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The global wearable market, and the technology in particular, has undergone remarkable phases including meteoric hype, funding worth billions of dollars, innumerable new patents and launching of thousands of products. While the international market has certainly witnessed ripples, the real waves have been created of late in the Indian wearable space. According to a recent report by the International Data Corporation, the Indian market reported yet another record quarter by selling 23.8 million units in Q3 2021, with watches registering 4.3 million shipments.

Homegrown brands, in particular, have captured over two-thirds of the watch market with their aggressive offerings and marketing spends on digital platforms. The two key factors driving the market are affordability and tech-powered diversity of offerings. The consumers are on the lookout for the right combination of features, price and quality. There is hardly any person who does not like the idea of sporting a stylish and slim smartwatch rather than a traditional timepiece. The increased health related concerns in the wake of the pandemic has also impacted the consumer preference for a device that could keep them updated in real time about their key health metrics. Innovation is another area that holds the key to the historic evolution in the market over the past few quarters.

In addition to the record high in the demand for wearables, especially smartwatches, the report also mentions about Truly Wireless or TWS devices reaching a 39.5% share of earwear in the third quarter of the year. India has seen the emergence of many small or peripheral brands grabbing the attention of consumers like never before. There have been significant advancements in the TWS segment, including the likes of earbuds with switchable ANC modes and hybrid ANC technology.

While the explosion of new players in the mass market segment has given rise to competition, putting a lot of pressure on brands to distinguish in a market that is getting flooded with mirror image products, one thing for sure that it's the beginning of a new era of IoT (Internet of Things) in India where wearables have a significant role to play.

Meanwhile, in a significant development, the Union Cabinet recently approved a Rs 76,000 crore scheme to boost semiconductor and display manufacturing in the country. This is a profound decision and we congratulate Prime Minister Narendra Modi and the Ministry of Electronics and Information Technology for this development. The policy and budget outlay deeply recognise that while India should assemble everything possible in the globe and export to the entire world. Building blocks of the electronic ecosystem i.e. Cells (PLI for advanced chemistry cell or ACC has already been launched), display and the semiconductor ecosystem are critical for long-term sustenance.

Happy Reading and Stay Safe!

Pankaj

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EDITOR-IN-CHIEF

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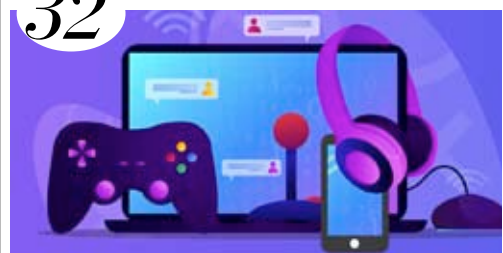
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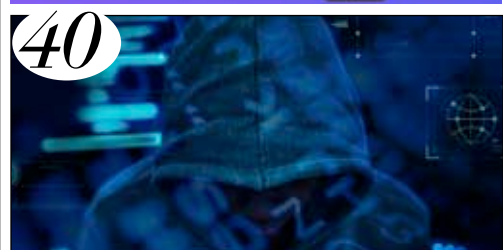


