage/Expandable	16GB,32GB/128GB	64GB/2TB	64GB	64GB	64GB	64GB/128GB	16GB/64GB
	Rear/Front Camera	21MP/5MP	16MP/8MP	13MP/5MP	16MP/16MP	16MP/16MP	16+20MP/16MP	13MP/5MP
	Battery (mAh)	3,000	3000	3,300	3400	3,300	3300	2,600
	2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
	Dual SIM	No	Yes	Yes	No	Yes	Yes	Yes
	Music Player/FM	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
	Launch	September, 2015	December,2016	July, 2015	December.2016	June, 2017	November, 2017	February, 2015
	Price Rs.	26,999/ 28,999	29,999	22,999	22,000	32,999	32,999	22,900

		RS. 20,000 – RS. 29,999				RS. 20,000 – RS. 29,999		
MODELS								
	PARAMETERS	SAMSUNG				SMARTTRON	SONY	
	Model	Galaxy A5 (2016)	Galaxy A7 (2016)	Galaxy A5/A7 (2017)	J7 Pro	t phone	Xperia C4	Xperia XA
	Display (inches/res)	5.2/1080 x 1920	5.5/ 1080 x 1920	5.2/5.5/1080X1920	5.5/1920X1080	5.5/1920x1080	5.5/1080 x 1920	5.0/1280 x 720
	Dimension (mm)	144.8 x 71 x 7.3	151.5 x 74.1 x 7.3	144.8 x 71 x 7.3/ 151.5X74.1X7.3	150.3 x 77.4 x 7.8	158.2x78.2x6.98	150.3 x 77.4 x 7.9	143.6 x 66.8 x 7.9
	Weight (grams)	153	169	157/186	157	149	147	137
	Processor/RAM	Octa Core/2GB	Octa Core/3GB	Octa Core/2GB/3GB	Octa core Exynos/3GB	QS 810/4GB	MT6752/2GB	MTK H P10/2GB
	Operating system	Android 5.1.1	Android 5.1.1	Android 6.0	Android 7.0	Android 6.0	Android 5.0	Android 6.0
	Storage/Expandable	16GB/128GB	16GB/128GB	32GB/256GB	64GB	64GB/128GB	16GB/200GB	16GB/200GB
	Rear/Front Camera	13MP/5MP	13MP/5MP	16MP/16MP/16MP/ 16MP	13MP/13MP	13MP/4MP	13MP/5MP	13MP/5MP
	Battery (mAh)	2,900	3,300	3000/3600	3,600	3,000	2,600	2,300
	2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
	Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/yYes	Yes/Yes	Yes/No
	Launch	April, 2016	December, 2015	March, 2017	July, 2017	July,2016	June, 2015	May, 2016
	Price Rs.	21,900	25,900	28,990/33,490	20,900	22,999	20,800	20,990

RS. 20,000 – RS. 29,999								
RS. 20,000 – RS. 29,999								
RS. 20,000 – RS. 29,999								
MODELS	SONY		XIAOMI	VIVO				
PARAMETERS	SONY		XIAOMI	VIVO				
Model	Xperia Z3+	Xperia C5 Ultra Dual	Mi 5	X5 Pro	V3 Max	VIVO V5 Plus	V7 Plus	
Display (inches/res)	5.2/ 1080 x 1920	6.0/1080 x 1920	5.15/1080 x 1920	5.2/ 1080 x 1920	5.5/1080 x 1920	5.5/1080X1920	5.99/720x1440	
Dimension (mm)	146.3 x 71.9 x 6.9	164.2 x 79.6 x 8.2	144.5 x 69.2 x 7.25	147.9 x 73.5 x 6.4	153.9x77.1x7.58	152.6 x 74 x 7.3	155.9x75.8x7.7	
Weight (grams)	144	187	129	151	168	159	160	
Processor/RAM	QS 810 /3GB	MTK6752/2GB	QS 820/3GB	QS 615/2GB	QS 652/4GB	QS 652/4GB	QS450/4GB	
Operating system	Android 5.0	Android 5.1	Android 6.0	Android 5.0	Android 5.1	Android 6.0	Android 7.1.2	
Storage/Expandable	32GB/128GB	16GB/200GB	32GB/No	16GB/128GB	32GB/128GB	64GB	64GB/256GB	
Rear/Front Camera	20.7MP/5MP	13MP/13MP	16MP/4MP	13MP/8MP	13MP/8MP	12MP and 8MP/ 16 MP	16MP/24MP	
Battery (mAh)	2,930	2,930	3,000	2,450	3,000	3,160	3,225	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	
Launch	June, 2015	August, 2015	April, 2016	June, 2015	April, 2016	42,736	September, 2017	
Price Rs.	26,990	27,799	24,999	21,400	23,980	22,990	21,990	

RS. 30,000 AND ABOVE								
RS. 30,000 AND ABOVE								
RS. 30,000 AND ABOVE								
MODELS	APPLE							
PARAMETERS	APPLE							
Model	iPhone 6	iPhone 6Plus	iPhone SE	iPhone 6S	iPhone 6S Plus	iPhone 7	iPhone 7 Plus	
Display (inches/res)	4.7/750 x 1334	5.5/1080 x 1920	4.0/640 x 1136	4.7/750 x 1334	5.5/1080 x 1920	4.7/1334x750	5.5/1920x1080	
Dimension (mm)	138.1 x 67 x 6.9	158.1 x 77.8 x 7.1	123.8 x 58.6 x 7.6	138.3 x 67.1 x 7.1	158.2 x 77.9 x 7.3	138.3x67.1x7.1	158.2x77.9x7.3	
Weight (grams)	129	172	113	143	192	138	188	
Processor/RAM	A8,M8/1GB	A8,M8/1GB	A9,M9/2GB	A9,M9/2GB	A9,M9/2GB	A10 Fusion, M10/2GB	A10Fusion, M10/3GB	
Operating system	iOS 9	iOS 9	iOS 9.3	iOS 9	iOS 9	iOS 10	iOS 10	
Storage/Expandable	16GB,64GB/No	16GB,64GB/No	16GB,64GB/No	16GB,64GB,128GB/ No	16GB,64GB,128GB/ No	32GB/128GB/256GB	32GB/128GB/256GB	
Rear/Front Camera	8MP/1.2MP	8MP/1.2MP	12MP/1.2MP	12MP/5MP	12MP/5MP	12MP/7MP	12MP,12MP/7MP	
Battery (mAh)	1,810	2,915	1,614	1,715	2,750	1,960	2,900	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/yes/Yes	Yes/Yes/Yes	
Dual SIM	No	No	No	No	No	No	No	
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	
Launch	September,2014	September,2014	March, 2016	September,2015	September,2015	October,2016	October,2016	
Price Rs.	23,999	24,999 onwards	24,000 onwards	39,990 onwards	48,998 onwards	45,775 onwards	59,999 onwards	

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE		
MODELS								
PARAMETERS	APPLE		ASUS			BLACKBERRY		
Model	8	8 Plus	Zenfone Zoom	Zenfone 3 Deluxe	ZenFone AR	DTEK 60	KEYone	
Display (inches/res)	4.7/750 x 1334	5.5/1080x1920	5.5/1080 x 1920	5.7/(1920x1080)	5.7/1440x2560	5.5/2560x1440	4.5/1080 x 1620	
Dimension (mm)	138.4 x 67.3 x 7.3	158.4 x 78.1 x 7.5	158.9 x 78.8 x 11.95	156.4x74.4x7.5	158.7 x 77.7 x 9	153.9x75.4x7	149.1 x 72.4 x 9.4	
Weight (grams)	148	200	185	172	170	165	180	
Processor/RAM	A11 Bionic	A11 Bionic	IA Z3590/4GB	QS 820,821/6GB	QS 821/8GB	QS 820/4GB	QS625/3GB/4GB	
Operating system	iOS 11	iOS 11	Android 5.0	Android 6.0	Android 7.0	Android 6.0	Android 7.1	
Storage/Expandable	2GB/64GB/256GB	3GB/64GB/256GB	128GB/ 128GB	256GB/128GB	64/256GB	32GB/2TB	32GB/64GB/256GB	
Rear/Front Camera	12MP/7MP	12MP/12MP/7MP	13MP/5MP	23MP/8MP	23MP/8MP	21MP/8MP	12MP/8MP	
Battery (mAh)	1,821	2,691	3,000	3,000	3,300	2,610	3,505	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	No	No	Yes	Yes	Yes	No	Yes	
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes	Yes	Yes/No	Yes/Yes	
Launch	September, 2017	September, 2017	January, 2016	September, 2016	August, 2017	November, 2016	August, 2017	
Price Rs.	61,990	70,800	26,999	25,999	49,990	29,999	39,990	

