www.mymobileindia.com

AUGUST 2021 • Rs 100

MY MOBILE®

@MyMobileMag @mymobilemag

YOUR GATEWAY TO THE WORLD OF MOBILITY

48 AND ABOVE

The New Megapixel Trend

Feature

Top 5G Smartphones in India

Spotlight

Covid-19: Impact of second wave on mobile

Tested

Oppo Reno 6 5G, Belkin Wireless Charging Stand 10W + Speaker and many more...



WE THANK YOU ALL FOR MAKING MOBILE INDIA EXPO 2021 A HUGE SUCCESS!

MOBILE INDIA EXPO

The power in your hand...

BOOKINGS OPEN

23-25 MARCH 2022

PRAGATI MAIDAN, NEW DELHI






Product Showcase

- ✓ Smart phones / Tablets
- ✓ Headphones / Earphones
- ✓ Mobile power banks
- ✓ Bluetooth speakers
- ✓ Mobile batteries
- ✓ Cameras
- ✓ Music systems
- ✓ USB / Wireless chargers
- ✓ Sport & Health wearables
- ✓ USB storage devices
- ✓ Cases and covers
- ✓ Tempered glass
- ✓ Memory cards
- ✓ Smart watches
- ✓ USB cables
- ✓ Smart appliances
- ✓ Fitness bands
- ✓ and much more...




THANK YOU PARTCIPANTS

UBON BORN TO BE FREE · bluei · U&i BORN TO WIN · innotech MACHINES | WIRES | DATA CABLE | CHARGERS · PHILIPS · ZERO · RISE Rise Electronics

PI PRODUCTS · APG · Sahasra · PAUSE MOBILE ACCESSORIES · PROGAMER · arrow beyond ordinary · ali Audio Technologies & Innovators · inbase · ODIO

StickPro Stick your mobile anytime anywhere · MARKOLASER Solutions · ALTEC LANSING · YIL · hive · SMT Integrated Grinding Solutions provider · AKY · 7 ZONE · and others

Media Partner

MY MOBILE YOUR GATEWAY TO THE WORLD OF MOBILITY

Organisers

India Trade Promotion Organisation (ITPO) (A Government of India Enterprise) Department of Commerce

Exhibitions India Group

For bookings, please contact:

Mr. Rameez | rameezm@eigroup.in

+91 99585 04913 | +91 11 4279 5038

www.mobileindiaexpo.com

ink ideas...

Inkerr Brand Solutions Pvt. Ltd.



Print your exceptional packaging- to enhance your image

Contact us at: 8750005544 I sales.del@inkerr.in

Editor's Page



The India Cellular and Electronics Association has constituted a high-level committee to proliferate manufacturing and exports of the IT hardware (laptop/tablet) sector in the country. Through this initiative, ICEA envisions making India the largest manufacturing and export centre globally by 2031. The committee, chaired by HP India Managing Director Ketan Patel, will create a roadmap to ensure significant investments to develop a globally competitive IT hardware component, parts, and design ecosystem in India by 2026.

The newly-formed IT hardware committee is an outcome of the deep engagement with the Government and the brands. The world's top EMS companies are already in India and Indian companies are also learning to build electronics products for leading global OEMs. There is a determination to make India the next global hub for electronics manufacturing in partnership with the Government and the IT hardware shall be the next success story after mobile manufacturing in India.

Now, with cameras becoming a key component in the smartphones, it has given rise to a megapixel war amongst brands to such an extent that the much-anticipated 108MP is reality now and 200MP camera on a Xiaomi smartphone is being eagerly awaited. The trend of offering megapixels as much as possible, has caught up in such a way that a phone with 16MP primary camera looks inferior and 48MP and above megapixel is the new standard, thanks to the evolution of AI and computational photography software that has enabled smartphone camera sensors to exceed the limitations of their physical size.

According to a recent Counterpoint report, the shipment share of 108MP jumped to over 3.4% in Q1 2021, primarily driven by the implementation of 0.8µm-pixel-based Samsung S5KHMX and S5KHM3 in the Xiaomi Mi 11 and Samsung Galaxy S21 Ultra. The more affordable 0.7µm-based S5KHM2 sensor will further push up the 108MP share with growing adoption by value-for-money models from Redmi, Honor and Realme. The demand for 64MP continues to increase as it has become a sweet spot for the wholesale price band of $300-$499, as per the study. With a good cost performance balance, 48MP is taking much of shipments across multiple price segments. We've discussed about this market trend and how it's driving consumers in our cover story by getting inputs from different stakeholders.

Social media, smartphones and the Internet can be beautiful as well as ugly at the same time. The numerous benefits offered by these technologies have led to a heavy debate on whether their use is making the world bigger or smaller. However, there are arguments to substantiate both viewpoints.

Happy Reading and Stay Safe!



Pankaj Mohindroo
EDITOR-IN-CHIEF

Follow Us:

Facebook
facebook.com/mymobilemag

Twitter
twitter.com/MyMobileMag

MY MOBILE

EDITORIAL

Pankaj Mohindroo | Editor-in-Chief

Siddharth Rai | Deputy Editor

Ramesh Kumar Raja | Assistant Editor

DESIGN

Ajit Kumar Parashar | Sr. Graphic Designer

MARKETING

Puja Mohindroo | Manager - Business

Sandeep Kumar | Sr. Manager – Marketing

OPERATIONS

Deepak Kohli | Sr. Manager–Administration & Accounts

CIRCULATION

B. G. Mathur | Manager- Production & Circulation

ADVISORY BOARD

Bejon Misra

Rajan Mathews

S.D. Saxena

Subhash Chandra

Sunil Dutt

Sonu Bhasin

Uvaraj Natarajan

GET IN TOUCH

Editorial : siddharth.rai@mymobileindia.com
Marketing : sandeep@mymobileindia.com
Circulation : bgmathur@mymobileindia.com
Phone : 011–49349900

Edited, published, printed and owned by Pankaj Mohindroo, Published from 907, 9th Floor, Le-Meridien Commercial Tower, Raisina Road, New Delhi-110001. Printed at HT Media Ltd. Plot No. 8, Udyog Vihar, Greater Noida, Uttar Pradesh - 201306

The publishers regret that they cannot accept liability for errors and omissions contained in this publication, however caused. The opinions and the views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstances. The ownership of trademarks is acknowledged.

Volume XVI, Issue VI, AUGUST 2021

nexgen conferences
your vision : our innovation

PRESENTS

#NGC_FGOTN

6th Edition

future generation Optical Transport Networks Summit 2021

Live Virtual Event | 27th August 2021

FOR BRANDING INSIGHTS

Anjani Kr. Singh
E: anjani.singh@nexgenconferences.com
M:+91 98182 71445 | P: +91 11 4104 8613

MARKETING ALLIANCE & DELEGATION

Nidhi Taneja
E: nidhi.taneja@nexgenconferences.com
M:+91 98111 97966 | P: +91 11 4104 8613

5G in India Role of Optical Transport to build 5G Networks?

Follow Us:
(Nexgen Conferences Pvt. Ltd.)

In order to build our leadership position in ICT events in India - Nexgen Conferences is pleased to announce our flagship event on optical transport networks into its 6th successful year as 6th Future Generation Optical Transport Networks Summit 2021, scheduled to be held on 27th August 2021. Due to COVID – 19 pandemic this year OTN 2021 will be virtual event which will schedule live.

The Digital Seminar will take place on 27th August 2021 from 11:00am to 2:00pm.

The Optical Transport Networks market in India is set to demonstrate a high growth in next 5 years. The increased demand of bandwidth from both residential and business customers is playing a major role in shaping the future of the optical transport network market. The emphasis will be on exploring smarter as well as cost-effective solutions for entire Optical Transport Network (OTN) portfolio including optical-fibre technology, Wave-length Division Multiplexing (WDM) and high-capacity network infrastructure. Transmission networks have an important role to play in the economics of services provisioning exploiting network automation, regarding network optimization which helps reducing CAPEX and agile services provisioning to cut OPEX and increase customer experience. Optical Transport Network is the way to effectively deal with data traffic loads which we are witnessing presently. At Future Generation Optical Transport Networks Summit 2020 will address most important challenges by the leading vendors & operators under one roof to look at the future landscape of the technology.

The conference will provide attendees an opportunity to learn key protection techniques for optical mesh networks as well as best practices in deploying transport networks.

CONTENTS











Style Notes

08 NEWSBITS

13 BIG NEWS

15 JUST IN
Get a close look at new smartphones now in the market

24 LEAD STORY
48 and Above: The New Megapixel Trend

FEATURE

30 Best 5 smartphones with 108-megapixel camera to buy in India

42 Meet Women Gaming Content Creators Who are Breaking All Stereotypes

74 5G smartphones: Top 5 mobiles in India right now

78 Best 5 smartphones under Rs 20,000 in India

SPOTLIGHT

32 Covid-19: Impact of second wave on mobile sector

49 Don't want people to snoop on your Netflix? Here's how to lock your account

50 Do social media, smartphones and the Internet make the world bigger or smaller?

66 Umang gets MapmyIndia Services

Burn Test

36 BELKIN WIRELESS CHARGING STAND 10W + SPEAKER

38 OPPO RENO 6 5G

MARKET INSIGHT

44 New Shake Up in Smartphone Market

48 Global Refurbished Smartphone Market

53 Lowest Q2 Sales in China Since 2012

67 PC Market Growth Streak Continues

FACE TO FACE

46 Amit Khatri – Co-founder, Noise

54 Puneet Gupta – Business Head, Flix

58 Prerna Goel – Co-founder and CMO, WhizCo

62 Rajat Jain and Mohit Jain – Co-founders, Pataa



CONTENTS

68 Tamseel Hussain – Founder and CEO, Pluc.TV

72 Arnav Mutneja – Founder, ZinQ Technologies

56 VERSUS
Galaxy M31 vs Galaxy M32: Which Samsung smartphone should you buy?

BY INVITATION

60 Advanced innovations that bring marketing and social media together – Sahil Chopra, Founder and CEO, iCubesWire

64 7 Mobile Security Tips to Help Safeguard Your Device and Personal Information – Zakir Hussain, Director, BD Software Distribution

76 Will technological advance ments have a significant impact on the online gaming industry? - Rahul Bhatia, CEO and Co-founder, RV Online Gaming

71 CONSUMER INSIGHT
Lockscreen Platform Glance Hits 140mn Active Users

80 SPECULATIONS
iPhone 13 leak hints at always-on display feature and more

81 APPTASTIC
Anystr

83 MY GUIDE
The most comprehensive feature and price list of mobile devices

105 ADD ONS
The latest and the best of gadgets and accessories, from earphones and Bluetooth speakers to smartwatches and mobile chargers











Total number of pages = 118



Apple 'Back to School' offer now in India



Apple has brought its 'Back to School' discount programme to India, around a month after it was launched in the US. The offer is currently available only with Apple Online Store in India. The offer provides discounts and many other benefits to school and college students, their teachers and parents at registered institutions. Under the 'Back to School' programme, the biggest offer is that buyers can get a free second-generation Apple AirPods with any model of iPad Air, iPad Pro, MacBook Pro, MacBook Air, iMac, Mac Pro or Mac mini. Apart from this, Apple will also give discounts on certain products. Students can subscribe to Apple Music at Rs 49 per month along with a free Apple TV+ subscription, purchase MacBooks at discounts, get AppleCare at a 20 per cent discount, and get an Apple Arcade subscription free for up to 3 months.

Realme to launch new phone with magnetic wireless charging support



Realme India has teased an upcoming smartphone that will support the new MagDart wireless charging feature. Earlier, the company hinted at the launch of a new phone in the Indian market with the tagline "Coming in a flash." Additionally, it will be the first Android phone in the world to come with support for magnetic charging. As per the render images, the Realme MagDart wireless charger has a slim design and will be attached to the rear panel of the phone, similar to the Apple MagSafe. Realme, in a tweet, has asked customers to brace themselves for the next-gen Android wireless charging. The company also said that it was bringing a magnificent magnetic innovation, featuring Realme Flash and much more. The first phone to be adaptable to the MagDart technology is expected to be the Realme Flash.

Join a group call even after missing it on WhatsApp



You may now join a group video or voice call on WhatsApp after it's started and was missed initially. The popular messaging platform owned by Facebook has started rolling out this – joinable group calls – feature, which will help users join a group call even if they initially miss a call when their phone rings. The all-new update, as per the company, also brings an easy way to let you drop-off and rejoin a group WhatsApp call — as long as the call is still ongoing. Up until now, WhatsApp users were not given a native option to join a group call. However, participants in an active call could add members during a voice or video call on the platform. In a blog post, WhatsApp said that joinable calls reduce the burden of answering a group call as it starts and bring the spontaneity and ease of in-person conversations to group calling on the platform.

Google Pixel foldable phone to come this year



This could be the year of foldable smartphones as several companies are expected to launch foldable devices later this year. An insider familiar with display industry secrets indicate that the Google's Pixel Fold to launch during the fourth quarter of 2021. Reports suggest that an upcoming foldable phone of Google could follow a similar design to the Samsung Galaxy Z Fold. Also, it is hinted to feature Samsung's ultra-thin glass (UTG) display which is currently exclusive to Samsung Galaxy Z Flip and Galaxy Z Fold 2. As per the reports, Google might launch three Pixel handsets this year, including its first foldable smartphone. More exciting reports from Korea said that the Pixel Fold would be one of the new foldable devices getting OLED and UTG glass parts from Samsung.

Poco X3 GT will not launch in India, company confirms



Poco X3 GT will not launch in the Indian market. The news comes directly from Anuj Sharma, the POCO India Country Director. In a tweet, he confirmed that the Poco X3 GT will not launch in India to avoid confusion. He says the brand already offers the POCO X3 Pro and POCO F3 GT in India in two segments. In such a case, the company does not feel the need to bring the POCO X3 GT and cause a confusion in the portfolio. The new handset, recently launched in Malaysia and Vietnam, is a rebrand of the Redmi Note 10 Pro 5G that was launched in China in May. The Poco F3 GT comes with a MediaTek Dimensity 1200 chip, which is 5G enabled and will feature multiple storage variants with up to 8GB RAM and 256GB storage.

Oppo partners with Reliance India to conduct 5G SA trial test in India

There have been a number of 5G trials over the past few weeks in metropolitan cities in India. Most of these trials were conducted for the sub-6GHz networks but managed to cross the 1Gbps threshold due to the lack of network congestion. Now, Oppo India has partnered with Reliance Jio to

field test the Jio's SA (standalone) 5G networks in its test labs. Notably, the 5G-



ready Oppo Reno 6 series of smartphones from the Chinese tech giant have been chosen due to their ability to interface with a wide variety of 5G networks. The trial had the device complete a WhatsApp video call over a 5G network. For those oblivious, NSA networks use the existing 4G infrastructure to boost 5G connectivity.

Government launches WhatsApp rival 'Sandes' app



The Indian government is launching multiple apps as an alternative to the popular apps and already banned Chinese apps. In one such move, the government has introduced an official instant messaging platform called Sandes. Launched on both Google Play Store and Apple App Store, it is touted as an effective alternative to Facebook-owned WhatsApp. Sandes is just like any other instant messaging app that can be used by anyone with a valid e-mail ID and phone number. Currently, the app is being used by the central and state government employees and agencies only that are related to it. Sandes has familiar features such as one-to-one and group messaging, audio-video calls, file and media sharing and egovernance application integration.

Audio chat platform Clubhouse opens up for everyone

Ending an invitation-only mode, social audio platform Clubhouse has opened its virtual rooms to all comers. Anyone could join using smartphones powered by Apple or Google-backed Android software, said Clubhouse which did away with its waiting list. Paul Davison and Rohan Seth, the founders of the popular audio chat forum, said, "We're thrilled to share that Clubhouse is now out of beta, open to everyone, and ready to begin its next chapter." "Everyone in the world should have access to meaningful conversations," they said in a blog post. Clubhouse made its debut a year ago and has grown to hosting half a million "rooms" daily, with the average listener spending more than an hour a day in the



online community, as per the founders. Davison and Seth said, "We suspect there will be many more ups and downs as we scale, and competition from the large networks will be fierce." According to AppMagic, Clubhouse has been downloaded over 18 million times since December.

Asus brings new range of Chromebooks to India



Asus India brings a new collection of Chromebooks with mouth-watering prices. It launches a total of 4 new Chromebook models with an average price of around Rs 21,000. The new range includes the Chromebook Flip C214, Chromebook C223, Chromebook C423, and Chromebook C523. Additionally, the Chromebook C423 and C523 are available in touch and non-touch variants. Starting price of the range is Rs 17,999 while the affordable laptops have the highest price of Rs 24,999. All the models are powered by an Intel Celeron N-series processor, sports 4GB of RAM and run on Chrome OS. The Taiwanese company says that the new Chromebook range offers an 80 per cent screen-to-body ratio for a better display experience. For connectivity, all new affordable models come with microSD card compatibility, Type-A ports and an audio jack.

Amazon Alexa gets male voice assistant called Ziggy



Amazon has rolled out a new voice option for Alexa-powered speakers and devices. Unlike the feminine-sounding voice of Alexa, Echo speakers can now offer a masculine sounding voice option for the first time. Amazon is now introducing a new wake word called Ziggy, which is a male voice and users will still have the choice of Alexa's voice. Amazon, till now, had wake words like Echo, Alexa, Computer and Amazon, but the voice was the same as Alexa's. Users can switch between two options, which Amazon refers to as 'Original' and 'New' by asking Alexa to change their voice. To change the voice option on Echo or Echo Show, users can simply say "Alexa, change your voice". On an interesting note, if you ask Alexa its gender, it replies "I am female in character," as opposed to the previous response, "I am not a woman or a man, I am an AI."

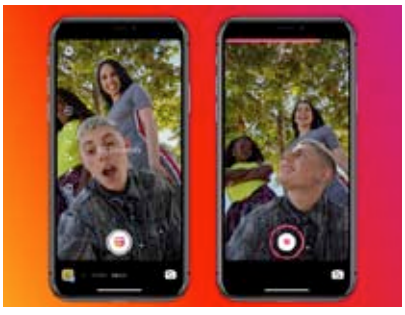
Xiaomi India leads smartphone shipments in April-June quarter



As reported by Counterpoint Research, India's smartphone market has received with over 33 million units in the first half of 2021, the highest ever shipments.

Further, the report reveals that the market grew by 82 per cent year-on-year. In the second quarter of 2021, the company has managed to ship most mobile phone units with a market share of 28 per cent in India. This was the "highest-ever ASP (average selling price) in a single quarter" of the brand as Mi 11 collection effectively carried out in this quarter. As per the report, Xiaomi was followed by Samsung with an 18 per cent share as Galaxy M-series and F-series contributed to 66 per cent of the shipments. The third position was bagged by Vivo with 15 per cent of the market share.

Instagram Reels now support 60-second videos



Social media platform Instagram is now letting users create considerable longer videos. Users can now upload 60-second longer videos on Reel, which is double the previous limit of 30-second. To announce the expansion of video length for Reels, the social media platform took to Twitter. Also, this update adds functionality for a caption sticker on Reels that transcribes audio to text. Currently, the caption sticker is only available in a handful of English-speaking countries, but the platform says they plan to expand to additional languages and countries soon. Additionally, the platform is also bringing new protections for teenage users who are sixteen years or younger, such as defaulting Instagram accounts into private. Also, potentially suspicious accounts will be prevented from being able to interact with young people on the platform.

imoo launches Watch Phone Z1 for child safety

imoo, the world-leading brand in the kids' smartwatch market, has announced the global launch of their new device, Watch Phone Z1 and is made for children ages 5-12. Focused on security and safety, the new product aims to bring a feeling of independence for kids while enabling parents to supervise their children. It comes with anti-radiation materials that are skin-friendly and meet the data security



standards with the German TüV SüD WT-Mark safety certification. The highlight of the Watch Phone Z1 is its front-facing camera for video calls, location tracking, audio messaging and has a water-resistance body.

Airtel announces new postpaid plans

Bharti Airtel has announced new postpaid plans for both retail and corporate customers. The company has announced new corporate plans priced at Rs 299, Rs 349, Rs 399, Rs 499 and Rs 1599 that offer 30GB, 40GB, 60GB, 100GB



and 500GB data respectively. These plans offer business tools like Airtel Call Manager, corporate postpaid plans from Rs 399 give access to Airtel Xstream App Premium, Wynk Music App, Shaw Academy for one year. The Rs 499 and Rs 1599 plans offer Disney+ Hotstar VIP subscription for 1 year, Amazon Prime for 1 year, Airtel Secure, VIP service, Airtel Xstream App Premium, Wynk Music App Premium and Shaw Academy. According to the company, the new plans aim to meet the demand for more data in the post pandemic world. Also, the new plans also offer a range of exclusive benefits, such as bundled content and business productivity tools.

Krafton announces Battlegrounds Mobile India Series 2021 esports tournament

To celebrate the increasing popularity of Indian version of PUBG Mobile, Krafton has announced the first Battlegrounds Mobile India esports tournament named the Battlegrounds Mobile India Series 2021 in India. This will be the first esports tournament hosted by Krafton. This tournament offers a whooping prize of Rs 1 crore, which includes Rs 50,00,000 for the winner, Rs 25,00,000 for the first runner-up, Rs 10,00,000 for the second runner-up, Rs 3,00,000 for the player ending at the fourth spot, and, finally, Rs 2,00,000 for the fifth runner-up. The entire tournament is going to span across three months and only the Indian residents can



become a part of it. The registrations started on July 19, and will have 5 stages spanning across three months.

BSNL introduces online bill payment option for landline, FTTH customers

Bharat Sanchar Nigam Limited (BSNL) customers can now avoid waiting in serpentine queues to pay their bills, as BSNL introduced an online payment option for its landline and FTTH customers. It will enable customers to pay their bills from the comfort of their homes and make payments in advance. The facility of bill payment will especially be useful for customers who



want to make higher bill payments. Previously, BSNL enabled online payment only for the generated bill amount. Broadband and landline users had to visit the customer service center to pay a higher amount than the invoice amount. As for the

payment procedure, the BSNL subscribers who wish to make online payments will have to head over to the official BSNL portal. Earlier, BSNL introduced its online chatbot, BSNL Automated Virtual Assistant, on its official website to answer customer queries related to services.

Sundar Pichai writes e-mail to Google employees



Tech giant Google slowed its plan to get campuses back up and running, and announced employees returning to office spaces will need to be vaccinated against Covid-19. Google CEO Sundar Pichai sent an e-mail, which was published on a Google blog post, to all the employees where he has outlined the plans of how they envision their return to offices. Pichai, in his mail, explained that vaccination is the reason why Google is feeling comfortable with opening their offices up for employees who want to return to work early. "It's been great to see Googlers brainstorming around whiteboards and enjoying meals in cafes again in the many of offices that have already re-opened globally," the India-born CEO added. Google has extended its work-from-home policy till October 18.

Google rolls out security update for chrome



Google is rolling out a new update with security fixes for Chrome, the world's most popular Internet browser. The update also includes a fix of the zero-day exploit (a security flaw that is (mis)used by hackers without the company's knowledge) in its V8 JavaScript engine. The company says that the Stable channel has been updated to 91.0.4472.164 for Mac, Windows and Linux which will roll out over the coming days/weeks. Among other enhancements, the company aim to make Internet browsing safer for users. The zero-day exploit, which is currently being fixed, is apparently still being exploited and was first spotted by an anonymous researcher on July 12. Google acknowledged the exploit's existence and said in a blog post, "Google is aware of reports that an exploit for CVE-2021-30563 exists in the wild".

Sennheiser launches HD 25 Blue Limited Edition DJ headphones

The German audio giant Sennheiser has launched the HD 25 Blue headphones in India, which is aimed to be used by cameramen and DJs. It can also come handy to true sound professionals. The newly launched headphones feature blue



earpads, a one-side wire and are said to deliver up to 120dB of sound output. The new product is capable of handling high sound pressure levels, making them ideal for use in high-noise environments such as studio monitoring, sound reinforcement and audio equipment testing. The new edition is priced at Rs 8,499 and can be purchased online on Amazon India. The audio brand notes that the HD 25 Blue is among the best-known headphones in the world and used for outside broadcasting and other professional monitoring applications.

Sony sells 10 million PS5 consoles



Sony announced that it has sold more than 10 million PlayStation 5 units globally since its launch in November last year. That's up more than 2 million sales from the 7.8 million Sony previously revealed in April, which means the PS5 continues to outpace PS4's sales, making it the fastest-selling console in history of Sony. Additionally, the company revealed that Returnal has sold more than 560,000 copies since its launch in April this year, while Spider-Man: Miles Morales has sold more than 6.5 million copies. Similarly, Ratchet & Clank: Rift Apart has sold more than 1.1 million copies since its launch last month.

Samsung launches 1000-inch Micro LED TV



Samsung announced an updated version of "The Wall", the company's modular MicroLED display lineup. It measures in at over 1000-inch with improved AI, an 8K resolution, a 120Hz refresh rate, and better image quality. The display can also be configured horizontally with double the resolution (16K). Samsung says the new model comes with new wireless docking connections and a bezel-less design, which results in easier installation. The new product, as Samsung intends, is meant to be used as a screen for office buildings and retail spaces or perhaps grace some high-end home theatre set-up. It is available for purchase but the interested buyers have to get in touch with Samsung to find out how much it costs as Samsung has not shared the price tag.

Dark mode saves your phone's battery life: Study



It has been found in a study that enabling dark mode on your phone can increase its battery life, but there's a catch. In the Purdue study, researchers looked at dark mode power usage from six different applications - Calculator, Google Calendar, Google Maps, Google News, Google Phone, and YouTube. These applications were tested on a Pixel 2, Pixel 4, Moto Z3, and a Pixel 5 — all phones with OLED screens. The researchers, when running each of

these apps in dark mode for 60 seconds, tested the power draw. They said that they built a set of tools to accurately measure power draw in pixels. At around 30 to 50 per cent brightness, the researchers found that switching from light mode to dark mode only saved between 3 per cent and 9 per cent power on average. However, switching the other way around at 100 per cent brightness can save as much as an average of 47 per cent battery power.

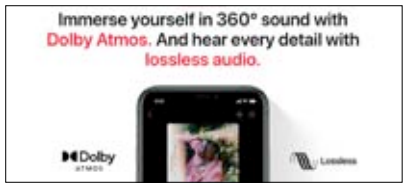
Nothing Ear 1 wireless earbuds launched in India

Nothing has unveiled its first product, Nothing Ear 1 TWS earbuds, in India. The wireless earbuds have been teased at regular intervals over the past few months building anticipation, are now all set for a global launch. The earbuds, which features an iconic new design, excellent battery life and active noise cancellation among others, will



be available in the country for Rs 5,999 on Flipkart from August 17 at 12 pm, alongside 45 markets including the US and UK. Additionally, the earbuds come with a mobile app for Android and iOS that lets users customise various settings on the device. Some of its key highlights are Fast Pair for Android devices, Gesture Control customization as well as the ear (1) companion app for Android phones and Apple iPhone.

Apple Music brings Dolby Atmos, Lossless Audio to India



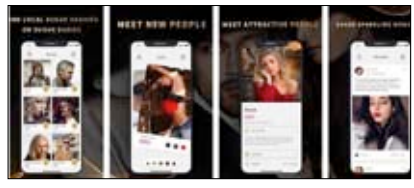
Apple is now offering Dolby Atmos spatial audio and lossless quality streaming features for Apple Music users on Android. The feature was first announced last year in May and most market started getting the update from June this year after the WWDC event to selected regions, but the India launch was delayed. These features now have started rolling out to iOS devices and Apple TV. In addition to this, Apple Music beta users on Android are also getting these features in India. The company launched these features for Apple Music on iOS at no additional cost in India. The tech giant uses ALAC (Apple Lossless Audio Codec) for lossless audio "to preserve every single bit of the original file". Users have to pay Rs 99 per month (3-month free trial) for access to the individual subscription plan.

Mozilla VPN unveils major security boost



Mozilla VPN users will now be able to select which apps they want to use the company's VPN service as Mozilla has unveiled a new split tunneling feature. It allows users to split Internet traffic and encrypted VPN tunnel and which one connects to the open network. Split tunneling is now available on Mozilla VPN on both Android and iOS. When enabled, people can prioritize how each app connects to the Internet when VPN is turned on. This feature can be quite useful as users can secure apps that manage file-sharing, browsing and downloads with a VPN while still being able to use apps such as Netflix that often block VPN connections.

Google Play Store banning 'Sugar Dating' apps



Following a series of policy changes, Google Play Store is banning 'Sugar Dating' apps from its marketplace starting September 1. The Tech giant has announced this new ban alongside a whole bunch of changes that it published on its support page. In a statement, the Play Store said that it forbids apps offering services that may "be interpreted as providing sexual acts in exchange for compensation." Along with this, it is also previewing app set IDs, adding new Family Policy requirements and improving its Enforcement policy. All these new and revised policies, including ones like the permissions policy, Device and Network Abuse policy etc, will all come into effect from September 1.

Criconet introduces e-coaching for cricket enthusiasts

In view of the ongoing pandemic, Criconet, India's leading online platform dedicated exclusively to cricket, has introduced live, interactive and personalised e-coaching services for aspiring cricketers online. "E-coaching simulates the experience of traditional in-person training from the comfort of one's device at affordable introductory prices beginning from Rs 100 per session. It is delivered over the Criconet app but focuses on the same goals as regular coaching," it said in a statement. Criconet has on its platform many experienced coaches including BCCI accredited, some of whom continue to train a few of India's top cricketers. Officially launched in mid-2020, it already has more than 75,000 subscribers. Criconet's e-coaching is live, interactive and online – which means every student gets a one-on-one live session at their preferred timing. The user can book multiple or individual classes tailor-made for each student to ensure maximum benefits.

Soundcore's R-series headphones, TWS to debut in India soon



Premium audio brand Soundcore is all set to add a new series of audio products to its very aggressive portfolio. The company will unveil its R-series in India, which claims to be its first mass-segment audio products. Soundcore already boasts a successful portfolio of products in India which includes – Life, Liberty series in headphones and Flare, Rave series. The products from the R-series will support advanced features that will deliver the right value for money. Both the products will be the first in India to support 'Hall connect' at the most reasonable price point. The new approach enables instant open to connect with in less than 2 seconds. Along with this, the products will support 5 min charge – 2 hour play time with its high current charging solution. ■

team@mymobileindia.com

Facebook India's revenues crosses over $1 billion



Social media giant Facebook's India revenue has reached over $1 billion through its activities in the country over the last year. The fiery growth was on the back of rapid digitalization, a side effect of the coronavirus global pandemic that shifted work cultures. According to reports, Facebook's India revenues increased to Rs 9,000 crore or $ 1.2 billion as compared to Rs 6,613 crore in the previous fiscal.

In the past few years, owing to a number of factors such as cheaper smartphones and Internet, fall in data prices and the growing popularity of Facebook-owned platforms within the country, the social media giant's growth has been phenomenal. WhatsApp has 530 million registered users in India, with Facebook counting 416 million users and Instagram 210 million users. The nationwide lockdown also helped the growth of Internet companies and social media as people stayed at home, worked from home and used the Internet for almost everything – from studying to entertainment to shopping.

Ajit Mohan, MD for Facebook in India, said the engagement for digital companies has been getting deeper into the economy. He says businesses, large and small, have used digital as a medium to connect with their customers. Shashi Sinha, CEO of advertising company IPG, expects the digital market to grow by 40 per cent. Digital consumption shot up last year. The trend is irreversible, he added. Recently, the Mark Zuckerberg-led Facebook unveiled its earnings reports in the US, where it posted a 56 per cent growth YoY in revenue, an increase over the 48 per cent growth reported in the previous quarter.■

Realme to export 'Make in India' smartphones to Nepal from Q3

With an aim to become the second largest smartphone maker in India, Realme said it will export India made smartphones to Nepal from the on-going third quarter of 2021. In addition to this, the Chinese smartphone maker will also consider exporting TVs and AIoT (artificial intelligence of things) products to the neighbouring country.



In a statement, Realme Vice President and India and Europe Chief Executive Officer Madhav Sheth said that he will spearhead the presence and business operations of the brand in Nepal while continue to lead the India and Europe growth for the company. He added that the company aims to be among the top two mobile phone brands by 2022 in Nepal. Sheth said that they have received the great success in India and looking forward to receive a similar achievement in Nepal as well.

Currently, Realme is placed at the fourth position in the list of top mobile phone brand in India, Greece and Czech Republic. According to Research firm Counterpoint, with a 14.6 per cent market share, Realme ranked fourth in the top phone companies tally in the June 2021 quarter, behind Xiaomi, Samsung, and Vivo. In the second quarter of 2021, over 33 million smartphones were shipped in the country. Adiitionaly, with a 23 per cent share in Q2 2021, Realme was the top 5G smartphone brand in India. The smartphone brand grew by 135 per cent YoY and 17 per cent QoQ in Q2 2021, crossing cumulative shipments of 100 million smartphones. Apart from this, Realme is launching its first laptop in this quarter in India that is said to offer industry-disrupting specifications at a reasonable price.■

Kumar Mangalam Birla willing to give up promoter stake in Vodafone Idea



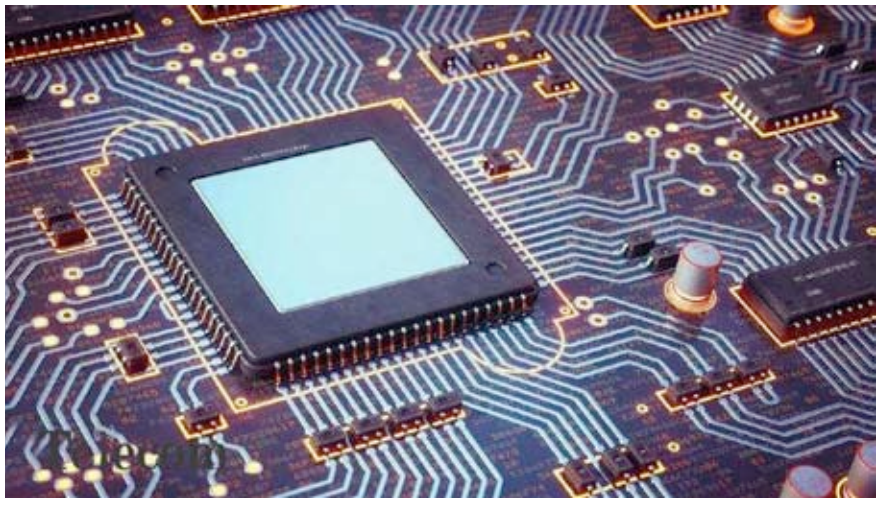
Nearly two months ago, billionaire businessman Kumar Mangalam Birla offered to hand over his 27,66 per cent stake in Vodafone Idea (VIL) to any public sector, government or domestic financial entity who could keep the company afloat. In a letter dated June 7 to Cabinet Secretary Rajiv Gauba, the Aditya Birla Group chairman made the suggestion to give up his control of VIL more than a month before the Supreme Court dismissed the application of the company for recalculation of the AGR dues, highlighting the need for urgent measures from the government.

