

Micromax owners profile

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Corporate Profile

Micromax Mobiles is one of the leading mobile companies in the World today. According to Strategy Analytics' Global Handset vendor market share report, it is the 12th largest mobile brand in the World with a global market share of 1% and close to 8% market share in India. With an in-depth understanding of rapidly changing consumer preferences coupled with the use of advanced technologies, Micromax has been able to differentiate itself from the competitors through innovation and design.

The brand took on the leaders in the category with specific products that addressed different customer needs. The company has focused their efforts towards creating life-enhancing mobile phone solutions and wireless technologies that cater to the increasingly evolving needs of mobile users in India. Micromax aims to be a billion dollar company with a significant double digit market share by 2014. Driving the next phase of growth, the company is expanding aggressively in India and globally.

Journey of a homegrown brand: Micromax started as an IT software company in the year 2000 working on embedded platforms. By 2008, it entered mobile handset business and by 2010 became the largest Indian domestic mobile handsets company. This transformation was steered by four friends who divided responsibilities on functional lines, which haven't changed since: Rajesh Agarwal, 47, Managing Director, Rahul Sharma, 37, Executive Director, Vikas Jain, 37, Business Director, and Sumeet Arora, 37, ChiefTechnologyOfficer.

Through its emphasis on adapting to the changing market dynamics, introducing feature-rich phones and smartphones that are innovative and unique, Micromax has today become a brand to reckon with. Today, Micromax has presence across India and global presence in Bangladesh, Nepal, Sri-Lanka, Maldives, UAE, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Afghanistan and Brazil. Micromax sells around 1.3 million mobiles handsets every month, with a presence in more than 500 districts through 100,000 retail outlets in India.

Product Innovations

Micromax product portfolio embraces more than 60 models today, ranging from feature rich, dual-SIM phones to QWERTY, touch-enabled smart-feature phones and 3G Android smartphones designed for younger consumers in suburban and urban markets. Marketing: Driven by growing aspirations of the Indian mobile users, Micromax has geared up to bring about a paradigm shift in the way cell phones are used by introducing groundbreaking mobile solutions technology. When Micromax entered the segment, it followed a simple strategy of bringing innovative products for the consumers and coupled it with smart marketing.

The company's success could be attributed to the 'Out of the Box' thinking and thus providing Innovative & insightful products to the masses. At Micromax, the target audience is youth who want innovative, stylish phones that are affordable. Today the mobile phone category is driven by youth, with about 60% of the users under the age group of 20-40 yrs and Micromax utilizes every opportunity to connect with the youth. Micromax understands

that building connect is all about being involved with the customers and also giving them the value formoney.

Through their products and innovative campaigns, they aim to provide value additions to the Micromax users and have him or her involved by creating unique brand proposition. Distribution Network: Micromax has a 3 tier distribution network in India, which extends across 65 super distributors, 1500 micro distributors and over 100, 000 retailers. To enhance brand cognizance and retail strength, Micromax has a chain of exclusive retail outlets, owned by third party Vikas Jain, Business Director, Micromax Informatics Limited

Vikas Jain is the Business Director and one of the Promoters of Micromax Informatics Limited. With over 14 years of experience in international business & planning and the information technology sector, Vikas has played a crucial role in garnering and accelerating the business dynamics of Micromax. With his unique set of expertise in the 3G business dynamics, coupled with a great sense of innovative worldscale business ideas, Vikas has successfully contributed in taking the company to newer markets and helping in global expansion.

Vikas upholds diligence and perceptiveness in all his endeavors and has reiterated these principles in Micromax's Vikas understands the fact that Micromax being a homegrown market has an edge over the rest when it comes to its international counterparts, as it understands the utility needs of the Indian consumers better. Micromax launched its first mobile phone whose key selling point was a battery that lasted 30days. In a country that

suffers from chronic power deficiency, this was an invaluable proposition, according to Vikas.

He believes that the thrill of newness and the idea of innovative technology is where a brand scores more. Keeping this central, Vikas presently looks after the business interests of the company in the 'Operators Vertical' with his skillful ability to identify and understand the needs of the varied set of consumers. Closely working with the operators enables Vikas to comprehend the technological advancements further empowering him to put a commercial angle to the company's products. Under Vikas's supervision and knowledge, the company has recently forayed into the international business arm of exports.

With establishments in Nepal and Dubai, Micromax is predominantly focusing on SAARC regions, Africa, Middle East (UAE, Qatar, Pakistan) and Latin America (Brazil). Vikas strategizes to focus on SAARC regions primarily because of its geographical alignment with India; Africa, as it encompasses territorial similarity with India in terms of tele-density and growth potential; Middle East, since it is an aspiring market and Brazil because it is technologically advanced than India and a notch Vikas espouse the fact that life is purely about passion and more about enjoyment.