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE		
MODELS								
PARAMETERS	GOOGLE		HUAWEI			HTC		
Model	Pixel 2	Pixel 2 XL	Nexus 6P	P9	P20 Pro NEW	10	HTC U Play/Ultra	
Display (inches/res)	5/1920x1080	6/1440X2880	5.7/1440 x 2560	5.2/1920x1080	6.1/1080x2240	5.2/ 2560X1440	5.2/1080X1920/ 5.7/2560X1440	
Dimension (mm)	145.7x69.7x7.8	157.9x76.7x7.9	159.3 x 77.8 x 7.3	145x70.9x6.95	155 x 73.9 x 7.8	145.9 x 71.9x 9.0	162.41X79.79X7.99	
Weight (grams)	143	175	178	144	180	161	145/175	
Processor/RAM	QS835/4GB	QS835/4GB	QS810 /3GB	Kirin 955/3GB,4GB	Kirin 970/6GB	QS 820/4GB	MediaTek/QS821	
Operating system	Android 8.0	Android 8.0	Android 6.0	Android 6.0	Android 8.1	android 6.0	Android 6/Android 7	
Storage/Expandable	64GB/128GB	64GB/128GB	32GB,64GB/No	32GB,64GB,/128GB	32GB/128GB	32GB/2TB	32GB/256GB/64GB/ 2TB	
Rear/Front Camera	12.2MP/8MP	12.2MP/8MP	12.3MP/8MP	12MP,12MP/8MP	40+20+8MP/24MP	12MP/5MP	16MP/16MP/16MP/ 12MP	
Battery (mAh)	2,700	2,700	3,450	3,000	4,000	3,000	2500/3000	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	No	No	No	No	No	No	No	
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/Yes	
Launch	October, 2017	October, 2017	October, 2015	August, 2016	April, 2018	May, 2016	February, 2017	
Price Rs.	61,000	81,000	34,999/ 39,999	39,999	64,990	34,999	29,999/53,999	

MODELS	RS. 30,000 AND ABOVE				RS. 30,000 AND ABOVE			
	HTC	LG				MOTOROLA		ONEPLUS
Model	HTC U11	G4 Dual SIM	G5	V20	Moto X Force	Moto Z		3T
Display (inches/res)	5.5/2560X1440	5.5/1440 x 2560	5.3/ 2560x1440	5.7/2560x1440	5.4/1440 x 2560	5.5/2560x1440		5.5/1920x1080
Dimension (mm)	153.9 x 75.9 x 7.9	148.9 x 76.1 x 8.9	149.4x73.9x7.3	159.5x77.9x7.6	149.8 x 78 x 9.2	153.3x75.3x5.19		152.7x74.5x7.35
Weight (grams)	169	155	159	174	169	136		158
Processor/RAM	QS 835	QS 808 /3GB	QS 820/4GB	QS 820/4GB	QS 810 /3GB	QS 820/4GB		QS 821/6GB
Operating system	Android 7.0	Android 5.1	Android 6.0	Android 7.0	Android 5.1.1	Android 6.0		Android 6.0
Storage/Expandable	64GB/128GB	32GB/2TB	32GB/100GB	64GB/2TB	32GB,64GB/2TB	64GB/2TB		128GB
Rear/Front Camera	16MO/12MP	16MP/8MP	16MP/8MP	16MP,8MP/5MP	21MP/5MP	13MP/5MP		16MP/16MP
Battery (mAh)	3,000	3,000	2,800	3,200	3,760	2,600		3,400
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes		Yes/Yes/Yes
Dual SIM	No	Yes	Yes	Yes	No	Yes		No
Music Player/FM	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No		Yes/Yes
Launch	July, 2017	May, 2015	April,2016	December,2016	November, 2015	October,2016		December.2016
Price Rs.	47,999	34,800	25,999 onwards	54,999	25,990	39,999		25,990

		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		
MODELS								
	PARAMETERS	SAMSUNG						
	Model	Galaxy S6	Galaxy S6 Edge	Galaxy A9 Pro	Galaxy Note 5	Galaxy S7	Galaxy S7 Edge	Galaxy S8/Plus
	Display (inches/res)	5.1/ 1440 x 2560	5.1/ 1440 x 2560	6/1920x1080	5.7/1440 x 2560	5.1/2560 X 1440	5.5/2560 X 1440	5.8/6.2/2960X1440
	Dimension (mm)	143.4 x 70.5 x 6.8	142.1 x 70.1 x 7	161.7x80.9x7.9	153.2 x 76.1 x 7.6	69.6x142.4x7.9	72.6 x 150.9 x 7.7	148.9 x 68.1 x 8.0/159.5 x 73.4 x 8.1
	Weight (grams)	138	132	210	171	152	157	155/173
	Processor/RAM	Octa core /3GB	Octa core /3GB	octa-core/4GB	Quad core /4GB	Exynos 8890/4GB	Exynos 8890/4GB	Exynos 8896
	Operating system	Android 5.0.2	Android 5.0.2	Android 6.0	Android 5.1.1	Android 6.0	Android 6.0	Android 7.0
	Storage/Expandable	32GB,/No	32GB/No	32GB/256GB	32GB/No	32GB/200GB	32GB/200GB	64/256GB
	Rear/Front Camera	16MP/5MP	16MP/5MP	16MP/8MP	16MP/5MP	12MP/5MP	12MP/5MP	12MP/8MP
Battery (mAh)	2,550	2,600	5,000	3,000	3,000	3,600	3000/3500	
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	
Dual SIM	No	No	Yes	No	Yes	Yes	No	
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/-	Yes/-	Yes	
Launch	March, 2015	April, 2015	September,2016	August, 2015	March, 2016	March, 2016	April, 2017	
Price Rs.	26,990	34,900	32,490	40,900/43,900	32,900	38,900	53,00/58,900	

		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE			TABLETS	
MODELS								
	PARAMETERS	SAMSUNG	SONY				APPLE	
	Model	Note 8	Xperia Z5 Dual	Xperia X	Xperia Z5 Premium	Xperia XZ	iPad Mini 2	iPad Mini 4
	Display (inches/res)	6.3/1440 x 2960	5.2/1080 x 1920	5/1920x1080	5.5/ 2160 x 3840	5.2/1920x1080	7.9/1536 x 2048	7.9/1536 x 2048
	Dimension (mm)	162.5 x 74.8 x 8.6	146 x 72 x 7.3	143 x 69 x 7.7	154.4 x 76 x 7.8	146x72x8.1	200 x 134.7 x 7.5	203.2 x 134.8 x 6.1
	Weight (grams)	195	156.5g	152	181	161	331	298.8/304
	Processor/RAM	Exynos 8895/6GB	QS 810/3GB	QS 650/ 3GB	QS 810/3GB	QS 820/3GB	A7,M7/1GB	A8,M8/2GB
	Operating system	Android 7.1.1	Android 5.1	Android 6.0	Android 6.0	Android 6.0	iOS 8	iOS 9
	Storage/Expandable	64GB/128GB/256GB	32GB/200GB	64GB/ 200GB	32GB/200GB	64GB/256GB	16,32GB/No	16GB,64GB,128GB/No
	Rear/Front Camera	12MP/12MP/8MP	23MP/5MP	23MP/13MP	23MP/5MP	23MP/13MP	5MP/1.2MP	8MP/1.2MP
	Battery (mAh)	3,300	2,900	2,620	3,430	2,900	23.8w	19.1W
	2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes
	Dual SIM	Yes	Yes	Yes	Yes	Yes	No	No
Music Player/FM	Yes/No	Yes/-	Yes/-	Yes/Yes	Yes/Yes	Yes/No	Yes/No	
Launch	September, 2017	November, 2015	July, 2016	November, 2015	October,2016	November, 2015	Spetember, 2015	
Price Rs.	67,900	37,000	38,990	47,990	49,990	28,460 onwards	44,500	