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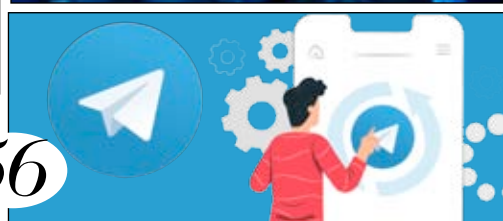
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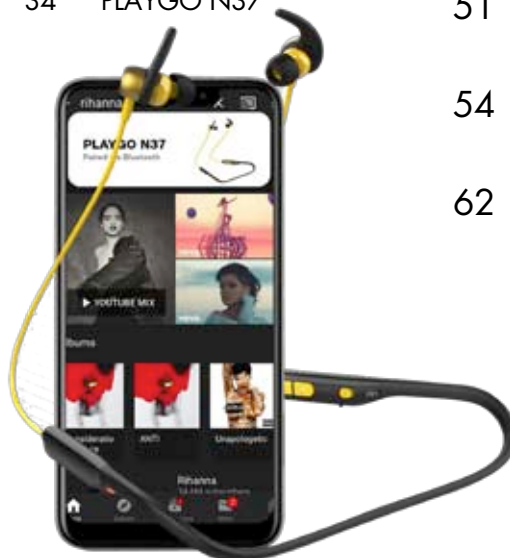
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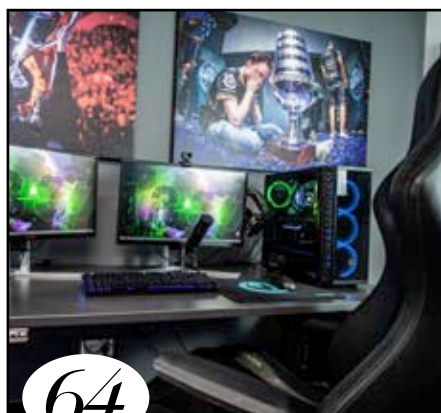
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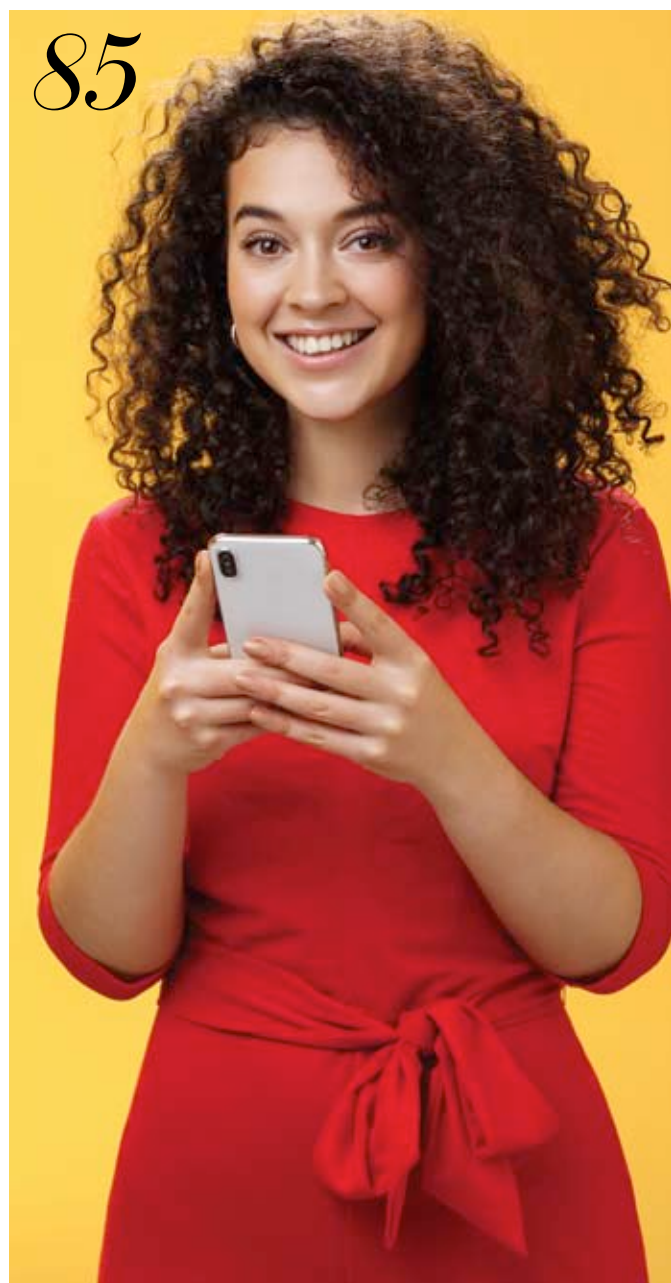


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Apple to use its own modem chip for iPhones in 2023



Apple reportedly has roped in TSMC (Taiwan Semiconductor Manufacturing Co.) to manufacture its own 5G modems for iPhones in 2023. The partnership with the Taiwanese chipmaker could see 5G iPhone modems being produced from 2023. TSMC is the manufacturer of all iPhone A-series processors and M1 systems-on-chip for Mac computers. The tech giant is said to be planning to use TSMC's 4nm process node that has not been deployed for any commercial product. Apple analyst Ming-Chi Kuo had earlier claimed that such a modem chip could see the light of day by 2023. Also, a new report by Nikkei Asia corroborates the claim made by the tech analyst. Currently, Apple uses Qualcomm, which is the dominant player in the industry, for its modem chips. With indigenous device components, seems like the Cupertino-based company is driven towards making it an all Apple show, which is sure to make its relationship with Qualcomm sour.