According to an official data, VIL had adjusted gross revenue (AGR) liability of Rs 58,254 crore out of which it has paid Rs 7,854.37 crore and Rs 50,399.63 crore is outstanding. The industrialist and promoter of VIL, in a letter, said that with a sense of duty towards 27 crore (270 million) Indians connected by VIL, he is more than willing to hand over his stake in the company to any entity-public sector/government/domestic financial entity or any other that the government may consider worthy of keeping the company as a going concern. Further, he said potential foreign investors wanted the government to show clear intent of its keenness to have a three player telecom market.

Last September, the VIL board had announced a plan to raise Rs 25,000 crore but in the absence of government support, the investors have not been forthcoming. However, the fundraising is tough given negative net worth and consistent losses of VIL. In the last five years, the company has cumulatively lost Rs 1.37 trillion. Vodafone India is expected to file a review petition against the AGR dues calculation order within this month.■

Samsung Electronics forecasts strong chip demand, mobile recovery as Q2 profit jumps

Samsung sees strong demand for memory chips in the second quarter and a recovery in the mobile market to 2019 levels, reflecting the recovery in the global economy from the COVID-19 pandemic. The operating profit of the South Korean tech giant in the April-June quarter stood at 12.6 trillion won, which is the strongest result that the company has reported since the third quarter of 2018. Impressively, for the second quarter, Samsung's operating profit shot up 54 per cent, thanks to high chip prices and better than expected demand.



In a statement, the top memory chips and smartphones' maker of the world said that the market conditions are expected to be favourable for the second half. The company highlighted that the memory demand will likely be buoyed by new smartphone model launches, with wider 5G availability driving growth. With uncertainties related to coronavirus and geo political tensions are likely to come into the scene, Samsung cautioned that a global shortage of non-memory chips still poses a risk to forecasts. As they prepare to launch new products in the second half of 2021, the company has shared their concerns over the global shortage of semiconductors. On increasing 5G adoption and sustained demand for PCs and servers, Samsung pointed to strong fundamentals for the memory chip market.

Samsung further plans to launch its foldable flagship device on August 11, which is expected to be compatible with a stylus. It is also expected to reduce the price of its foldable phones, making them more accessible to consumers.■

team@mymobileindia.com





Vivo Y72 5G

Smartphone maker Vivo has launched its first 5G enabled mobile phone under Y series in India. The new device is the tweaked version of the original Vivo Y72 that debuted in March in Thailand.

Talking about its specifications, Vivo Y72 5G is powered by a Qualcomm Snapdragon 480 SoC processor and runs Android 11 with Funtouch OS 11.1 on top. The phone comes with 8GB of RAM and also offers 4GB of virtual RAM for better user experience.

Vivo Y72 5G has a 6.58-inch touchscreen display and is backed by a 5000mAh battery with 18W fast charging support. The internal storage of this device is 128GB and its connectivity options include 5G, 4G LTE, Wi-Fi, Bluetooth, GPS, and a USB Type-C port. Further, the smartphone comes with a Multi-Turbo 5.0 feature that is claimed to optimise system processes.

Camera wise, the phone comes with dual rear cameras. On the rear, it packs a 48-megapixel primary camera and a 2-megapixel camera. The rear camera set-up has autofocus. For selfies, Vivo Y72 5G sports an 8-megapixel camera on the front.

As for prices, Vivo Y72 5G smartphone costs Rs 20,990 for the single, 8GB RAM with 128GB storage variant. The mobile phone comes in Slate Grey and Prism Magic color options and is available for purchase via Amazon, Flipkart, Paytm, Bajaj EMI Store, Tatacliq and the Vivo India e-store, among other channels.■





Redmi Note 10T 5G

Redmi is finally joining the bandwagon of 5G device with the launch of Redmi Note 10T. It is essentially a rebadged Poco M3 Pro 5G that was launched in India last month. This is the first 5G phone in Redmi Note 10 series and suggests that the next battle in mid-range category will be around 5G.

Specs wise, the Redmi Note 10T 5G runs on MIUI 12 based on Android 11 and features a 6.5-inch full-HD+ display with up to 90Hz refresh rate. It is powered by an octa-core MediaTek Dimensity 700 SoC coupled with up to 6GB of RAM. The smartphone has up to 128GB storage option and packs a 5,000mAh battery with 18W fast charging. Also, the device has usual connectivity options such as Bluetooth, Wi-Fi and a USB Type-C port.

As far as the cameras are concerned, the mobile phone carries a triple rear camera setup that includes a 48-megapixel primary camera and a 2-megapixel depth sensor. Also, Redmi NNote 10t 5G offers an 8-megapixel selfie camera at the front.

Talking about its price, Redmi Note 10T 5G in India is priced at Rs 13,999 for 4GB + 64GB storage variant. The customers can buy 6GB + 128GB variant for Rs 15,999. The smartphone features Graphite Black, Chromium White, Mint Green and Metallic Blue shades and is available on sale via Amazon, Mi.com, Mi Home stores, and offline retailers.■



iQOO 7 5G Orange variant

The iQOO 7 that debuted in India in April gets a new Monster Orange color option. Vivo's sub-brand introduced the smartphone in two color options - Storm Black and Solid Ice Blue. The latest color variant can be purchased at a starting price of Rs 31,990 for the 8GB RAM + 128GB storage variant and is available for purchase on the iQOO site and official channels.

Apart from the additional Monster orange color options, the features and specifications of the device remains the same. iQOO 7 5G comes with a 6.62-inch AMOLED display with a 120Hz refresh rate. The smartphone carries a Qualcomm Snapdragon 870 chipset, paired with up to 12GB of RAM and up to 256GB of internal storage. Also, the device supports 3GB of virtual RAM extension to compliment the standard RAM configuration for a smoother performance.

Powered by a 4,400mAh battery that supports 66W FlashCharge fast charging support, the smartphone comes with a Graphite Layer Full Coverage Liquid Cooling System to ensure it stays cool while performing heavy tasks such as gaming.

In terms of optics, iQOO houses a triple rear camera setup that includes a 48-megapixel primary camera, a 13-megapixel wide-angle lens with macro support, and a 2-megapixel monochrome shooter. At the front, there is a 16-megapixel selfie camera. ■





Lava Z2s

Lava Z2s has been officially launched in India as a new addition to the LavaZ2 lineup. The budget-friendly smartphone comes with a 6.5-inch HD+ touchscreen display with a Corning Gorilla Glass 3 protection and a water-drop style notch for the selfie snapper.

Lava Z2s is powered by an octa-core MediaTek processor and is based on Android 11 Go Edition. It packs 2GB RAM and 32GB of inbuilt storage that can be expanded up to 512GB via a microSD card. Connectivity options on the Lava Z2s include Wi-Fi, Bluetooth, GPS, USB OTG, USB Type-C, 3G, and 4G (with support for Band 40 used by some LTE networks in India). Also, the Lava Z2s is powered by a big 5,000mAh battery with no fast-charging support.

Moving to optics, the Lava Z2s on the rear packs a single 8-megapixel camera on the back with an LED flash. On the front, the device has a 5-megapixel camera for selfies and video chats.

As for prices, the new Lava Z2s comes in a sole 2GB + 32GB storage variant and is available at Rs 7,299 on Amazon and Flipkart. The mobile phone will also be available via leading offline stores. Lava is offering its phone in a single striped Blue color option. ■



Poco F3 GT

Poco F3 GT has made its global debut in India. It is the Xiaomi sub-brand's first premium mobile phone in the country. The handset claims quite a few segment-firsts, like highest power output for charging, E4 display, shoulder buttons and more.

Coming to the specifications, Poco F3 GT comes with a 6.67-inch OLED display that offers a screen resolution of 1080 x 2400 pixels. The device is powered by an octa-core MediaTek Dimensity 1200 processor. It runs Android 11 operating system and comes with 6GB of RAM with 128GB of inbuilt storage.

As for the power backup, the mobile phone is fueled by a 5065mAh battery capacity with support for 67W fast-charging. Connectivity wise, it is equipped with Wi-Fi, GPS, Bluetooth, NFC, USB Type-C, 3G, and 4G.

For photography and videography, the Poco F3 GT packs a 64-megapixel camera and a 2-megapixel camera on the rear. On the front, it sports a 16-megapixel camera for selfie lovers.

The smartphone is available in two color options – Predator Black and Gunmetal Silver. Poco F3 GT in India is priced at Rs 27,999 and can be availed from Flipkart. ■



JUSTIN





OnePlus Nord 2 5G

Nord 2 is OnePlus' all new Nord smartphone. This is the third model in the OnePlus Nord lineup in India, after the original OnePlus Nord and OnePlus Nord CE 5G. The mobile phone comes as a successor to OnePlus Nord and carries numerous features.



Talking about the specifications, OnePlus Nord 2 5G is powered by the MediaTek Dimensity 1200-AI processor that comes with AI enhancements built on top of the standard Dimensity 1200 SoC. It comes with a 6.43-inch touchscreen display and has a glassback design with a layer of Corning Gorilla Glass 5. The smartphone comes with 6GB of RAM and 128GB internal storage. OnePlus Nord 2 5G runs Android 11 and is powered by a 4500mAh battery.

Coming to the optics, the new device packs a decent set of cameras. On the rear, it sports a 50-megapixel primary camera, an 8-megapixel camera and a 2-megapixel camera. For selfies and video call, the phone packs a 32-megapixel camera on the front.

The OnePlus Nord 2 5G comes with an aggressive starting price of Rs 27,999 in India for the 6GB + 128GB storage variant. It is also available in an 8GB + 128GB storage option that is priced at Rs 29,999 as well as a 12GB + 256GB storage variant is priced at Rs 34,999. The smartphone can be purchased via Amazon and official site of OnePlus. The mobile phone currently comes in Grey Sierra and Blue Haze color options. ■

Samsung Galaxy F22

The Samsung Galaxy F22 has been unveiled in India and the handset comes with a starting price of Rs 12,499. It is the fourth smartphone in the Galaxy F series – after the Galaxy F02s, Galaxy F12, and Galaxy F62. The smartphone comes in two memory variants. The 4GB RAM + 64GB storage model is priced at Rs 12,499, while the 6GB RAM + 128GB storage model is priced at Rs 14,499.

Coming to the specifications, the Samsung Galaxy F22 has a 6.4-inch AMOLED full HD+ resolution and features a waterdrop style notched display. The new budget smartphone from Samsung ships with Android 11 with OneUI 3.0 on top and is backed by up to 6000mAh battery capacity. It draws power from a MediaTek Helio G80 processor.

As for the front camera, the new device from Samsung has a 13-megapixel camera for selfies and video calls. On the rear, there are four cameras – including a 48-megapixel primary camera, an 8-megapixel camera and two 2-megapixel cameras.

In addition to this, the budget smartphone will be available in two colors – Denim Blue and Denim Black. Users can buy Samsung Galaxy F22 via Flipkart and Samsung Online Store.■





Oppo Reno6 Pro 5G

Oppo has launched a new mobile phone named Reno6 Pro 5G that is available in India at a starting price of Rs 39,990. The smartphone comes in two color options – Aurora and Stellar Black. This new Oppo device is available via Flipkart, Reliance Digital, Oppo online store, and other retailers.

Coming to the specifications, the Oppo Reno6 Pro 5G is powered by the MediaTek Dimensity 1200 SoC, which is paired with 12GB of RAM and 256GB of internal storage. It is a 6.5-inch full HD+ AMOLED panel with a refresh rate of 90Hz. This is one of the lightest and slimmest phones in its class with a stunning design. You get this handset with a user-friendly interface as it runs ColorOS 11.3 based on the Android 11 operating system.

Moving forward, the smartphone houses a li-polymer 4500mAh non removable battery that supports fast charging. The connectivity options include 2G, 3G, 4G, 5G, Wi-Fi, hotspot, Bluetooth, GPS, NFC, USB Type-C 3.1, and more.

Speaking about the optics, Oppo Reno6 Pro 5G sports a quad-camera setup. There is a 64-megapixel main camer, an 8-megapixel ultra-wide angle camera, a 2-megapixel macro shooter and a 2-megapixel depth sensor. On the front, it sports a 32-megapixel camera for selfies and making video calls. ■

Tecno Camon 17 and Camon 17 Pro

Tecno has launched two new mobile phones in the Indian market. These devices are named Tecno Camon 17 and Tecno Camon 17 Pro. As the name itself suggests, the Camon 17 is the more affordable model, whereas Camon 17 Pro is the pricier offering.

Talking about the specifications, the Tecno Camon 17 has a 6.6-inch IPS LCD display with a 90Hz panel. It is powered by Helio G85 SoC, which is paired with 6GB RAM and 128GB of onboard stage. On the other hand, Tecno Camon 17 Pro features a 6.8-inch FHD+ IPS LCD panel with a 90Hz refresh rate. The smartphone is powered by an octa-core MediaTek Helio G95 SoC, which is paired with 8GB RAM and 128GB of onboard storage that can be expanded up to 256GB via microSC card.

In the camera department, Tecno Camon 17 features a triple rear camera setup, which includes a 48-megapixel primary camera, a 2-megapixel camera and a tertiary QVGA sensor. On the front, it gets a 16-megapixel camera for selfies. For Tecno Camon 17 Pro, there's a quad camera setup, which includes a 64-megapixel primary camera, an 8-megapixel wide-angle camera and two addition 2-megapixel cameras. On the front, it gets a 48-megapixel camera for selfies.

As far as the price is concerned, Tecno has priced the sole variant of Tecno Camon 17 and Tecno Camon 17 Pro at Rs 12,999 and Rs 16,999 respectively. Both the devices have been listed on Amazon.

Moving forward, the Tecno Camon 17 is offered in three color options - Frost Silver, Spruce Green, and Magnet Black. On the other hand, the Tecno Camon 17 Pro is available in a sole arctic down color. ■

team@mymobileindia.com





Limelight

48 and Above

The New Megapixel Trend



Cameras have become a key component in the phones so much so that it has given rise to a megapixel war amongst handset manufacturers to such an extent that the much-anticipated 108MP is reality now and 200MP camera on an upcoming Xiaomi smartphone is being eagerly awaited. The trend of offering megapixels as much as possible, has caught up in such a way that a phone with 16MP primary camera looks inferior and 48MP and above megapixel is the new standard.

By Ramesh Kumar Raja

Who doesn't want to look beautiful, especially in photos that remain with you for a very long time, sometimes forever? Perhaps, all! Everyone wants to give their best look to earn admiration from others. Similarly, no one wants to miss the moments of happiness or glory to be captured in a frame so that they could be preserved in an album or hanged in your drawing room or posted / shared on social media platforms. This possibly is the reason that cameras became a key component in the phones so much so that it gave rise to a megapixel war amongst handset manufacturers to such an extent that the much-anticipated 108MP is reality now and 200MP camera on a Xiaomi smartphone is being eagerly awaited.

The trend of offering megapixels as much as possible, has caught up in such a way that a phone with 16MP primary camera looks inferior and 48MP and above megapixel is the new standard, thanks to the evolution of AI and computational photography software that has enabled smartphone camera sensors to exceed the limitations of their physical size.

"Computational photography lives at the intersection of computer graphics, computer vision, and optical sensor design. It allows product engineers to break the limitations of smartphone camera hardware by maximizing the capabilities of device's algorithms and computing power," says Kaushal Prakash Sharma, Head, Camera R&D Division, Oppo India.

Findings say it all

According to Counterpoint's Smartphone Camera Tracker, Q1 2021, the shipment share of 108MP jumped to over 3.4% in Q1 2021, primarily driven by the implementation of 0.8µm-pixel-based Samsung S5KHMX and S5KHM3 in the Xiaomi Mi 11 and Samsung Galaxy S21 Ultra. The more affordable 0.7µm-based S5KHM2 sensor will further push up the 108MP share with growing adoption by value-for-money models from Redmi, Honor and Realme.

The demand for 64MP continues to increase as it has become a sweet spot for the wholesale price band of $300-$499, finds the study. This resolution also expands its share in lower price segments like $200-$299 and even $100-$199, although the shift to 64MP from 48MP slows down due to the BoM cost increase, particularly in 5G smartphones.

Commenting on the shift towards higher megapixel counts, Alicia Gong, Research Analyst at Counterpoint, said, "With 5G capability spreading to lower price segments, the cost of a smartphone RF front-end subsystem alone has increased by 50% with additional



frequency band support. The increase in bill of materials (BoM) cost, particularly for low-end to mid-end smartphones, had temporarily slowed down the resolution improvement in Q1 2021. However, the demand for high-resolution main cameras will continue to increase. The upward trend is expected to accelerate with the mass production of sub-7µm image sensors by the year end."

The 50MP share temporarily declined primarily due to the decrease in Huawei's

premium smartphone shipments. However, we expect the share to return to growth from Q2 2021 as more Android brands start equipping their flagship models with big-pixel (1.2~1.4µm 50MP) and large-area image sensors, says Counterpoint.

With a good cost performance balance (0.7/0.8µm sensor alone costs $4-$5), 48MP is taking much of shipments across multiple price segments. Within the $100-$199 price band, the collective share of 48MP and 64MP reached 46% in Q1 2021. Both resolutions are becoming mainstream and will have a long-lasting impact on the rear camera design.

Interestingly, there is little room left for the 20MP-44MP zone and the proportion of 16MP also tends to decrease. The 13MP and 12MP still commanded the largest shipment share in Q1 2021 with 25.5% and 24.6% respectively. 12MP has a broad mix of offerings, and the 1.4~1.8µm 12MP-based rear primary cameras have been in great demand in mid-to-high smartphones (wholesale prices above $300). The proportion of the 8MP and below segment edged down to 6%, as demand for low-end smartphone (wholesale prices below $100) rear cameras continued migrating to 1.22/1.25µm 12MP or 1.12µm 13MP.

Front cameras too gaining ground

Like primary sensor or the rear-facing camera system, the resolution of the front-facing camera is also improving continuously to shoot super-clear selfie images. In Q1 2021, the collective share of 20MP and above resolutions was back above 20%, and the high demand will continue with widespread adoption across multiple price segments.

The trend is expected to accelerate on the back of advancing pixel technologies. In June 2021, Samsung released the world's first sub-7µm (0.64µm) pixels-based 50MP image sensor, ISOCELL JN1, with a 1/2.76-inch optical format. The sensor can fit in small head cameras. "The new ISOCELL JN1 at 0.64µm will be able to equip tomorrow's sleekest smartphones with ultra-high resolution mobile photographs," says Duckhyun Chang, executive vice president of the sensor business at Samsung Electronics. "As we drive our commitment to innovation in pixel technologies, we will continue to bring a wide range of mobile image sensor offerings to the market," adds Chang.

The share of 16MP came down to 12.9% in Q1 2021, as many low-end to mid-end 5G models adopted 13MP (1.0/1/12µm) or 8MP (1.12/1.22µm) to offset the cost increase. However, the demand for 16MP@1.0µm sensors is expected to revive, particularly within the $100-$299 price segment, as per the Counterpoint study.

In Q1 2021, the collective share of 10MP-13MP was almost flat at 24.4% compared to the previous quarter. It was backed by strong sales of the Apple iPhone 12 series, Xiaomi Redmi and Samsung Galaxy models across multiple price bands. As the volume of 12MP front cameras is heavily dependent on Apple's performance, a V-shaped trajectory of share change is expected through 2021, with the forthcoming Apple launches likely to stick to the resolution.

The collective share of 8MP and below slightly increased to 42.4% in Q1 2021, up around 1 percentage point from Q4 2020. 8MP alone accounted for 23.7% of total volume and remained the most adopted resolution for front camera design in terms of smartphone shipments.

Moving forward, the share of 16MP and above resolution will further increase and the demand for low pixel sensors (8MP) will gradually decrease, finds the study.





"Now, moving from the megapixel aspect, the future is a lot about video storytelling and with using computational photography techniques that magnifies the growth of smartphone photography and videography era, matching professional level quality"

– Kaushal Prakash Sharma, Head, Camera R&D Division, Oppo India

Disrupting the industry

So what is pushing the frontiers of megapixel innovations? The rising popularity of video content creation and consumption has led



to an increased demand for professional-level video quality to shoot bright and clear videos. This trend is expected to grow even further and provides the smartphone industry with an opportunity to innovate in hardware and software. The lockdown has led more and more individuals to follow their passion, and even share their stories via social formats like Reels to stay motivated, positive and connected.

To elevate the customer experience, camera quality and capabilities are getting better day by day. "With the newly-launched Reno 6 series, Oppo has set a new benchmark for smartphone camera performance from photo to video, pertaining to the rising trends of video content being the new way of storytelling. Using computational photography techniques, the Reno 6 series breaks through the limitations of mobile phone hardware to achieve an unprecedented level of video enhancement. Now, moving from the megapixel aspect, the future is a lot about video storytelling and with using computational photography techniques that magnifies the growth of smartphone photography and videography era, matching professional level quality," says Kaushal Prakash Sharma.

Arijeet Talapatra, CEO of Transsion India, says, "Tecno's mantra has been to disrupt the smartphone industry by introducing premium features at disruptive price points in the segment which we operate in. The camera-centric Camon smartphones have consistently changed the game for smartphone photography by initiating an era of higher camera pixels, premium AI powered Ultra Night lenses and pop-up cameras. Today, the 48MP camera lens that has also become the new-normal for mid-budget smartphones, persists to enhance the smartphone photography and videography experience of the category consumers."



> "Today, the 48MP camera lens that has also become the new-normal for mid-budget smartphones, persists to enhance the smartphone photography and videography experience of the category consumers"
>
> **– Arijeet Talapatra,**
> CEO, Transsion India

Innovations in full swing

Talking about the ongoing megapixel innovations that are catching everyone's attention nowadays, Krishna SinhaChaudhury, Senior Manager - Research at techARC, says, "The camera remains the hero element in smartphones with several OEMs trying to take the lead in upping the camera sensor game. Chinese handset makers like Realme, Oppo, Huawei and South Korean behemoth Samsung were at the forefront of introducing quad-cam and penta-cam smartphones. However, a higher megapixel count doesn't translate into impressive photography which Google's Pixel lineup proves. Also, people are becoming aware of this fact now. Moreover, camera sensor size is more important than the megapixel count when it comes to improving imaging quality."

"At Oppo, we believe that the next frontier of digital photography would be found in a concept called computational photography rather than battling over megapixels. Using portrait mode, taking photos in the dark, better exposed images in tricky lighting conditions, inserting augmented reality elements, combining multiple frames to improve depth etc. are some of the demandingly computational features built into modern smartphones. Computational photography helps in mastering every single shot and with continuous R&D, Oppo has been able to offer these capabilities in their smartphone cameras," says Sharma.

Oppo claims to have worked diligently towards creating a portrait video database with over 10 million data points covering different people in different situations and training its recognition algorithm tens of thousands of times. "Such breakthroughs in computational photography have now been brought to life with the new Bokeh

Flare Portrait Video feature on the latest Reno 6 Pro, making it the first smartphone series to achieve cinematic bokeh using computational photography techniques," reveals the Camera R&D Division Head of Oppo India.

Continuing to serve the mid-segment consumers with flagship-like features, today the Camon 17 series also offers a powerful 64MP quad rear camera with a quad flashlight for maximum clarity and an Ultra Pro Video Camera for professional videography. The Camon 17 series smartphones also support various pro-grade videography and photography modes such as Movie Master, 4K 30 FPS Clear Recording, Portrait Night Scene Video and AI smart Selfies among many others.

"In line with the brand's philosophy of 'Stop at Nothing', Tecno will continue to deliver innovative products of sensory excellence for the Indian consumers, which has also helped the brand to consolidate its position among the top 5 handset players in the sub-10K segment in India. We will continue to uphold our commitment to create real value for our consumers and aim to consolidate our position above the 10K segment as well," asserts Talapatra.

The game continues

Over the last few years, there has been an increased focus on visual storytelling through images and videos and hence, having a powerful camera has become a key purchase consideration pointer. With the increase in video consumption now, smartphones have been replacing professional cameras; consumers and new-age content creators are focusing on bringing that cinematic effect to their videos and photos through their smartphones. "This has been the driving force behind our recent advancements in smartphone video technology. To achieve this type of premium video quality, having an extremely powerful smartphone hardware, is not enough. But we also need to make use of some clever computational photography tricks," says Sharma.



"The camera remains the hero element in smartphones with several OEMs trying to take the lead in upping the camera sensor game. Chinese handset makers like Realme, Oppo, Huawei and South Korean behemoth Samsung were at the forefront of introducing quad-cam and penta-cam smartphones"

– Krishna SinhaChaudhury, Senior Manager-Research, techARC



So what effect this megapixel war has on consumers? Krishna SinhaChaudhury says, "Smartphone OEMs will continue to innovate in the megapixel and sensor segment as innovation on other fronts has almost hit saturation. Currently, it is only Samsung that makes the whopping 108-megapixel camera sensor. The Realme 8 Pro is the cheapest phone that offers a 108-megapixel camera smartphone. More smartphone makers are expected to squeeze in the technology in affordable devices in the days to come."■

ramesh@mymobileindia.com



Oppo brings in next-gen under-screen camera tech



Oppo has unveiled its next-generation under-screen camera (USC) technology for smartphones. By combining the best in hardware innovation and Oppo's proprietary AI algorithms, the new under-screen camera solution discreetly places the front-facing camera under the smartphone display in a way that maintains the integrity and consistency of the entire screen, both during use and while in standby. This new development offers a "perfect balance between consistent screen quality and camera image quality.

The all-new under-screen camera solution solves many technical and manufacturing-related challenges that have plagued under-screen camera technology since the beginning of its development. Breakthroughs include resolving issues such as inconsistent display quality in the screen area above the under-screen camera, poor image quality caused by obstruction of the camera by the screen, as well as issues with product reliability and lifespan. Thanks to advances in these areas, Oppo has been able to deliver an upgraded under-screen camera solution that takes end-to-end, full-screen experience to new levels.

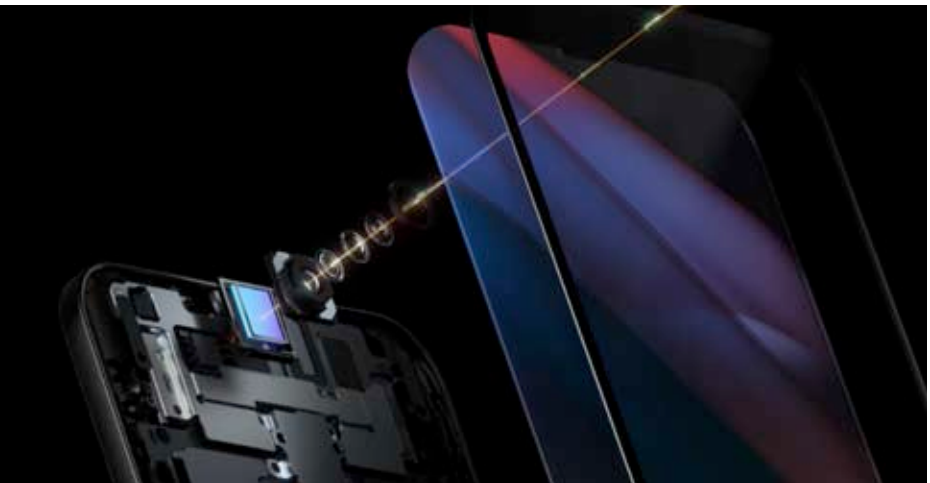
On the display, Oppo's next-generation under-screen camera solution introduces several new innovations in structure design and AI algorithms:

- **Innovative pixel geometry:** The new solution shrinks the size of each pixel without decreasing the number of pixels to ensure a 400-PPI high-quality display even in the camera area.
- **Transparent wiring and new design:** Oppo has replaced the traditional screen wiring with an innovative transparent wiring material. Combined with a high-precision manufacturing process that reduces the width of the wiring by 50%, this results in much finer display quality with a smoother visual experience.
- **Improved control of screen accuracy, color, and brightness:** In contrast to the current industry standard of using 1 pixel circuit to drive 2 pixels ("1-to-2") in the screen area above the camera, Oppo has introduced a new solution using proprietary screen technology, with each pixel circuit driving only 1 pixel ("1-to-1"). When combined with Oppo's precise algorithmic compensation technology, this allows the chromaticity and brightness of the entire screen to be precisely controlled with a deviation of about 2%. For uses such as reading e-books, browsing the news, or navigating with maps, Oppo's next generation under-screen camera technology allows for the accurate display of smaller fonts and better preservation and representation of textural details and colours, resulting in a more consistent and immersive experience.
- **Improved reliability and lifespan:** With the introduction of the "1-to-1" pixel circuit and dedicated optimization algorithm, the next-generation under-screen camera solution is able to provide display compensation in the under-screen camera area of screen, improving the screen's lifespan by up to 50%.

With regards to the camera, Oppo's U.S. Research Institute has developed a series of imaging AI algorithms – including diffraction reduction, HDR and AWB – to reduce some of the negative side effects typically found in under-screen cameras, such as blurry images and image glare. Oppo has also trained its AI diffraction reduction model using tens of thousands of images to control problems caused by diffraction at the light source, allowing users to capture clearer, more natural-looking images.

Oppo has released three generations of under-screen camera solutions to date since it began its development of the technology in 2018, applying for over 200 related patents in the process. ■

team@mymobileindia.com



Best 5 smart-phones with 108-megapixel camera

These days, when people go, may be to a wedding, a get-together, or concerts with family or friends, clicking pictures have become a trend. Then again, like in the old days, nobody uses cameras to take these photos; instead smartphones which are installed with high-quality cameras are used. Today, a mobile phone without a camera is unthinkable. And the latest trend in the smartphone market is 108-megapixel cameras, which is one of the key selling propositions. There are a number of devices available in the country right now and we are here with the list of 5 best phones that sport 108-megapixel cameras.