		TABLETS		TABLETS		TABLETS		
MODELS								
	PARAMETERS	APPLE			ASUS	MICROMAX	SAMSUNG	
	Model	iPad Air 2 with Wi-Fi	iPad Pro 9.7-inch Wi-Fi/ Wi-Fi + Cellular	iPad Pro 12.9-inch Wi-Fi/ Wi-Fi + Cellular	ZenPad 8	LapTab	Galaxy Tab S3 9.7	Tab A
	Display (inches/res)	9.7/2048x1536	9.7/1536 x 2048	12.9/2732 x 2048	8.0/1280 x 800	10.1/1280X800	9.7/ 1536 x 2048	8/800 x 1280
	Dimension (mm)	240 x 169.5 x 6.1	240 x 169.5 x 6.1	305.7 x 220.6 x 6.9	209 x 123 x 8.5	259.2 x 175.4 x 9.2	237.3 x 169 x 6	212.1 x 124.1 x 8.9
	Weight (grams)	437	1	713/ 723	350	1.1kg	429	364
	Processor/RAM	A8X,M8/1GB	A9X,M9/2GB	"A9X,M9 /4GB"	QS MSM8929/2GB	Intel 4 Gen/2GB	QS 820/3GB	QS425/2GB
	Operating system	iOS 9	iOS 9.3	iOS 9	Android 5.0	Windows 10	Android 7.0	Android 7.1
	Storage/Expandable	16GB, 64GB/No	32GB,128GB,256GB/ No	32GB/No	16GB/-	32GB/64GB	32GB/256GB	16GB/256GB
	Rear/Front Camera	8MP/1.2MP	12MP/5MP	8MP/1.2MP	8MP/2MP	2MP/2MP	13MP/5MP	8MP/5MP
	Battery (mAh)	27.3W	27.9 W	38.5W	4,000	7,700	6,000	5,000
	2G/3G/4G	-	Yes/Yes/Yes	-	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
	Dual SIM	No	No	No	No	No	No	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	
Launch	October, 2014	March, 2016	November, 2015	July, 2015	2,015	June, 2017	October, 2017	
Price Rs.	38,000	49,900 Onwards/ 61,900 onwards	65,900 nwards/ 85,900 onwards	12,496	10,999	47,990	17,990	

India HCP Market: The Growth Momentum Rolls On

India HCP (Hardcopy Peripherals) market continued the momentum by clocking a healthy year on year growth of 8.5 percent in Q1 2018 shipping 885,826 units, as per latest IDC Asia Pacific Quarterly Hardcopy Peripherals Tracker.

Inkjet shipments grew by 10.7 percent year on year with overall shipments of 397,901 units while laser printers including copiers saw a year on year growth of 12.5 percent with overall shipments touching 435,491 units. India Laser market was the second-highest market in the entire Asia Pacific region excluding Japan, unit wise. Continuing the demand impetus from GST implementation, Laser printers saw an increased traction from small and medium enterprises.

“Q1 traditionally sees strong demand from government and 2018Q1 was no different with the demand majorly coming from the Education segment through Government. Although the volume of Government contracts has decreased, the frequency of orders has increased significantly. The demand for original copiers has increased due to Government clamp down on the reconditioned copier market by seizing shipments and cancelling licenses of distributors dealing in such products”, says Bani Johri, Market Analyst, IPDS, IDC India.

Top 3 Brand Highlights

HP Inc. maintained its position as the overall market leader in HCP with a share of 39.2 percent and a 3.3 percent year on year growth. The launch of 6 new laser models, high traction for entry level Laser segment and end user focused promotions helped HP Inc increase its dominance in the Laser HCP (Printer-based) market

by 2.9 percent over 2017Q4. It gained significant ground in Laser HCP (Copier-based) segment as well through increased channel presence. HP Inc maintained its 2nd position in the inkjet market with a market share of 29.3 percent.

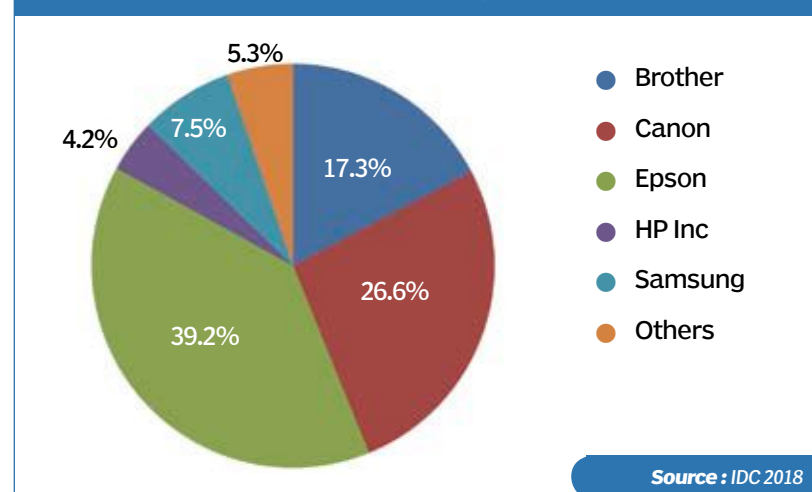
Epson sustained its 2nd position in the HCP market by clocking 27.4 percent year on year growth. It also continued its leadership in inkjet printer market by retaining its first position with a unit share of 50.3 percent and a 29.7 percent year on year growth, primarily due to the growth of its L-series models. Epson's focus on increasing its channel

position in the copier market as well with 23.3 percent unit market share. This trend is mainly attributed to Canon witnessing increased demand from the Government and its focus on championing the color segment and high speed copiers through channel development and training of its sales representatives. In the Inkjet market Canon saw a strong year on year growth of 31.8 percent as a result of their increased promotional activities around ink tank models.

IDC India Market Outlook

According to IDC, market is expected

India Top 5 HCP Brands 2018Q1 Unit Market Share



presence by incentivizing the regional distributors was the one of the key factors contributing to its market leadership in the inkjet category. Other contributing factors are boosting online presence of its entry level segment and refreshing its portfolio.

Canon recorded year on year growth of 3.5 percent and occupied the 3rd position in the HCP market. Laser copier leads the way clocking year on year growth of 32.6 percent. It maintained its number one

to continue the growth momentum in Q2 2018 as well with a healthy double digit year on year growth led by inkjet printers. Ink tank printers preference among consumers is increasing and vendors will look to aggressively push ink tank printers through marketing, channel schemes and end user promotions. On the laser side, strong demand from SMB and government will fuel the growth. ■

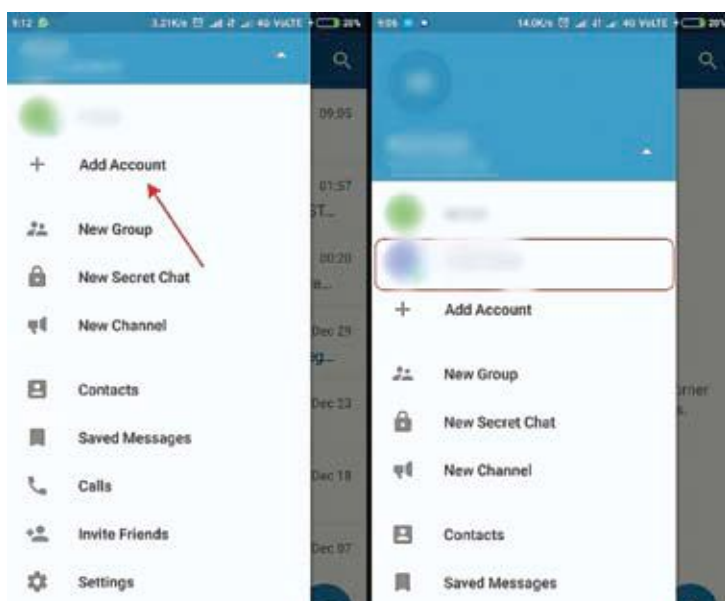
team@mymobile.co.in

Why Telegram?