Qualcomm separates its Snapdragon brand



Qualcomm is announcing some big changes to its product and brand identity. The company said it has separated 'Qualcomm' and 'Snapdragon' brands, introduced new representative colors, and a new naming structure of single-digit series and generation number. In a press statement, the chipmaker said,

"Snapdragon will be a standalone product brand with specific ties to the Qualcomm brand where appropriate." The biggest change is how the company names its chips across the categories. Currently, it follows three digit naming scheme for its chipsets. Going forward, the company will follow a single-digit naming convention just like it does with its PC processors (Snapdragon 8cx Gen 2 or 7c Gen 2). The company will introduce new representative colors for Snapdragon including Gunmetal, Midnight, Nickel, Gold, and Snapdragon Red. It will also drop the 5G branding from their chipset and will also be rolling out a new logo signifying changes.

Realme to enter high-end smartphone market



Smartphone brand Realme is all set to enter into the high-end smartphone market. The founder and CEO has revealed the company's plan to compete with top smartphone brands in the ultra-premium segment through a tweet. He didn't reveal any details regarding the launch timeline of first smartphone of Realme priced over USD 800 (roughly Rs 59,500). However, we can expect some details early next year. The CEO also did not confirm the naming scheme of the ultra-premium category. So far, Realme has competed against the likes of Xiaomi - including its sub-brand Redmi and spin-off Poco - Infinix, and Samsung, with its range of smartphones starting from as low as Rs 7,499 and going up to Rs 37,999. It also recently decided to end the Realme X series and bring the Realme GT series that promises a flagship-like experience. Besides, Realme expanded its offline presence in India by launching 200 exclusive stores and has plans to expand that footprint to a total of 300 stores in the country.

Xiaomi to update nine of its smartphones to MIUI 13



Chinese smartphone maker Xiaomi is very active when it comes to MIUI developments. It is expected to release the next iteration of its popular MIUI OS very soon. CEO Lei Jun promised that the next major MIUI version would arrive before the end of this year without giving any specific time frame or a list of phones. MIUI 13 will be a great upgrade and it seems that Xiaomi intends to make this version reach a large part of its catalog. Besides, a fresh report that surfaced online reveals the alleged list of Xiaomi, Redmi, and Poco smartphones that are eligible to receive the MIUI 13 update. As per the reports, the company will directly release the stable version directly to users. MIUI 13 will be available on Android 11 and above devices. There are over 118 smartphones that will be eligible for this criteria and should receive the MIUI 13 update in the future.

Oppo conducts first VoNR call from its India 5G lab



Oppo India recently achieved yet another 5G milestone by conducting first VoNR call from its Hyderabad 5G lab. The initiative is aligned with increased focus in India towards the development of 5G technology. It aims at making Oppo consumers among

the firsts to experience the latest 5G innovations the industry has to offer. The 5G VoNR (Voice/Video on New Radio) calls were made using latest Reno6 series smartphone and an end-to-end 5G Standalone (SA) network powered by Keysight test solutions at the Hyderabad 5G Innovation lab of Oppo. Success of this initiative reiterates Oppo's position as a 5G pioneer and mobile phone partner of choice for operators and communication equipment suppliers building 5G networks across the world. It is a testimony of a step forward in the deployment of 5G in India, demonstrating 5G VoNR across any 3GPP-defined frequency band.