By Shweta Srivastava



SAMSUNG GALAXY S21 ULTRA

Cameras are the primary focus of the recently launched Galaxy S21 Ultra. It has a mighty impressive set of rear cameras, and each camera have important roles to play. The main sensor of this device is 108-megapixel primary camera along with 12-megapixel ultra-wide-angle camera, a 10-megapixel Telephoto 3x and a 10-megapixel Telephoto 10x sensors. On the front, it sports a 40-megapixel camera for selfies. Some other key features includes Samsung Exynos 2100, 12GB RAM, 128GB internal storage, 5000mAh battery and more. Samsung Galaxy S21 Ultra price in India is set at Rs 105,999. ■



MOTOROLA EDGE PLUS

Motorola is not far behind in providing the best-quality camera smartphones. Motorola Edge Plus houses a 108-megapixel primary camera along with a 16-megapixel camera, and an 8-megapixel camera. It further packs a 25-megapixel snapper on the front for selfies. The other specs of this device is - Qualcomm Snapdragon 865, 12GB RAM, 256GB internal storage, 5000mAh battery and more. The Motorola Edge Plus in India can be availed at Rs 64,999. ■



XIAOMI MI 10T PRO

Xiaomi's Mi 10T Pro highly impresses with its camera department in both day and night. The handset sports the first-gen ISOCELL HM1 sensor. It comes with a 108-megapixel primary camera along with 13-megapixel ultra-wide lens and a 5-megapixel macro unit at the back. The front camera of the smartphone gets a 20-megapixel snapper for selfies. Some other specs include Qualcomm Snapdragon 865, 8GB RAM, 128GB internal storage, 5000mAh battery among others. The price of Mi 10T Pro in India is set at Rs 36,999. ■





MOTO G60

Moto G60 is one of the best phones in India that sport 108-megapixel camera. The handset has a triple camera set-up at the back that includes - 108-megapixel primary camera along with an 8-megapixel ultra-wide-angle camera and 2-megapixel depth sensor for portrait shots. On the front, it sports a 32-megapixel camera for selfies. Other specs of the phone is Qualcomm Snapdragon 732G, 6GB RAM, 128GB internal storage, 6000mAh battery among others. Moto G60 will cost you Rs 17,999. ■

MI 11X PRO

Mi 11X Pro is a mid-range offering from Chinese phone maker Xiaomi. The handset has triple rear cameras which includes – a 108-megapixel Samsung HM2 primary sensor, an 8-megapixel ultra-wide-angle lens, and a 5-megapixel macro sensor. There is a 20-megapixel camera on the front for selfie lovers. Other important specs of the device is Qualcomm Snapdragon 888, 8GB RAM, 128GB internal storage, 4520mAh battery and more. The Mi 11X Pro price in India starts at Rs 39,999. ■

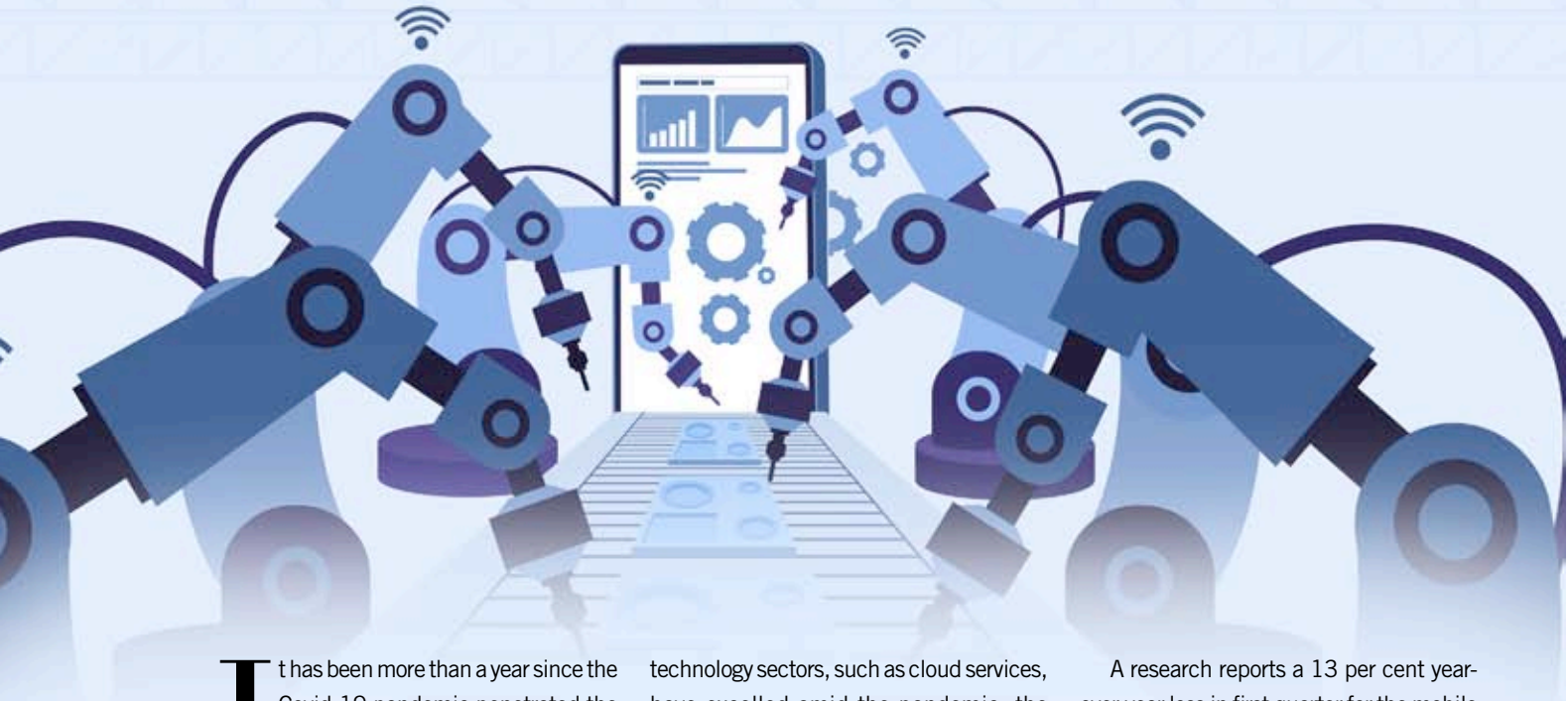
shweta@mymobileindia.com



Covid-19
Impact of second wave on mobile sector

As India battles with the second and, more severe wave of Covid-19, the mobile sector is also getting impacted by it. The pandemic brings changes to all businesses, and mobile sector is no exception. However, everyone is learning to sustain in this new normal and are adopting new methods to minimize its impact and modify their plans accordingly.

By Shweta Srivastava



It has been more than a year since the Covid-19 pandemic penetrated the deepest core of human civilization. The novel coronavirus outbreak has demonstrated the critical importance telecom plays in keeping governments, societies and businesses connected and running. Unarguably, the pandemic brings changes to all businesses, and mobile sector is no exception. While many technology sectors, such as cloud services, have excelled amid the pandemic, the mobile sector has not. For the mobile phone industry, the first quarter of 2020 has represented a historic low. In India, after the first wave, we thought that we have gained control over the situation, but the second wave continues to cause substantial economic effects on mobile companies.

A research reports a 13 per cent year-over-year loss in first quarter for the mobile phone market, the fastest decline in history. From production issues to changing demands - this sharp drop is the result of many factors. While not all the changes are consistent, several companies are struggling with similar problems. As the world adjusts to and recovers from novel coronavirus, the mobile sector should maintain in the



long term, but at the moment, it faces new challenges on multiple fronts.

Falling demand for new phones

Of all the Covid-19 effects on the industry, the most notable is the falling demands for new smartphones. It is not that the virus has contributed mobile phones less useful, but the ensuing recession changes the priorities of the customers. In the situation of economic distress, people won't likely buy a new mobile phone unless they actually need one. According to a research report, India's mobile phone sales fell over 13 per cent in the second quarter as the second wave of Covid-19 pandemic affect demand in the number 2 smartphone market. However, online cell phone purchases helped sales surge 87 per cent compared with a year earlier, according to the market research firm Canalys. According to the report, China's Xiaomi continued to be the top brand favoured by the buyers in India with a 29 per cent market share, followed by South Korea's Samsung at 17 per cent share. As the threat of a third wave still looms in India, industrial operations and customer behaviour will continue to adjust to pandemic conditions, helping reduce the impact.

Smartphone production records the largest decline due to pandemic

In the mobile sector, smartphone sales are not the only falling numbers right now. The manufacturers of mobile phones have rolled back production in light of the deadly virus. Declining revenue as well as lockdowns over health concerns has severely hindered the production of mobile phones. According to Korean news source, the monthly production of Samsung has been reduced to roughly 10 million units in April 2020, less than half of its average monthly output. As factories in Brazil and India shutdown during the lockdown, they would not be able to maintain normal levels of production even it were economically viable.



> "The situation is certainly challenging in June 2021 quarter. Though some firms, including ours, could carry on production in April because of buffer component stocks, not all companies were able to do it. May, so far, has been disastrous for all, as the disease spreads and lockdown curbs remain intact. At an industry level, therefore, the hit to business is easily 50 per cent."
>
> **– S N Rai,**
> Co-Founder,
> Lava International

S N Rai, co-founder, Lava International, has been quoted as saying, "The situation is certainly challenging in June 2021 quarter. Though some firms, including ours, could carry on production in April because of buffer component stocks, not all companies were able to do it. May, so far, has been disastrous for all, as the disease spreads and lockdown curbs remain intact. At an industry level, therefore, the hit to business is easily 50 per cent."

Many sources reported a 50 per cent cut in production of iPhones at Chennai facility of Foxconn due to a wave of Covid-19 at the factory. Foxconn is contract manufacturer of Apple in India. It also produces smartphones for Xiaomi in the country.

The changing market shares of manufacturers

According to a data, the report indicates some shifts within the mobile phone market shares. All smartphone manufacturers and vendors are experiencing an economic drought, but not all are experiencing equally. In quarter 1 of 2019, the South Korean tech giant, Samsung had a 21 per



cent market share, which has dropped to 20 per cent in quarter 1 of 2020. While the share of Samsung dropped, Huawei's remained same, and Apple's increased by 2 per cent. Between 2019 and 2020, these companies report fewer shipments but the decline is disproportionate between them. As the pandemic continues, it could cause more notable changes in standing in the cell phone market.

Navkendar Singh, research director at IDC India, has been quoted saying, "The recovery in calendar year 2021 might not be as smooth as expected earlier, with uncertainty around the lasting impact of the second wave and a possible third wave in the next few months."

Second wave impact on smartphone shipments

Due to closure of both online and offline sales channels and tepid consumer demand, smartphone market in India has contracted by 15-20 per cent sequentially in the April-June. According to preliminary numbers shared by leading market trackers including International Data Corporation (IDC), Counterpoint Research and CyberMedia Research (CMR), the second quarter recorded 30-32 million mobile phone shipments, down from all-time high first quarter shipments of 38 million. Due to the pent up demand, a fast-paced recovery in June supported quarterly shipments after April and May were practically washed out, experts added.

"Localised lockdowns, a semiconductor shortage, and a surge in Covid-19 cases at factories have led to a slowdown in mobile phone manufacturing and sales in April-May", heads of several companies quoted saying.

Rising usage of smartphones

Despite the dropping sales figure and production, the usage of mobile phone is experiencing higher levels than usual. Several businesses now rely on instant messaging and people in quarantine spend more time on social media platforms. Amid the ongoing pandemic, mobile phones have become a more prominent asset than ever before. The increased usage can translate to small financial gains for mobile phone companies. Accessories purchases and App sales could likely rise and mobile service providers certainly benefit from growing data consumption. However, these gains do not represent enough profit to offset the declining sides of the market.

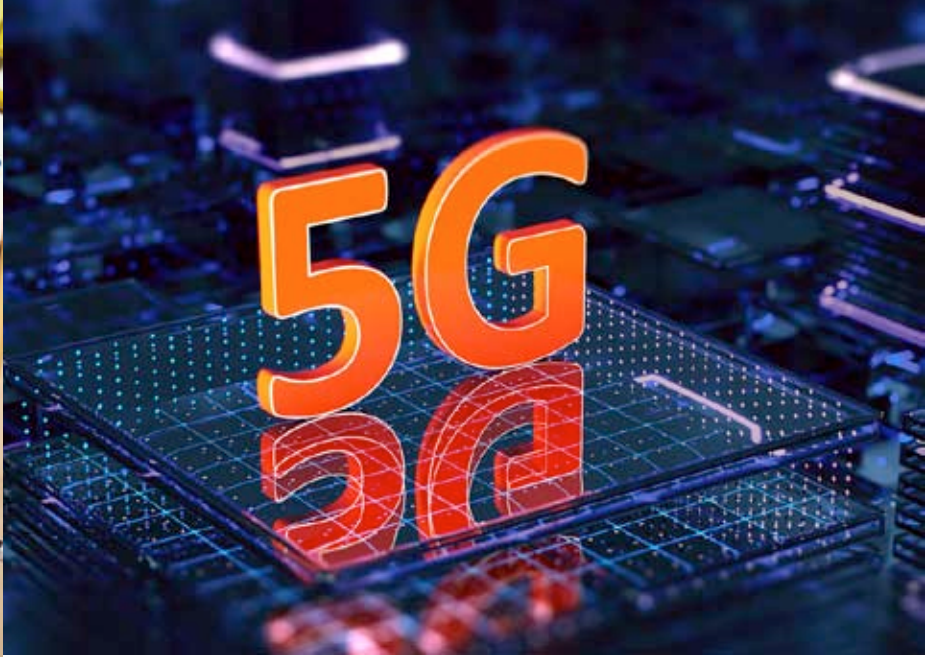
> "The recovery in calendar year 2021 might not be as smooth as expected earlier, with uncertainty around the lasting impact of the second wave and a possible third wave in the next few months."
>
> – **Navkendar Singh,** Research Director at IDC India

5G faces setbacks

Before the Covid-19 pandemic, the mobile sector was all ready to bring 5G technologies and networks in the Indian market. But with the shrinking market and declining revenue, this shift is less likely to take place soon. Companies like Apple and Verizon have already delayed their upcoming releases of 5G smartphones and services. In manufacturing, 5G may experience the opposite effect as the benefits of Internet of things (IoT) become more prevalent. In light of the virus, to sustain their increasing automation, more manufacturers could adopt 5G services. On the other hand, consumer adoption won't happen as soon as companies initially thought.

Analysts at Omdia quoted as saying, "With the epidemic arriving at dawn of 5G's mainstream deployment phase, the coronavirus has the potential to





disrupt the progress of the next-generation wireless standard, as the crisis slows or threatens to slow the production of key smartphone components, including displays and semiconductors."

Companies could move mobile phone manufacturing out of China

After the trade war fallout, the Covid-19 pandemic is another reason for smartphone companies to reassess their reliance on the Chinese manufacturing sector. Reportedly, many companies are planning to depend less on Chinese factories. As per the reports, Google, in Thailand, has commissioned factories to make some of its smart home devices. Also, LG has moved the manufacturing of its mobile phones from China to Vietnam.

Kearney, a research firm, quoted saying, "It is feasible that many more companies will move manufacturing of modules and finished goods out of China. However, moving the entire component supply chain out of China could prove to be more difficult. Components are a singular choke point as components are a necessary ingredient in modules and finished goods assemblies. This is very hard to move, as it requires entire ecosystems."

The Covid-19 outbreak will only accelerate the trend to make mobile phones, and indeed many other electronic products, out of China.

Governments and smartphone industry work together on contact-tracing

The mobile sector could also be a key factor to treating and reducing the spread of novel coronavirus infections. Many researchers and governments are investigating ways to use smartphones of the people to determine whether or not they have been exposed to the virus and alert them to get tested and get isolated if possible. However, when it comes to app that tracks and reports the location of the users, there are remarkable concerns around privacy that need to be addressed to get both phone manufacturers and consumers on board. Google and Apple – both are the strong proponents of decentralized contact-tracing apps that protects the privacy of the users by keeping as much data as possible on users' smartphones rather than in a government-controlled server.

Will the mobile sector recover?

The Covid-19 pandemic has not been kind to most of the mobile phone sectors, but it is not enough to end it. Because of the social and economic disruption caused by the pandemic, people across the world rely on technology for information and working from home. The major Covid-19 related restrictions such as quarantine requirements and stay-at-home orders, smartphones are undoubtedly recognized as an essential service. In today's digital world, which is constantly increasing, the smartphones have become less of a luxury and more of a necessity. This factor itself is an indication that mobile manufacturing and sales can witness a V-shaped recovery once the market picks up. ■

shweta@mymobileindia.com





BELKIN WIRELESS CHARGING STAND 10W + SPEAKER

A perfect desk companion with multiple use cases





With wireless charging evolving as a new trend in flagship smartphones, accessories players are leaving no stone unturned to cash in on this opportunity. Belkin, which is mostly known for making accessories for iPhones and premium devices from other brands such as Samsung and Google, has been a trend-setter in this technology ever since it became a key feature in high-end smartphones. Keeping up with the trend, the California-headquartered accessories major has come up with the 10W Wireless Charging Stand + Speaker in India. Priced above Rs 7,000 (after discounts) on different platforms, the all-new gadget offers a multitude of functions which we'll discuss in



this review. But do these make a sense for you? Let's find out.

Design and Build

The Belkin 10W Wireless Charging Stand + Speaker comes in Black and White colour options, and we got the latter for review. It looks simple yet stylish and is ergonomically designed. The device is made of a good quality plastic and has a strong build. However, it's lightweight and has a dimension of 110mm x 102mm x 106mm.

While most of the wireless charging pads available in the market are flat, this one is a bit different. The design of the frame holding the smartphone is a little angled backward which helps the smartphone to rest properly on the charging pad and just behind it, is the enclosed speaker and mic with a nice round cup-like design. The angled design lets you place your smartphone in both vertical and horizontal positions and helps you to see your messages, take calls, or even do video conferences while the smartphone is charging.

Up front, there is a brand logo in the middle of the charging pad. There is a speaker grill on the top and a huge button to switch on/off Bluetooth behind the Qi charging pad with a nice round cup shape. The device comes with a power adapter and you have to attach the charging pin into it and to use the product.

The all-new Belkin offering is just not a wireless charger and speaker. It's basically also a smartphone holder that keeps your handset firmly either vertically or horizontally. In vertical position, you get all the updates without actually touching the phone and it is of great use while working on desk, whereas the horizontal mode is helpful in watching videos or movies.

Wireless Charger

As the name suggests, wireless charging capability happens to be the main functionality of this Belkin device. It offers up to 10W of wireless charging which starts immediately without any delay.

I used iPhone 11 with a case on and there wasn't any sort of interruption while charging. Since the power rating is limited to 10W, it took much longer time to charge my phone when compared to the conventional charger. Thankfully, my phone didn't get hot while charging, as it's the case with wireless charging.



Bluetooth Speaker

Doubling up as a Bluetooth speaker, the device comes with a mono speaker that punches above its weight by producing fairly loud sound. The speaker performed very well on treble and mids as the highs and vocals were very clear and crisp but it lacked in-depth or the rumble of the bass.

Although its audio quality is not that impressive when compared to a high-end Bluetooth speaker, it's a good listening device, especially on calls and video calls.

Keeping up with the trend, the speaker is very intuitive in functionality. Once you pair it with you phone, it just connects and disconnects with just a touch of a button.

Conclusion

The Belkin Wireless Charging Stand 10W + Speaker gels well with today's trend of a device with multiple benefits. It's something made for the working table and for the people who are on continuous calls and require frequent smartphone charging. Its angle design too is of great use that will help you keep the smartphone vertical or horizontal. You can do video calls or watch video content for longer duration without holding the phone. It's a value for money product, is safe, and can be your perfect desk companion. ■

ramesh@mymobileindia.com



OPPO RENO 6 5G

A premium mid-ranger that punches above its weight

Refreshing it Reno series, Oppo has come up with the Reno 6 5G and Reno 6 Pro 5G in India. While much has been written about these phones, we had for review the former or say, the younger sibling i.e., the Oppo Reno 6, which happens to be the first smartphone to feature the MediaTek Dimensity 900, a new 5G chipset for mid-range device in India. Carrying a price tag of Rs 29,990, the handset offers a host of interesting specs and features including 8GB of RAM with the support for virtual RAM up to 3GB and 128GB of UFS 2.1 storage, besides flaunting a 64MP primary lens, a 32MP selfie shooter and 65W fast charging support, to name a few. Although it looks quite impressive on paper, it's time to put the Oppo Reno 6 5G to test, to know how worthy it is on different parameters of excellence.

Design

While the smartphone comes in two colour options, Aurora and Stellar Black, we got the former for review which looks premium, somewhat akin to iPhone 12 in terms of design. It features the same box-like build and flat-edge design with metal frames and a glass back panel with the Oppo's patented Reno Glow design that gives it a distinct look.

Beginning with the rear panel, it has a smooth matte finish with a sparkling glow that changes colours as light kisses it. The back panel is also fingerprint resistant, which adds to the overall look of the phone. It houses a vertical camera module that protrudes slightly on the top left of the back that also sports a vertical Oppo branding at the right side of the bottom.

While the top of the device is plain except for a single noise-cancelling mic, you get a Type-C charging port, a single speaker and a SIM tray at the bottom. The left side of the phone sports the volume rockers, whereas on the right you get a lonely power button with a green accent. The buttons are tactile and appropriately located and you do not need to shuffle your finger to press them.

For security purpose, the phone houses an under-display optical fingerprint sensor, which is moderately quick and fairly accurate. You also get face unlock on this phone which works significantly faster on this phone.

Overall, the Oppo Reno 6 is quite handy owing to its lightweight and slim and sleek design. You can use it

for longer without experiencing any wrist fatigue. The company also offers a silicone case with this phone that gels well with it. On the flipside, there are no dual stereo speakers, which is quite disappointing at this price point.

Display

On the front, the smartphone features a 6.43-inch AMOLED display with Full HD+ resolution and 90Hz refresh rate support. There is smooth scrolling and flicking between apps owing to the fast refresh rate. You also get the option to adjust the refresh rate to 60Hz. However, there is no adaptive refresh rate, which is definitely unsatisfactory at this price, as even cheaper phones have this feature.

There is a punch-hole cut-out for the selfie camera on the top left side of the display that is bright enough to use indoors as well as outdoors. The brightness, colours and viewing angles on the display are quite accurate. There's a very thin bezel around, except for the chin where it's a bit thick. Besides, there is support for HDR10 and HLG for HD streaming on supported OTT platforms, which definitely is a good thing.

Platform

As mentioned above, the Oppo Reno 6 5G is the first smartphone in India to house the new MediaTek Dimensity 900 octa-core SoC, which comes paired with 8GB of RAM with the support for virtual RAM up to 3GB and 128GB of ROM. The processor comes with HSR (High-Speed Rail) mode, which helps it to connect to the lowest latency tower to minimise ping for gaming.

Performance-wise, the smartphone does its job commendably well. It's super smooth in terms of daily tasks such as calling, messaging, browsing the internet and social media. It's an outstanding device for multitasking and is able to keep several apps running without any difficulties. The 90Hz refresh rate is another advantage, which helps in offering smooth scrolling and quick switching between apps.

Although I'm not much into gaming, whatever little I played it was awe-inspiring. The Oppo Reno 6 performed very effectively. There were neither delays nor frame drops during the gaming sessions. It was altogether a great experience in the given price.

In terms of the software, the smartphone comes with Android 11 on top of ColorOS 11.3, which provides ample of customisation options and a decent look. Although it has some bloatware in the form of third-party apps such as Netflix, Facebook, Amazon, Snapchat, Daily Hunt, Josh and PhonePe, to name a few, the Reno 6 5G will not let you down as these apps make sense in today's world. The smartphone comes with a lot of goodies too, in the form of Google Discover integration on the homescreen, near-stock interface, Always-On Display, to name a few.

The Oppo Reno 6 5G has all the ingredients to take on other mid-range devices in the market.

VERDICT

Looks Stunning	09 /10
Cameras Superb	09 /10
Performance Smooth as butter	09/10
Battery Lasts a day	07 /10
Value For Money Perfect for its price	09 /10
OVERALL	**86%**

PROS
A perfect amalgamation of looks and performance

CONS
No expandable storage

(For detailed specifications, please refer to My Guide)



Cameras

Living up to the brand's reputation of offering a great camera experience, the Oppo Reno 6 packs a 64MP primary lens, an 8MP ultrawide shooter and a 2MP macro sensor. Up front, there's a 32MP camera for selfies and video calling. The camera UI is typical of ColorOS, as there are portrait, night, video and photo modes on the viewfinder. You'll get some more options including dual-view video, slo-mo, timelapse, extra HD, movie, pro, macro and SOLOOP templates, under the 'More' section. There's also Cinematic



Bokeh Flare Portrait in photos and video.

As expected, the 64MP primary lens performed well in both daylight and low-light conditions. The pictures came out vibrant with detail, good colours and dynamic range in both the scenarios. Although the phone takes a long time to focus on subjects in low light, the Night Mode is brilliant as it churns out good low-light pictures with good detail and very little noise.

Similarly, the 8MP ultrawide lens captures very decent pictures in daylight with good colour, although dynamic range lacks a bit on this lens. The photos taken in Night Mode on this 8MP lens lack detail in comparison to those taken on the primary shooter. The 2MP macro sensor is definitely not good, as it captures so-so pictures with bad detail.

Coming to selfies, the 32MP shooter offers pretty decent performance with good detail and colours in almost all conditions, including low-light scenarios.

If we talk about videos, the smartphone offers Electronic Image Stabilization (EIS) at 1080p with 60fps. You can shoot up to 4K videos at 30fps but the videos are a little shaky. The headlining AI portrait and Bokeh Flare mode in videos work really well, but the resolution will be capped at 720p and 30fps.



Battery

The Oppo Reno 6 5G is backed by a 4,300mAh battery with support for 65W SuperVOOC 2.0 fast charging. It is enough to last a day, if you browse internet and social media on a regular interval, love messaging quite often and watch videos with little bit of gaming. The battery will exhaust early, if you consume a lot of video content on YouTube and OTT platforms such as Netflix, Amazon Prime Video etc. and love playing graphic intensive games. In terms of charging, the 65W charger provided with the handset was able to charge fully from zero per cent in around 35 minutes, which is quite amazing. We must say that the phone's not-so-good battery capacity (especially in the age of 5,000-6,000mAh powerhouses) has been compensated with the fast charger.

Conclusion

The Oppo Reno 6 5G stands tall in every department – it offers an eye-catching design, a wonderful display, a buttery smooth processor, great cameras and a decent battery life backed by fast charging support. It's a perfect amalgamation of looks and performance and justifies its price. It's indeed extraordinary in sub-30K segment. You may go for this phone without thinking twice, if you do not have budget constraints on your mind. ■

ramesh@mymobileindia.com

MY MOBILE
FOR A CONNECTED LIFESTYLE

Best Mobile Magazine in India

Reviews | News | Features | Interview | Comparisons | E-magazine | Blogs

www.mymobileindia.com

Search

Your Search ends



Opinion | Downloads | Gallery | E-Guide | Popular Game | Popular Search | Login

For the latest news, views and reviews visit

www.mymobileindia.com

Meet Women Gaming Content Creators Who are Breaking All Stereotypes

Although gender ratio in gaming has become more equal in recent years, the lingering stereotype remains that gaming is a 'guy thing'. Trinity Gaming believes that skill-sets regardless of gender bias outweigh all other parameters that determine the performance of a gamer or a content creator. Armed with a fiery passion for the sport and gender-neutral skill-sets that include speed, agility, communication, teamwork, hand-eye coordination, good reflexes, fast reaction time and the ability to make split-second decisions, these women have taken gaming content creation to another level while encouraging more women to hop on to the bandwagon. Recently, a remarkable number of women professional gamers have risen like never before. These young gamers have set their foot strong enough to compete with their male counterparts but in a healthy and entertaining way, which promises to take the space of esports to new heights. These professional gamers are collaborating, bringing new content and are engaging with a wider audience.

By Ramesh Kumar Raja

Sanjana Bhattacharya aka iamBLACKHORSE

Sanjana Bhattacharya goes by the gaming name BLACKHORSE. She has been a content creator and a streamer on YouTube for almost four years now. "It has to be the most magical journey I have ever been on with so much to learn and so many experiences to gain," she says. She currently has a family of 185k-plus subscribers on her YouTube channel iamBLACKHORSE and she loves to call them "my team black fam". "My subscribers are my biggest supporters and they encourage me every day to get up and work two times harder than the previous day," she adds.



Pooja Bisht

Pooja Bisht has been streaming for two years and she plays PC games like GTA 5 RP, Valorant, Apex and many more. "I play games for fun and have collaborated with multiple brands like AORUS, Gigabyte, Booyah, AMD," she says. Pooja



currently has a family of 46.8k-plus subscribers on her YouTube channel. "I really want to try BGMI and definitely want to explore more PC games for more exposure in the gaming ecosystem. I want other gamers to define a player with the skills and strategy they put in the game and not gender," she adds.

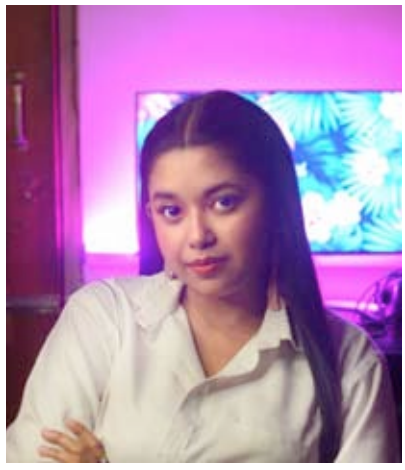
Sakshi Sood

Sakshi, a 21-year-old gaming content creator, does unboxing videos of any new graphics card in collaboration with MSI. She is also supported by Redbull. She also worked with Zotac as well and made some vlogs too. She recently



released the first episode from a series she is making on "My journey as a gamer to a streamer". Her future plan is to try out new games, expand her selection of games by trying out unpopular games. She also wanted to raise awareness among female gamers and encourage them to try out new games to play and stream. She currently has a family of 1,53,797 subscribers on her Facebook Gaming channel.

Kangkana Talukdar aka Mystic Ignite



Kangkana aka Mystic Ignite is a 22-year-old gaming content creator who wants to become one of the best female esports players in India and you all will find her playing games with her followers. She being very talkative, so one of her friends suggests her to stream and interact with the public as she loves being funny most of the time and the suggestion turned out to be the catalyst in the growth of her career. She currently has a family of 65,000 followers on her Facebook Gaming channel.

Aparna Shukla aka Annie

Aparna, a 26-year-old gaming content creator, wants to explore every new game with her audience. She does content creation around everything like unboxing, collaboration with other gamers, branding etc. In a short period of time, she attracted a good number of audiences with her skills. She aims to explore each



and every game in her league. She loves interacting with the audience and plays with her followers. She currently has a family of 21 lakh-plus followers on her Facebook Gaming channel "Rogstream".

Anjali Roy aka Unicorn IB



Anjali is a 21-year-old gaming content creator, she loves exploring more games and interact with her audience. She has proved to be a great example of female gamers. Despite facing online bullying on the gaming front, she continues to grow with the support of her family and friends. She currently has a family of 1.3 lakh followers on her Facebook Gaming channel.

ramesh@mymobileindia.com

New Shake Up in Smartphone Market

Samsung retained the number one spot, while Xiaomi replaced Apple from the second position, even though the latter achieved record June quarter shipments, as per a report

By Ramesh Kumar Raja

The global smartphone shipments declined by 7% QoQ in Q2 2021, primarily due to ongoing component shortages as well as the implementation or extension of COVID-19 restrictions across Asia and Europe, according to the latest research from Counterpoint's Market Monitor service. The shipments, however, grew by 19% YoY as inoculation rates increased in several major economies preventing the need for lockdowns as stringent as those seen in the same quarter of last year, the report said.

"While Samsung retained the top spot, its market share fell by over 3% to 18% in Q2 2021. Shipments were down due to weak seasonal demand in some of its key regions such as India, Central and Latin America and Southeast Asia followed by production disruption in Vietnam due to COVID-19. Xiaomi had its best-ever quarter as it was able to increase its market share in China, Southeast Asia and Europe. While Apple fell to the third spot, it captured record second-quarter shipments, thanks to persistent demand and supply for its iPhone 12 series. Oppo and Vivo retained their spots in the top five as Oppo continued expanding to overseas markets and Vivo managed to lead the China market for the second quarter in a row," said Tarun Pathak, Research Director at Counterpoint.

Highlighting the revenue dynamics, Aman Chaudhary, Research Analyst at Counterpoint, noted, "Global smartphone wholesale shipment revenues eclipsed $96 billion, up 25% YoY but declined 16% sequentially. This comes at a time when the industry was facing supply constraints. Apple captured a record second-quarter revenue share of 41% driven by continuing demand for the iPhone 12 series followed by Samsung, Oppo, Xiaomi and Vivo. However, Xiaomi had a strong quarter in terms of revenue as well, becoming the only brand within the top five to grow its revenue sequentially. It captured its highest-ever revenue share of over 9% driven by the strong performance of Redmi Note and the Mi 11 series."

"Xiaomi crossed 50 million shipments for the first time ever driven by a combination of premium and low-to-mid price segment devices. Xiaomi's exceptional performance comes despite a decline in India due to the spread of new COVID-19 variants. The increased shipments can be attributed to its growth in regions including Europe, Southeast Asia and Central and



Latin America where it captured market share vacated by Samsung and Huawei. Southeast Asia and Europe were bright spots for Xiaomi as demand for mid-tier devices increased during the quarter," said Harmeet Singh Walia, Senior Analyst at Counterpoint, talking about Xiaomi's record shipments.

> "Xiaomi's exceptional performance comes despite a decline in India due to the spread of new COVID-19 variants. The increased shipments can be attributed to its growth in regions including Europe, Southeast Asia and Central and Latin America where it captured market share vacated by Samsung and Huawei. Southeast Asia and Europe were bright spots for Xiaomi as demand for mid-tier devices increased during the quarter"
>
> **—Harmeet Singh Walia,** Senior Analyst, Counterpoint Research

Key Takeaways

Samsung's quarterly shipments declined by 24% QoQ and grew by a meagre 7% YoY reaching 57.9 million units in Q2 2021 due to supply constraints. Samsung's revenue fell by 30% QoQ despite increasing by 7% YoY in Q2 2021. Samsung is diversifying its product mix and channel strategy in regions such as India, Europe and Central and Latin America. Samsung has also shifted focus towards premium devices over the mid-range series on the supply side in regions such as the US where supply constraints and low inventory limited its growth.

Global Smartphone OEM Shipment Share
(Millions of Units)



Source : *Counterpoint Research: Quarterly Market Monitor Q2 2021*

Xiaomi recorded a QoQ shipment growth of 8% while its shipments grew by a staggering 98% YoY driven by the strong demand for Redmi 9, Note 9 and Note 10 series. Demand for its premium Mi 11 series remained strong as well. This mix of premium and lower-to-mid segment devices enabled Xiaomi to achieve its highest-ever smartphone revenue in Q2 2021.

Apple's smartphone shipments fell by 18% QoQ but grew by 30% YoY to reach 48.9 million units in Q2 2021. This is because demand for iPhone 12 series remained high while its supply was not hit as severely by chip shortages because of its strong industry relationships, careful supply chain management, expedited shipping, and ability to cut days from factory to point-of-sale. Apple saw its revenue increase by 52% YoY.

Oppo's shipments declined by 12% QoQ to 33.6 million units in Q2 2021. Its market share declined to 10% compared with last quarter's 11%. However, driven by its global expansion and steady performance in China, it saw a growth of 37% compared with the same quarter last year when it enjoyed 9% market share. Following the shipment trends, Oppo's YoY revenue also declined by 10% QoQ while increasing by over 50% YoY.

Vivo's shipments declined by 8% QoQ but grew by 44% YoY to reach 32.5 million units in Q2 2021. Vivo's growth was driven by a strong performance in the China market, where it has retained the leadership position for a second consecutive quarter. It saw a quarterly decline in revenues of 10%, in line with the decline in its shipments over the same period. However, it saw YoY revenue growth of 69% driven by solid performances of its mid-tier models such as S9, Y52s and Y31.