Here is a list of 10 best things you can do with this wonderful new age messenger app!

By Nijhum Rudra

Telegram Messenger is a cloud-based mobile and desktop messaging app with a focus on security and speed. Its messenger app is one of the most popular mobile messaging services. There are tons of features in telegram that led to its success and popularity. With each new update, telegram provides a number of new features for its customer base, some of them hidden to its normal users.



1 Multiple accounts

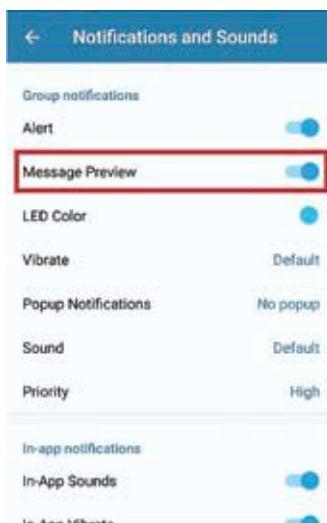
Telegram allows users to have multiple accounts within the app. This feature is helpful for those who want to keep their professional and personal accounts separate.

You can add new accounts by going to Add Account option. Later you can switch to your account by choosing the Accounts and selecting account that you want to choose.

2 Easy message enabling or discarding

Telegram allows you to disable the messages to be shown to your screen notification preventing anyone else to see it. A simple but effective privacy feature.

You can enable/disable by going to Notifications & Sounds option and then disable Message Preview option.



3 Colourful custom notification

You have various options to choose from list of colours to set which blinks whenever you receive a notification on telegram.

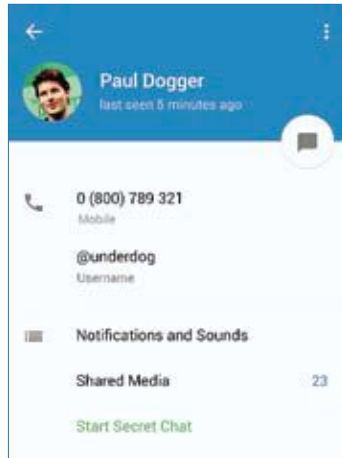
You need to go to Notifications & Sound option in setting and click on LED colour.

Note this option is only available for android user only.



4 Delete SENT Messages

Long press the message you wish to delete and choose delete option from the option tray that appears. A pop-up box will open which allow you to delete the message from receiver's chat box as well.



5 Secret Chat

It's a user's privacy feature introduced by telegram. To access the user needs to tap on the contact name, this reveals a drop-down menu with an option 'Start Secret Chat'. In a secret chat you or the person you are chatting to, won't be able to take screenshot of the chat.

6 Self-destruct Timer

User gets an option to self-destruct messages by enabling the 'Self Destruct' option in the setting option of the chat box.

Also Photos sent with short self-destruct timers mostly less than 1 minute, can only be viewed while you're holding your finger on them and sends a notification to the user whenever a screenshot is taken.

To set the timer, simply tap the clock icon and then select Self-Destruct Timer and choose the desired time limit. The clock starts the moment the message is displayed on the recipient's screen.

7 Easy locking

This feature allows user to set pin/finger print (if your smartphone has one) as password, thus user needs to enter the access code each time he tries to access telegram app.

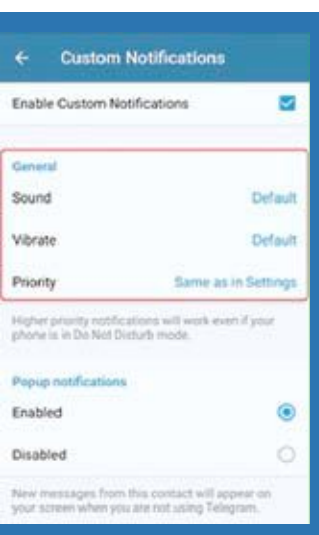
This feature can be accessed through the setting under Privacy & Security option. Use the Passcode Lock option to set the desired pin.

8 Power of Choice

It's annoying for users if they are added to group without their permission or sometimes to groups not relevant to them.

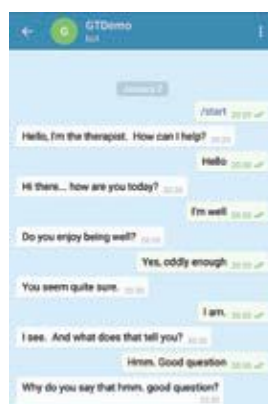
Telegram has the cool feature where user can choose who can add them to a group.

User can access this feature inside settings under Privacy and Security. Basically, user can select from his/her contacts whom he can allow to add you to a group.



9 Chat Bots

Bots are simply Telegram accounts operated by software. These bots also have AI features. They can do anything for example teach, play, search, broadcast, remind, connect, integrate with other services.



10 Super Groups

A normal group allows user to add up to 200 members but in super group, we can add up to 5000 members.

Along with this it has host of benefits:

- New added members can see the entire message history when they join.
- Deleted messages will disappear for all members.
- Not all members can delete messages for everyone ■

team@mymobile.co.in



Apple Watch Series 3

We list things you can do with this amazing smartwatch

Apple Watch Series 3, the third generation smartwatch developed by Apple Inc has scaled up the bar for smartwatches. At its core is Watch OS4 operating system with dual core Apple S3 processor which is 70% faster than S2, allowing it to do things with elan that had not happened in smartwatches earlier.

Its main features include the new built-in LTE cellular connectivity, offering voice and data communication and Apple Music streaming. The watch comes with an electronic SIM card and shares the same mobile number as the user's iPhone. It also has a built-in NFC chip which can be used for Apple Pay. The battery can last as long as 18 hours.

Apple Watch Edition is available in two ceramic finishes and has lot of options for straps. Its price in India is being quoted at Rs 34,410 for 42 mm and Rs 29,900 for 38mm dial. ■



Notifications

Leave your phone at home and still get alerts from your favourite apps.



Siri

Ask Siri to set a reminder, send a calendar invitation or give you locations, all without your phone.





Health App on iPhone

One app for all your health and fitness data.



Phone and Messages

Make calls and send texts with just your watch.

Music

Stream 45 million songs with Apple Music directly from your wrist.²



Swimproof

Always ready for the pool or ocean.³



Pick a model. Add a strap.
Make it your own.

[Explore the Interactive Gallery](#)

Straps to match
your every mood.

[Find a store](#)



team@mymobile.co.in

Belkin Boost Up Wireless Charging Pad

Effortless wireless charging experience on the go

US-based mobile accessories maker Belkin has come up with a new wireless charging pad for iPhone 8, iPhone 8 Plus and iPhone X. The Boost Up Wireless Charging Pad provides an effortless wireless charging experience for these phones. It is fine-tuned with Qi technology under the hood, and is also able to charge at levels up to 7.5W for compatible devices.

Belkin conducted a wireless global consumer insights



study earlier this year to understand charging behavior and purchasing preferences and kept consumer feedback in mind when designing the product, the company said in a press note.