Anything that sets the adrenaline rushing excites Vikas. An ardent sports lover and an adventure person, Vikas loves badminton, cricket and snooker and activities such as parasailing, scuba diving and ocean walks. He is also passionate about fast cars. An avid traveler, Vikas has a fetish for Lebanese and Chinese cuisines. During his leisure time he loves listening to music and

watching movies. Vikas is an alumnus of Jamia Millia University from where he completed his engineering degree. Rahul Sharma, Executive Director

Micromax Informatics Limited, is the driving force behind Micromax's commendable position in the Indian mobile handset market. Leading the Product and Sales strategies in Micromax, Rahul encompasses an enriching work experience of 13 years. The phenomenal growth of Micromax can be attributed to the dynamic leadership of Mr. Sharma. An unparalleled increase in revenue inflow further substantiates the midas touch that Rahul has brought to the company and an equally impressive growth of the company highlights the consistency of his leadership.

Rahul upholds the philosophy that we must create our own roadmaps rather than following others by imbibing innovative models tailor-made for our needs and expectations, and hence along with his peers – Rajesh Agarwal, Vikas Jain and Sumeet Arora, he scripted the success story of Micromax since its inception. It was Rahul's abetted efforts to convince his peers after nine years of selling computers, software courses and “fixed wireless” public phones (PCOs), to venture into the mobile handset industry in 2008, thus leading to the inception of the fascinating feat in Micromax.

Considering Micromax to be his brainchild, Rahul drew his greatest inspiration for the company to enter the mobile phone manufacturing business over a compelling incident of a chance encounter with a payphone operator. Everything started with a truck battery in the year 2007. In the powerless village of Behrampur in West Bengal, Mr. Sharma saw an Airtel PCO being powered by a truck battery. Every night, the PCO owner would lug

the battery 12 km to an adjoining village on his cycle, charge it there overnight, and lug it back to Behrampur in the morning.

Rahul was fascinated by the nature of innovative adaptation to suit the difficult conditions which the payphone operator had employed and his interest only grew when he found out that to everyone's surprise, the operator was also able to earn a tidy sum of money. Based on this phenomenal experience of innovation arising from constraint, Micromax soon launched its first phone which had a battery back-up of one whole month. And from there started the grand journey. This compelling story reflects Rahul's firm belief in the ideology, " Success comes to those who dare to dream. Keeping this central to all his endeavors at Micromax, Rahul made significant progress and went on to launch a whole gamut of phones, all designed to suit the ever-changing needs of the dynamic Indian market. Rahul takes great pride in investing all his energy and deep commitment to quality in improving the business performances of his organization. Passionate about being a catalyst for change in the lives of the people, Rahul is rare combination business acumen and a creative mind and is adept at leveraging his knowledge, skills and expertise to maximize people's potential.

His leadership was instrumental in Micromax winning accolades and awards at prominent business forums. Micromax was the ' Emerging Company of the Year 2011' as per India's leading telecom magazine- Voice & Data. It also bagged the FIEO Telecom Technology Awards and Power Brands 360 Award, recently. In recognition of his achievements, Rahul was adjudged one of the Forbes Person of the Year 2010. For the successful person he is today, Rahul

considers his father to be his true inspiration in life, his real hero. It was his father who instilled in Rahul a strong work ethic, honesty, sincerity and humility.

Besides being an entrepreneur, Rahul is a sports enthusiast with a passion for fast cars and Formula 1 racing. He spends his free time reading autobiographies of successful leaders. Rahul is a mechanical engineer by profession. Rajesh Agarwal, Managing Director, . With an enriching experience of 22 years, Rajesh has orchestrated strategic accomplishments that, together with ground-up development, allowed Micromax to assemble a portfolio amongst the top-tier handset manufacturers that serve consumers across the globe.

Rajesh has been instrumental in advocating innovative product strategies, business restructuring and channel management as the building blocks to create a strong base for the organization over the past three years. Today, Micromax is the third largest mobile brand in India with a market share of 6.9% for the FY 2011. It jumped into the industry in the year 2000 as a software company when 3 of his friends- Sumit Arora, Rahul Sharma and Vikas Jain ventured together to script the success story of Micromax which then evolved as a mobile brand in the telecom space.

Under Rajesh's able guidance Micromax has achieved an enviable position in the category, making it the 12th largest mobile brand in the World, according to Strategy Analytics' Global Handset vendor market share report. Rajesh has also been instrumental in getting a lead investment of RS 400 crores (approximately US \$83 million) from TA associates, Sequoia Capital and Sandstone Capital, which has brought the company international

experience and exposure. For all the accomplishments that he knitted in his entrepreneurial journey,

Rajesh upholds the Success Mantra: “ Team work divides responsibilities and multiplies growth. ” Keeping this central to all his endeavors, Rajesh believes in striving towards the unreachable. His leadership was instrumental in Micromax winning accolades and awards at prominent business forums. Micromax was the ‘ Emerging Company of the Year 2011’ as per India’s leading telecom magazine- Voice & Data. It also bagged the FIEO Telecom Technology Awards and Power Brands 360 Award, recently. In recognition of his achievements, Rajesh was amongst the finalist of E&Y Entrepreneur of the Year 2010.

Inspired by Warren Buffett, Rajesh an electrical engineer encompasses from him the rich virtues of will strength, determination and risk-taking ability and applies them across all diversification and growth to emerge as a victor. An ardent outdoor sports lover, Rajesh shows keen interest in volley ball, cricket and table tennis. He is fond of travelling to new places and exploring different cultures. In his leisure he reads about successful leaders and draws inspiration through their ideologies.