Among other major OEMs, OnePlus, Realme, and Lenovo Group grew the fastest. OnePlus grew by 170% YoY in Q2 2021 with its Nord N series doing particularly well in the North America and Western Europe markets. Realme grew by 135% YoY in Q2 2021 as a result of its continuing success in China as well as its expansion in Southeast Asia where its C-series, launched in March this year, did exceptionally well. Realme also reached the landmark of hitting 100 million in cumulative shipments since launch. Apart from this, it also reached 50 million units in cumulative shipments in India during the quarter, the fastest by any brand so far in India. Lenovo Group grew by 110% thanks to the success of its Moto E7 Plus in Latin America and Moto G Play 2021 in North America. ■

ramesh@mymobileindia.com





"We have always been a digital-first brand"

Homegrown brand Noise has carved a niche for itself in India's lifestyle tech space, which is highly cluttered with multiple players. From noise-cancelling headphones and truly wireless earbuds to smartwatches and Bluetooth speakers, Noise covers almost everything that one might look for to lead a convenient life. Founded in 2018, the company is leading the industry with a 24.5% market share in the wearables category, as per IDC Worldwide Wearable Device Tracker. **Amit Khatri, Co-founder, Noise,** reveals more about the brand, its business model and strategy to lead the India market, in an interaction with **Ramesh Kumar Raja.** Excerpts:

What was the idea behind the inception of Noise? The inception of Noise happened when we saw a nascent latent market gap of not finding a decent solution in the connected lifestyle category for ourselves and others. While relating with it, we realised that there is a huge opportunity with no other Indian brand standing strong and building a lifestyle and fitness community of a kind. This led to the setting up of a brand that's all about quality, innovation and above all, what the consumers need.

Can you tell us about your product category? As a lifestyle gadgets brand, we operate in the audio and smart wearables categories. At present, we have more than 30 products catering to different segments of consumers.

How do you keep yourself different from your existing competitors? Our uniqueness lies in our customer-centricity, where we engage with our consumers in order to create products that truly fulfill their needs. When this approach comes together with data-driven design and development, we are able to set ourselves apart from our competitors.

How difficult was it for you to set foot in the wearables market in India? In a cluttered market with multiple players, the first challenge was building a product that was innovative, differentiated and matched the consumer demands. This is because we are a people-first organisation, and that also translates into how we function as a brand back on home turf. Becoming a culture-driven company where people and their voices matter was a challenge that we were excited about and today, we have a team of more than 150 young, enthusiastic and creative people who work together to bring the best to the Indian consumers, while understanding what they exactly need.



How much did your business model change because of the COVID-19 situation? The spread of COVID-19 pandemic across the world had a significant impact on the consumers' expectations and demands across categories. From changing lifestyle to the emerging WFH scenario, there were multiple behavioural changes in the customers' psyche. After providing a seamless experience to our customers before the pandemic, identifying transition in the buying behaviour and needs was of



paramount importance. We diverted all the marketing efforts towards digital media and in leveraging the available e-commerce platforms effectively. Keeping the WFH scenario in mind, we introduced new smart wearables and audio products so that the tech demands during the new normal could be met. So far, it has been a successful exercise for us, as the response has been phenomenal, to say the least.

"Whether it's a work call or a Netflix binge session, our audio devices help in doing both with perfection, without the need for any extra gadget. Being at home with minimal physical activity, people have now become more conscious about fitness, which is where our smart wearables come into the picture with a variety of features to keep up with their changing needs"

How much new-age tech solutions are in demand nowadays? The consumers are constantly looking for the latest technology that can add value to their lives. For this, they want nothing but the best and we help them by bringing new-age tech solutions in the form of audio and smart wearables.

What is your marketing strategy? We have always been a digital-first brand as that's where our target audience is. Our strategy revolves around reaching out to people where they are and speaking to them in the language they understand. Apart from that, we have also forayed into traditional marketing techniques via print and offline ads lately.

Can you please tell us about your market share in India? As per IDC Worldwide Wearable Device Tracker, we are leading the industry with a 24.5% market share in the wearables category. Going forward, we would like to maintain the lead by being at the forefront of innovation and technology.



How has the consumer behaviour changed amid the pandemic? With work from home becoming the norm, people now need gadgets that help them switch seamlessly between their professional and personal lives. Whether it's a work call or a Netflix binge session, our audio devices help in doing both with perfection, without the need for any extra gadget. Being at home with minimal physical activity, people have now become more conscious about fitness, which is where our smart wearables come into the picture with a variety of features to keep up with their changing needs.

What's your expansion strategy? After successfully exploring digital avenues, we are now planning to expand further via offline mediums. Our recent partnerships with Reliance Digital and Vijay Sales are helping us reach out to a larger section of consumers who we haven't talked to before. ■

ramesh@mymobileindia.com



Global Refurbished Smartphone Market

While its volumes grew 4% in 2020, higher growth is expected in 2021, finds a report

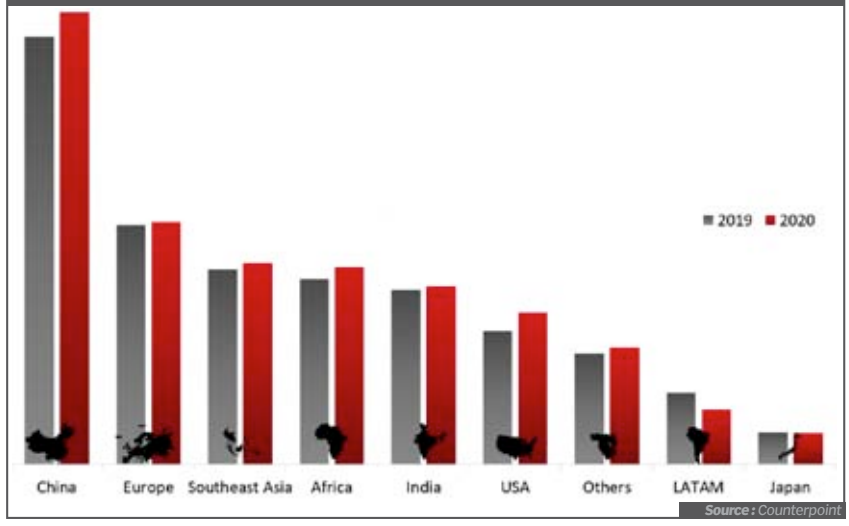
The global refurbished smartphone market witnessed healthy growth across most regions in the second half of last year, as per a report from Counterpoint Research. The market more than made up for the slump in H1 2020 with a modest 4% increase in 2020 compared to 2019 volumes, it said. Counterpoint expects a higher increase this year.

Due to the sharp deceleration in H1 2020, mainly due to COVID-19, the refurbished smartphone market saw a rise in demand and supply in H2 2020. Talking about the dynamics of the market, Glen Cardoza, Senior Research Analyst at



Counterpoint, said, "While there was limited supply of smartphones in the secondary market in the first half of 2020, there was a sharp increase in both demand and supply during the second half of 2020. When the markets opened, most refurb players saw a surge in resell volumes and trade-ins. All regions saw YoY volume increases in H2 2020. While some markets like LATAM and Southeast Asia took time to recuperate in H2 2020, other regions like the US, Europe, India and Africa bounced back and tried to increase supply and distribution-related activities."

Refurbished Smartphone Volumes in Key Regions and Countries: 2019 vs. 2020



Source: Counterpoint

Amid these developments, Apple gained a significant share in the secondary market, as per the report. Jeff Fieldhack, Research Director at Counterpoint, said, "There has been no slowdown in the appetite for Apple within the secondary market. In fact, over the past year, it has increased compared to its competitors. Apple's share in the global market for new smartphones was just over 13% in H2 2020. Its share in the secondary market over the same period was over 44%. In addition, Apple's secondary market ASPs (average selling prices) are almost three times higher than the average of all its competitors. Even with the rollout of 5G by over 150 mobile operators in over 70 countries, the demand and ASPs for Apple's refurbished LTE portfolio remain elevated. This is helping Apple grow its installed base as many of the Apple buyers in the secondary market are first-time buyers."

Additional trade-in offers and a focused approach on circular economy initiatives are fueling the demand in developed regions like Europe. In contrast, developing regions like India and Africa are showing a higher proportion of new businesses and improvements in domestic tech and repair capabilities.

Cardoza noted, "China is slowly becoming a more difficult market for the secondary market. There is still high demand, but costs have increased for key components. Also, there is more oversight at international ports. The China-US trade war has also added more risk, making many buyers more conservative in their purchases. We expect more secondary market volumes to move to other areas such as Africa, Japan, India and Europe. There are established secondary market companies, with new companies also moving into these regions. There is also an appetite for flagships from premium brands but at mid-tier pricing." ■

team@mymobileindia.com

Don't want people to snoop on your Netflix? Here's how to lock your account



Are you a Netflix subscriber? If so, then you must have shared your Netflix ID and password with multiple other users. This is a ritual we follow to save the hefty subscriber fee the popular OTT platform charges. And, this is where keeping things private can become a little difficult.

If you have ever shared your Netflix account details with someone, it is possible that they still have access of your account and you don't even know it. It is possible that someone could be snooping on your Netflix watch history right now. And because you are the generous type, you don't mind them using it, but still, this could pose problems for you.

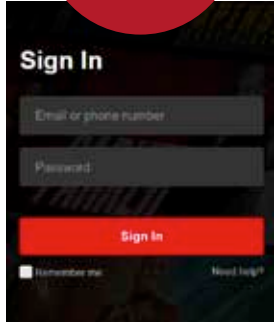
In order to keep your Netflix account private and safe, we are here to help secure your account and lock it so that no one gets to know the content you are watching.

How to secure your Netflix account?

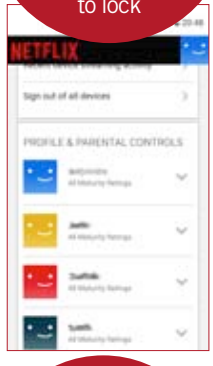
There are simple steps to follow to restrict access to other users on your Netflix account. For this, you need to head to web version of Netflix. Here's what needs to be done:

Step 1: From a web browser, log in your Netflix account by entering the required credentials

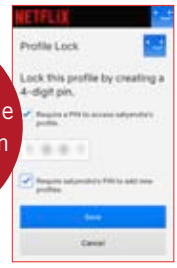
Step 2: After you log in, go to your account page

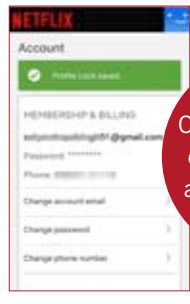


Step 3: Open the 'Profile & Parental Controls' setting. Tap on the profile you want to lock



Step 4: Change the Profile Lock setting from the given option





Step 5: On the new screen, enter your Netflix account password to authenticate

Step 6: Now you need to set a 4-digit Profile Lock PIN and confirm the passcode

A few minutes later, your profile will be secured with a PIN and no one will be able to access the content you are watching.■

shweta@mymobileindia.com

Do social media, smartphones and the Internet make the world bigger or smaller?



Social media, smartphones and the Internet can be beautiful as well as ugly at the same time. The numerous benefits offered by these technologies have led to a heavy debate on whether their use is making the world bigger or smaller. However, there are arguments to substantiate both viewpoints.

By Shweta Srivastava

Some of the greatest novelties of our times are – social media, smartphones and the Internet. We live in a world where these novelties rule our personal, social and professional life. As technological wonders, they are game changers in lives of the people. For the modern-day generation, living without using mobile phones and Internet is next to impossible. Regardless of age and gender, people are addicted to or reliant more on smartphones and the Internet. These advancements have enhanced our power to meet different people, make new friends and maintain our contacts. Even state and local governments today depend upon them to function

smoothly. And they have widened the prospects of conducting commerce upon ocean bodies and continental barriers.

The mobile phones and Internet are the most important examples of contemporary technological growth. It would not be wrong if we say that these technologies have made the lives of people easier now. With the use of smartphones and the Internet, people are able to do their business, academic, social and personal tasks with an ease. As such, the list of benefits and functionalities of the Internet and social media is not exhaustive by any means. But, how are these technologies changing the world? Isn't it making our world bigger and better in multiple ways? Or they make the world a smaller place to live? Read on to find out the clear answers for these questions.

Is the world getting bigger or smaller?

The numerous benefits offered by the Internet and social media have also led to a heavy debate on whether the use of these technology innovations is making the world bigger or smaller. The most prevalent argument in this regard pertains to globalization and free trade. The belief is that these things have brought the world to our doorsteps and made it a smaller place. As per another discussion, the technologies have made the world a bigger place. There are arguments to substantiate both viewpoints. In this article, we will give you arguments on both aspects.

How these technologies have made the world bigger?

Here are the most noticeable ways in which both the Internet and social media makes this world a bigger place.

Unlimited information

One of the most significant factors that make the world bigger is the vast amount of information that is available to us. Both social media and the Internet have become the most sought-after mediums to gain information. With the help of the Internet and mobile phones, one can gain infinite amount of information on almost anything they can think of. In this way, we are able to get our queries solved easily. We can't deny the fact that the volume of information is ever-expanding and so is the world.



No physical distance

Today, with advancements like the Internet, smartphones and social media, physical distance is not problematic. There are several means of communication provided by these technologies. Owing to these modes of communication, one can easily communicate with any person no matter what part of the world they are living in. Also, with so many apps available today, you can even have face-to-face interaction with any person.



Communication

It is yet another important feature of smartphones and the Internet. In the present times, people have highly limited social contact with one another. They have started embracing their virtual world that is more advanced and maintained by the Internet. The tabs, smartphones, notes and personal computers are the ways through which the access is gained.

Business

These modern technologies are great tools that can help you do great business. Due to these innovations, it has become much

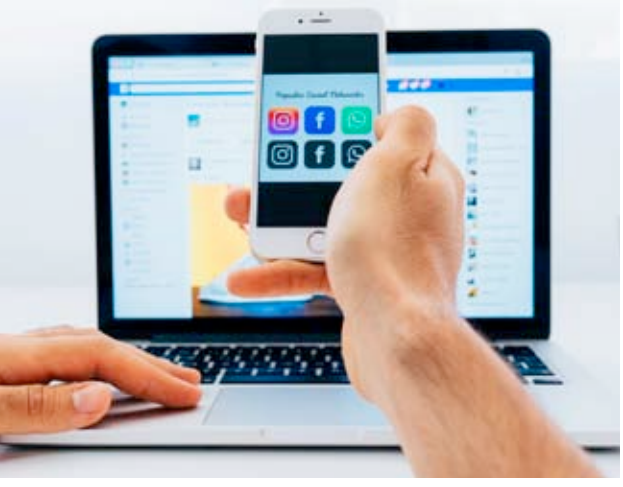


convenient for us to manage our business from any corner of the world. You can now easily communicate with your employees even if you are away from office through mobile phones and the Internet. Using these technologies can help you assign your employees and check their projects with the smartphones that have a secured Internet connection.

News updates

The Internet and mobile phones make possible for the people globally to get news and get aware with what's going on in the world in just a click. You can get to know what's going on US or Korea by sitting in India through the Internet and cell phones. These amazing technologies offer us unparalleled access to news about almost all part of the world and also the needed information at the right time.

How these technologies have made the world smaller?



The idea of Internet or virtual reality has created a considerable amount of distance as well as has considerably bridged the gap. Nevertheless, there is another side of the coin as well. There are arguments that show the social media, mobile phones and the Internet have made the world smaller. Let's discuss some of the arguments that are adduced in this context.

Communication

Owing to these advancements, forget about going to shops or markets for buying any product as you can now buy any product online. You no longer have to go to library or book shops to buy or read books. There are numerous book shops available online on the Internet. Social media and Internet have completely revolutionized the way business functions that have compressed the world to our 6-inch screen of our mobile phones.

Large audience

These technologies enable you to connect with a large number of audiences from all over the world. For example, if you are a US citizen, then you are just one click away from communicating with any person sitting in UK or any other country of the world. Billions of people communicate with each other on different social media platforms like Twitter, Facebook, Instagram, WhatsApp and many more. Mobile phones and Internet have turned this world into a single large family.

Transparency

The technology, for us, has made much easier to get acquainted with anyone's preferences. This is quite important especially in the case of business. One can easily decipher the future needs of the people and also promote any product to anyone at any place. With these advancements, you no longer have to wait for customers to visit you. In this sense, technology has definitely expanded our reach and has modified how traditional business is done. This is another instance of these technologies making the world small.



Online dating

There were times that a person had to put on nice clothes and make-ups and go out into the real world to meet a crush, lover or someone of their interest. But in recent times, you can easily "out there" without ever have to go out. For dating purposes, you can meet thousands of interested singles and see what they look like, find about their values and backgrounds while locked into the comfort of your room. One can even engage in a virtual relationship by making use of instant messaging apps or e-mail. This and many more are the parts of 'indispensability' of the Internet, smartphones and social media resulting from technological advancements, making the place a smaller place to live in.

A little bit of both sides

There's a difference of opinion on whether the social media, cell phone and Internet have made the world bigger or smaller. However, it is a reality that these technologies have completely revolutionized our personal and professional lives. Different people use these advancements for different purpose. By making use of these technologies, many people have made tremendous progress, while many others have remained through boundaries. It is a little bit of both worlds. The best part is that it is working towards complementing each other. ■

shweta@mymobileindia.com

Lowest Q2 Sales in China Since 2012

Vivo and Oppo led the market with 23% and 21% shares, respectively, while Xiaomi was the fastest-growing brand during the quarter, reveals a study

The smartphone sales in China declined 13% QoQ in Q2 2021, reaching close to 75 million units, said a new report from Counterpoint Research. The quarter's sales also dropped 6% YoY, showing that the market was even weaker than last year when the country was hit severely by the pandemic, it said. In fact, the Q2 2021 sales were the lowest second-quarter sales in China since 2012, revealed Counterpoint's Monthly Market Pulse Service.

Talking about the overall Chinese smartphone market, Mengmeng Zhang, Research Analyst at Counterpoint, said, "The overall smartphone demand remains weak as the void left by Huawei cannot be filled immediately by other OEMs. Huawei is a strong brand in China and many of its users still retain their Huawei devices instead of switching to other brands. In addition, China's smartphone market is quite mature, where demand mainly comes from replacement needs. Fueled by promotions during the 618 e-commerce festival, the market rebounded in June from its dip in April and May."

In terms of key vendors' performances, Ethan Qi, Senior Research Analyst at Counterpoint, said, "The market has experienced a reshuffle after the US ban on Huawei. One-time market leader Huawei saw its share decline to 10% in Q2 2021 from 32% in Q2 2020. Vivo and Oppo now lead the market with 23% and 21% shares, respectively, followed by Xiaomi and Apple. All leading OEMs benefited from Huawei's decline and grew their market shares. Realme also continued its growth streak in China, surpassing one million unit sales for the first time."

> "The overall smartphone demand remains weak as the void left by Huawei cannot be filled immediately by other OEMs. Huawei is a strong brand in China and many of its users still retain their Huawei devices instead of switching to other brands. In addition, China's smartphone market is quite mature, where demand mainly comes from replacement needs"
>
> **– Mengmeng Zhang,** Research Analyst, Counterpoint

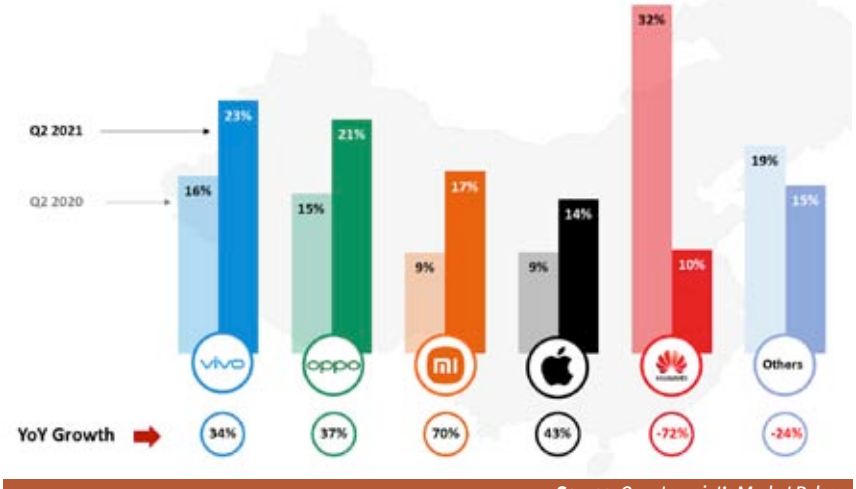


Xiaomi was the fastest-growing key OEM during the quarter. It grew an impressive 70% YoY, accelerating its offline expansion with more stores in lower-tier cities and counties, the report said. Xiaomi has also made successful strides in penetrating high-end segments with the Xiaomi 11 Ultra and Xiaomi 11 Pro.

We expect China's smartphone market to experience further reshuffling in Q3 and become more competitive with the fast recovery of Honor, said Counterpoint. After restoring partnerships with suppliers and securing components, Honor's sales have started to improve. Its market share stood at 8.4% in June compared to 5.1% in January. It must be noted that Huawei spun off sub-brand Honor to survive US supplies ban last year. ■

team@mymobileindia.com

China Smartphone Sales Market share and YoY Growth by top OEMs Q2 2021 vs Q2 2020



Source: *Counterpoint's Market Pulse*

In Conversation

"Flix aspires to be a mass-market brand with its value for money product line"



Popular landline phone maker Beetel made its foray into mobile accessories market with the launch of Flix brand last year. Since then it has diversified its product portfolio from earphones and Bluetooth speakers to mobile chargers, power banks and data cables, and to even smartwatches. And now, Flix wishes to make it big with its plan to achieve an audacious goal of 500 crores by value by the end of 2022. **Puneet Gupta, Business Head, Flix,** in a conversation with **Ramesh Kumar Raja,** speaks more about the brand and its strategy to be a prominent player in the ever-growing accessories segment, similar to what Beetel has achieved over the years. Excerpts:

Flix is a very new player in the smart accessories segment. How are you positioning it in India which already is a hyper-competitive market having innumerable brands at different price points? Flix has been positioned as a value for money brand catering to the needs of the GenZ, alongside making modern technology accessible and affordable. Our products are high on technology and style in sync with the needs of today's generation.

We concur with your statement that many tech brands are operating in India, be it the fly-by-night operators or the much-entrenched foreign players. Instead, we have seen a vacuum for an Indian brand in the smart accessories space, and with our experience and legacy, we can fill those gaps and fulfill the aspirations of the Indian millennials and GenZs. The biggest differentiator for us is our Made in India products with undisputed quality. We have a grip on the pulse of Indian consumers, deep trade knowledge, and technical know-how of the mobile accessories space that genuinely helps us stand apart from the market.

What role does Beetel play in giving impetus to Flix? Beetel has a legacy of more than three decades and has strong brand equity amongst the customers. Beetel has been synonymous with its quality and durability and has been the leader in its category. With Flix coming from the same stable, we will continue to take forward the same value, quality, and trust to our consumers in the smart accessories space. This would be a big plus point for Flix to establish its standpoint in the industry.

You have a very limited number of products to offer. How has been the response so far and what's your product-expansion plan to make Flix large? Flix has very recently entered the Indian markets, and in this short period, we already have close to 45 SKUs, which is not limited. The response to the product range has been encouraging. It's overwhelming to see the positive response we have got from the consumers and trade alike - it's a testament to our commitment to product quality, durability and affordability. Our products have been readily accepted and appreciated, along with the packaging that stands out in this competitive market. By the end of 2021, we look forward to having over 200 SKUs across the verticals, however more focused on audio and power.

Which are the areas you are targeting and whom do you consider your potential buyers? In a country like India where the

demographics change every 100kms, a Swiss-knife approach is required and hence we will follow an omnichannel strategy. We expect 60% of our revenues to come from offline channels consisting of Modern Trade and General Trade, both and remaining from online platforms. We already have existing relationships with the duo of Amazon and Flipkart.

A product is as good as its distribution, and our target is to reach more than 10,000 retailers in the offline channel, which will help us expand. For most other brands, their revenue depends heavily on online sales (>65%), and general trade is the weak link in their business. We are going to follow a contrarian approach.

Flix is based on three tenets 1) technology to be accessible 2) interface to be interactive 3) design to be delightful. Our bouquet of products includes earphones, headphones, TWS (Truly Wireless Stereo), Bluetooth speakers, bar studio, power banks, chargers and cables. All our products are targeted at millennials and Gen Zs. We aspire to be a mass-market brand with our value for money product line.

"A product is as good as its distribution, and our target is to reach more than 10,000 retailers in the offline channel, which will help us expand. For most other brands, their revenue depends heavily on online sales (>65%), and general trade is the weak link in their business. We are going to follow a contrarian approach"

What is your approach to the "after sales service" which remains an issue for majority of electronics companies? We are offering an industry-first 400 days warranty on our products and have a simple no-questions-asked over-the-counter (OTC) replacement system for Flix products, making sure that the consumers don't face any challenges. For us, the customer is undoubtedly the king.

What are your outreach and investment plans for India? Any idea about the market share you are eyeing? Our made-in-India lineup for 2021 includes power and audio category products. The required CAPEX plans are in place for the same and significant investments have been made already. We plan to achieve an audacious goal of 500 crores (by value) by the end of 2022.

Which platform you are going to exploit more- online or offline? As said earlier, we expect most of our revenues to come from the offline channels consisting of Modern Trade and General Trade, i.e., about 60% and the remaining 40% from online platforms. We already have an excellent existing relationship with the duo of Amazon and Flipkart. We aim to reach more than 10,000 retailers in the offline channel, which will help us establish our pan India level footprint.

Since you are a Make in India brand, can you please tell us something about R&D and innovation at Flix? As a brand, we aim to offer the best in technology at the most prudent prices. Understanding that, there is immense focus on R&D and innovation. We would keep on working on new products and the latest features. With the same thought in mind, we have already made a significant investment for boosting manufacturing and plan to drive the newest technologies in sync with the needs of GenZ.

There is a parallel grey market in India thriving on counterfeit accessories and devices. How do you deal with them and what is your advice to the people to do away with those fake products? With the tough stance taken by the government and new BIS regulations from 1st April'21, these counterfeit operators will be out of the game. Only genuine players will operate. Although the network of these players is powerful, we advise end users to look at the warranty/guarantee along with the quality and durability of products and then take a final call.

Do you have any plan to venture into other markets besides India? Not as of now. We are currently in-depth focusing on the Indian markets and looking forward to exploring the smart accessories space. We aspire to be a brand known for its technology and value for money product line. However, we would explore such opportunities at the right time. ■

ramesh@mymobileindia.com



Galaxy M31 vs Galaxy M32 Which Samsung smartphone should you buy?

By Shweta Srivastava

Design

The Galaxy M32 carries a plastic body but feels solidly built. Compared to the Galaxy M31, it does look quite attractive. Both phones have roughly the same size – a big 6.4-inch display screen. Galaxy M31 has a rear-mounted fingerprint reader, whereas Galaxy M32 has a side-mounted fingerprint reader. Galaxy M32's fingerprint reader is easier to access.

Display

In terms of display, the Samsung Galaxy M32 comes with a remarkable improvement. Both phones sport a big 6.4-inch AMOLED display with full HD resolution. Galaxy M31 has 1080 x 2340 pixels resolution, while Galaxy M32 has resolution of 1080 x 2400 pixels. The later offers smoother scrolling, animations and transitions. The Samsung Galaxy M32 comes with an extra feature where it provide 90Hz refresh rate and up to 800 nits (HBM) brightness in outdoor mode.

Cameras

The Samsung Galaxy M31 has a quad-camera setup at the back with the primary being a 64-megapixel shooter, an 8-megapixel ultra-wide camera, a 5-megapixel macro camera, and a 5-megapixel depth sensor. The Galaxy M32 also features quad-camera setup, which consists of a 64-megapixel primary camera, an 8-megapixel ultra-wide camera, a 2-megapixel macro camera and a 2-megapixel depth sensor. The newer version drops the resolution of its macro cameras and depth. Also, Galaxy M32's video recording resolution is just Full HD 1080p, which makes it a downgrade in terms of cameras.



Samsung is known for its flagship phones that are among the very best mobiles made by anybody. The South Korean tech giant, not too long ago, launched the Galaxy M32, a successor to the Galaxy M31. Both smartphones target mobile users who prefer long battery life and a massive display. But, does the recently unveiled Galaxy M32 offer enough features to upgrade the Galaxy M31 which was launched last year? Here, we will compare both the phones to provide you with a clear answer to that question.



Processor

The Samsung Galaxy M31 is equipped with an Exynos 9611 SoC and gets 6GB of RAM. It has two storage variants, 64GB and 128GB, to choose from. It runs Samsung OneUI 2.0 on top of Android 10. On the other hand, Galaxy M32 is using the MediaTek Helio G80 processor and comes in 4GB RAM and 6GB RAM variants. It runs OneUI 3.1 on top of Android 11. The UI is smooth though the processor is not the most powerful. In terms of performance, Galaxy M32 offers a slight improvement.

Battery

Both the smartphones are powered by 6,000mAh capacity batteries. However, Samsung Galaxy M32 offers fast charging at 25W. Sadly Samsung Galaxy M31 only ships a 15W charger. On a single charge, while both phones can last over a day and a half quite easily, the Galaxy M32 wins in this segment due to faster charging.

Price

Both smartphones are priced similarly. The Samsung Galaxy M31 and Galaxy M32 price in India starts from Rs 14,999.

Conclusion

The Samsung Galaxy M32 provides an upgrade in design, display, processor and battery, but when it comes to camera performance, it is a letdown. One should not go for Galaxy M32 if the preference is the camera quality of the phone as Galaxy M31 offers 4K video recording. However, both the phones are worth-considering at such a low cost. ■

shweta@mymobileindia.com



"Video will always win over still pictures or audio content"

What started initially in 2018 as a hub to manage different Instagram communities has now grown manifold by leveraging new-age tools such as Instagram influencer engagement, mass reach campaigns, social media account management and hashtag campaigns. WhizCo is currently a leading digital and influencer marketing agency that is home to more than 10,000 content creators across different social media and short video platforms. **Ramesh Kumar Raja** caught up with **Prerna Goel, Co-founder and CMO, WhizCo,** to understand the intricacies of the new-age marketing and how this platform is contributing to the same. Excerpts:

Digital marketing seems to have undergone a massive change with the onset of video as content. How do you look at this trend?
Videos have always been among the most consumed contents online because of the increased penetration of internet and smartphones. This has, in fact, grown manifold with the spike in the popularity of social media platforms as well as short video apps, which have been ruling the fancy of young smartphone users for quite a few years now. I also feel that video consumption has gone really high especially during lockdown. It is owing to such high video consumption that influencer marketing has only spiralled upwards, propelled further by the demand for short video apps. I think it is here to stay. Video will always win over still pictures or audio content.

The COVID-19 pandemic has given a major push to digital marketing. Do you buy this argument?
Yes, the pandemic has certainly given a major push to the whole digital marketing ecosystem. While earlier we talked about how increased video consumption during lockdown acted as a catalyst, another factor behind the growth is the reduction witnessed in circulation of newspapers and similar media. More and more brands are now inclining towards digital marketing and allotting their marketing budgets in the said direction.

With smartphone becoming a ubiquitous device for content consumption, can we call it the beginning of a new era of content marketing?
The internet and smartphone have reached almost every household across the country, be it in bigger cities or tier 2 and tier 3 regions. This phenomenon has resulted in content consumption reaching new heights, and as they say, content is actually the new king when it comes to digital marketing.

What's your opinion about the social media platforms that have emerged as major influencers for a brand to grab more eyeballs?

Social media is actually the primary reason that led to the introduction as well as evolution of influencer marketing as a digital marketing tool. Going by my experience and statistics, Instagram and YouTube are currently leading the space when it comes to influencer marketing. But if a brand wants to have a comprehensive reach and grab maximum eyeballs, the strategy should encompass all social media platforms along with short video apps. Of course, the selection of influencers would depend on the nature of the brand, products or services, a cross-platform strategy on social media is bound to work better in any eventuality.

Among Youtube, Facebook, Twitter, Instagram and Linkedin, which is more productive for a brand to get recognized? Be it YouTube, Facebook, Twitter, Instagram or LinkedIn, all these social media platforms have their own set of audience and own strengths in the online world. While Instagram is a hot favourite of young millennial, LinkedIn is the convergence point for all professionals. Therefore, I think it completely depends upon the nature of the brand and the kind of audience it has. It also depends on the age group that needs to be targeted.

Is message marketing via WhatsApp, Signal and Telegram also a part of digital marketing? If yes, what is its future? Apart from other social media platforms, brands and agencies are certainly making use of instant messaging platforms like WhatsApp, Signal and Telegram as well for their digitial marketing purposes. As a matter of fact, we can see their usage going up each day, especially when we talk about WhatsApp and Telegram in particular. The reason is obvious, as a large chunk of consumers are already using these platforms in their daily routine. However, if we talk about the future, it looks a little bleak as compared to other social media or short video platforms. The prime reason behind this is that these platforms are very restricted.

Short video platforms too are leveraging the trend of video marketing. Do they hold the future of brand visibility? Short video platforms have seen a phenomenal rise in India as well as other parts of the world. While earlier in India we had options such as TikTok, we now have multiple homegrown short video apps, which are proving to be very effective and impactful when it comes to ensuring brand visibility. Language localisation is one of the most significant factors behind this growth, as these apps have content creators from even the remotest parts, who speak and interact with the audience in their native language. This makes it easier for brands to target a specific audience set.

"Be it YouTube, Facebook, Twitter, Instagram or LinkedIn, all these social media platforms have their own set of audience and own strengths in the online world. While Instagram is a hot favourite of young millennial, LinkedIn is the convergence point for all professionals. Therefore, I think it completely depends upon the nature of the brand and the kind of audience it has"

Do artificial intelligence and machine learning have any role to play in video marketing? Artificial Intelligence and Machine Learning, which are used extensively by short video apps, help brands in targeting the right set of audience for a particular content. This helps majorly in the form of advanced algorithms and analytics tools, as it is very important to bind the user to the platform.