The Boost Up charging pad is on Amazon and selected Apple premium resellers such as Apronix and Imagine Stores. ■

Price: INR 6,999

Necklace OEB-E54D

Fine plug-in earphones from Oraimo, Transsion

Oraimo, the smart accessory brand from Transsion Holdings, has launched a new set of cool earphones in India, Necklace OEB-E54D. The ergonomically designed earphones have capabilities par excellence and redefine the auditory experience of the Indian consumers.

With a flexible necklace design, the neckband earphones are embedded with magnetic buds and HD voice quality that delivers high quality, crystal clear sound for bass mid and highs. The ear buds come with

adjustable neckband that ensures superior wearing comfort for the consumers on the go.

With a volume control feature, Oraimo Necklace OEB-E54D delivers high quality crystal clear sound for bass. The earphones are equipped with Bluetooth version, V4.1 and connect easily with any smart device. The impressive battery capacity enables you to play music up to 8 hours continuously satiating the need of music buffs, offering crisper sound quality. The superbly comfortable design doesn't fatigue your ear and allow you to have a long conversation at a stretch and also, have stand by time up to 200 hours. The classy and contemporary pair of earphones can be purchased from various mobile accessories and electronics stores. ■



Price: INR 2,799

MYMOBILE



Smartron tband

The first ever smart band to feature ECG and BP monitoring

Domestic original equipment manufacturer Smartron recently launched its first wearable device, the tband. With first of its kind features such as ECG (Electrocardiography) and BP (Blood Pressure) monitoring, the tband is available exclusively on Flipkart. Smartron's tband combined with the 'thealth' app gives the user an overall Health Index score which is a combination of activity tracking, calorie count, sleeping patterns, stress and fatigue levels as well as Blood Pressure and heart health.

Apart from ECG and BP monitoring features, the tband comes with the ability to continuously measure

heart rate as well as resting heart rate. Along with basic fitness parameters such as calorie burn, steps and running distance, with sleep tracking, the tband highlights sleep patterns and efficiency. It also helps the user throughout his/her day with customizable alerts for waking up and medicine reminders, DnD option, inactive and SOS alerts, SMS and call notifications.

The tband features an attractive design with an option for customization with 18mm changeable watch straps making it a stylish accessory. The tband also has an IP 67 rating that makes it dust and water resistant. The band is compatible with both iOS and Android smartphones, sporting an OLED display with a 100mAh LI battery that lasts for 2-4 days depending on notifications and usage. ■

Price: INR 4,999

X-mini Nano-X Speaker

Produces a truly immersive audio experience

Continuing its dedication to innovate, professional portable audio brand X-mini has launched the Nano-X wireless speaker in India. The Nano-X is an ultra-portable Bluetooth speaker housing a 33mm magnetically shielded speaker providing a loudspeaker output of 2W. Constructed with a sleek metal body, the highly durable X-mini Nano-X comes with several features to produce a truly immersive audio experience from a compact Bluetooth speaker. Wireless enabled, thanks to integrated Bluetooth technology, the Nano-X requires no frustrating wires

for music playback so you can listen to your favourite tunes wirelessly for up to six hours. Simply connect to your music player and place your cutting edge wireless speaker wherever it suits you best.

Adding to the Nano-X's convenience is its built-in microphone so you can enjoy hands free calling. Shutter and 1-click button; once connected to your media device via Bluetooth, you can use the Nano-X as a remote shutter for taking photographs. This highly unique feature gives your new speaker a dual purpose and, by pressing the 1-click button, you can take a quick snapshot of your surroundings. This special feature means you can place your Bluetooth device to one side and use the remote, rather than your media device itself, to capture a moment remotely. The speaker comes in three colour variants - Mystic Grey, Midnight Blue and Crimson Red. ■

Price: INR 1,790



Lenovo V330

Light and stylish, aimed at SMEs

The new V series from Lenovo has been designed keeping in mind specially SMEs (small and medium enterprises) and start-ups. The V330 laptop comes with entrepreneur-friendly flexibility features like an ultrabay drive that can house either an optical drive or an additional battery, a QuickCharge battery, an elegant spill-resistant backlit keyboard, and both USB-C type and USB 3.0 ports. The V330 also takes care of personal security with ThinkShutter – a physical webcam cover along with a touch-type fingerprint reader.

V330 Highlights:

V330 – full on value and quality without sacrificing performance, the thin, stylish and reliable V330 laptop helps focus on running a successful enterprise. With powerful Intel technology, optimized for security, flexibility, and reliability, the V series is for the no-nonsense business professionals.

- Rich visuals - 14" FHD (1920 x 1080) with antiglare display
- 720p webcam with camera shutter
- Warranty - International warranty (check)
- Replace camera - covering sticky notes with ThinkShutter Camera Privacy physical webcam cover ■



Price: Starts from INR 48,000

MONOTONE

Trendy wireless stereo headset by Toreto

Toreto has launched MONOTONE – a stylish, flexible and lightweight wireless stereo headset which doesn't cost a bomb. MONOTONE is a neck mounting headset which would go out well with any style, age or gender. With its lightweight feature, one can run, do the

workout, cycle, dance, walk, travel, trek, cook, talk etc. Its ergonomic ear-fit design will avoid any painful affair and make your user experience comfortable.

MONOTONE offers fine noise reduction capacity and isolating features which results in crisp HD sound quality. Its Bluetooth version V4.2 is energy efficient, signal stable and optimized for longer battery life. MONOTONE supports every Bluetooth enabled mobile phones, speakers, PCs and other devices. With an amazing 160 mAh battery life, now you can completely rely on it, with just 3 hours of charging, you can enjoy up to 7-9 hours of music play and talk time and have a hands free call facility as well. ■



Price: INR 2,499

PTron Sportster Earphones

Designed for sports enthusiasts



Price: INR 899

ERPTTron recently launched Sportster Bluetooth earphones. Designed for the people with active lifestyle, the sweat-proof earphones provide convenience, comfort and style both in and out of the gym.

The Sportster comes with a dual lock design, which combines a behind-the-ear hook with ergonomic in-ear ear-tips for a secure fit and uninterrupted listening experience. It is sleek, light weight and sweat-proof for people who enjoy intense workout sessions. It connects without wire to any mobile or Bluetooth-enabled device, allowing you the freedom of movement for up to five hours.

The PTron Sportster also offers a built-in microphone to provide users with call capabilities. So, you no longer have to miss those important calls, while working out at the gym.

The Sportster is available in three vibrant colours - Red, Blue and White, on leading e-commerce portal LatestOne.com.

Astrum PAD CW300 Wireless Charger

Boasts an intelligent chip that monitors and adjusts the charging temperature

IT peripherals brand Astrum recently introduced its first wireless charging solution, PAD CW300. The pad claims to be a true wireless charger equipped with Qi v1.2.3, optimised for faster, and efficient charging. The CW300 can support all the Qi-enabled smartphones and devices such as Apple and Samsung.

The PAD CW300 sports a compact structured pad for the smartphone placement and the company claims that this wireless charger is the first charger to wirelessly power Android phones at the DC output power distinctly at the power up to 15W and the iOS devices at 7.5W distinctly. PAD CW300 claims that its desktop stand is designed to provide the user with a better viewing angle for the smartphone screen.

The charger boasts an intelligent chip that monitors and adjusts the charging temperature. The product also comes with a built-in over voltage, short circuit and overheating protection for safe charging.

The PAD CW300 is available at leading stores as well as online. ■



Price: INR 3,499

ADD-ONS

JVC Hip Hop Boomblaster RV-Y 40 Speaker

Made for professionals and house



Price: INR 12,999

Japanese consumer electronics brand JVC recently rolled out its newest Hip Hop Boomblaster RV-Y 40 speaker, which claims to deliver monstrous sound along with the hard hitting bass. With its dramatic styling and unique LED lights, the speaker brings an edgy roughness balanced with style. Install the JVC Light control APK and instill the party mood by changing the colours according to music. The speaker delivers big, bold enveloping sound with a wonderful balance between hefty bass, smooth midrange and a nearly tangible sense of space.

