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### Research Paper On Micromax

In the 2nd quarter of 2014 Micromax was able to defeat even the big giant Samsung in terms of mobile phone shipments to become India's number 1 mobile vendor. As per the report by an independent market research and consulting firm, CounterPoint Research, Micromax's handset shipment share was 16.6% while that of Samsung was 14.4%.

### Micromax Case Study Research Paper - 1377 Words

Micromax Case Study Research Paper Micromax - The Story So Far Micromax Mobiles is one of the leading mobile companies in the World today. As given by the report of Strategy Analytic's Global Handset Vendor Market share, Micromax is the 12th largest mobile brand in the World with a global market share of 1% and close to 8% market share in India.

### Marketing Case Study: Micromax Essay - 1012 Words

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### A REPORT on MICROMAX THE BRAND - Share research

Micromax Case Study Research Paper ...Analysis 5 4 Marketing 7 5 References 9 Introduction Micromax ( Micromax Informatics Limited) is one of the leading consumer Electronics Company in India. It is a non-listed private limited company headquartered at Gurgaon, Haryana.

### Micromax Mobile Essay - 1636 Words

ABOUT Micromax is an Indian consumer electronics company located in Gurgaon, Haryana, India. It is in the business of manufacturing of Mobile, LED televisions, Tablets etc.It has 23 offices in India and an international office in Hong Kong Micromax has presence in more than 560 districts through 125,000 retail outlets in India. The company has sales presence spread across Bangladesh.

### Essay about micromax - 397 Words

The reason for developing this research topic was that there existed no substantial evaluative instrumect for testing the effects of micromax spinners with herbicides on weeds or fall grasses. A review of literature section indicated that this was true. The job of any spray nozzle was to distribute chemicals

### A Comparison of Chemical Applications Using Micromax ...

Submitted By hkpnvt. Words 2054. Pages 9. Growth Of Micromax. Introduction. Micromax was incorporated as Micromax Informatics Ltd. on 29 March 2000. It started selling mobile telephones in 2008, focusing on low pricing to compete with international brands. Micromax's co-founder Rahul Sharma once saw a public call office being powered by a truck battery because of frequent power cuts in its locale.

### Growth of Micromax - Term Paper

Micromax has entered into mobile segment in 2008 and in 2011 it entered in tablet market with the fun book series. Micromax launched its first octa core flagship Smartphone named as "canvas knight A350". In 2014 micromax launched its android one smarephone known as "CANVAS A1" 7.

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Micromax launched X1. Its first telephone with a month-long battery back-up. In 2014, Micromax's sales exceeded those of Samsung to become the mobile telephone manufacturer shipping the most telephones in one quarter in India. On 24 January 2014, Micromax became the first Indian mobile company to start sales in Russia.

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Micromax is ready to establish another Android Phone Micromax A70 in India. New Smartphone will run on Android 2. 2 Froyo. As the guess is that Micromax A70 will come at low-cost monetary value and with 3G every bit good.

### Micromax - Term Paper

Micromax launched X1. Its first telephone with a month-long battery back-up. In 2014, Micromax's sales exceeded those of Samsung to become the mobile telephone manufacturer shipping the most telephones in one quarter in India. On 24 January 2014, Micromax became the first Indian mobile company to start sales in Russia.

### Micromax Mobile Sample Essay- Term Papers Online

Micromax is an Indian consumer electronics company headquartered in Gurgaon, Haryana, India. It is in the business of manufacturing of Mobile Telephones, Tablet Computers, 3G Datacards and LED Televisions. Micromax started as an IT software company in 2000[3] and worked on embedded platforms. It entered the mobile handset business, and became one of the largest Indian domestic mobile handsets ...

### Micromax Essay - 691 Words

It has also become the second largest smartphone vendor in India behind Samsung. Counterpoint, a technology market research firm, finds that Micromax with a 16.6 percent market share has overtaken Samsung (14.4 percent) as the largest mobile phone supplier in Q2 2014. Micromax and Samsung were closely followed by Nokia (10.9 percent)

### Micromax | Term Paper Warehouse

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Micromax 1. MICROMAX ...NOTHING LIKE ANYTHING... 2. Micromax is an Indian consumer electronics company located in Gurgaon, Haryana, India. Micromax started as an IT software company in the year 2000 working on embedded platforms. Micromax is the 12th largest handset manufacturer in the World (According to Global Handset Vendor Market share report from Strategy Analytics). Micromax has become ...

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