Influencer marketing is growing massively day by day; however, content is being compromised if we look at the quality of posts. Your comment please. I do not quite agree with the notion of quality of content getting compromised amidst the surge in influencer marketing space. I think it has only become better. It is, in fact, due to improvement in content quality that has led brands to impart even more budgets in influencers than before. The influencers too want to attract brands, thus are focusing on making quality content and getting better engagement.

What is WhizCo all about and what are your core competencies to stay ahead of the curve? WhizCo is a digital and influencer marketing agency that is home to more than 10,000 content creators across different social media and short video platforms. These content creators hail from across various categories and languages, thereby helping brands get visibility in desired regions and markets. Our strength lies in variety of content that we can cater to and our turnaround time. TalentSwag by WhizCo focuses on management of content creators.

What is the size of the digital marketing industry in India? As per the data furnished by Statista, the digital advertising industry in India currently stands around INR 199 billion and the number is expected to surge to nearly INR 539 billion by the end of financial year 2024.

What are the challenges and changes we are going to see after the recent curbs on social media and OTT platforms? We have had similar experience in the past when a few short video apps faced ban following a government order. While a void was felt initially, the development led to the emergence of several homegrown short video apps. We can expect similar activities in the social media domain. However, the curbs are more directed towards ensuring sanity of content, which we already adhere to in all our initiations. So, it would be right to mention that only time can tell how the future in the space would be. ■

ramesh@mymobileindia.com

Guest Column

Advanced innovations that bring marketing and social media together



By Sahil Chopra

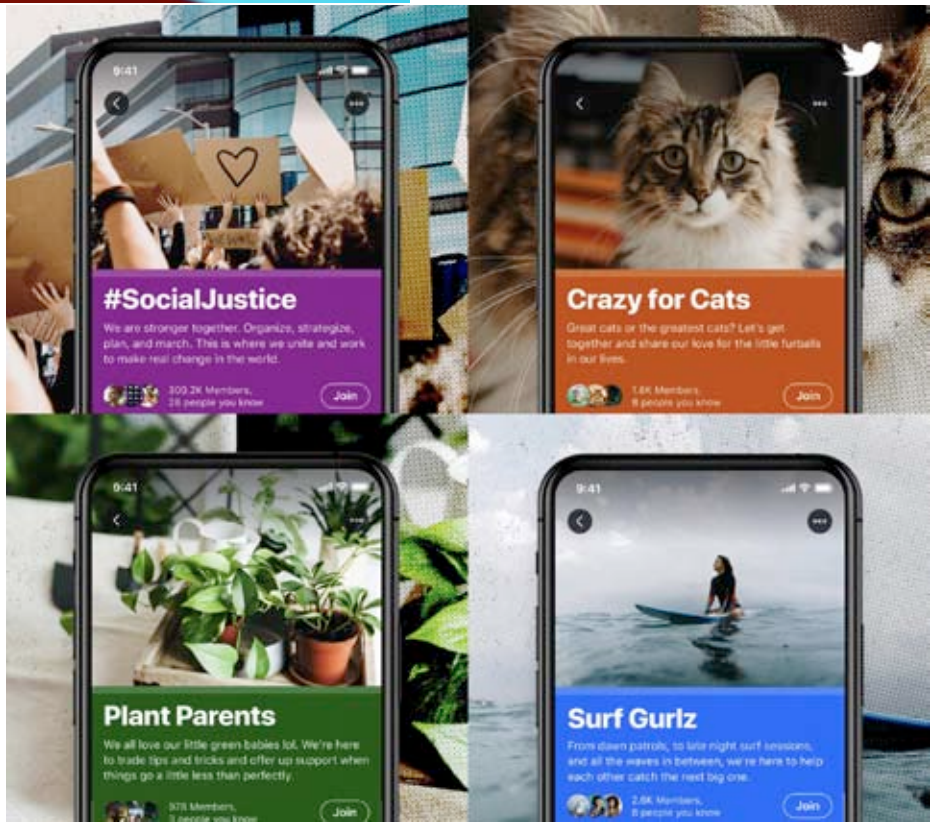
Inspired by the upcoming Super Follows feature of Twitter, Instagram is now working on a tool that will let creators post exclusive content to their Instagram stories only available to subscribers who may have to pay money for premium membership. Is this the future for content creators and may sound a death knell to other smaller players offering similar features like Celebfie etc.



The vast sphere of marketing and social media is highly competitive, with each platform innovating to outdo the rest. Technology touches our lives in more ways than we know, and we are seeing a revolutionary change in the way we interact. Technological breakthroughs have brought exchanging information and communicating with our friends and family at the tip of our fingertips. Now, we can stay in touch with our circle through social media platforms on the go.

Recently, Twitter apprised the masses of the new changes coming to the social media platform. The platform will provide exclusive content and groups access, allowing users to join them based on their interests. Nevertheless, the feature that grabbed the most attention is the Super Follows, giving Twitter users to charge their followers for exclusive content. The content could be bonus tweets, access to a community group, newsletters, or a support badge. We also saw a mockup screenshot where a user pays $4.99/month to enjoy these benefits. With this feature in place, the social media platforms will see a massive surge in content creation as monetary benefits will invite more content creators on board.

Facebook Groups have been here for a while now, and Twitter is responding with Communities, where people sharing similar interests like food, dogs will be able to create and join groups. In addition, Twitter will allow the users to see more tweets on such topics.



Direct payment tools have emerged as a blessing for content creators, allowing their fans to support their work. For example, Patreon is changing how we appreciate art by making it easier for fans to motivate the creatives they love through a monthly membership. Similarly, social media platforms like Facebook, YouTube, and even Github have taken the lead by releasing their digital payment tool. Twitter is now following the trail with its subscription-based model to offer revenue to the content creators.

Likewise, there has been news around Instagram developing a new feature like Twitter's Super Follows. The feature is going to give content creators the ability to create exclusive stories only accessible by subscribers. However, we are yet to hear more from the company on the upcoming subscription model.

Social media platforms are working towards acknowledging a content creator's reliance on third-party tools to monetize their work. Twitter and Instagram have taken a step in the direction of creating a subscription-based environment. In June, the head of Instagram, Adam Mosseri, in a video, said, Instagram is not just a photo-sharing app anymore and shared the forthcoming features and innovations.

"Social media platforms are working towards acknowledging a content creator's reliance on third-party tools to monetize their work. Twitter and Instagram have taken a step in the direction of creating a subscription-based environment. In June, the head of Instagram, Adam Mosseri, in a video, said, Instagram is not just a photo-sharing app anymore and shared the forthcoming features and innovations"





People have been paying for services like food deliveries, newspapers, and magazines since the beginning of time. Subscription-based business models are not something new, and companies have embraced the business model to ensure a consistent mode of revenue. However, social media platforms are pressing the pedal to the medal and are shifting their focus to creators, giving them ways to monetize their work, which they rightfully deserve. However, we might be walking close towards the demise of third-party apps and platforms that work towards monetizing the relationship between creators and their followers.

What the future holds for content creators?

- The market for content creators is on the rise, with more people looking for high-quality content. As a result, blogging is here to stay, and most companies have begun farming out blog management services to churn out engaging content for their audience.
- Depending on their follower base, independent content creators will attract more brands than ever for collaborations and influencer marketing. Besides generating revenue in exchange for exclusive content, content creators will delight in more lucrative benefits. Moreover, brands will look forward to tie-ups with relevant content creators to create content aligned with brand or product promotion and drive conversions.
- Content creators will place videos at the heart of their marketing strategy, as Instagram and other social media platforms strive to catch up to YouTube, which dominates the video space. Adam Mosseri, CEO, Instagram, also announced that Instagram would soon display full-screen video recommendations on the user's feed.
- Since most apps will follow the trend and introduce subscription-only content, we might witness some reluctance in users to subscribe during the initial phases. Therefore, content creators will need to be wary of the content being served to non-subscribers to keep winning more followers and prompting them to subscribe for more content.

We are still unsure when we can expect these upcoming changes to occur. Still, content creators and marketers must stay on their toes to embrace these changes and begin working around marketing strategies aligned with the lined-up innovations to dominate the digital space. ■

The author is Founder and CEO, iCubesWire, a leading digital marketing agency.

In Conversation

"We aim to provide every Indian a unique digital address through Pataa"

If you are tired of repeatedly explaining your address to visitors over phone, Pataa, a digital addressing app, can be of great help to you. Pataa creates a unique shortcode for your long address which makes it easy to share. Developed by Indore-based startup Pataa Technologies, the app aims to solve the poor addressing system in the country, which is costing us a lot of time and money. It also offers voiced instructions, road information and navigation, besides providing a live visitor tracking system. With revolutionary technology and state of the art features, Pataa is going to be the next big thing in the world of addressing. **Rajat Jain** and **Mohit Jain, the Co-founders of Pataa,** speaks more about this unique innovation, in an interaction with **Ramesh Kumar Raja.** Excerpts:



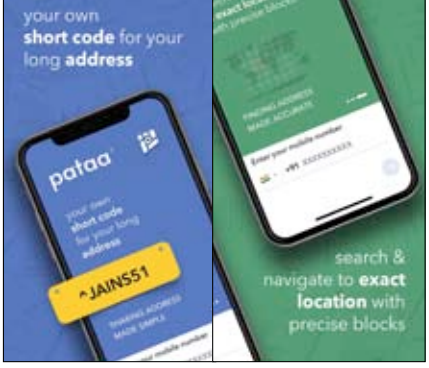
What is Pataa all about and what motivated you to foray into this space? We identified the problem of unstructured and unnamed addresses in India during our travels. We realized that it was difficult to locate and share addresses. Apart from this, we observed that most people find it very frustrating when they have to explain an address over and over again to a visitor or a delivery guy. Finding a global solution to this day-to-day problem, we built a team of software engineers and intellectuals who created this amazing app.

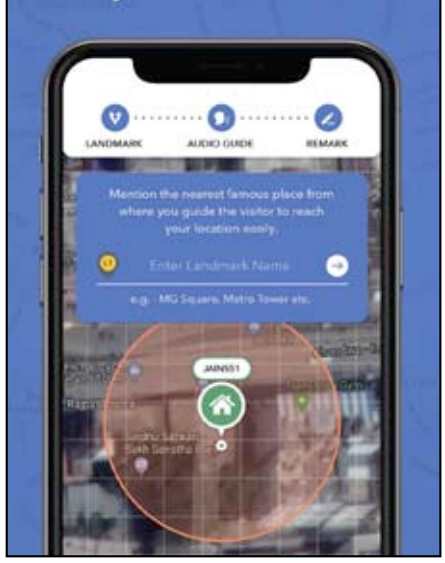
What are the services that Pataa offers and how helpful they are for day-to-day life? We're all familiar with the hassles of repeatedly explaining our address to visitors and delivery guys over phone on an everyday basis and still they land up at the wrong place. Sometimes one is in a meeting or occupied with something important and is not in a position to give instructions. With Pataa, you can say goodbye to all your address explaining and sharing woes forever.

You can create your personalized or customised short code like ^SINGH221, ^KUMAR100, record voice directions in your voice to your place from a close by landmark, create Pataa extensions which can be shared by each family member or office colleague on the same address. Some locations like campuses or gated communities might have special remarks for visitors, for e.g., basement parking, one way etc. Pataa app allows the user to add these special remarks so that the visitor has prior information.

The app also provides a live visitor tracking system which enables tracking of food and courier deliveries easy in real time.

The best part is that your personal short code remains the same even if your location changes which means that you don't need to explain your address again and again.





Can you please tell us about the technicalities involved in delivering navigation/tracking services? Does AI/AR/VR have any role to play in this regard? Pataa is built upon secure AWS infrastructure with NodeJS based microservices and scalable architecture. It consumes many AWS services, but not limited to EC2, VPC, Load balancing, Auto scaling, S3 Bucket, Polly, Cognito, ACM, Route53 and more.

Pataa mobile app is built with native platforms of iOS and Android and developed in Swift and Java respectively.

What makes it different from others in the business of navigation? Pataa believes in reaching out and providing solutions to all sectors of the economy, that is, B2B as well as B2C. We provide end to end compatible addressing and navigation solutions for the industry. Right from manufacturers in the industrial areas who need bulk deliveries, retailers in the market to ecommerce service providers and platforms- Pataa is useful to everyone. We feel when each one is benefited with the features we have to offer, it leads to the ease of operating in the entire ecosystem.

Many service providers will be benefited by Pataa's unique offerings like short code, recorded voice directions, photos, extensions etc. All these features help delivery and parcel guys save time and fuel because they can reach their destination quickly and easily. This gives them an edge as prompt services lead to customer satisfaction and hence retention. At the same time, the end users are of equal importance to Pataa, who can easily use the above-mentioned features to share their address and make it easier for visitors to reach them.

Another advantage over other apps is that the Pataa app is also available in Hindi which makes it accessible for people in rural areas. Some of them do not even have an address which makes receiving deliveries impossible for them. With Pataa, they can easily procure loans, buy and sell land, farm equipment and do business.

Emergency services like ambulance, police and fire brigade can now reach a person without wasting time and lives can be saved.

With the Pataa Block Code system, the entire globe has been divided into 53 trillion blocks with an accuracy of 3*3 square meters. In other words, this accurate location can be shared with anyone making situations like emergencies easy to deal with.

> "You can create your personalized or customised short code like ^SINGH221, ^KUMAR100, record voice directions in your voice to your place from a close by landmark, create Pataa extensions which can be shared by each family member or office colleague on the same address. Some locations like campuses or gated communities might have special remarks for visitors, for e.g., basement parking, one way etc"

How is the response of Pataa app on Google Play and App Store? The response is tremendous. We have 3 million downloads in a matter of 3 months and enjoy a rating of 4.1. The numbers speak for themselves.

Who are your prominent subscribers in India and what is your business model? We aim to provide every Indian a unique digital address through Pataa. The app is absolutely free of cost because it is our vision that maximum Indians should benefit from it.

Are you looking for collaboration with smartphone players similar to Google Maps that comes inbuilt with Android phones? Yes. And along with that we are working towards collaborating with navigation and ecommerce companies.

How do you look at India as a market and what's your strategy to popularise Pataa app? The Pataa app aims to integrate all Indians, with special attention to rural India which lacks the basic infrastructure for addressing. Keeping this in mind, the app has a Hindi version along with the English one, which makes it accessible to every urban and rural Indian. Apart from this, great care has gone into making its interface and features user friendly. It can be easily run by a professional or a homemaker because its instructions are simple and functional. The app is available on Google Play Store and Apple App Store. We aim to reach maximum users through every available platform.

What are the features that you are planning to add in order to make this app more unique? Our future offerings include- drone delivery systems, autonomous vehicles and Block Code. We hope that in future every global citizen will be able to take advantage of the Pataa app and reach their desired destination with precision and ease. ■

ramesh@mymobileindia.com

BY INVITATION

7 Mobile Security Tips to Help Safeguard Your Device and Personal Information

By Zakir Hussain





Our mobile devices are not just a means to communicate with others. They've evolved into a data storage device, a video and sound recorder, as well as an easy way to access our bank accounts.

Mobile security is often overlooked by many technology users, who dismiss the reality of security risks brought by careless interactions with the digital world.

Given the portability and myriad of functionalities, mobile devices are highly susceptible to cyber threats, including malware, spyware and phishing attempts that may compromise that precious piece of tech we keep in our pocket and any information stored on it.

Threat actors know that users often behave recklessly with their smart devices. If they play their cards right, the compromise of a user's devices can be financially rewarding, offering insight into the private and sensitive information of its owner.

Here are some essential preventive measures to help protect and keep your devices safe from the most frequent mobile security threats out there.

Keep your devices and apps up to date

An up-to-date system can protect your smartphone or tablet from vulnerabilities or loopholes that can be exploited. If you don't like the automatic updates functionality on mobile devices, watch for software update notifications and reminders that may pop up on your screen and install the patches manually as soon as you have the time.

Delete unused apps from your device

Old and unused apps that have not been kept up to date may conceal severe security flaws that endanger the security of your device.

Consider reviewing the app library for any applications you no longer need. A cleanup will make it easier for you to find your apps and help make your device more secure.



Back up data

Today, memory cards for mobile devices offer a large storage capacity for your contacts, messages, files, videos and photos. However, making regular backups for your data is essential in case of theft or malicious compromise such as a ransomware attack.

Avoid smishing and phishing attacks

Like phishing, SMS-based attacks, also known as smishing, seek to trick recipients into accessing a malicious link via text. Smishing attacks rely on social engineering tactics to fool recipients into handing over personal information or downloading



malicious software onto the device.

Treat any unsolicited SMS with caution, especially those that purport to come from your bank and ask you for personal or financial information.

If you're always checking your emails, be wary of any unsolicited messages that seek to create a sense of urgency or induce a state of panic. Remember, if it seems too good to be true, it probably is.

Delete any unexpected messages received via text or email and do not reply to the sender.



Hang up or don't respond to suspicious phone calls

Fraudsters and scammers may also call you on the phone. Like any good actor, the scammer will attempt to convince you that the call's offer or purpose is legitimate. If you're asked for personally identifiable information, bank account numbers, PINs or credit card numbers, hang up immediately. Bullying or threats are another major red flag.



Dodge unsecured public WiFi networks

Public WiFi networks are rarely secured, serving up additional ways to compromise your device. Thus, despite reduced travel and vacationing during the pandemic, the risks of malicious interference have not vanished.

Users handling sensitive information while connected to a public WiFi can face many threats, including theft of personal information such as login and financial data. Additionally, cybercriminals may mimic a legitimate public WiFi, known as man-in-the-middle-attacks. Users who connect to these malicious networks are exposed to data theft, malware infections and financial compromise.

Security at home or on the go

Protecting against mobile security threats doesn't need to be a painstaking process involving comprehensive security know-how.

A cybersecurity solution on your smartphone or tablet protects your device from internet-enabled threats and guards your personal information from cyber thieves.

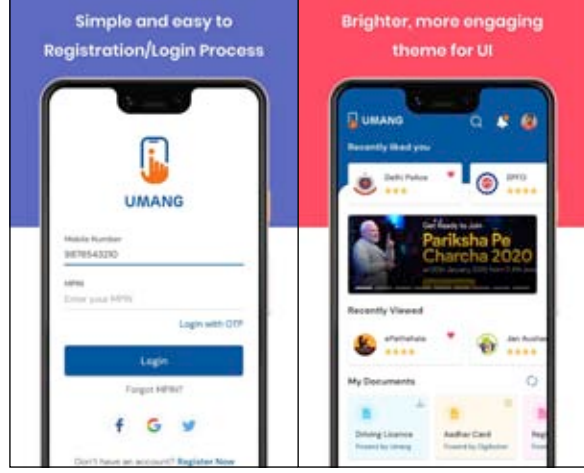
Install web attack prevention on the device that uses web-filtering technology to ensure that you do not land on malicious websites when browsing. Paired with anti-phishing protection and anti-fraud filtering systems integrated into the security solution, you won't have to worry about suspicious websites or scams. This will help secure data by offering full protection against mobile-specific threats whether you are at home, at your favourite coffee shop, or on vacation.

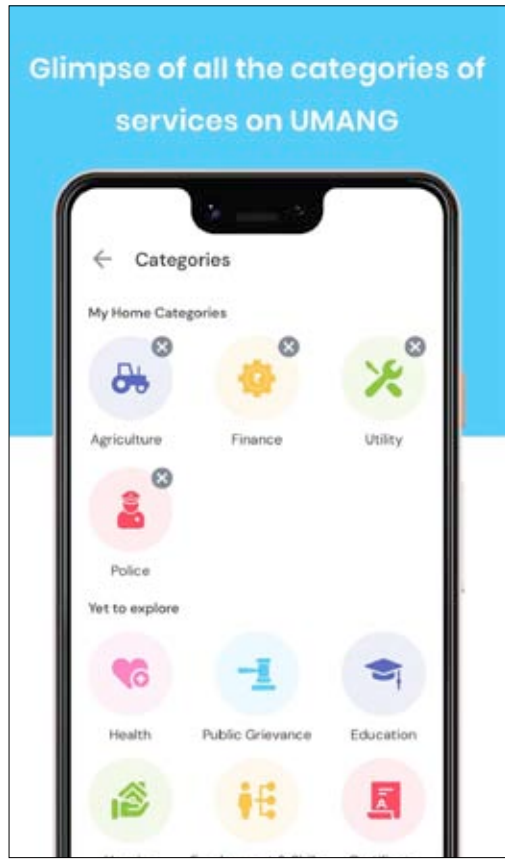
An extra layer of privacy and security is brought by the integrated VPN that secures all your traffic on public networks and protects your online activity, such as banking or shopping, from prying eyes. ■

The author is Director, BD Software Distribution.

Umang gets MapmyIndia Services

Now find mandis, blood banks and much more in a click, and also navigate through visual, voice directions





The Ministry of Electronics and Information Technology (MeitY) has enabled map services in Umang app through a Memorandum of Understanding (MoU) with homegrown MapmyIndia.

Umang, which stands for Unified Mobile Application for New-Age Governance, is one of the key initiatives under the Digital India program to develop a common, unified platform and mobile app to facilitate a single point of access to all government services.

As a result of the integration of Umang with MapmyIndia Maps, citizens will be able to find government facilities nearest to their location, such as mandis, blood banks and much more, at the click of a button. They will also be able to see these on the most detailed and interactive street and village level maps of India, built by MapmyIndia.

Citizens will also be able to view the driving distance, get directions and turn by turn voice and visual guidance to locations, including traffic and road safety alerts during navigation, through the linkage between Umang app and MapmyIndia, the ministry said in a statement.

MeitY has taken various initiatives in the recent past to ease the lives of citizens by facilitating online delivery of government services and this move is aimed to further enhance the initiatives of Digital India program, and keeping in view the theme of Aatmanirbhar Bharat.

Umang app has already started to provide map functionality through MapmyIndia in the following services:

Through Umang, users can identify and navigate to the nearest Fair Price Shops, as shops are visible in the form of pointers on MapmyIndia integrated map.

eNAM: Through Umang, 'Mandi Near Me' service will help users to identify and navigate to the nearby mandis pointed on the map.

Damini: 'Damini Lightning Alerts' service is to provide lightning alerts to users by giving a visual of nearby areas where lightning has struck in the last few minutes. This alert mechanism provides the possibility of lightning strikes on map view.

To further increase usefulness to citizens, the map functionality will be shortly enabled in many more services such as:

ESIC: Users can view ESIC centers such as hospitals/dispensaries on map view and navigate to them.

Indian Oil: With this service, you can locate nearby retail and distributors of gas stations as well as fuel filling stations.

NHAI: Users can view the toll plazas and toll rates information while travelling.

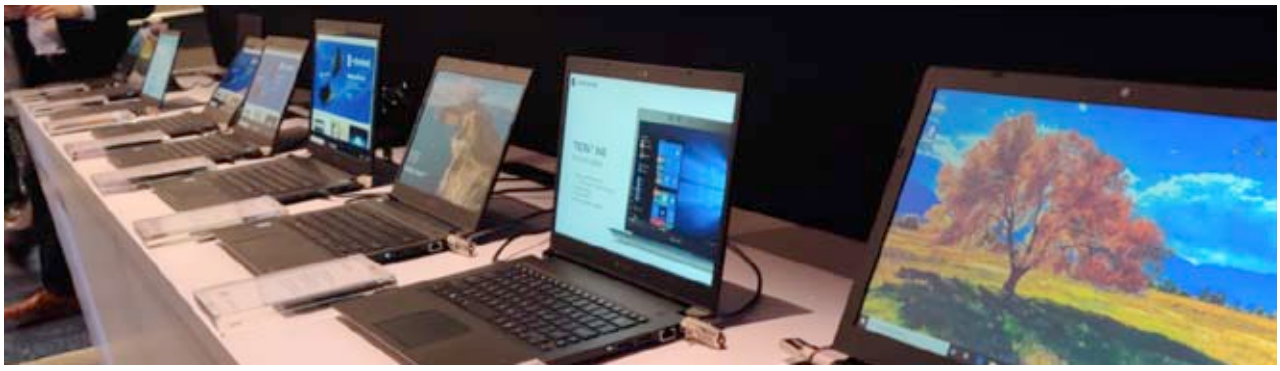
National Crime Records Bureau (NCRB): It provides information corresponding to nearby police stations on the map.

Pradhan Mantri Gram Sadak Yojana (Meri Sadak): It will help users to raise complaints of damaged roads (under PMGSY) by selecting the road on MapmyIndia platform. ■

team@mymobileindia.com



PC Market Growth Streak Continues



Amid strong commercial demand, the global PC market grew 13% in Q2 2021, says a study

The shipments of desktops and notebooks, including workstations, rose 13% year on year to hit 82.3 million units in the second quarter of 2021, according to the latest Canalys data. Demand remains high, particularly due to a strong commercial segment, as the pandemic-driven urgency for consumers to get their hands on PCs is starting to wane, it said.

Component supply issues remain a problem for the industry, but the extent of order shortfalls and backlogs is reducing. Notebook and mobile workstation shipments grew 15% year on year, reaching 66.7 million units, while desktop and desktop workstation shipments were up 6% at 15.6 million units.

The top five PC vendors all managed to sustain shipment growth in Q2 2021, with commercial demand from recovering businesses acting as the key driver.

Lenovo extended its lead at the top, with impressive annual growth of 14.7% and shipments above the 20-million-unit mark for a third consecutive quarter.

HP held onto second place but with the smallest shipment volume growth of the top five, up just 2.8% as it suffered slowdowns in EMEA and Japan.

> "Let us not forget, some of the most exciting platform innovation is happening now. Apple with ARM and macOS updates, Microsoft with Windows 11 and Google with Chrome OS are poised to make PCs their next battlefield, which can only benefit vendors and their supply chain partners"
>
> **– Rushabh Doshi,** Research Director, Canalys

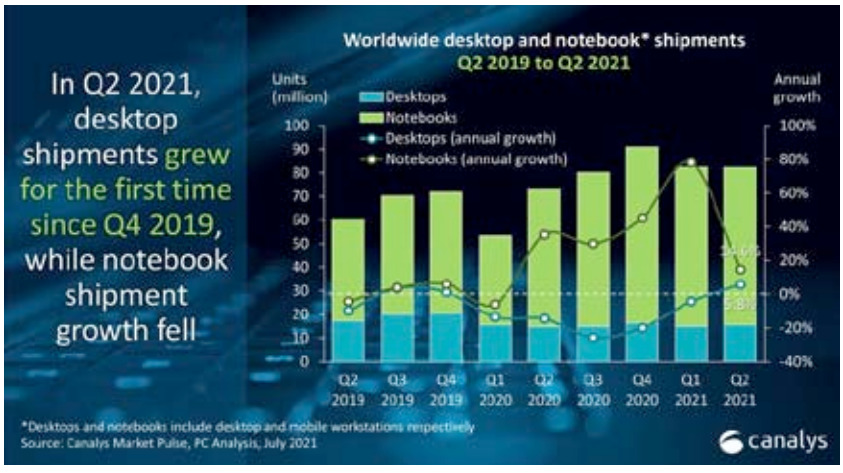
Dell posted healthy growth of 16.5% to close in on the top two, with its strength in the commercial sector coming to the fore as business recovery drove new orders.

Apple and Acer rounded out the top five with double-digit growth, posting shipments of 6.4 million and 6.0 million units respectively.

"The PC market could not be in a better position," said Rushabh Doshi, Research Director at Canalys. "The slowdown in consumer demand, stemming from fulfilment of backlogs and greater market penetration, has been nicely balanced by growing commercial demand, as markets around the world limp back to normality. PC vendors now have two key business opportunities – first-time PC users and upgraders. With the installed base having blown up massively in the past year, upgrade opportunities will provide a strong long-term sales pipeline," said Doshi.

"Let us not forget, some of the most exciting platform innovation is happening now. Apple with ARM and macOS updates, Microsoft with Windows 11 and Google with Chrome OS are poised to make PCs their next battlefield, which can only benefit vendors and their supply chain partners," he added. ■

ramesh@mymobileindia.com



In Conversation

"We enable anyone with a mobile phone to enter the creator economy"

Pluc.TV is a mobile-first start-to-finish creator economy platform that provides creators with all the tools they need to produce, market and monetize content. This includes everything from 24×7 production support to access to like-minded creators and experts for collaborations and earning opportunities enabling them to build a community of their own. The platform also offers brands a unique opportunity to find unheard-of creators, sponsor them or their shows and get premium content from anywhere in the country produced at a record-breaking speed. **Tamseel Hussain, Founder and CEO, Pluc.TV,** shares more about this platform and how it is contributing to the creator economy, in a chit-chat with **Ramesh Kumar Raja.** Excerpts:

How has the journey been so far for Pluc.TV and how smartphone-friendly is this platform? I spent 15 years building online communities for tech platforms, non-profits and small businesses. Most of my works were around bridging inequalities and connecting people who lead different lifestyles, to create positive change. In 2017, smartphones were rapidly being adopted by many users. People were getting exposed to social media and engaging with content for the first time, giving room to new behaviours. While social media influencers were on a rise and were becoming popular so was the gap between people who have amazing stories but fewer resources to tell them.



I was at a landfill training waste-pickers on how to tell stories using their phones along with a mainstream media house, a non-profit, and a social media platform when the idea clicked. Building a platform for premium content that empowered potential, mid and nano-level creators to tell amazing stories in various formats. The evolution of people telling amazing stories and building communities gave rise to what we call now the 'creator economy'. It's been an incredible journey, full of learnings, wins for me as an individual and as a founder – such is the 'tadka' of fate.

Mobile-first was the mantra when we started the design process for our web platform, which enabled us to provide a seamless experience for our users on various devices. Watching videos on the Pluc.TV platform is 100% hassle free, while also allowing users to submit their content via various devices and collaborating with an army of creators.

We are currently in the process of developing our native app for simplifying and refining this process further.

In our bootstrapped journey, we are 30000+ creators strong now, more than 100k have taken our creator and storytelling courses. Last year, two of our shows were awarded the South Asia Digital Media Award by the World Association of News Publishers (WAN-IFRA) and the mBillionth Award for 'Government & Citizen Engagement', a leading platform to recognize excellence in mobile innovations, applications, and content services for the



public good in South Asia, organized by the Digital Empowerment Foundation and the World Summit Award. With so many meaningful stories yet to be told, we continue to innovate our creator and storytelling tools.

What are the services Pluc.TV offers and what differentiates it from others? Pluc.TV is a start-to-finish creator economy platform that provides creators with all the tools they need to produce, market, and monetize content. This includes everything from 24×7 production support to access to like-minded creators and experts for collaborations and earning opportunities enabling them to build a community of their own.

So many people in India have amazing stories to share but lack the resources to tell them and that's what we're changing. This also offers brands a unique opportunity to find unheard-of creators, sponsor them or their shows and get premium content from anywhere in the country produced at a record-breaking speed.

We're disrupting and re-balancing the current 'creator' ecosystem, by spotlighting and supporting new talent in an arena held hostage by top creators while delivering value for money for both creators and businesses.

How has Pluc.TV been empowering content creators? How do incentivizing content creators as a strategy for platforms lead to growth? In the world today, the attention economy is meeting the creator economy, where success is increasingly concentrated among a smaller number of creators, what happens to the rest of the 99%.

> "Mobile-first was the mantra when we started the design process for our web platform, which enabled us to provide a seamless experience for our users on various devices. Watching videos on the Pluc.TV platform is 100% hassle free, while also allowing users to submit their content via various devices and collaborating with an army of creators"

We enable anyone with a mobile phone to enter the creator economy with the right training and courses to create content that brings about opportunities for them – to market and monetize their content. We enable creators to break out of an algorithm-driven loop and experiment with the kind of content they want to do. Our virtual studio and 24*7 production support also makes the process of creation much faster for these creators.

We strongly believe a platform flourishes when it provides an opportunity to every user to grow and we've seen our creators build their own communities, and survive on the money earned via Pluc.TV during the pandemic. We've built a loyal base of pro-creators who earn from the platform and keep recommending more creators to join. In the end, it's really about how powerful your story is and the impact it creates. Some stories change behaviors and some stories build trends.

How does Pluc.TV help content creators in generating revenue? Tell us about that and how does that model work? Creators register with Pluc.TV to learn, collaborate and tell unique stories. They can start their own show, explore paid gigs listed on our website, and also work with other creators sitting in any part of the country. The more time creators spend with us, the more opportunities – we train and enable them to start their own courses, find new gigs etc, and our pro-creators get paid for every story they do on the platform.

How large is the creator economy in India? And what are the opportunities in this space? In India, the influencer market is estimated at $ 75-150 million a year – which only forms a part of the creator economy. There are so many more angles like gaming creators, experts like doctors and teachers who are now creating content, and more people who are entering this ecosystem. India has an ancient history of storytelling which comes in all forms – dance, art, writing, culture to name a few.

There's a huge opportunity in the space to help creators become platform-independent. Subscriptions, fan-funding and virtual gifting are opening up new monetization options.

Co-creation of content between different creators and their fans is going to be instrumental. Will Netflix-like shows come to you from your next-door creators? We can be a leader globally when it comes to the creator economy, just because of the simple fact that we are more than 500 million mobile phone users and have a huge and talented young population.

In the last few years, there has been a surge in creator-led content. How has this impacted the creator economy? More creator-led content means more opportunity. Now, lifestyle and tech are not the only genres that are popular, people are making content on finance, health, comedy, gaming and more topics which have led to opportunities for brands and more acceptance of the creator economy.

It's not only about the 1% of top influencers, but the game has also changed and mid-level and nano creators are rising fast.

What changes have you observed in the consumption pattern of audiences when engaging with creator-led content? One thing is clear – premium content stands the test of time on the internet. From just watching content on certain topics to watching content created by their favorite creators, consumer behaviors have definitely seen a shift.

"We always believe that creators shouldn't be dependent on views or algorithms of a particular platform to earn a living - every premium story deserves good reach and monetisation. Our platform helps to solve that, among various other benefits of learning and collaboration - that's why our creators keep coming back to us"

Consumers connect better with content that is creator-led – it is more relatable for them, a more personal connection. They wait for the next episode, series, and video that their creator is about to upload. They want to buy products that would help them become better creators.