Suited for professionals and house, the 30W RMS with the 360-degree surround, the speaker brings you perfect confluence of sound and light. A powerful dual bass reflex design with 1x6.5" + 2x2.5" drivers & perfectly

harmonized components, crafts a dynamic sound with each tone mapping a distortion free deep bass foundation to crystal-clear highs, thanks, in part, to the low-resonance build.

With a number of connectivity options, the speaker can be easily connected to various media devices using 4.0 Bluetooth; enjoy the playlist, without getting in the wired library. Demonstrate the singing skills with the Digital Karaoke and Guitar input, to enjoy the unlimited music and fun. Additionally, the inbuilt FM radio system allows you to groove on the latest music and your much-listened RJ.

The product is available with the leading retail stores such as Croma and online portals such as Flipkart. ■

TCL iFFALCON Smart TVs

Upgrade your home entertainment experience like never before

China-based TCL Multimedia happens to be the latest entrant in the Indian TV market. The company recently launched three new smart televisions under iFFALCON brand and they are iFFALCON 55K2A, iFFALCON 32F2 and iFFALCON 40F2.

In terms of specifications, the iFFALCON 55K2A comes with 4K UHD display with 3840 x 2160 resolution. It is claimed to be equipped with micro dimming technology and white LED HD backlight which enhances the colour gamut and provides more dynamic colour contrast.

For audio performance, the TV is equipped with Dolby 5.1 Surround Sound and advanced DTS post-processing technology. There's also a Smart Volume

feature on board that automatically adjusts the volume to eliminate sudden sound fluctuations. Powered by Android 7.0 Nougat, it packs in routine features like task switching, picture-in-picture, and inbuilt Google Chromecast to users.

The other two models – 40 inch and 32 inch – differ just in the terms of screen size. Both models feature full HD display and Dolby decoder. There's an additional feature called T-Cast that allows users to operate the TV via their smartphones. These models also feature the micro dimming technology for better viewing experience.

TCL has teamed up with Jio Digital, Netflix, Google Play Movies & TV, Youtube and ErosNow, Voot among others for content.

The firm has joined hands with Flipkart for selling its TVs in India. There is a bundled cashback offer with JioFi data card available on purchase of the TVs from Flipkart. ■

Price: Starts from INR 13,499



Bose S1 Pro Speaker

The ultimate all-in-one multi-position PA system

Bose Professional is debuting the S1 Pro multi-position PA system – the ultimate all-in-one PA, floor monitor, practice amplifier and primary music system, and the latest addition to the acclaimed Bose portable professional product line. Designed for singer-songwriters, DJs, other musicians and general PA use, and drawing upon the award-winning technology developed for the lauded Bose L1 and F1 portable loudspeaker systems, the S1 Pro allows users to sound great anywhere. The S1 Pro truly delivers on the combination of performance, portability and versatility – ready to perform flawlessly whenever and wherever.

At only 15 lbs (6.8 kg) and with dimensions of 13" x 9.5" x 11.2" (330 x 241 x 286 mm) (easily fitting in an airplane's overhead compartment), the ultra-portable and rugged S1 Pro is lightweight and designed for effortless transport using the convenient carry-handle.

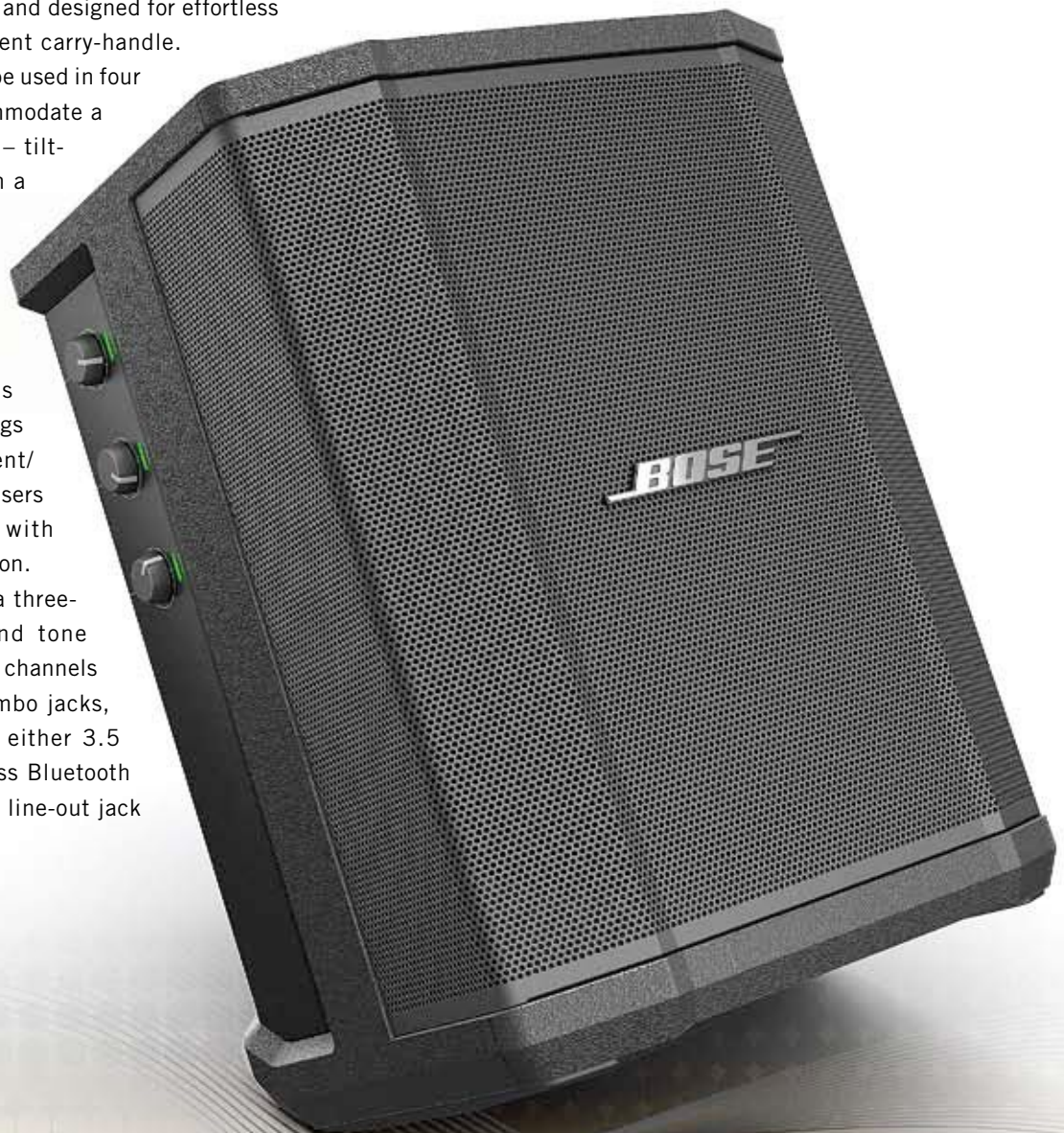
The S1 Pro is engineered to be used in four different positions to accommodate a wide range of applications – tilt-back, elevated, mounted on a speaker stand, or placed on its side (as a floor monitor). Built-in sensors detect positional changes and trigger Auto EQ, which automatically recalibrates the system's internal settings for each different placement/application, ensuring that users always sound their best with optimum sound in any position.

