

# IVVO MOBILES

MAKING SUPERIOR TECHNOLOGY ACCESSIBLE TO EVERY INDIAN

*iVVO mobiles, deriving its name from Innovation, Variety, Value, and Omnipotent, is a direct outcome of R&D-based and innovation-driven approach, for making low-cost smartphones for users in middle-class cities and towns and untapped geographic regions in India and that too at affordable price*

**I**VVO Mobiles is all set and fully confident to bring a discernible metamorphosis in the handset and mobile market and is proactively seeking ways to develop novel and innovative ways to generate business in underserved and existing markets, offering its product and superior after-sales services to customers in India.

Committed to create innovative products and ample opportunities, so no one is left devoid of a mobile handset, iVVO Mobiles is confident of its marketing strategy which is a mix of a unique thought, product, formula and brand, with a wider reach and local adaptation to stand out in the brand-crowded marketplace.

## A TEAM OF ADROIT PROFESSIONALS

Founded and led by people who know very well the ins and outs and nitty-gritties of this business, iVVO Mobiles intends to create a new category in the market and then bring it to growth and maturity phases of product lifecycle.

To make the brand emerge as leader of digitisation, especially in rural India, the company is working extensively on affordable product pricing with superb features and has concurrently improved the channel partnerships and after-sales services to offer a hassle-free and excellent customer experience to its customers.

## CAPITALISING ON A UNIQUE MARKETING MIX

Doing all that's best for business, the company is collaborating with operators for better consumer offerings, foraying into smart consumer appliances business and LED TV business, strategically partnering with other companies for manufacturing its devices as well as setting up its own production facility. With an extensive bouquet of offerings - feature phones, 4G feature phones and smartphones - it is catering to the Indian customers with an inexpensive way of

keeping in touch and staying connected, at the same time eyeing a robust turnover in a couple of years.

iVVO Mobiles has been endeavouring to gain a sizeable chunk of market share and a solid customer base by offering customers technologically better-quality alternatives to feature phones at a lucrative price point by deploying their internal innovations in mobility and Information and Communication Technology.

## QUALITY, SERVICE AND INNOVATION AS FOUNDATION OF SUCCESS

Highly bent on ensuring top-notch quality and working order of its products, the company has its manufacturing facilities certified with ISO 9001:2015 for quality management, has undertaken more than 20 quality control methods (both automated and manual QCs) to ensure that its products stand out from a quality and functional perspective.

With a service presence of more than 200 direct/indirect channel partners and 20,000 retailers, over and above more

than 1000 service centres on a pan-India level, iVVO Mobiles come with a 201-day replacement warranty, in addition to the 12 months plus 3 months extended product warranty, thereby creating a niche for itself in the already flooded mobile handset market.