How can a creator get the most out of their audience? How does somebody judge whether your platform is huge enough for them to go independent via other services? We are living in a time where there are so many ways a single piece of content can be produced and distributed.

For the premium content that our creators create with us or upload on the platform, we make sure we have amazing multi-channel partnerships (with various social media apps and publications) so that these content pieces reach the right communities.

We always believe that creators shouldn't be dependent on views or algorithms of a particular platform to earn a living - every premium story deserves good reach and monetisation. Our platform helps to solve that, among various other benefits of learning and collaboration - that's why our creators keep coming back to us!

You work closely with creators from different backgrounds. Are there any common themes or traits that come to mind that makes a creator successful? Consistency and authenticity are two traits that will remain evergreen for creators. Trends and new formats will continue to evolve, but what's yours cannot be executed the way you do it by anyone else.

We've always seen successful creators have authenticity in their stories, and content, they shy away from pretending. Many of them create content with a certain niche or about certain topics they are really passionate about. Some of these creators also end up collaborating and forming high-impact communities that also have great engagement.

As the creative economy grows, how will the role of platforms like Pluc.TV, Patreon, and others develop over the next 10 years? If the first 10 years were creator discovery focused, the next 10 years are going to be focused on monetization. How does every creator monetize from quality content without being anxious or burnt out from the cycle of discovery or gaining followers? That's where we are headed and Pluc.TV has already started showing results in this direction. Platforms like ours are needed to help creators avoid burn-out, algorithm pressure, and gain financial independence. The creator economy trend globally is pointing towards more creators turning into business owners, while investors and more consumers want to see their favourite creators succeed. ■

ramesh@mymobileindia.com



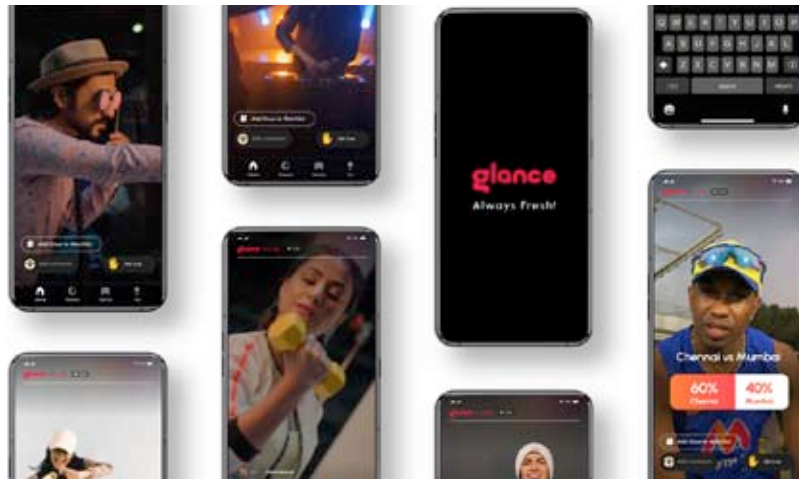
Lockscreen Platform Glance Hits 140mn Active Users

70% of newly-launched smartphones in the sub-$250 segment now come pre-installed with this platform, reveals a study

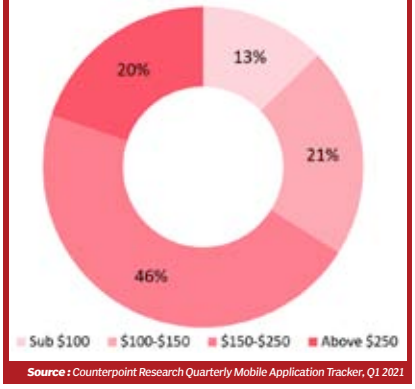
Homegrown InMobi Group-owned lockscreen platform Glance had 140 million active users in India in Q1 2021, according to Counterpoint Research Quarterly Mobile Application Tracker. Customers of big smartphone brands like Xiaomi (including POCO), Samsung, Vivo and Oppo form a majority of Glance's active user base, said the report.

Glance delivers content to the lockscreen of Android-based smartphones. This has helped Glance establish itself as the first touchpoint for millions of users to interact with their devices. Additionally, being a pre-installed feature in some of the highest-selling smartphones in India has enabled the platform to reach close to a quarter of all smartphones in the country.

Glance uses artificial intelligence (AI) to deliver personalized content via video stories and live streaming across categories like news, entertainment, tech, sports, fashion and travel. This ensures users stay updated about trends and developments in their areas of interest without having to actively search for them.



Price Band Split for Glance Active Users, Q1 2021



Source : Counterpoint Research Quarterly Mobile Application Tracker, Q1 2021

The platform has also been working towards penetrating the vernacular content market in the country, given that the vast majority of Indian smartphone users are not native English speakers.

"Glance is a platform that bridges the gap between new content and millions of smartphone users with its intuitive user interface," said Arushi Chawla, Research Analyst at Counterpoint. "It comes as a pre-installed feature, as against an app that needs to be downloaded. This makes it easy to use. It offers content in eight regional languages, which is significant value addition in a linguistically and culturally diverse nation like India," she added.

According to Counterpoint Research Quarterly Mobile Application Tracker, Glance has a strong presence in the sub-$250 smartphone segment, which covers 80% of the Indian smartphone user base. The research also found that 70% of newly-launched smartphones in the sub-$250 segment now come pre-installed with the platform.

Pavel Naiya, Senior Research Analyst at Counterpoint, said, "As India's smartphone market matures, more users are moving from the sub-$100, entry-level segment to the $100-$300 segment, which is not only affordable but also offers value for money. Moreover, hardware features are no longer differentiators and most original equipment manufacturers (OEMs) are looking at software and overall user experience to differentiate their products. In this play of feature-based selling points, a platform like Glance has a crucial role." ■

team@mymobileindia.com

> "Glance is a platform that bridges the gap between new content and millions of smartphone users with its intuitive user interface... It comes as a pre-installed feature, as against an app that needs to be downloaded. This makes it easy to use. It offers content in eight regional languages, which is significant value addition in a linguistically and culturally diverse nation like India"
>
> **–Arushi Chawla,** Research Analyst, Counterpoint

In Conversation

"We are overwhelmed to have flourished faster than we had anticipated"



ZinQ Technologies, an Amazon-exclusive brand, has made a name for itself in lifestyle gadgets and accessories in a very short span of time. Incepted in 2019, ZinQ is a brainchild of Quantum Hitech Merchandising, one of the leading and widely acknowledged computer and gaming peripherals, sound systems and surveillance solutions brand. It claims to sell over 75,000 units per month with 2,500 units sold every day. The company has established a customer base of over 10 lakh and is targeting to scale up the figures to 5 lakh new customers a month by the end of 2021. **Arnav Mutneja, Founder, ZinQ Technologies,** shares with **Ramesh Kumar Raja** the brand's vision and strategy to strengthen its foothold in India furthermore and then enter the Middle East and Europe in the near future. Excerpts:

ZinQ is a relatively new player in the digital accessories segment. How are you positioning it in India which already is a hyper-competitive market having innumerable brands at different price points? Our hypothesis was to listen to the consumer and to address their needs. By paying heed to millions of customers' reviews online, we are able to learn what other brands did not want to learn. That has helped us to get insights into what consumers actually want and what features they are willing to sacrifice for ease of use. Hence, the products that we come up with are born out of a very minimal yet functional approach. They are designed to make one's daily life easy and stress-free.

We had an enthralling journey in lifestyle gadgets and accessories launched in the past year. Considering that India is a price-sensitive market, our products strike a perfect balance between features and performance.

You have a very limited number of product categories to offer. How has been the response so far and what's your expansion plan to make ZinQ large? All of our sales are coming from one of India's leading e-commerce channels, Amazon.in. We sell over 75,000 units per month with 2,500 units sold every day. We have established a customer base of over 10 lakh and are targeting to scale up the figures to 5 lakh new customers a month by the end of 2021.

In terms of business, we are eyeing to clock revenue of around 40 crore in the next year. Having completed a year of selling consumer electronic goods, we have clocked INR 15 Cr revenue in FY 20-21 in domestic sales alone. The industry we are focusing on now is consumer audio space. We are planning to launch a series of Bluetooth speakers, neckbands, headphones and true wireless earbuds. We are also planning to embark on the smart home appliances and lighting category in the immediate future.

As a startup, we are overwhelmed to have flourished faster than we had anticipated. We want to strengthen our foothold in India furthermore and then enter the Middle East and Europe by 2021.

ZinQ is an Amazon-exclusive brand. Do you have any plans to onboard another platform? We have no plans to sell through any other channels. It is a symbiotic relationship we share with Amazon and we plan to continue it.

How has the business been so far, especially in the wake of pandemic when living digital life has become a new norm from kids to adults? The current year has been very grueling for everyone. After completing a year since our inception, the unfortunate COVID-19 pandemic happened. Logistics was badly hit and supply chains were disrupted. Exorbitant sums of money got blocked by vendors, inventory in transit, etc. Timing is very essential for any business to succeed, and for us, right when we were scaling up and investing heavily, we had to come to a complete halt, that too a knee jerk. Travel restrictions around these times have become huge hurdles. Product development from other countries over video calls is extremely difficult and time-consuming. Global shortages in IT products have also resulted in global suppliers focusing on higher-paying US and European markets rather than India. Overall, we have been lucky to have sustained the worst and now with supply in the process of rectification, we stand a chance to grow exponentially.

Which are the areas you are targeting and whom do you consider your potential buyers? The brand is crafted for youth and tech savvy audiences committed to deliver the best-in-class experience to its customers.

What is your approach to the "after sales service" which remains an issue for the majority of electronics companies? After sales support is the backbone of any brand. We have strategic tie up with service providers which give our consumers over 600 touch points spread all over the county. We strive to provide a hassle-free service experience to the consumer.

"After completing a year since our inception, the unfortunate COVID-19 pandemic happened. Logistics was badly hit and supply chains were disrupted. Exorbitant sums of money got blocked by vendors, inventory in transit, etc. Timing is very essential for any business to succeed, and for us, right when we were scaling up and investing heavily, we had to come to a complete halt, that too a knee jerk"

What do you do to increase the recall value of your brand? We believe that in the long run, nothing speaks for a brand more than its loyal customer base. We believe in a no-compromise approach to quality and make products that last a lifetime. It is a legacy we want to create of a homegrown household electronics accessories brand with unmatched quality.

There is a parallel grey market in India thriving on counterfeit accessories and devices. How will you deal with them? Fortunately, being exclusive to Amazon, we do not face competition from the grey market and we carefully come up with products that do not have easily available alternatives in the grey market.

What are your outreach and investment plans? We have invested Rs 5-6 crores till now. We have gained access to capital investment through our parent company Quantum Hi-Tech Merchandising. In order to grow further, we do not see funding as an issue. We are looking at investors from a strategic point of view more than monetary.

Please tell us something about R&D and innovation at ZinQ? We have a dedicated department for design where we make sure that every product is designed internally to the optimal performance levels. We outsource certain parts of the manufacturing process but make sure that our products and key designs remain our property. Right now, we have over 35 products under development by our R&D team and more than 15 are nearing production. ■

ramesh@mymobileindia.com





5G smartphones

Top 5 mobiles in India right now

Budget 5G mobile phones are all the rage right now. In the telecom industry, the 5th generation technology is a new global wireless standard and the most awaited advancement. Despite the delayed 5G rollout plan in India, there are already quite a few 5G smartphones readily available in the market. If you too are looking for a mobile phone that can connect to the newest cellular networks, here are the best 5G mobile phones available in India along with their specifications, features and prices that buyers can consider.

By Shweta Srivastava

VIVO X60 PRO

The Vivo X60 Pro smartphone was launched on March 22 this year. It has a 6.56-inch touchscreen display with a resolution of 1080x2376 pixels. Powered by octa-core Qualcomm Snapdragon 870 processor, the mobile phone comes with 12GB of RAM. The smartphone on the rear packs a 48-megapixel primary camera and two 13-megapixel cameras with autofocus. For selfies, it has a 32-megapixel camera on the front. The Vivo X6 Pro is powered by a 4200mAH battery and runs Funtouch OS 11.1 is based on Android 11. The Vivo X60 Pro price in India starts at Rs 49,990. ■



REALME NARZO 30 PRO 5G



Launched on February 24, the Realme Narzo 30 Pro 5G has all-plastic body, good ergonomics and doesn't feel very heavy. It has side-mounted fingerprint sensor that's quick to unlock. Realme Narzo 30 Pro 5G has 6-5-inch full-HD+ LCD panel display with good levels of color saturation and brightness. The smartphone runs on the MediaTek Dimensity 800U SoC which has a built-in 5G modem. There's a 48-megapixel primary camera, 8-megapixel ultra-wide camera, and 2 megapixel macro camera. Powered by 5000mAh battery, the Realme Narzo 30 5G runs Android 10. The Realme Narzo 30 Pro 5G price in India starts at Rs 16,999. ■

ONEPLUS NORD CE 5G

OnePlus launched its Nord CE 5G smartphone last July. It has a 6.43-inch AMOLED display along with a holepunch for the selfie camera. The display of the mobile phone has good viewing angles and an in-display fingerprint sensor which is quick to unlock. Powered by Qualcomm Snapdragon 750G processor, the Nord CE 5G has 6GB, 8GB and 12 GB RAM options. The smartphone gets a triple camera set-up which consists of a 64-megapixel primary camera, 8-megapixel ultra-wide angle camera, and 2-megapixel mono camera. Also, it has a 16-megapixel camera for selfies. Packed in a 4,500mAh battery, the Nord CE 5G runs Android 11. The price of OnePlus Nord CE 5G in India starts from Rs 24,999. ■



SAMSUNG GALAXY S21 ULTRA 5G

The Samsung Galaxy S21 Ultra is a true-blue flagship with advanced components like the Exynos 2100 5G SoC. It has 6.8-inch AMOLED display and is powered by 5,000mAh battery capacity. The new design of this smartphone makes it look way better than previous models. The phone has an impressive set of rear cameras – a new generation 108-megapixel primary camera, 12-megapixel ultra-wide angle camera and two telephoto cameras. For selfies, it sport 40-megapixel camera on the front. Samsung Galaxy S21 Ultra price in India starts from Rs 105,999.■



XIAOMI POCO M3 PRO 5G

The Xiaomi Poco M3 Pro 5G announced earlier this month. The smartphone has a blacked-out portion on the upper left side while the rest has a gradient finish. It comes with 6.5-inch full-HD+ display with good color reproduction. The Poco M3 Pro uses the MediaTek Dimensity 700 SoC and has 6GB RAM. There are 3 rear cameras in the phone – a 48-megapixel camera and two 2-megapixel cameras. For selfies, it has 8-megapixel camera on the front. Powered by 5000mAh battery, the Xiaomi Poco M3 Pro 5G runs Android 11. The Xiaomi Poco M3 Pro 5G price in India starts from Rs 13,999.■

shweta@mymobileindia.com



Guest Column



Will technological advancements have a significant impact on the online gaming industry?

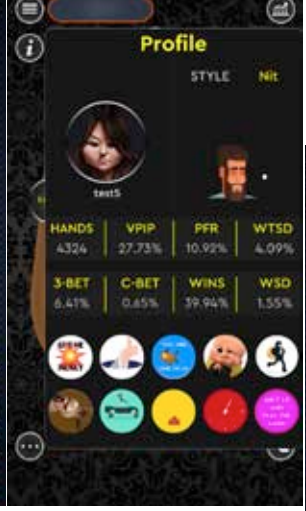
By Rahul Bhatia

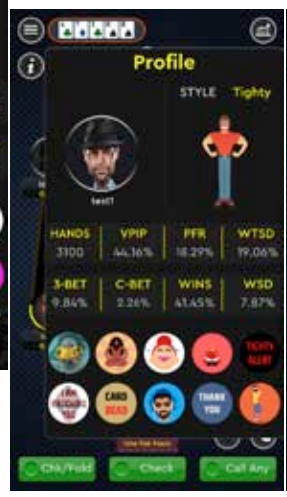
Technology advances at a breakneck pace. In recent years especially, we have seen the kind of advancements in technology that seemed unreal a decade ago. The amelioration of technology has also influenced and furthered the thrill and allure of playing games online. With creativity at its best, online games have more visual stimulus and gamers are more satisfied than ever. I certainly believe that the advances in the internet have supported all forms of digitization. Since the early 2000s, internet capabilities have skyrocketed and each new generation of games, graphics, and consoles appears to outperform the preceding. The cost of technology, servers and internet has plummeted to the point that lightning-fast networks are now available in commonplace. Everyone, myself included, can safely say that the gaming industry in India has positively benefited due to the ease and accessibility of technology for everyone.

Owing to such technological advancements, online gaming as a social activity is now accessible and simplified for millions of people all over the world. The one prominent industry that wasn't affected for the worse due to COVID-19, was the gaming sector. In fact, now more than ever people are spending more and more time on their phones and indulging in all sorts of leisurely online games. Gaming apps are not only engaging and entertaining but also sometimes a great way to earn money. For instance, people use their advanced skills to play card games online and earn some quick cash. Having said that, in India, there's always an unsaid stigma attached to "gambling." While many













are now more aware and understand that poker is not just about dealing in money but also learning a life skill, I believe that there are still those who are reluctant towards spending money on such games. Be that as it may, with the advent of technology, however, the mind block is lifting as it has transformed the gaming landscape forever. Traditional game tables have evolved into a virtual lobby where there are more tables and versions to choose from. Online card games such as poker and rummy can be enjoyed on various sites and apps. They contain high-quality sound effects and high-definition graphics to enhance the user experience. This new card game format enables players to customize the look of the entire game and offers a comfortable playing experience.

Technology has evolved at an impressive rate for the better part of a decade and online games have a more realistic and personal touch to them. Games like Poker and Rummy have been entirely remodelled and easily accessible online in more interesting form. Many Poker gaming portals are investing in data science algorithms to improve gaming patterns, collect and study data and develop customized gaming experience for card gamers. There is an ever-growing rage among gamers to play online card games. A recent survey showed that online card games have also increased with a growth rate of 100% every year. Thanks to hassle-free technology, playing card games online has simplified and become more interesting. Latest technology has also resulted in the creation of customized game instructions and movies that demonstrate how to play, provide a gaming guide, and even strategy.

The user base of online card games also significantly increased due to the COVID-19 lockdowns. People sitting at home decided to put their brain cells to use by learning and playing poker online. The new formats of online poker have also attracted more players to the game. Players can enjoy their game worry-free as card games on virtual platforms offer a safe and transparent environment as well as various responsible gaming features. The ultra-modern technology keeps the money transactions on gaming apps safer.

Another interesting factor we observed in modern online gaming is that Indian game developers are also creating games in a variety of languages and subjects that cater to the preferences of the Indian audience. I, for one, feel that catering to every individual has definitely added to the increase in online gamers. For example, online fantasy sports gaming is a type of skill-based online game in which sports enthusiasts can put together their own squad of real-life players from upcoming matches under particular criteria. Not just clients, but also Venture Capital and Private Equity investors are drawn to this. I believe that if the trend keeps up, an exciting new era for gaming is bound to usher in, especially when combined with virtual reality.

All this adds up to successfully say that the gaming trajectory in India has received a significant boost. The online gaming industry is growing at an exponential rate and the coming years look promising. We can't picture a life without the internet, smartphones, and other high-tech gadgets since modern technology has changed the globe. In the current landscape, the gaming industry in India will continue to evolve in the direction of increased real-world integration and thrive to match up to the international standards in coming times. Exposure and interest is growing for card and real money games. In the next 5 years, online gaming penetration in India will drive forward a lucrative golden era for gamers and developers. ■

"Traditional game tables have evolved into a virtual lobby where there are more tables and versions to choose from. Online card games such as poker and rummy can be enjoyed on various sites and apps. They contain high-quality sound effects and high-definition graphics to enhance the user experience. This new card game format enables players to customize the look of the entire game and offers a comfortable playing experience"

The author is CEO and Co-founder, RV Online Gaming.

Best 5 smartphones under Rs 20K in India

When shopping around for a smartphone, people keep in mind a range of things, such as high performance modules, standout features and affordability. Getting all the features in the list can be tricky, but with the latest advancements in the market, one can easily access every specification of their choice in a pocket-friendly manner. To help cut through the clutter, we have come up with a list of 5 mobile phones under Rs 20,000 so that you can make the best choice for you.

By Shweta Srivastava

INFINIX NOTE 10 PRO



If you are on a hunt for the best smartphone under Rs 20,000, the Infinix Note 10 Pro should definitely feature on your list. It comes with a 6.95-inch touchscreen display. When it comes to performance, the phone has a 2.0GHz octa-core MediaTek Helio G95 processor that is complemented by an 8 GB of RAM. The smartphone on the rear packs a 64-megapixel primary camera, an 8-megapixel camera, and two 2-megapixel cameras. For selfies, it sports a 16-megapixel camera on the front. Powered by a 5000mAh battery, the mobile phone runs Android 11. The Infinix Note 10 Pro price in India starts at Rs 16,999. ■

MOTOROLA MOTO G60



Widely regarded as one of the best phones under 20,000, the Motorola Moto G60 flaunts a big 6.8-inch LCD display with a 120Hz refresh rate. The device is powered by Qualcomm Snapdragon 732G processor to deliver good performance and offers 6GB of RAM and 128GB of storage. The smartphone comes with 3 rear cameras – 108-megapixel camera, an 8-megapixel camera and 2-megapixel camera. For selfies, it sports a 32-megapixel camera on the front. Powered by 6,000mAh battery, it runs Android 11 with only the Facebook app pre-installed. Motorola Moto G60 price in India starts from Rs 17,499. ■

REALME 8 PRO



For a mobile phone brand, understanding their target audience means everything. This is where Realme has defined its audience segment and caters to them with excellent features in a budget-friendly rate. The smartphone sports a 6.4-inch AMOLED full-HD+ resolution display and an in-display fingerprint scanner. The Realme 8 Pro comes with Qualcomm Snapdragon 720G processor with 6GB or 8GB of LPDDR4X RAM and 128GB of UFS 2.1 storage. The mobile phone has 4 rear cameras – a 108-megapixel camera, an 8-megapixel camera and two 2 megapixel cameras. For selfies, the phone packs a 16-megapixel camera on the front. The Realme 8 Pro price in India starts from Rs 17,999.■

SAMSUNG GALAXY A30S

The Samsung Galaxy A30s is the perfect mid-range offering from one of the most trusted brands. The smartphone comes with a 6.4-inch super AMOLED display and has a resolution of 1080 X 720 X 1560 pixels. Comes with 4GB of RAM, it has octa-core Samsung Exynos 7904 processor to ensure a smooth and lag-free performance. The smartphone on the rear packs a 25-megapixel primary camera, a 5-megapixel camera and an 8-megapixel camera. It sports a 16-megapixel camera on the front for selfies. The Samsung Galaxy A30s packs 64GB of inbuilt storage that can be expanded via microSD card (up to 512GB). Powered by 4000 mAh battery, it runs One UI is based on Android 9 Pie. The Samsung Galaxy A30s price in India starts from Rs 16,900. ■





POCO X3 PRO

The Poco X3 Pro has been condensed into a budget-friendly device. The smartphone is powered by Qualcomm Snapdragon 860 SoC, which is a slightly faster version of the erstwhile flagship Snapdragon 855. With 6GB RAM and 128GB storage, the full-HD+ screen has a 120Hz refresh rate and has 5160mAh battery capacity. The smartphone comes with 2 rear cameras – a 48-megapixel and an 8-megapixel camera. For selfies, it sports a 20-megapixel camera on the front. The Poco X3 Pro price in India starts from Rs 18,999.■

shweta@mymobileindia.com

iPhone 13 leak hints at always-on display feature and more

The new iPhone 13 launch is still a couple of monthsaway but the leaks have long spoilt the surprise Apple has planned for this year's model.Over the past few months, we have heard a lot about the next iPhone series, thanks to all the rumors and leaks that have been coming out.In fact, we have seen leaks regarding its performance, design, camera, display and more. We already know that the range is expected to have 4 models, which will include, iPhone 13, iPhone 13 mini, iPhone 13 Pro and iPhone 13 Pro Max.A recent leak now suggests that the iPhone 13 series may have an always-on display feature similar to the one on the Apple Watch. The same feature has been present on Android devices for many years.

Specifically, Mark Gurman of Bloomberg has shared some leaks related to the next-gen iPhonesin the latest 'Power On' newsletter. He writesthat Apple's iPhone 13 display will be far better than what we have been seen before. According to Bloomberg's journalist, the next generation of iPhone flagship is also expected to have an improved battery life, better video recording, a smaller notch on the screen, a 120Hz refresh rate, and a faster A15 chip.

Gurmanreports that Apple has tasked suppliers with building up to 90 million new iPhones for this fall, which is a 20 per cent increase over the 75 million units Apple planned in 2020. The new iPhone will likely be variable in nature and the transition will be based on the work you do on your phone.

Earlier, a leaksterMax Weinbachhad hinted that Apple may use the same low temperature polycrystalline oxide (LTPO) similar to its Watches on future iPhones.Apple uses LTPO panels on its Watches as they can support the always-on display feature. It dynamically adjusts screen refresh rates of Watchto conserve battery life. Another earlier report by Bloomberg reported that at least one of the four new iPhones will have an LTPO display. A noted Apple analyst Ming-Chi Kuo, earlier this year, had also said that the new iPhone will pack LTPO displays and 120Hz refresh rates.According to him, iPhone 13 is expected to pack an ultra-wide lens with autofocus. This will mark a change from the present iPhone 12 Pro series where the ultra-wide camera hasfixed focus and cannot focus on a specific object. The analyst also believes that iPhone 13 Pro's ultra-wide lens will have six elements, instead of five.

Apart from upgrades in display, the next gen iPhone 13 may come in two new color options, that is, Pearl and Sunset Gold. It will likely to support Wi-Fi 6E and on the camera module on the Pro model is reported to be larger than its predecessor. In addition to this, the new iPhone is reported to feature improved wide-angle lens and faster wireless charging over the last generation of iPhones.

A new iPhone series will also likely to bring a few improvements to the device's performance. The entire series might get storage options of up to 1 TB and retain iPhone 12 Pro Max's dual camera set-up with a main camera and an ultra-wide camera.

While Apple may launch all the iPhone 13 models with OLED displays, most of these upgrades are expected to be reserved for the Pro variant. Most Android smartphones with OLED panel support the always-on display mode, which is customizable. Users can add settings toggles such as those for LED flashlight, Bluetooth, Wi-Fi and cellular data on select phones.As per the previous reports, only the Pro variants will get the LTPO display technology along with the improved cameras. The smaller notch is likely to come on all the models and the bigger battery life could be reserved for the Max variant.

Last year, Apple re-introduced a flat-edged design for the iPhone, and the 2021 iPhone will likely build on that design. It is expected to be slightly heavier and thicker to accommodate the larger batteries and more advanced displays. However, none of this is likely to be officially confirmed until the Apple's iPhone 13 series launches.

iPhone 13 release date and price

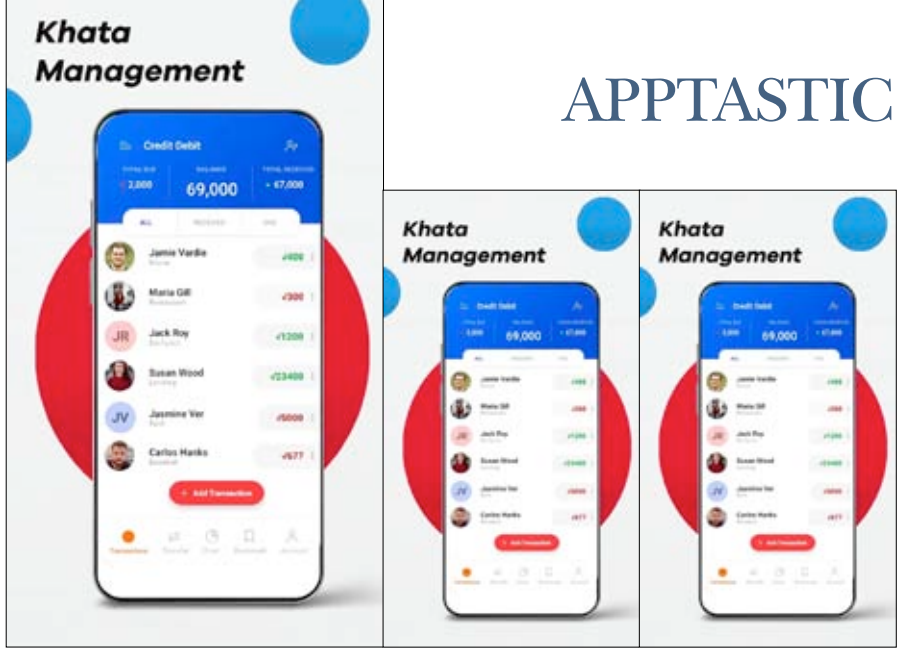
Apple is expected to release the 2021 iPhone, also known as the iPhone 13 series in mid-September. It will likely release them to the public after a short pre-order period in mid-to-late September. If we talk about the pricing of new iPhone 13 series, with one leak suggesting the structure is expected to remain the same. The iPhone 13 Mini will likely come in at around $700. The standard iPhone 13 will come in around $800, while the iPhone 13 Pro will cost $1,000, and the iPhone 13 Pro Max will cost $1,100. ■

team@mymobileindia.com



Anystr

A platform that brings local retailers closer to their customer's requirement



In today's time, with the advent of big retail, small shop owners are facing a significant challenge in keeping up with the increasing cost of business. Anystr is designed to help such local shop owners move onto a digital platform without having to require any additional skill to do so. Now, shop owners can simply download the Anystr application from the Play Store and sign up by uploading their shop documents directly on the app. Once the shop details are verified, Anystr field executive makes a visit to the shop for a full day training session on using the app.

Features

For a small shop owner, taking his shop online is a big challenge and Anystr addresses just that. With a plethora of features like inventory management, online payment facility, store management, store summary and more, this app is sure to enhance the shopkeepers' revenue and mitigate cost and effort required for shop management. The application allows shop owners to book counter sale orders as well. Anystr aims to become a reliable CRM platform for these shop owners at a very nominal cost of just Rs 999 per month.



Functions

- Onboarding – Sellers can sign up on the app directly by uploading relevant store and owner documents. This form is submitted to Anyster operations team who contact the store within 24-48 hours to expedite the onboarding process. The Anyster team follows a hand holding approach till the time the store is active with payment gateway integration, delivery support and much more.
- Inventory management – Store owners can add local inventory of products from the app's master catalogue of over 10000 products. Anyster plans to simplify this process further by enabling barcode scanning feature right from the store-owners' mobile phone for inventory addition as well as selling.
- Counter sale – This app now allows store owners to bring all orders on a single platform by handling even counter sale orders without the need of expensive POS systems/ software.
- Direct to store payment – Anystr routes customer payments directly to the store owners account by onboarding individual store owners on its partner payment gateway. No hassle of payment delays or credit cycle management.
- Khata (coming soon) – This is a much-awaited feature which will enable local shops to manage all their customer Khatas online. Store owners will have the option to enable khata for particular customers allowing those customers to order up to a certain khata limit set by the store owner. Khata settlement can be done directly online by the customer.
- Vernacular language support – The company will be rolling out Anystr in Hindi and Bangla while targeting 10+ vernacular languages by the end of this year.

Conclusion

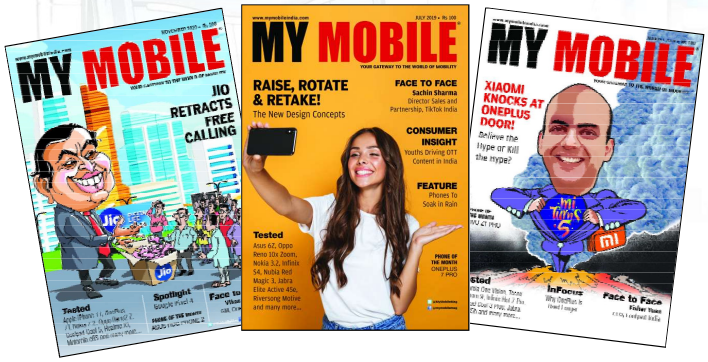
Once a shop is active on the platform, customers can simply scan the QR code provided in each shop and place orders from the shop's online store – even from the comfort of their homes. Order fulfilment is done by the store owner.

The app applies a purely user-centric approach with its primary target currently being small shop owners. Direct communication from several hundreds of such retailers has helped it in refining the product along the way. ■

ramesh@mymobileindia.com

MY MOBILE

YOUR GATEWAY TO THE WORLD OF MOBILITY



SPECIAL OFFER

Subscribe This Month

Get 35% Off

1 YEAR Subscription Offer



2 YEARS Subscription Offer



3 YEARS Subscription Offer



SUBSCRIPTION ORDER FORM

Term (year)	No of issue	Coverprice (Rs.)	Option	You pay (Rs)	Cash Benefit/Gift
3	36	3,600	A	3,600	Cata Brew Baron/Timex Gents Watch worth Rs. 2,700
			B	2,340	Save Rs. 1,260 i.e 35% discount on cover price
2	24	2,400	A	2,400	Arise Electric Kettle/Timex Ladies watch worth Rs. 1,800
			B	1,560	Save Rs. 840 i.e 35% discount on cover price
1	12	1,200	A	1,200	US Polo T-Shirt/Allen Solly Tie worth Rs. 999
			B	780	Save Rs. 420 i.e 35% discount on cover price

Yes, I would like to subscribe to *My Mobile* magazine for_____ years with option_____

Name_____ Age_____ Sex_____

JobTitle_____ Company Name_____

Address Office/Residence_____

Mobile_____ Phone_____ e-mail_____

Cheque No._____ for Rs._____

PAYMENT METHOD

By Cheque/Cash

No:_____ Amount:_____ Bank:_____ Branch:_____

PLEASE *Draw the DD/Cheque in favour of Spring Convergence Services Pvt. Ltd. *Write your name and address on the reverse of the DD/Cheque.