The S1 Pro comes with a three-channel mixer. Reverb and tone controls are featured on two channels with XLR / quarter-inch combo jacks, and a third channel is for either 3.5 mm (1/8") line-in or wireless Bluetooth connectivity. Additionally, a line-out jack

offers easy expansion to other systems. Using the wireless channel, music can be played from a mobile device easily using Bluetooth streaming (great for pre-produced backing tracks or background music), while getting great sound quickly with integrated ToneMatch processing for microphones and instruments. Additionally, users can enjoy hours of play on-the-go with the S1 Pro's optional rechargeable lithium-ion battery; a special setting and intelligent circuitry offer a choice between trickle charge or dedicated full-power charge.

The S1 Pro multi-position PA system is currently available in India through authorized distributor Luxury Personified LLP. ■

Price: INR 60,624



Sony MHC-V81D, MHC-V71D & MHC-V41D Speakers

Light up the party with these new high power music systems

Keeping in mind the growing demand of one box style audio system, Japanese electronics major Sony has introduced three new high power audio systems – MHC-V81D, MHC-V71D and MHC-V41D. The MHC-V81D claims to be dustproof, has a splashproof top surface and allows a 360-degree live sound. The MHC-V71D too is equipped with live sound feature for high quality music output. The MHC-V41D boasts of the ability to sync speaker lights with the beat of the music and has an additional 2x tweeters to achieve 360-degree sound field.

All three models have flashy 360-degree party lights that illuminate the room crafting the perfect party atmosphere. With the accompanying “Fiestable” app, users can enjoy party features like DJ control, DJ effect (Isolator/Flanger/Wah/Pan), Sampler (Drums/Voice/etc.), and EQ. The audio systems allow seamless music streaming with NFC and Bluetooth that is claimed to connect up to 50 compatible systems together. The LDAC helps to send approximately three times more data than conventional Bluetooth audio.

The all-in-one box style music systems boast of the



new Taiko mode. The mode allows users to use the high power audio one-box system like a drum. Their integrated spread sound generator allows the loud and powerful spread of the sound. The new music systems come with gesture control feature. They are also enabled with Digital Sound Enhancement Engine (DSEE) which helps boost the quality of any compressed music files.

The music systems through the Music Center app allow users to control music and sound settings from the phone. They are also embedded with an option for built in DVD/CD player and HDMI output and features a portable one design box. They are available in Black colour across all Sony Center and major electronic stores in India. ■

Price:

INR 30,990 (MHC-V41D); INR 41,990 (MHC-V71D); INR 51,990 (MHC-V81D)





Price:
INR14,990

Sennheiser Momentum Free Headphones

Inspired for those who always aim higher

German audio giant Sennheiser recently launched the Momentum Free, an all-new wireless model in the acclaimed Momentum headphone family. Bringing the essence of Momentum to its most compact form, the new ear-canal headphones combine uncompromised sound quality, progressive technology, and luxurious minimalist style with an ultra-compact design. For ultimate convenience, the Momentum Free features ergonomically designed magnetic earpieces that link together when not in use.

The headphones' high-quality dynamic speaker system and custom-machined stainless steel in-ear sound tunnels deliver superior acoustic precision with a powerful bass response and detailed vocal projection – the signature Momentum sound. The Momentum Free features Bluetooth 4.2 as well as Qualcomm apt-X and AAC codec support. Qualcomm apt-X

Low Latency compatibility also enhances the ability to enjoy gaming or video content by keeping audio transmission perfectly in sync with the visuals.

Alongside portability and wireless connectivity, the new Momentum Free offers a range of features that guarantee a superior experience with mobile devices. Their six-hour battery life and a luxurious leather case make the headphones the perfect companion for a life on the go.

A three-button remote and high quality in-line microphone for making calls and controlling music are integrated into the cable between the earpieces. Multi-connection with up to two devices at once and 3-way calling support are also provided. An intuitive system of voice prompts provides notifications on the pairing status and battery life. The Momentum Free has been crafted from premium materials for listening comfort, timeless style and lasting durability. ■

iBall CompBook Merit G9 Laptop

Engineered for the first time users

Domestic tech brand iBall has extended its laptop portfolio with the launch of CompBook Merit G9' in India. Light in weight and on your pockets, the laptop is engineered for the first time users. With its sleek looks and compact design, this 11.6inch beauty comes with a bright HD screen, rich display of 1366*768 that delivers a crisp viewing experience and accurate colours.

Powered by Intel Celeron processor N3350, the CompBook makes possible high operational speed and enhanced productivity. Smooth and seamless multitasking with 2.4GHz speed and 2GB DDR3 RAM, along with Windows 10 OS, the laptop tackles immersive entertainment and daily tasks with ease even while multi-tasking.

Packed with 32GB built-in storage, the Merit G9 is further expandable up to 128GB via MicroSD card. Alternatively for more storage, it also connects external HDD or affix HDD or SSD internally inside the provisional storage slot. Furthermore, store limitless data – documents, photos, movies and much more up to 1TB, thereby boosting the productivity and efficiency manifold.

With familiarity of the latest Windows 10, the iBall CompBook

Merit G9 supports intelligent power saving feature, comes with built-in Cortana – the digital personal assistant and built-in Anti-Virus Defender that protects the PC from unwanted viruses and malwares. Supporting the power back up of 5000mAh (38Wh), the system works on and on effortlessly for sex hours.

The CompBook also features a multitude of connectivity options such as wireless connectivity and Bluetooth. It facilitates an HDMI Ver.1.4a port and two distinct USB ports of 2.0 and 3.0. It is available across India. ■

Price: INR 13,999





Price: INR 17,999

Vivotek MS9390-HV Panoramic Camera

The new multi-sensor digital eye with superior image quality



Following the success of previous 180-degree panoramic network cameras, Vivotek, a global leading IP surveillance provider, has launched a brand new and even more efficient multi-sensor camera. The MS9390-HV, with its dual 4-megapixel wide-angle lens design, is unlike most traditional multi-sensor panoramic cameras which rely on four sensors. This newly released multi-sensor dome camera is also equipped with SNV (Supreme Night Visibility), WDR Pro technology, 180-degree IR illuminators effective up to 20 meters and delivers full resolution imagery at 30 fps (frames per second), making it the ideal camera to provide excellent panoramic image quality for both day and night surveillance.

Vivotek introduces the brand new MS9390-HV under the strategy of its “See More in Smarter Ways” campaign. With its unique dual-sensor design, the camera is equipped with a video alignment feature, providing users both a detailed and yet seamless 180-degree panoramic view and a higher vertical field of view. This enables greater coverage not only on the horizontal, but also on the vertical plane, capturing an even greater

field of view below the point of camera installation. Moreover, the internal tilt adjustment of the lenses of the MS9390-HV has been upgraded to 20-degree, allowing users to achieve the precise angle desired. Furthermore, the multi-sensor camera employs H.265 compression and Smart Stream III technology to create the most efficient system, and resulting in remarkable savings in storage and bandwidth consumption while at the same time providing complete video security.

The new MS9390-HV is further armed with a robust IP66 and IK10-rated housing, enabling it to withstand rain and dust, as well as to protect against vandalism or tampering in outdoor surveillance applications. In addition, its wall mounted design ensures simple and quick installation, with an included sunshield to eliminate interference caused by direct sunlight. The panoramic camera was given an early test at the 2018 Taiwan Lantern Festival, one of the great events in Taiwan, which attracted over 10 million visitors. The MS9390-HV provided clear and full coverage throughout the day and night to secure the safety of visitors to the festival. ■

Fitbit Versa

A good smartwatch with advanced health tracking features



Fitbit Versa is now available in India.

Versa is Fitbit's lightest smartwatch featuring a modern design, advanced health and fitness features, 4+ day battery life, smart features people want most and cross platform compatibility – all at a competitive price.

Advanced health and fitness features include personalized on-device workouts with Fitbit Coach, enhanced 24/7 PurePulse® heart rate tracking, 15+ exercise modes including automatic SmartTrack™ swim tracking with water resistance up to 50 meters, and automatic sleep stages tracking.

USPs

Quick replies: Android mobile device users can respond to messages on the go using Fitbit Versa and Fitbit Ionic™ smartwatches. Create and send up to five custom pre-populated quick replies of 60 characters or less to text messages and messenger apps like WhatsApp and Facebook Messenger.