Address - 907, 9th Floor | Le-Meridien Commercial Tower | Raisina Road | New Delhi-110001.
Phone: 011-46206161, 46206100, **E-mail:** subscriptions@mymobile.co.in, **Web :** mymobileindia.com

Terms and Conditions: The offer is valid in India only. Gift will be deliverd within a month after clearing of the cheque.Please allow 4 - 6 weeks for processing your subscription. Any request for cancellation of subscription will not be entertained. Copies will be sent by ordinary post. The actual model of Subscription gift may vary from the model shown above. This subscription offer is valid till stocks lasts. All disputes subject to competent courts of Delhi only.

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 July 28, 2021)

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.

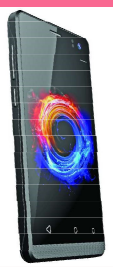
Devices featured in the My Guide have been segregated into different categories based on price and colour-coded as:

- 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

MODELS	UP TO RS. 2,499		UP TO RS. 2,499				UP TO RS. 2,499
							
PARAMETERS	FOX MOBILES						HITECH
Model	BigDaddy V2	Bolt FX241	Champ FX240	F2 Sultan	24 Karat	Gama	Pride 350
Display (inches/res)	2.8-inch QVGA	2.4-inch QVGA	2.4-inch QVGA	2.4-inch QVGA	2.4-inch QVGA	2.4-inch QVGA	2.8 inch
Dimension (mm)	137x58x13.3	127x52x12	125.4x52.5x12.2	125x53.50x14.3	123.7x51.9x12.2	116.5x50.5x15.3	131 x 58 x 10.2
Weight (grams)	137	96	87	117	91	98	82
Processor/RAM	312MHz	312MHz	312MHz	312MHz	312MHz	312MHz	Spreadtrum 6531DA/NA
Operating system	Nucleus RTOS	Nucleus RTOS	Nucleus RTOS	Nucleus RTOS	Nucleus RTOS	Nucleus RTOS	Nucleus
Storage/Expandable	32MB/32MB/32GB	32MB/32MB/32GB	32MB/32MB/32GB	32MB/32MB/32GB	32MB/32MB/32GB	32MB/32MB/32GB	32+32MB
Rear/Front Camera	VGA	VGA	VGA	VGA	VGA	VGA	1.3 MP/NA
Battery (mAh)	3,600	1,800	1,800	2,500	1,500	2,500	1,800
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/Yes	Yes/Yes	Yes/Yes	Yes
Music Player/FM	Yes	Yes	Yes	Yes	Yes	Yes	Yes/Yes
Launch	NA	NA	NA	NA	NA	NA	Launched
Price Rs.	**1,799**	**1,549**	**1,299**	**1,799**	**1,799**	**1,299**	**1,549**

MODELS	UP TO RS. 2,499		UP TO RS. 2,499			UP TO RS. 2,499	
							
PARAMETERS	I-SMART		KYTES				
Model	103	102 Cute	Kane	Hawk	Pride	Power	Hero
Display (inches/res)	1.8	1.8	1.8-inch QQVGA	1.8-inch QQVGA	1.8-inch QQVGA	1.8-inch QQVGA	2.4-inch QVGA
Dimension (mm)	112x46.5x13.5	112x46.5x13.5	112x46x13.5	112x46x13.5	121x50x13	121x52x13	123x51x12
Weight (grams)	60	60	60	60	86	91	91
Processor/RAM	Speadtrum 6531da	Speadtrum6533	SC6533G	SC6533G	SC6533G	SC6533G	SC6531E
Operating system	NA	NA	NA	NA	NA	NA	NA
Storage/Expandable	32+32MB	32+32MB	32MB+32MB	32MB+32MB	32MB+32MB	32MB+32MB	32MB+32MB
Rear/Front Camera	0.8/NA	0.8/NA	0.3MP/NA	0.3MP/NA	0.3MP/NA	0.3MP/NA	0.3MP/NA
Battery (mAh)	1,000	850	1050	1050	2200	3000	1,500
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/Yes/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
Launch	Launched	Launched	Launched	Launched	Launched	Launched	Launched
Price Rs.	**650**	**684**	**899**	**899**	**999**	**999**	**1,095**

	UP TO RS. 2,499		Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999	
MODELS							
PARAMETERS	KYTES		HITECH		INTEX	I-SMART	
Model	Marathon Plus	Parker	Amaze S9	Air A8	Aqua Classic 2	is-59	i1-Mini
Display (inches/res)	2.4-inch QVGA	2.8-inch QVGA	5	5.0/ 540 x 960	5/480/854	5/854x480	4.5/854x480
Dimension (mm)	124x53x14	137x58x13.3	140 x 66.88 x 9.65	140.2 x 72.4 x 8.8	145.2x72.6x10.9	143.5x73.6x9.5	135.2x66x10.8
Weight (grams)	98	117	150	152		120	109
Processor/RAM	SC6531E	SC6531E	ST 7731/512MB	ST 7731/1GB	qcta-core/1GB	1.2GHz, quad-core/1GB	1.3Ghz quad-core/512MB
Operating system	NA	NA	5.1 Lollipop	5.2 Lollipop	Android 6.0	Android 6.0	Android 6.2
Storage/Expandable	32MB+32MB	32MB+32MB	4GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	4GB/32GB
Rear/Front Camera	0.3MP/NA	0.3MP/NA	5MP/2MP	8MP/2MP	5MP/2MP	5MP/2MP	5MP/2MP
Battery (mAh)	2,500	1,750	1,400	2,000	2200	2,200	2,000
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	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
Launch	Launched	Launched	-	-		Launched	Launched
Price Rs.	**1,199**	**1,399**	**2,999**	**4,999**	**4,600**	**2,999**	**3,199**

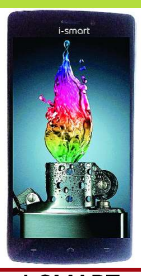
	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS							
PARAMETERS	ITEL	MICROMAX			M-TECH		
Model	Power Pro it1410	Canvas Juice 3 Q393	Canvas Spark 3	Canvas Bolt Selfie	EROS PLUS	TURBO 4G	TEZ 4G
Display (inches/res)	4/ 800 x 480	5.0/720 x 1280	5.5/720x1280	4.5/854x480	5 FWVGA 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**

MODELS	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999	
							
PARAMETERS	M-TECH	ZOOMME	ZIOX				
Model	EROS 4G	M2	Astra Metal 4G	Astra Colors 4G	Astra NXT+	Zi-34	Astra Prism
Display (inches/res)	5 FWVGA IPS	5	5/480X854	5/720X1280	4 inch	3.5 inch	5 inch
Dimension (mm)	72.4x142.7x9.3	138x65.7x9.6	143.8X73.3X10.4	142.9X71.65X11	125.4X64.2X13	116.2X61.4X11.3	134.4X67X10.1
Weight (grams)	136	140	171	182	130	108	119
Processor/RAM	1.3GHz Quad Core	MT6739	1.5Ghz Quad-core ARM	Spreadtrum	512MB+4GB(DDR2)	2xCortex-A7,32bit	1.2 GHz Quadcore
Operating system	Android Nougat	Android Oreo 8.1	Android 6.0	Android 6.0	Android 6.0	Android 4.4.2	Android 6.0
Storage/Expandable	1GB/8GB/64GB	1GB/16GB/64GB	1GB/8GB	1GB/8GB	1GB/8GB	256 MB/512 MB	512 MB/4GB
Rear/Front Camera	0.3MP/5MP	5MP+2MP/2MP	5MP/2MP	5MP/5MP	2MP/0.3MP	0.3MP/ 0.3MP	0.3MP/2MP
Battery (mAh)	2,000	2,400	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	Launched	Launched	Launched	Launched	Launched	Launched
Price Rs.	**4,999**	**4,724**	**5,553**	**6,499**	**3,703**	**2,993**	**3,813**

MODELS	Rs. 2,500 – Rs. 5,999			RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999	
							
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		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		RS. 6,000 – RS. 9,999		
MODELS							
PARAMETERS	DAZEN	HONOR		HITECH	IN-FOCUS		
Model	6A	Honor Holly 3	Honor Holly 2 Plus	Air A9	M 350 (16GB)	M680	M810
Display (inches/res)	5.7/1440x720	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)	156.9x72.9x8.2	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)	170	NA	160	152	146	158	155
Processor/RAM	1.3GHz Quad Core	Kirin 620/2GB	MT6735P /2GB	MT 3735M/2GB	MT6732/2GB	MT 6753/2GB	QS 801/ 2GB
Operating system	Android 7.0	Android 6.0	Android 5.1.1	Android 5.1	Android 4.4.2	Android 5.1	Android 5.0
Storage/Expandable	3GB/32GB/128GB	16GB/128GB	16GB/128GB	16GB/32GB	16GB/64GB	16GB/32GB	16GB/64GB
Rear/Front Camera	13MP+0.3MP/5MP	13MP/8MP	13MP/5MP	13MP/8MP	8MP/8MP	13MP/13MP	13MP/5MP
Battery (mAh)	3,000	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	NA	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	Launched	October, 2016	February, 2016	-	June, 2015	December, 2015	July, 2015
Price Rs.	**7,999**	**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	P1	W7	W8	W9	W15	W21	W7R
Display (inches/res)	5-inch/1280x720	5/854X480	4.7 inch/1280x720	5.5 inch/1280x720	5/1280X720	5.5/1280X720	5/ FWVGA/854x480
Dimension (mm)	145.5x72.9x10.35	143.6x72.5x10	143.2x69x9.1	154.9x79.1x9.4	144.2x72x8.8	152.8x76.9x8.6	145x72x9.6
Weight (grams)	150	177	136	164	142	164	142
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 7.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0
Storage/Expandable	1GB/8GB/128GB	1GB/8GB/32GB	2GB/16GB/32GB	1GB/8GB/32GB	2GB/16GB/32GB	2GB/16GB/32GB	2GB/16GB/32GB
Rear/Front Camera	5MP/2MP	5MP/2MP	8MP/5MP	5MP/2MP	8MP/5MP	8MP/5MP	5MP/2MP
Battery (mAh)	2,500	2,000	2,000	2,500	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/Yes
Launch	Launched	Launched	Launched	Launched	Launched	Launched	Launched
Price Rs.	**4,599**	**4,999**	**5,749**	**4,999**	**6,499**	**6,799**	**5,499**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	LEPHONE	LYF	LG	MICROMAX			
Model	W10	Wind 5	K7	Canvas Unite 4	Canvas Amaze 2	Canvas XP 4G	Canvas 5
Display (inches/res)	5 inch/854X480	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)	145x72x9.6	144.6 x 72.8 x 8.45	143.6 x 72.5 x 8.95	NA	NA	NA	NA
Weight (grams)	164	137		NA	NA	NA	NA
Processor/RAM	1.3GHz Quad Core	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	1GB/8GB/32GB	8GB/ 32GB	8GB/32GB	8GB/64GB	8GB/ 32GB	16GB/32GB	16GB/64GB
Rear/Front Camera	5MP/2MP	8MP/ 5MP	5MP/5MP	8MP/5MP	13MP/ 5MP	8MP/2MP	13MP/5MP
Battery (mAh)	2,000	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
Launch	Launched	June, 2016	January, 2016	June, 2016	June, 2016	May, 2016	November, 2015
Price Rs.	**4,499**	**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		
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		
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**

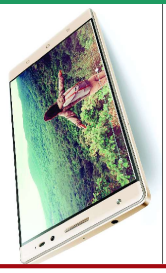
	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	XIAOMI						VIDEOCON
Model	Redmi 3S/ 3s Prime	Redmi Note Prime	Redmi Note 3	Redmi 3s Plus	Redmi Note 4	Redmi Note 5	Graphite1
Display (inches/res)	5/ 1280X720	5.5/720 x 1280	5.5/1080 x 1920	5/1280x720	5.5/1080X1920	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/Yees	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			ZOOMME		ASUS	
Model	Astra Star	Astra Curve 4G	Duopix F1	M1	M3	ZenFone 2 (2GB/4GB)	Zenfone Selfie
Display (inches/res)	5/480x854	5/480x854	5/1280x720	5.51,	6.08,	5.5/ 1080 x 1920	5.5/1080 x 1920
Dimension (mm)	145.6x72.7x10.2	146.5x73.1x10.3	145.2x71.7x9.1	150x71x8.8	154.1x70.6x7.6	152.5 x 77.2 x 10.9	156.5 x 77.2 x 10.8
Weight (grams)	150	160	148	160	160	170	170
Processor/RAM	1.3GHz Quad-Core	1.3GHz Quad-Core	1.3GHz Quad-Core	MT6739	MT6739	IA Z3560 /2GB	QS615 /2GB,3GB
Operating system	Android 7.0	Android 7.0	Android 7.0	Android Pie 9.0	Android Pie 9.0	Android 5.0	Android 5.0
Storage/Expandable	1GB/16GB	2GB/16GB	2GB/16GB	3GB/32GB/128GB	3GB/32GB/128GB	16GB,32GB/128GB	16GB,32GB/128GB
Rear/Front Camera	5MP/2MP	5MP/2MP	8MP/8MP+2MP	13MP+2MP/13MP	13MP+2MP/8MP	13MP/5MP	13MP/13MP
Battery (mAh)	2,350	2,200	2,400	3,200	3,300	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
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/-
Launch	Launched	Launched	Launched	Launched	Launched	March, 2015	August, 2015
Price Rs.	**5,899**	**7,299**	**7,499**	**7,349**	**7,875**	**13,999, 18,999**	**10,999/ 16,999**

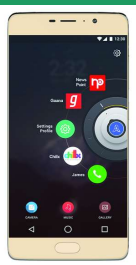
	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999	
MODELS							
PARAMETERS	ASUS		CENTRIC	COOLPAD		GIONEE	GIGIL
Model	Zenfone 3 lazer	ZenFone Max Pro M1	A1	Coolpad Note 5	Cool 1	F 103 Pro	Apex 3
Display (inches/res)	5.5/1920x1080	5.9/1080x2160	5.5/1920x1080	5.5/1920x1080	5.50/1080x1920	5.0/ 1280 x 720	6.18 inch
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	76x156x8.2
Weight (grams)		180	160	NA	173	142	NA
Processor/RAM	QS 430.4GB	QS635/3GB	QS 430	QS 617/4GB	1.4GHz octa-core	Quad core/ 3GB	1.5GHz Quad core
Operating system	Android 6.0	Android 8.1	Android 7.1.1	Android 6.0	Android 6.0	Android 6.0	Android 9.0
Storage/Expandable	32GB/128GB	32GB/64GB	3GB/32GB/256GB	32GB/64GB	32GB	16GB/128GB	3GB/32GB/128GB
Rear/Front Camera	13MP/8MP	13+5MP/8MP	13MP/8MP	13MP/8MP	13MP/8MP	13MP/5MP	13MP+0.3MP
Battery (mAh)	3,000	5,000	3,000	4,010	4,000	2,400	3,500
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	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	March, 2019
Price Rs.	**18,999**	**10,999**	**10,999**	**10,999**	**13,999**	**11,999**	**14,591**

	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	Jnauray 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**

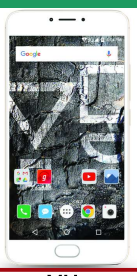
	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999
MODELS							
PARAMETERS	LENOVO						
Model	Phab 2	Vibe K4 Note	Vibe S1	Phab Plus	Vibe K5 Note	Phab 2 Plus	K8 Note
Display (inches/res)	6.4/1920x1080	5.5/1080x1920	5.0/1080x1920	6.8/1080 x 1920	5.5/1920x1080	6.4/1920x1080	5.5/1080 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			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
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			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
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		RS. 10,000 – RS. 14,999		
MODELS							
PARAMETERS	XIAOMI		VIVO		YU		
Model	Redmi Note 5 Pro	Redmi Note 7 Pro	Y55L	Y55S	Yureka Plus (YU5510A,YU5510)	Yunicorn	Yureka Note
Display (inches/res)	5.9/1080x2160	6.3/1080x2340	5.2/1280x720	5.2/1280x720	5.5/1080x1920	5.5/(1080X1920)	6.0/1080 x 1920
Dimension (mm)	158.6x75.4x8.1	159.2x75.2x8.1	147.9x72.9x7.5	147.9x72.9x7.5	155 x 78 x 9	153.3X75.4X8.5	-
Weight (grams)	180	186	142	142	154	172	-
Processor/RAM	QS636/4GB	QS675/6GB	QS 430/2GB	QS 425/3GB	QS 615/2GB	MT Helio P10/4GB	MTK6753T/3GB
Operating system	Android 7.1.2	Android 9.0	Android 6.0	Android 6.0	Android 4.4.4	Androis 5.1.1	Android 5.1.1
Storage/Expandable	64GB/256GB	64GB/128GB	16GB/128GB	16GB/256GB	16GB/32GB	32GB/128GB	16GB/Yes
Rear/Front Camera	12MP+5MP/20MP	48MP+5MP/13MP	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/8MP
Battery (mAh)	4,000	4,000	2,650	2,730	2,500	4,000	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
Music Player/FM	Yes/yes	Yes/yes	Yes/yes	Yes	Yes/Yes	yes	Yes/Yes
Launch	February, 2018	March, 2019	October,2016	March, 2017	July, 2015	May,2016	April, 2016
Price Rs.	**13,999**	**14,999**	**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	Ouad-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		GIGIL		HTC		HUAWEI
Model	Marathon M5	S11 Lite	K1	S8	Desire 828	Desire 825	P20 Lite
Display (inches/res)	5.5/ 720 x 1280	5.7/720x1440	5.2-inch	5.99-inch	5.5/720 x 1280	5.5/ 1280 x 720	5.8/1080x2280
Dimension (mm)	152 x 76 x 8.6	153.8 x 72.6 x 7.9	74.9x146x9.5	75x158x9.2	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	141	NA	NA	148	155	145
Processor/RAM	MT6735/3GB	QS8937/3GB	1.5GHz Octa core	1.5GHz Octa core	MT6753/1.5GB	QS 400/2GB	Kirin 659/4GB
Operating system	Android 5.1	Android 7.1	Android 9.0	Android 9.0	Android 5.1	Android 6.0	Android 8.0
Storage/Expandable	32GB/128GB	32GB/256GB	4GB/64GB/128GB	4GB/64GB/128GB	16GB/2TB	16GB/2TB	32GB/64GB/128GB
Rear/Front Camera	13MP/5MP	13+2MP/16MP	16MP+5MP/5MP	16MP/5MP	13MP/5MP	13MP/5MP	16+2MP/24MP
Battery (mAh)	6,020	3,030	4,040	6,000	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	May, 2018	March, 2019	March, 2019	November, 2015	February, 2016	April, 2018
Price Rs.	**17,500**	**15,000**	**17,531**	**18,412**	**15,300**	**15,501**	**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**

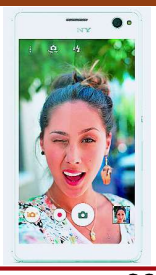
	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999
MODELS							
PARAMETERS	MOTOROLA	OPPO	REALME	SAMSUNG			
Model	One Power	K3	X	Galaxy On8	On Nxt	J7 Prime	J7 Max
Display (inches/res)	6.2/1080x2246	6.5/1080X2340	6.53/1080X2340	5.5/1920x1080	5.5/1920x1080	5.5/1920x1080	5.7/1920x1080
Dimension (mm)	156x76x8.4	161.2x76x9.4	161.2x76x8.6	151.7x76x7.8	151.7x75x8	151.7x75x8	151.7x75x8.1
Weight (grams)	205	191	191	169	167	167	167
Processor/RAM	QS636/3GB	QS710/6GB	QS710/6GB	Octa-core/3GB	Octa-core/3GB	Octa-core/3GB	OCTA-CORE MEDIATEK
Operating system	Android 8.1	Android 9.0	Android 9.0	Android 6.0	Android 6.0	Android 6.0	Android 7.0
Storage/Expandable	32GB/64GB/256GB	8GB/64GB/128GB/256GB	8GB/64GB/128GB	16GB/128GB	32GB/256GB	16MP/256GB	4GB/32GB
Rear/Front Camera	16MP+5MP/12MP	16MP+2MP/16MP	48MP+5MP/16MP	13MP/5MP	13MP/8MP	13MP/8MP	13MP/13MP
Battery (mAh)	5,000	3,765	3,765	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	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	October, 2018	July, 2019	July, 2019	September,2016	October,2016	September,2016	July, 2017
Price Rs.	**15,269**	**16,990**	**16,999**	**15,620**	**15,000**	**16,900**	**15,001**

	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)	5.0/1280×720	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.	**15,450**	**15,990**	**15,230**	**15,199**	**20,280 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**

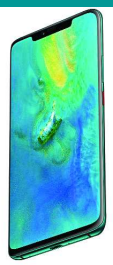
	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999	
MODELS							
PARAMETERS	NOKIA	ONEPLUS					
Model	8.1	2	3T	OnePlus 5	5T	6	7 Pro
Display (inches/res)	6.18/1080x2280	5.5/1080p	5.5/1920x1080	5.5/1080 x 1920	6.01/1080x2160	6.28/1080x2280	6.67/1440 x 3120
Dimension (mm)	154.8x75.8x8	151.8x74.9x9.85	152.7x74.5x7.35	154.2 x 74.1 x 7.3	156.1x75x7.3	155.7x75.4x7.8	162.6x75.9x8.8
Weight (grams)	180	175	158	153	162	177	206
Processor/RAM	Snapdragon 710/4GB	QS 810/3GB&4GB	QS 821/6GB	QS 835/8GB	QS835/6GB	QS845/6GB	QS855/6GB
Operating system	Android 9.0	Android 5.1	Android 6.0	Android 7.1.1	Android 7.1.1	Android 8.1	Android 9.0
Storage/Expandable	6GB/128GB	64GB	64GB	64GB	64GB/128GB	64GB/128GB/256GB	8GB/12GB/128GB/256GB
Rear/Front Camera	12MP+13MP/20MP	13MP/5MP	16MP/16MP	16MP/16MP	16+20MP/16MP	16+20MP/16MP	48MP+16MP+8MP/16MP
Battery (mAh)	3,500	3,300	3400	3,300	3300	3300	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	No	Yes	No	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No
Launch	December, 2018	July, 2015	December.2016	June, 2017	November, 2017	May, 2018	May, 2019
Price Rs.	**26,999**	**22,999**	**22,000**	**32,999**	**32,999**	**34,999**	**52,999**

	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999	
MODELS							
PARAMETERS	PANASONIC	SAMSUNG			SMARTRON	SONY	
Model	Eluga X1 Pro	Galaxy A7 (2016)	Galaxy A5/A7 (2017)	J7 Pro	t phone	Xperia C4	Xperia XA
Display (inches/res)	6.18/1080x2246	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)	155x75.5x7.9	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)	195	169	157/I86	157	149	147	137
Processor/RAM	MT6771/4GB	Octa Core/3GB	Octa Core/2GB/3GB	Octa core Exynos/3GB	QS 810/4GB	MT6752/2GB	MTK H P10/2GB
Operating system	Android 8.1 (Oreo)	Android 5.1.1	Android 6.0	Android 7.0	Android 6.0	Android 5.0	Android 6.0
Storage/Expandable	6GB/64GB/128GB	16GB/128GB	32GB/256GB	64GB	64GB/128GB	16GB/200GB	16GB/200GB
Rear/Front Camera	16MP+5MP/16MP	13MP/5MP	16MP/16MP/16MP/ 16MP	13MP/13MP	13MP/4MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,000	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	October, 2018	December, 2015	March, 2017	July, 2017	July,2016	June, 2015	May, 2016
Price Rs.	**26,990**	**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							
PARAMETERS	SONY		XIAOMI		VIVO		
Model	Xperia Z3+	Xperia C5 Ultra Dual	Mi 5	Redmi K20 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	6.39/1080x2340	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	156.7x74.3x8.8	153.9x77.1x7.58	152.6 x 74 x 7.3	155.9x75.8x7.7
Weight (grams)	144	187	129	191	168	159	160
Processor/RAM	QS 810 /3GB	MTK6752/2GB	QS 820/3GB	QS855/6GB	QS 652/4GB	QS 652/4GB	QS450/4GB
Operating system	Android 5.0	Android 5.1	Android 6.0	Android 9.0	Android 5.1	Android 6.0	Android 7.1.2
Storage/Expandable	32GB/128GB	16GB/200GB	32GB/No	128GB/256GB	32GB/128GB	64GB	64GB/256GB
Rear/Front Camera	20.7MP/5MP	13MP/13MP	16MP/4MP	48MP+8MP+13MP/20MP	13MP/8MP	12MP and 8MP/ 16 MP	16MP/24MP
Battery (mAh)	2,930	2,930	3,000	4,000	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	July, 2019	April, 2016	42,736	September, 2017
Price Rs.	**26,990**	**27,799**	**24,999**	**27,999**	**23,980**	**22,990**	**21,990**

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		
MODELS							
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 omwards**	**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	iPhone XS	iPhone 11 Pro	ZenFone AR	6Z	KEYone
Display (inches/res)	4.7/750 x 1334	5.5/1080x1920	5.8/1125 x 2436	5.8/1125x2436	5.7/1440x2560	6.4/1080x2340	4.5/1080 x 1620
Dimension (mm)	138.4 x 67.3 x 7.3	158.4 x 78.1 x 7.5	143.6x70.9x7.7	144x71.4x8.1	158.7 x 77.7 x 9	159.1x75.4x9.2	149.1 x 72.4 x 9.4
Weight (grams)	148	200	177	188	170	190	180
Processor/RAM	A11 Bionic	A11 Bionic	A12 Bionic	A13 Bionic	QS 821/8GB	QS 855/6GB	QS625/3GB/4GB
Operating system	iOS 11	iOS 11	iOS 12	iOS 13	Android 7.0	Android 9.0	Android 7.1
Storage/Expandable	2GB/64GB/256GB	3GB/64GB/256GB	4GB/64GB/256BG/512GB	4GB/64GB/256BG/512GB	64/256GB	8GB/64GB/128GB/256GB	32GB/64GB/256GB
Rear/Front Camera	12MP/7MP	12MP/12MP/7MP	12MP+12MP/7MP	12MP+12MP+12MP/12MP	23MP/8MP	48MP+13MP/Same	12MP/8MP
Battery (mAh)	1,821	2,691	2,658	3,190	3,300	5,000	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	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes	Yes	Yes/Yes
Launch	September, 2017	September, 2017	September, 2018	September, 2019	August, 2017	June, 2019	August, 2017
Price Rs.	**61,990**	**70,800**	**99,990**	**99,900**	**49,990**	**31,999**	**39,990**

	RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	GOOGLE					HUAWEI	
Model	Pixel 2	Pixel 2 XL	Pixel 3	Pixel 3 XL	Pixel 3a	P20 Pro	Mate 20 Pro
Display (inches/res)	5/1920x1080	6/1440X2880	5.5/1080x2160	6.3/1440x2960	5.6/1080x2240	6.1/1080x2240	6.39/1440x3120
Dimension (mm)	145.7x69.7x7.8	157.9x76.7x7.9	145.6x68.2x7.9	158x76.7x7.9	151.3x70.1x8.2	155 x 73.9 x 7.8	157.8x72.3x8.6
Weight (grams)	143	175	148	184	147	180	189
Processor/RAM	QS835/4GB	QS835/4GB	QS835/4GB	QS835/4GB	QS670/4GB	Kirin 970/6GB	Kirin 980/6GB
Operating system	Android 8.0	Android 8.0	Android 9.0	Android 9.0	Android 9.0	Android 8.1	Android 9.0
Storage/Expandable	64GB/128GB	64GB/128GB	64GB/128GB	64GB/128GB	64GB	32GB/128GB	8GB/128GB/256GB
Rear/Front Camera	12.2MP/8MP	12.2MP/8MP	12.2MP/8MP+8MP	12.2MP/8MP+8MP	12.2MP/8MP	40+20+8MP/24MP	40+20+8MP/24MP
Battery (mAh)	2,700	2,700	2,915	2,915	3,000	4,000	4,200
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	No	No	Yes	Yes	Yes	No	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	October, 2017	October, 2017	November, 2018	November, 2018	April, 2019	April, 2018	November, 2018
Price Rs.	**43,880**	**65,000**	**68,550**	**83,000**	**39,999**	**64,990**	**69,999**

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		
MODELS							
PARAMETERS	HUAWEI	LG			MOTOROLA		OPPO
Model	P30 Pro	G4 Dual SIM	G5	V20	Moto X Force	Moto Z	Find X
Display (inches/res)	6.47/1080x2340	5.5/1440 x 2560	5.3/ 2560x1440	5.7/2560x1440	5.4/1440 x 2560	5.5/2560x1440	6.42/1080X2340
Dimension (mm)	158x73.4x8.4	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	156.7x74.2x 9.4
Weight (grams)	192	155	159	174	169	136	186
Processor/RAM	Kirin 980/8GB	QS 808 /3GB	QS 820/4GB	QS 820/4GB	QS 810 /3GB	QS 820/4GB	QS845/8GB
Operating system	Android 9.0 (Pie)	Android 5.1	Android 6.0	Android 7.0	Android 5.1.1	Android 6.0	Android 8.1
Storage/Expandable	128GB/256GB/512GB	32GB/2TB	32GB/100GB	64GB/2TB	32GB,64GB/2TB	64GB/2TB	128GB/256GB
Rear/Front Camera	40MP+20MP+8MP/ 32MP	16MP/8MP	16MP/8MP	16MP,8MP/5MP	21MP/5MP	13MP/5MP	16MP+20MP/25MP
Battery (mAh)	4,200	3,000	2,800	3,200	3,760	2,600	3,730
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/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No
Launch	April, 2019	May, 2015	April,2016	December,2016	November, 2015	October,2016	July, 2017
Price Rs.	**71,999**	**34,800**	**25,999 onwards**	**54,999**	**25,990**	**39,999**	**59,990**

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE		
MODELS							
PARAMETERS	OPPO	SAMSUNG					
Model	Reno 10x Zoom	Galaxy S6 Edge	Galaxy A9 Pro	Galaxy Note 5	Galaxy S7	Galaxy S7 Edge	Galaxy S8/Plus
Display (inches/res)	6.6/1080x2340	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)	162x77.2x9.3	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)	206	132	210	171	152	157	155/173
Processor/RAM	QS 855/6GB	Octa core /3GB	octa-core/4GB	Quad core /4GB	Exynos 8890/4GB	Exynos 8890/4GB	Exynos 8896
Operating system	Android 9.0	Android 5.0.2	Android 6.0	Android 5.1.1	Android 6.0	Android 6.0	Android 7.0
Storage/Expandable	8GB/128GB/256GB	32GB/No	32GB/256GB	32GB/No	32GB/200GB	32GB/200GB	64/256GB
Rear/Front Camera	48MP+13MP+8MP/16MP	16MP/5MP	16MP/8MP	16MP/5MP	12MP/5MP	12MP/5MP	12MP/8MP
Battery (mAh)	4,065	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	Yes	No	Yes	No	Yes	Yes	No
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/-	Yes/-	Yes
Launch	May, 2019	April, 2015	September,2016	August, 2015	March, 2016	March, 2016	April, 2017
Price Rs.	**39,990**	**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			VIVO	APPLE	
Model	Note 8	Xperia Z5 Dual	Xperia X	Xperia Z5 Premium	NEX	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	6.59/1080x2316	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	162x77x8	200 x 134.7 x 7.5	203.2 x 134.8 x 6.1
Weight (grams)	195	156.5g	152	181	199	331	298.8/304
Processor/RAM	Exynos 8895/6GB	QS 810/3GB	QS 650/ 3GB	QS 810/3GB	QS845/8GB	A7,M7/1GB	A8,M8/2GB
Operating system	Android 7.1.1	Android 5.1	Android 6.0	Android 6.0	Android 8.1	iOS 8	iOS 9
Storage/Expandable	64GB/128GB/256GB	32GB/200GB	64GB/ 200GB	32GB/200GB	8GB/128GB/256GB	16,32GB/No	16GB,64GB,128GB/No
Rear/Front Camera	12MP/12MP/8MP	23MP/5MP	23MP/13MP	23MP/5MP	12MP+5MP/8MP	5MP/1.2MP	8MP/1.2MP
Battery (mAh)	3,300	2,900	2,620	3,430	4,000	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	July, 2018	November, 2015	Spetember, 2015
Price Rs.	**67,900**	**37,000**	**38,990**	**47,990**	**44,990**	**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 WiFi/ Wi-Fi + Cellular	iPad Pro 12.9-inch WiFi/ WiFi + 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**

Stuffcool WC630

A 15W wireless charger with 18W adapter

Tech accessory brand Stuffcool has launched its new Qi-certified wireless charger called WC630 in India. It supports up to 15W fast charging and includes several protective features like temperature protection, short circuit protection, power protection and over-voltage protection. The WC630 comes equipped with an 18W fast wall charger to ensure appropriate power is delivered to the wireless charger. It has an input of DC 5V/2A, 9V/1.67A, 12V/1.5A and a wireless output of 5W/7.5W/10W and 15W MAX. The wireless charger measures 100 x 100 x 6.5 mm and is compatible with cases with up to 6mm thickness.