Female health tracking: Available to all adult users

who identify as female in the Fitbit® app to track their menstrual cycle and symptoms; makes it easier to manage their cycle with a more complete picture of health and fitness data all in one place. Versa and Ionic users will also be able to view female health tracking information on-device.

In addition to new quick replies for Android users, smart features you need include: app, calendar, call and text smartphone notifications; access to Fitbit's growing App Gallery now with more than 650 popular brand, developer and Fitbit Labs apps, and customizable clock faces; wallet-free payments via Fitbit Pay, supported by more than 60 banks and card issuers in 15 countries and on-device music for more motivation with access to Deezer, and personal music playlists. All of these features come with 4+ days battery life,iii and like all Fitbit devices, Versa is compatible across Android, iOS and Windows devices.

Pricing and availability: Fitbit Versa will be available in black with a black aluminum case, grey with a silver aluminum case, or peach with a rose gold aluminum case. Fitbit Versa will be available in India across Reliance Digital, Croma, Helios and other major retailers offline and exclusively online on Amazon India for INR 19,999. Fitbit Versa Special Edition will also retail for INR 21,999 and accessories range from INR 2,499 to INR 8,999. ■

Xander's New TV & Audio Series

A good combo

XA has launched XA 339 STEALTH-2 and a LED-TV series with 3D Comb filter and smart energy saving feature. Models are XA-9430 (43 inch), XA-9320 (32 inch), and XA-9240 (24 inch).

The TV sets come with a 3D Comb filter, which is an electronic filter that separates the luminance signal from the chrominance signal three horizontal scan lines of the video at a time. This results in reduced video noise, cross-colour interference or colour bleeding and dot crawl and gives the viewer a clearer, sharper, and richer video picture.

XA 339 STEALTH-2 speakers come with Bass Reflex

Technology, offer seamless connectivity to all mobile devices and music players with Bluetooth and FM, and super heavy "Dragon Bass". Especially designed for Indian consumers, Stealth speakers work on an SMPS solution instead of a standard transformer. This makes the speakers compatible to handle a wide spectrum of voltage and its fluctuation. XA 339 STEALTH-2 can connect to smartphones and other devices using Bluetooth, USB, SD Card, and Aux port. It can also connect to FM radio and can be easily attached to any TV or gaming console using standard Aux wires to enhance the sound quality. ■



Price: XA-9430:
INR 43,990;
XA-9320:
INR 21,990;
XA-9240:
INR 12,990 and
XA 339 STEALTH-2
at INR 9,999.

Daiwa 4K Smart TVs – D55 UVC6N & D50 UVC6N

Loaded with elite visuals and real-like picture quality

Domestic company Daiwa recently launched two affordable 4K smart televisions in India, having model numbers D55UVC6N and D50UVC6N. The company says these smart TVs aim to provide premium technology features at an affordable price.

The two 4K Android smart TV sets from Daiwa differ in size, though they share the same specifications. Both offer a screen resolution of 3840 x 2160 pixels, along with an A+ grade panel. The design of these 4K smart TVs offer slim bezels and a 360-degree design to blend with the home's decor.

Based on Android TV, the 55-inch D55 UVC6N and the 50-inch D50 UVC6N come with 1GB RAM and 8GB of internal storage, box speaker technology with Dolby support that offer up to 20W of power output.

Among the display-based features, the Daiwa 4K smart

TVs offer Screen Capture for screen shots, a combination filter and a picture enhancement feature. Get the ultimate control in the palm of your hand. Control all devices connected with just the one remote control i.e. web play remote.

The television sets also come with an Eco Vision mode, which reduces power consumption for enhanced contrast. Additionally, users can explore M.Cast, which allows users of Android and iPhone to cast the smart device's screen onto the Daiwa 4K smart TVs via E-Share.

The TV's function can also be accessed through a web play remote that control all devices through a single control unit. This remote, though, will only be available on online shopping portals. On the Daiwa UVC6N, connectivity options include three HDMI ports, two USB ports as well as an ethernet port. ■

Price: INR 36,999 (D55 UVC6N);
INR 29,999 (D50 UVC6N)

team@mymobile.co.in





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685

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180

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36

Conference Sessions

1,233

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- Wireless chargers
- Cases and covers
- Smart watches
- Sport & Health wearables
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- Card readers
- USB storage devices
- USB chargers
- and many more...

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For Further Details, Please Contact

Mr. Rameez | Email: rameezm@eigroup.in | Mob: +91 99585 04913 | Tel: +91 11 4279 5038

C-103, Okhla Industrial Estate, Phase III, New Delhi 110 020, India

www.convergenceindia.org

10 reasons that still make SMS a powerful marketing tool

By Rajdip Gupta

Short Message Service (SMS) is considered as an effective and conventional tool for audience communication. But today it faces the heat from data-driven messaging services as for every SMS you send to any of your contacts, you are being charged by your network operator vis-à-vis mobile-application delivered messages which are almost free.

So what makes a conventional SMS still the tool of choice for marketers and businesses? Firstly, let's understand how an SMS message is delivered to you. Mobile phones are always sending and

communication in comparison to traditional marketing. It will help your business by tightening your budget belt.

3. **High response rate:** The high response and open rate makes the SMS service an ideal marketing tool. This feature leverages your message to go across to a larger audience with ease. Studies have shown that SMS has eight times the response rate of an email. Studies have shown that it has a read rate of 97% within 15 minutes of delivery, one can be assured of the message being read instantly.
4. **Personalisation:** Every customer has a unique taste and preferences. A customised SMS helps deliver personalised experiences based on your users' interests and choices.
5. **Integration with other channels:** You can integrate social and traditional media with SMS to ensure your communication reaches your target audience. For e.g you can embed a link in your SMS that redirects the user to the desired website or social platform.
6. **Opt-in and Opt-out:** Offers your customers an option to subscribe and unsubscribe promotional messages. This is a classic example of how the use of 2-Way messaging product
7. **Support two-way interactions:** Two-way SMS services use keywords and short codes while sending out messages to customers. In a two-way texting, customers send a keyword to a predetermined short code in order to receive an automated response. Customers prefer genuine communication and this is where two-way SMS helps to strike a meaningful conversation. This has given businesses a simple way to engage with their customers.
8. **Data service redundancy:** You don't need the internet for sending across SMS to your customer base. This adds to the advantage of creating a seamless connect with your customers.
9. **High penetration in remote locations:** Text messages can even reach customers in remote locations where there is no internet and smartphones.
10. **Analytics:** You can track, monitor, and analyse the performance of SMS campaigns through metadata. Different reports help you understand customer behaviour, ROI achieved from a particular campaign, and open rates. ■



receiving information through signals via mobile towers even when your phone isn't in use. When a message is sent, it first goes through the nearest mobile tower and then the SMS centre (SMSC). The SMSC receives the message and sends it to an appropriate tower closest to the location of the mobile phone and then to the phone itself. SMS formats the message in a way that it is able to travel to and from the tower, and still be received by the mobile phone. It also contains meta data about the message, such as message length, destination, format, and time stamp.

The SMS is delivered to your mobile phone irrespective of a weak network signal or absence of internet. This makes SMS one of the most preferred forms of mobile messaging communication.

Apart from the above, here are a few reasons that make SMS a powerful mobile messaging tool.

1. **Simple and immediate:** Allows you to reach varied demographics simultaneously. It is easy to put in a text format and send the communication almost instantly.
2. **Cost effective:** SMS marketing is an inexpensive method of

The author is MD & Group CEO, Route Mobile Ltd. Mumbai headquartered, Route Mobile is world's leading messaging solution provider with offices in 15 locations across Africa, Asia Pacific, Europe, Middle East and North America. It has served over 23000+ clients and delivers more than 2 billion messages per month.



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**Mali T820
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