The Stuffcool WC630 features a LED ring which allows users to check charging status. It delivers output of 7.5W for models like iPhone 12 to iPhone 8 models and 15W to flagship Samsung devices such as Samsung Galaxy S21, Note 20, Note 10 and S20. It is a universal charger for all Qi standard-based wireless devices. It has built-in Type C USB port and also includes a fast charging Type C cable as well as an 18W adapter to ensure correct power is delivered to the wireless charger. The Stuffcool WC630 is designed like a charging pad, allowing flexibility to place the phone to wirelessly charge. It will be available at leading retail outlets, Amazon India and stuffcool.com.■



boAt Airdopes 501 ANC Earbuds

Made for your hybrid lifestyle

Popular audio brand boAt recently introduced their latest TWS earbuds called Airdopes 501 ANC in India. These earbuds offer Bluetooth v5.2, for crystal clear call quality and low audio latency. The earbuds are available for purchase through Amazon as well as the company's official website. The wireless earbuds are equipped with boAt's Bionic Engine And Sonic Technology (BEAST), which is a new low latency decoder that significantly reduces the transmission latency to keep the audio and video in sync. The Hybrid ANC can suppress noise at a broader range of frequencies, adapt to and correct errors. The anti-noise signal cancels out the actual background noise by the time it reaches your ear. It can cut out up to 30dB of noise. The 8mm drivers provide boAt signature audio output, and Bluetooth 5.2 provides versatile connectivity.

The list of features also includes in-ear detection, ambient mode and Insta Wake N' Pair technology. The battery life on boAt Airdopes 501 is about 5 hours for playback and up to 28 hours including the charging case. Moreover, the earbuds also support fast charging, a 5-minute charge can provide up to 60 minutes of playback time. There is also a one-touch voice assistant mode where you can summon Google Assistant or Siri to your service and check the weather, news, or latest cricket scores with a single tap. The boAt Airdopes 501 ANC has an IPX4 rating for water and sweat resistance. ■



MULO Arena 6000 Soundbar

Enjoy a theater-like immersive sound experience in the comfort of your room



Price:
INR 4,999

Kolkata-based audio brand MULO has launched Arena 6000, a powerful 60-watt true RMS 2.1-channel soundbar with subwoofer, in India. The product is made entirely in India with 95% locally sourced materials and components. The MULO Arena 6000 is crafted from high-density wood which is naturally non-resonant and helps in producing the best acoustic sound. The wooden enclosure also provides a minimum distortion and efficient amplification from the drivers. Powering the high-fidelity drivers and the large subwoofer is a 60-watt true RMS amplifier which is engineered with deep bass, crisp highs and clear mids.

The soundbar is also feature-rich, sporting multiple connectivity options. It sports optical, Bluetooth v5.0 and Aux input options for easy connectivity to televisions, smartphones, tablets, laptops and music players. Additionally, it can also work as a standalone music player by playing MP3 files from the USB port. Furthermore, a built-in stereo FM radio can keep you entertained from local terrestrial radio stations. Other features include a built-in EQ with 5 preset modes such as Jazz, Vocals, Balanced, EDM and Trance. The soundbar comes with a fully functional remote control. It is up for grabs at Amazon.■

Boult Audio ProBassAnchor

The over-ear headphone with ANC, 30-hour battery life



Price:
INR 3,999

Premium audio brand Boult Audio recently launched ProBassAnchor, an active noise cancellation over-ear headphone in the country. The ProBass Anchor boasts of 30-hour battery life with extra bass and voice assistants. It is lightweight and features a smooth and premium-finish exterior for an elegant look and crafted with high ergonomics and ultra-soft earcups for super comfort and prolonged use. The earcups and headband are built using soft protein leather padding for comfort and longevity. The Boult Audio ProBass Anchor features large 40mm drivers that produce extra bass without compromising on mids and highs.

Packed with Boult's sound signature, the audio delivery is extra punchy with deep bass while accentuating the warm midst and crystal-clear sparkly highs. The ANC comes in very handy, especially when using the headphones while commuting or when outdoors. An onboard voice assistant feature also helps with a hands-free experience – now summon Google Assistant or Siri at the press of a button. A high-capacity in-built lithium-ion battery helps power the ProBass Anchor for a good 30 hours non-stop. The Boult Audio ProBassAnchor wireless ANC over-ear headphone is available in Black colour at Amazon.■



Fire-Boltt Agni Smartwatch

Wear style on your wrist with SpO2 monitor

Price: INR 2,999

Domestic audio and wearable brand Fire-Boltt has launched a new smartwatch called Agni, which comes with a host of health and fitness related features. Agni features a 1.4-inch HD full touch 2.5D curved glass with industry leading 400 nits peak brightness. With an exquisitely designed full metal rectangular dial, Fire-Boltt Agni is designed for those who like to wear their style on their wrist. The Fire-Boltt Agni smartwatches will be exclusively available at Reliance Digital stores and on www.reliancedigital.in. Similar to its predecessors, Fire-Boltt Agni is equipped with SpO2 monitor to track blood oxygen level, 24x7 heart rate monitor and a tracker to keep a tab on sleeping pattern.

Another key health-related feature of the smartwatch is a Menstrual Reminder that can help women in keeping a track of periods, cycle, ovulation and fertile days, thereby letting them lead a more planned and regulated life. The smartwatch would allow the users to have music as well as camera control on their wrists. Fire-Boltt Agni is further equipped with weather updates, alarm and a timer stopwatch. The IPX7 waterproof smartwatch comes with multiple sports modes like walking, running, football, cycling, badminton, basketball and skipping. Making it function non-stop for long hours is its powerful battery with 30 days standby. When used with all the features, the battery last for a whopping eight days on a single charge. Fire-Boltt Agni offers 200-plus cloud-based watch faces.■

Zoook Rocker Color Blast

A Bluetooth speaker with RGB lights

Price: INR 3,499



French lifestyle brand Zoook has launched Rocker Color Blast Bluetooth speaker with RGB lights in India. The speaker, equipped with the latest Bluetooth 5.0 technology, offers superior sound quality and hours of musical bliss. The Zoook Rocker Color Blast comes with intuitively-designed buttons for volume adjustment, track change and play/pause control, thereby making the operation easy and seamless. The speaker supports voice assistants, Siri and Ok Google, and comes with a Type-C charging port. There is an in-built microphone, incorporated directly into the speaker for uninterrupted access. The speaker's 30W total system power results in a bold sonic output, which allows users to experience music in full-bodied stereo realized through dual high-performance big 57 mm drivers.

The mesh-covered speaker has multi-colour changing LED to blend with any ambience. There are as many as nine RGB light modes to suit different occasions and moods. Press and hold the LED button for 5sec to activate or deactivate the SOS alarm function. The speaker is IPX5 rated. Its built-in rechargeable lithium ion huge 7.4v 4,000mAh battery provides extended playback and allows users to stream music for up to 10 hours at full volume. On low volume, the battery lasts for a whopping 16-20 hours. The speaker also comes with an on-board TF card slot and a plug-in mechanism to connect a device via Aux. The Zoook Color Blast is available at leading online and offline stores.■

Mi HyperSonic Power Bank

A perfect fast-charging solution for your smartphones and laptops



Smartphone maker Xiaomi has come up with the Mi HyperSonic power bank in India. It comes with 50W fast-charging capabilities and triple ports for charging multiple products at the same time. The power bank comes with a 20,000mAh capacity that can be charged from zero to full in a total of 3 hours and 50 minutes. It features a triple port design that includes a USB Type-C and two USB Type-A ports. It can be used to fast charge both smartphones and laptops. Xiaomi says that the Mi Hypersonic power bank can fast-charge compatible smartphones at 50W. This can juice up a typical 4,500mAh smartphone battery in around 1 hour of charging. It can also fast charge a laptop at 45W and comes with Power Delivery 3.0 support.

The Mi Hypersonic power bank also features a low power charging mode for devices with low-power output such as Bluetooth headsets, fitness bands, smartwatches etc. This mode can be activated for the safe charging of such devices by double-tapping the power button. The device comes with safety checks in place. For this, its lithium-polymer batteries are equipped with 16-layers of chip protection. The power bank safeguards itself and the devices from short circuit, temperature, input over-voltage, electrostatic, battery over-current, over-discharge and other such issues. In terms of design, it sports a matte black finish and is made from high-quality PC + ABS material. The power bank is currently being crowdfunded on the Mi India website.■

Portronics Kronos Beta Smartwatch

A one-stop solution for your fitness needs

Portable digital product maker Portronics has launched an affordable smartwatch called Kronos Beta, which offers features such as real-time heart rate monitoring and seven days of battery life. The Kronos Beta smartwatch has a dust- and water-resistant build and supports over 100 watch faces. The smartwatch comes with offline music playback option using its built-in storage. You also get preloaded sports modes to track a list of activities. In terms of specs, the Portronics Kronos Beta features a 1.28-inch TFT round-shape display with touch support. It has 512MB of onboard storage that is touted to store up to 300 songs.

Price: INR 3,999



For activity and fitness tracking, the Kronos Beta comes with 24/7 heart rate monitoring and has 10 sports modes to track activities such as running, walking, hiking, and stair steps, among others. Users have the ability to make their own faces using the companion app. There is also Bluetooth v5.1 connectivity. The Portronics Kronos Beta comes with an IP68-certified body made of aluminium and polycarbonate that is claimed to resist dust and water to some extent. The smartwatch packs a 240mAh battery that is said to take around an hour's time to charge fully. The Portronics Kronos Beta smartwatch comes in Black, Grey and Rose Pink colours and is available through the Portronics website as well as various online portals.■

Ubon SP-40 Solar

The Bluetooth speaker designed for all purposes



Price: INR 2,499

Homegrown gadget accessories and consumer electronics brand Ubon has launched SP-40 Solar Bluetooth speaker, which comes equipped with features like USB charging, dual torch with solar charging panel, control button, FM Radio, support TF card and high-quality sound. The all-new SP-40 speaker features multiple connectivity options such as USB port and micro TF/SD card.

The Ubon SP-40 comes with the latest built-in TWS feature and can be paired via Bluetooth to the soundtrack for up to 10 meters of operating range. This speaker offers a power backup with the support of an inbuilt 1200mAh battery.

With this, you can easily switch to the FM mode and tune into your favourite FM stations. The Ubon SP-40 Solar Bluetooth speaker comes in stylish colours and can be bought from leading retail stores and e-commerce platforms.■

iGear Thermo Check

Simple yet very efficient medical gadget



Domestic gadget and smartphone accessories brand iGear has launched Thermo Check, a contactless unmanned infrared thermometer that can be mounted on a wall or a tripod at the entrance of housing societies, offices, malls, schools, and many such areas. With Thermo Check, the visitor simply needs to scan themselves before entering and the device will instantly alert the establishment if there is a potentially infected patient at the entrance. It sports a large, bright and crisp LCD which is very easy and comfortable to read. It displays the current temperature of a person being scanned in either Fahrenheit or Celsius, depending on the requirements by the establishment. A laser beam with IR transmitters and receivers are built on the top where the patient/visitor simply needs to place his/her forehead at a distance between 1cm to 7cm. The device will instantly read the temperature and produce the results on the screen within 0.5 seconds and with a high accuracy rate of ±0.2°.



The iGear Thermo Check also includes a digital counter which reads and stores the number of people that have been scanned. The establishment can read the number of people entering the premises during the day/week/month at the click of a button. No personal data is stored. The thermometer weighs just 200g. It operates on a built-in rechargeable battery and also can work using three AA cells or a power adapter using the bundled USB to power cable and is very easy to install, deploy and operate. The iGear Thermo Check is available via Croma.com, and comes with a 1-year standard industry warranty.■

Price: INR 1,990



Defy Earphones

Another feather in singer Guru Randhawa's cap

Popular Punjabi singer Guru Randhawa recently launched his audio accessory brand called Defy in the Indian market. The brand portfolio currently includes Defy Gravity TWS earbuds, Defy Crest wireless neckband and Defy Impulse wired earphones. All of these are currently available exclusively on Flipkart. Defy Gravity TWS earbuds are lightweight and ergonomically designed. They offer a total playback time of up to 16 hours on a single charge and come with 10mm drivers and connect to devices using Bluetooth 5.1 technology. They also come with a single touch voice assistant function to access Google Assistant or Siri, and feature an IPX4 water resistance rating. They charge over USB Type-C.

Defy Crest neckbands also feature 10mm drivers and come with a playback time of up to 10 hours. They feature Bluetooth 5.0 and come with an IPX5 rating. These are also compatible with Google Assistant and Siri for a hands-free experience. Defy Impulse and Impulse X wired earphones feature 10mm audio drivers. They come with a built-in mic and have magnets in the earbuds to avoid tangles. The earbuds feature an angled 3.5mm jack to ensure less wear and tear with usage.

Defy Crest Wireless Neckband is priced at Rs 899. Price: INR 999 (Gravity); INR 899 (Crest); INR 349 (Impulse); INR 399 (Impulse X)■

RAEGR RapidLink 1150

Your charging companion for smartphones, tablets and notebooks

Homegrown consumer lifestyle tech brand RAEGR recently introduced RapidLink 1150 GaN charger in India. It's a single solution for charging multiple gadgets with the power, speed and safety of the latest GaN technology. Compatible with most devices that require fast chargers, the RapidLink 1150 can charge your gadgets with a maximum power output of 65 watts. It comes with dual USB ports to fast-charge up to two devices simultaneously. It features a PD (Power Delivery) USB Type-C port and a USB Type- A QC3.0 port that is suitable for almost every gadget out there.



Price :
INR 3,999

Using GaN chips has a huge advantage – it reduces the overall size of a charger by almost 40%, runs cooler, saves more power and charges faster than conventional fast chargers. It is ultra-compact and highly efficient too. This 65W charger can be easily carried around in your pocket or handbag, making it highly portable. The RAEGR RapidLink 1150 features a built-in chip that safeguards your connected devices against excessive heating, overcharging, overvoltage and over-current. The RAEGR RapidLink 1150 65W GaN Dual PD + USB Charger will be available on Amazon India, and includes a standard industrial warranty of 1 year.■





Maxima Max Pro X4

The all-new Space-age smartwatch

Watch maker Maxima launched Max Pro X4, an Amazon-exclusive smartwatch during the recent Prime Day sale. The all- new X4 smartwatch features a 1.3-inch TFT IPS full-touch round active display with an ultra-bright screen topping 380 nits for an enhanced viewing experience, giving it a contemporary look and feel. The smartwatch is available in three colour variants – black, blue and gray – and comes with a premium quality strap. The company says that the Maxima Max Pro X4 has been crafted to meet the expectations of the customers in challenging times and after considering the aspirations of millennials and GenZ.

The Max Pro X4 smartwatch is equipped with a Realtek chipset for high-end performance and responsive touch. It consists of LC 11 heart rate monitor that will give users accurate SpO2 readings and has a battery life that will give up to 15 days run time. The smartwatch also boasts features like 10 functional sport modes, configurable watch faces, call alerts, social-media notifications amongst others. It has an IP68 certification making it dust and water-resistant. The Max Pro X4 can be linked to the upgraded and improved Coolwear app and is compatible with Android versions 5.0 and up, as well as iOS versions 9.0 and above.■

PlayGo BH47 and BH22 Headphones

Made for audio fanatics

Domestic wearables brand PlayGo has launched two wireless headphones, PlayGo BH47 and PlayGo BH22, in India. The headphones come with features including the EBEL (Enhanced Bass Extra Loud) drivers, Active Noise Cancellation, dual connectivity and other features. The company has also provided an Aux cable with an in-built mic. The PlayGo BH47 is powered by the Qualcomm processor. The company claims that the headphones come with quick charge technology and last for up to 30 hours on a single charge. It takes a total of three hours to refill the juice completely. The BH47 also offers multi-point connectivity, which means that the user can pair up to two devices simultaneously. The headphones are armed with 40mm drivers for loud and clear sound.



Price :
INR 6,999 (BH47);
INR 2,999 (BH22)

On the other hand, the PlayGo BH22 offers up to 35 hours of battery life on a single charge, as per the company. The device is also equipped with a dual equalizer and can operate up to a distance of 10 meters. The headphones can be purchased via e-commerce platforms including Amazon, Flipkart and the official website of Play. The PlayGo BH47 is available in a single Galaxy black colour variant, whereas the BH22 comes in Champagne and Lush Lava colours.■

Gadgets Corner

Noise ColorFit Ultra

Claims to be the mightiest upgrade in the smartwatch series



Price : INR 4,499

Connected lifestyle brand Noise has refreshed its best-selling smartwatch series with the launch of ColorFit Ultra in India. It comes with a 1.75-inch TruView colour display. The panel operates at 320 x 385 pixels resolution. The company claims that the new wearable has a 78 per cent bigger screen in comparison to ColorFit Pro 2. The wearable sports an aluminium alloy body and has a single button on the side, which one can use to navigate across UI. You also get multiple watch faces via the companion app. The latest Noise ColorFit Ultra comes with features like heart rate monitor, Accelerometer, SpO2 sensor, stress monitor, step tracker, sleep monitor, sleep monitor, female health tracking and reminder.

The smartwatch claims to offer 60 sports modes, including indoor fitness, yoga, rowing, ballet, cricket, basketball, badminton, zumba, and more. With the Noise ColorFit Ultra, the brand is claiming that users will get up to nine days. One can use this smartwatch to check the phone's notifications and will be able to respond to messages as well. The new fitness wearable from Noise is also IP68 rated, which means that it is dust and water-resistant. You can download the NoiseFit app to check the fitness data. The Noise ColorFit Ultra comes in three colour options, blue, white and black. You can grab it on Amazon.■

Acer Predator Memory and Personal Storage Products

The perfect pick for hardcore PC gamers

Biwin, a leading chip manufacturer for flash storage, reached an agreement with Acer to bring Predator-branded memory and personal SSD storage products to customers in India. The product offerings will take advantage of Biwin's manufacturing capabilities and Predator's global brand recognition to provide the latest memory and storage solutions for both casual and professional gamers. The new Predator Apollo memory module series offers speed, style and special lighting. Its ultra-high frequency, ultra-low timing, and overclocking capabilities will satisfy even the most speed-thirsty gamers. The Predator Apollo series feature RGB lighting that synchronizes with most mainstream motherboard software to allow eight eye-catching independent lighting areas, 16 million RGB colour values and 10+ light effects.



The Predator Apollo memory modules come with an impressive 10-layer PCB, aluminumheatsink, 15μm gold-plated contacts and the highest quality B-dies to ensure top level performance. With Apollo as part of their gear (incorporating Intel XMP 2.0), gamers can now jump to overclocking with one click. To complement the Predator Apollo series, a range of Predator Talos memory modules are built with an 8-layer PCB, ultra-low timing, and high-efficiency zinc-alloy heatsink to guarantee better performance, higher endurance, and an extremely satisfying experience for users. The products are available on the channel and the price for Acer GM3500 512GB SSD is INR 11,700, Acer GM3500 1TB SSD is INR 24,500, Acer Apollo 16GB DDR4 RAM 3200 8GB X 2 is INR 21,000.■

Bluei RockStar

Take your party wherever you go

Homegrown mobile accessories brand Bluei announced an update to its product portfolio with the launch of RockStar, a wireless home theater, which is equipped with enhanced audio quality and is designed to support deep bass HD which is perfect for house parties. The Bluei RockStar is for those young audiophiles who just cannot afford to compromise on the sound quality of their party glimmers. Packed with Bluei signature sound, the RockStar creates an uplifting listening experience, whether it's a big gathering at the lawn or pop-up gig in a park.

Given its thin design, the Bluei RockStar can be easily carried anywhere. RockStar is easy to carry and takes less space in the back-pack. The home theater has 50W surround sound and gives a 3D stereo experience. It has a frequency range of 15 meters so, keep your music pumping wherever you go. The newly-launched Bluei RockStar comes with significantly attractive features and the consumers can decide as per their choices. The speaker offers a built-in FM antenna, dedicated subwoofer volume control, big digital display, Aux/Mic input, USB port and Bluetooth 5.0 connectivity as well. It is compatible with mobile, PC, laptop and playstation. The home theater comes in black colour.■



Price :
INR 2,899

Logitech MX Anywhere 3

Enhance your workflow and workspace with the compact mouse

Computer peripherals brand Logitech has announced the launch of its new MX Anywhere 3 and MX Anywhere 3 for Mac wireless compact mice in India. The new mice offer low-profile design for advanced creators, developers and anyone who seeks performance, portability and comfort anywhere they need to work. The mouse is built to track on virtually any surface, including glass, as you move it with you to varied work spaces around the home or office. Featuring the next-generation MagSpeed wheel, the MX Anywhere 3 quietly scrolls up to 1,000 lines per second and auto-shifts between ratchet and hyperfast mode, giving you the highest precision in a compact mouse. The mouse can connect wirelessly up to 10 meters away and features USB-C quick charging, staying powered for up to 70 days on a full charge, and a one-minute quick charge lasts three hours. One can connect up to three devices via Bluetooth or the included Unifying USB dongle and switch between them at the tap of a button.

Pair MX Anywhere 3 with MX Keys for the ideal setup so you can truly master everything you need. The mouse works with Windows, macOS, iPadOS, ChromeOS and Linux. MX Anywhere 3 for Mac is optimized for macOS and it is iPad compatible and includes a USB-C to USB-C charging cable for Mac. The Logitech MX Anywhere 3 and MX Anywhere 3 for Mac are available in Pale Grey colour variant. The regular MX Anywhere 3 is also offered in rose and graphite colour options. They are available for sale on Amazon India.■

Price :
INR 7,995



boAt Immortal 1000D Headphone

Designed for gaming enthusiasts



Homegrown popular audio brand boAt has come up with its first-ever gaming headphone called Immortal 1000D in the Indian market. The boAt Immortal 1000D is equipped with 50mm drivers that provide a powerful 360-degree gaming experience. The headphones are armed with 7.1 Channel Surround Sound and Dolby Atmos. The headphones also come with a detachable mic. You can remove the mic when you are not playing the game and enjoy the movies in Dolby Atmos. The boAt Immortal 1000D with dual mics facilitates distortion-free communication between friends. The headphones also have a remote to control audio, mic and LEDs for seamless voice and video conversations across YouTube, Discord, Twitch, and other streaming platforms.

The company says that gamers will be immersed in a more intense gaming that brings crystal clear, hair-raising realism to even the busiest of battlefields, so they can catch the subtle, potentially game-changing sounds they've been missing. These headphones also feature a 7.1 Channel Surround Audio created by the brands very own boAt Plugin Labz which processes high-fidelity sound and is optimized by experts in gaming audio immersion. Users can switch between 7.1 Channel Surround Audio or Dolby Atmos while gaming. The headphones have been launched in two different colour options Black and White Sabre, and can be purchased from boAt's official website and Amazon.■

Pioneer 2021 Hi-Res Special Edition Speakers

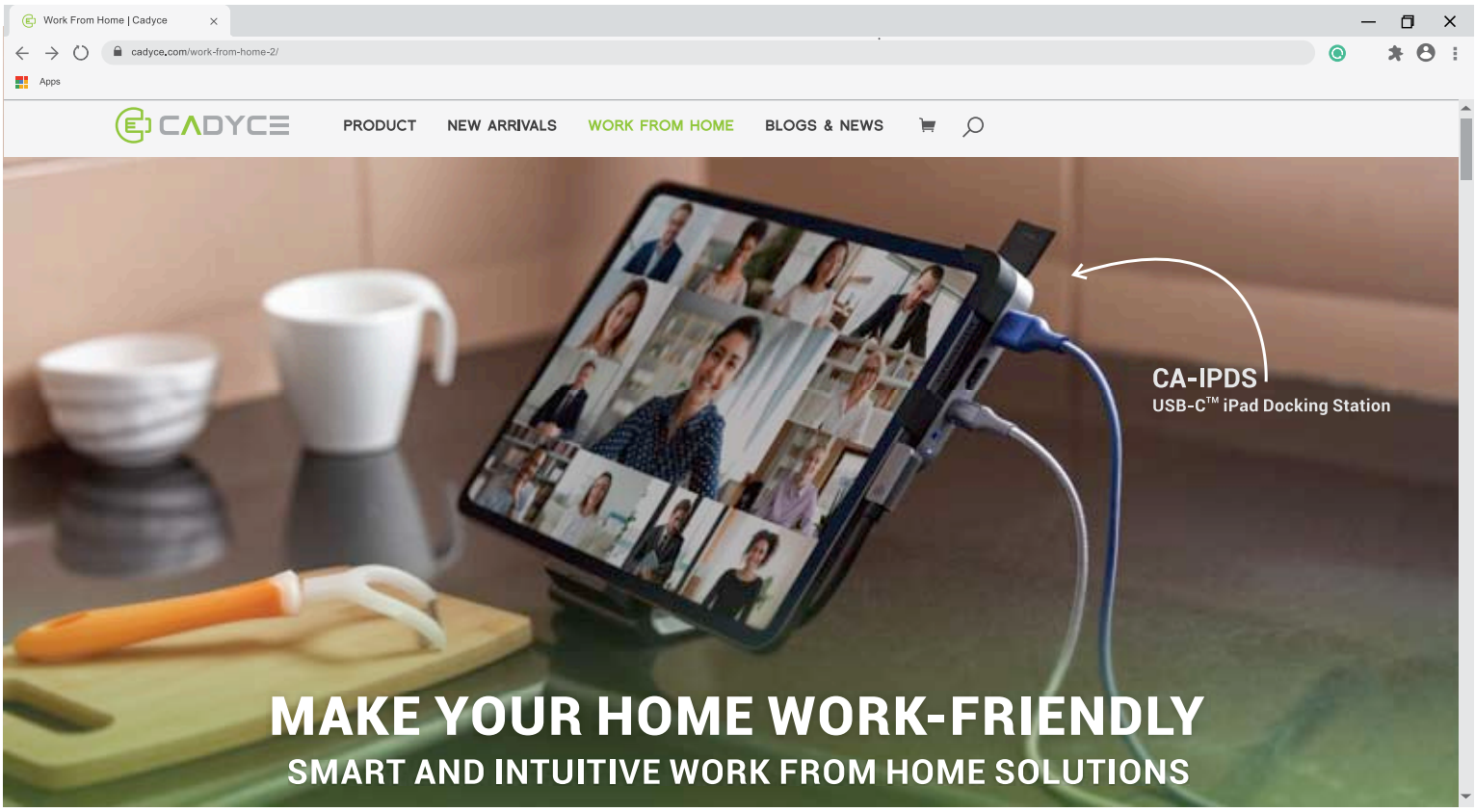
Take your car infotainment to the next level

Leading car infotainment brand Pioneer India Electronics has launched its 2021 Hi-Res Special Edition car component speakers, the 17cm (6.5-inch) TS-VR170C, TS-V170C and TS-J170C. Priced at INR 19,990, TS-J170C is based on the 'Open & Smooth' concept and it uses a mix of tried-and-tested designs and innovative technologies to bring dynamic, 'live' sound to drivers everywhere. The TS-J170 comes with poly-imide balanced dome tweeter design that claims to produce clear high-frequency response of up to 58kHz, the woofer's a Injection Molding Carbonized Cone (IMCC) unit to create strong, dynamic, and immersive low-to-mid frequencies.



TS-V170C, priced at INR 31,990, is based on the company's Z series speakers with an open and smooth sound concept. It comes with well-tuned aluminum tweeter diaphragm that is rated to produce up to 64kHz response. The woofer in the speaker is a dual-layer Aramid Fibre unit with high-strength centre cap, large strontium magnet, and aluminum diecast basket responsible for producing low and mid range frequencies. TS-VR170C is priced at INR 64,990 and its woofer was designed with a dual-layer carbon fiber cone, supported by a high-performance, space-efficient square wire voice coil, a neodymium magnet and strong aluminum die-cast basket. This setup accurately reproduces low-to-mid frequencies, free from distortion — faithfully reproducing sound from drums, bass, and strings.■

team@mymobileindia.co.in




CA-WCHP


CA-C3GE


CA-2CHD2


CA-C2C



CA-T3HDD


CA-6UCWC


CA-CPA61/87


CA-C3AM


CA-DDS


CA-CU3HVG


CA-CDSGT


CA-KBDS

FREE **Warranty** rma@cadyce.com | **Online Chat** www.cadyce.com | **Email Support** support@cadyce.com | **Sales** sales@cadyce.com

Toll Free: 1800 266 9910
Tech Support: +91 9172212959

Pune: 08087635350, 08793014270/71 • **Mumbai/Rajasthan:** 09769726552 • **Gujarat:** 09974800847 • **North:** 09999071626 • **Delhi:** 09313122475 • **Haryana:** 09716619191
Bangalore: 09972534115, 09880660912 • **Hyderabad & AP:** 09949976234 • **Maharashtra:** 09226923696 • **Rest of India:** 09595207300 • **Tamil Nadu:** 09500052809



How healthcare industry can leverage the contact centre solutions for better customer satisfaction



By Amit Gandhi

With technological advancements and increased internet penetration, the use case of technology has imprinted itself on every aspect of healthcare, and even contact center solutions are not untouched by it. If one may recall the first wave of Covid, getting through to the right contact center personnel was very difficult, as even in the healthcare industry, the number of call center agents got depleted considerably to answer the queries of distraught patients. However, things were not the same during the arrival of the second wave. Even as it wreaked havoc across the country, the situation would have been worse if patient contact solutions had not been upgraded with better connectivity and adoption of technology voraciously to meet the needs of the patients or their kin.

Currently, contact centre solutions providers offer a vast number of valuable solutions to transform the patient experience, be it handling emergencies or making remote working possible or winning the trust of the patients and their kin.

24X7 availability for patients

The availability of the solutions on a 24x7 basis has now become synonymous with healthcare industry and bots are playing a more important role than ever. Bots not just manage the queries but also help the patients or the caller to connect with the right department on need per basis. This integration of bots has changed the whole scenario within the contact center solutions domain where hospitals can manage the work load in a far more efficient manner than ever before.

"Though emails, SMSes and other means have become the norm of the day, technology has further enabled the upgrading of tele-consultations to video consultations. The new age video technology has allowed people to avail healthcare facilities even during the Covid times from any city or town with internet connectivity while adhering to all the Covid guidelines"

Integration of video

With technology, it has become convenient for both doctors and patients to connect via video calls, check the symptoms and share the prescription within minutes with utmost precision. Though emails, SMSes and other means have become the norm of the day, technology has further enabled the upgrading of tele-consultations to video consultations. The new age video technology has allowed people to avail healthcare facilities even during the Covid times from any city or town with internet connectivity while adhering to all the Covid guidelines.

Mobile assistance

Mobile apps have put in more flexibility in terms of services provided, and simultaneously added a whole new dimension as patient calls no more get missed despite contact service agents being at home or on the move. Also in the instances of tests and diagnosis, if a sample collection agent is within a designated area he can be updated in real time for new appointments and the caller can connect with him, leading to a convenient experience for both of them.

Win patients trust

With adoption of new-age technology, the patients are developing more trust factor for the healthcare system as doctor on demand has become the new norm. Even if one is travelling, they can book an appointment and get the consultation at any time of the day. This eventually adds up to the trust level of patients seeking medical assistance.

Today, a doctor does not need to worry about consultation as connected software systems share data about a patient's need and his or her medical history, allowing them to have the ability to make informed decision and save time in asking the same questions over and over again. By pre-assessing the issues, doctors just need to make the right diagnosis and provide adequate remedial solutions. ■

The author is Founder and CEO, NovelVox, a contact center software solutions provider.

www.ficciexpo.in

FICCI

Presenting India's largest global acceleration event on Manufacturing & Services sector

FICCI ANNUAL expo 2020

From 11th Dec. 2020 for a period of one year

"TAKING LOCAL GLOBAL"



Exhibition | Webinars | B2B Meetings | Digital Directory | Open 365 Days

Key Highlights

- Being organized in conjunction with FICCI Annual General Meeting, a flagship event with participation from the who's who of the Indian industry, government and representatives from Indian and international chambers and associations.
- Products and services across 50+ sectors to be showcased in structured Exhibition Halls segregated as per sectors.
- 24x7x365 physical and online access to exhibitors with easy search options to find products and services.
- Visitors can send meeting requests and fix their meetings with the exhibitors as per their convenience.
- Sectoral webinars will be organized inviting delegates from across the globe.

Sponsorship and branding opportunities also available

JOIN THE GATEWAY TO GROWTH TODAY

- The event will be promoted extensively across India and the globe through regional chambers and sectoral associations which are FICCI members and through Indian Missions all over the world.

Participation Fee

Initial Subscription *(Valid for 2 months)*	₹20,000 / $500
Annual Subscription	₹50,000 / $750
Industry Directory Listing	₹5,000 / $150

**15% additional discount for FICCI members*
***GST additional at 18%*

For more details write to us at: ficciexpo@ficci.in

Supporting Organisations:

MEDIATEK

MediaTek Dimensity

Incredible in. Incredible out.

What we put into our Dimensity 5G chips shapes the experiences you get out of it.

Our bold, progressive, innovative thinking & brilliant technology resulted in a family of 5G chips for carriers, device makers & consumers that brings speed & performance like never before.



With MediaTek Dimensity, Expect Incredible.

MediaTek Dimensity 1200 Series

- 3GHz 'Ultra Core' CPU with Leading 6nm Production Technology
- Unrivaled AI-Multimedia & 5G Connectivity
- MediaTek HyperEngine 3.0 Gaming Technology

MediaTek Dimensity 900

- Super-efficient 6nm Production Process
- Flagship-class CPU Cores
- Dedicated 4K HDR Video Capture Engine

MediaTek Dimensity 1000+

- Incredible Performance
- Flagship 5G Experiences
- Ultra-Fast Refresh Displays

MediaTek Dimensity 800U

- Ultra-Connected Dual 5G
- Efficiency Focused Design
- Premium AI & Super-Large Cameras

MediaTek Dimensity 700

- Fast and Responsive Memory
- Efficient MediaTek 5G UltraSave Support
- Upgraded Blur-Busting Display

Find the perfect MediaTek-powered device for yourself at:

Amazon | Flipkart

For more information about MediaTek Dimensity, visit: **i.mediatek.com/mediatek-5g**

Copyright 2021 © MediaTek, Inc. All rights reserved.