Fold partners Niantic to create AR-based Bitcoin rewards app

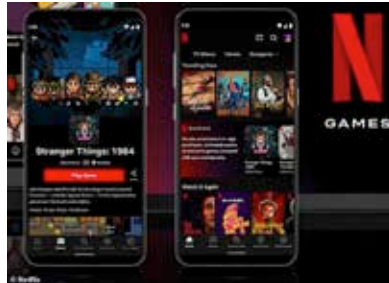


Best known for creating the augmented reality (AR) mobile games Ingress and Pokémon Go, Niantic has joined hands with payments app Fold, to launch an alternate vision for the metaverse where players can earn Bitcoin and in-app benefits by exploring their physical surroundings. It uses the real-world mapping technology of Niantic and Folds feature to earn Bitcoin rewards. The company calls this a step into the real-world metaverse, the universe of virtual worlds, all connected, as in novels such as Snow controlled and Ready Player One. Currently, the feature is available for Fold App users to play in beta that enables them to earn Bitcoin and in-app benefits by exploring their physical surroundings. Fold Visa debit card holders will be able to collect special rewards and powers that increase their bitcoin cashback rewards in the AR experience. Niantic is working on expanding this experience, buoyed by Coatue's most recent \$300 million (approx. Rs 2,234.7 crore) investment into the company.

Netflix brings free-to-play games to all members on Android

In order to add more fun to its Android app,

the video streaming service Netflix adds five games globally. The subscribers across the globe will be able to have a gaming experience on the platform with five new games, which include Stranger Things: 1984 (BonusXP), Stranger Things 3: The Game (BonusXP), Shooting Hoops (Frosty Pop), Card Blast (Amuzo & Rogue Games), and Teeter Up (Frosty Pop). To further build



out its library of Netflix games, the popular OTT platform, in September, 2021, also acquired the independent game developer Night School Studio, best known for narrative-driven titles like Oxenfree. All the five Netflix exclusive games don't tag any additional fees, ads, or in-app purchases. A dedicated games tab or games row has been made available on mobile devices, while on tablets you will find the option from the categories drop-down menu. A user can download the mentioned games via Google Play. Once downloaded, they can be accessed from within the app.

Instagram adds two new features to its platform



Instagram has come up with two new features to its platform - Rage Shake and Carousel Deletion. The Meta-owned photo sharing app's 'Rage Shake' will let users report a problem by just shaking the phone. As for Carousel Deletion, one can delete items individually from a carousel post which can come in handy if a user accidentally posts any video or image and want to take it down from the carousel. The development was announced by Instagram head Adam Mosseri in a video that he posted on his Twitter handle. In the video, he said

that users will be able to quickly inform the company about any problems they may face on the app. Mosseri also mentioned about Carousel Deletion feature that basically brings the ability to delete a single image from a photo carousel. He says that users have been asking for it, and the company has finally added it to the platform.

OnePlus Nord 2 reportedly explodes in pocket

OnePlus Nord 2 has reportedly exploded in India again, leading physical harm to the user. This fresh incident has been reported on micro-blogging site Twitter, along with some images that suggest serious injuries



to the user. The smartphone brand responded to the incident and said that the company takes such matters very seriously and has already reached out to the user to collect details for further investigation. Notably, this is not the first time when the OnePlus Nord 2 has allegedly exploded. Similar incidents surfaced in the past as well. Since the OnePlus Nord 2 launched back in July 2021, the device has had three major incidents that gained traction on Twitter, all of which happen to be cases of explosion. Earlier, there has been another case where the phone had exploded in the gown pocket of a Delhi-based lawyer as well as another where the phone's charger allegedly exploded.

Amazon Echo speakers get motion detection capabilities



Amazon has added a new feature for its newer Echo and Echo Dot speakers. The feature will now be able to detect the

presence of people in a room by emitting an inaudible ultrasound wave. This technology will help these smart speakers to turn off lights and other connected devices when one leaves a room or turn them on when one enters into a room. You could also have Alexa play music or a radio station when motion is detected near an Echo device during a set time and then shut down the tunes once you have left. The function is listed in the Alexa app settings under 'Motion Detection' for each compatible Echo device, and there you can toggle the capability on or off. The capability of Amazon Echo to detect people was first talked about in Amazon's hardware event conducted in September this year.

PUBG: New State crosses 1 crore downloads on Play Store

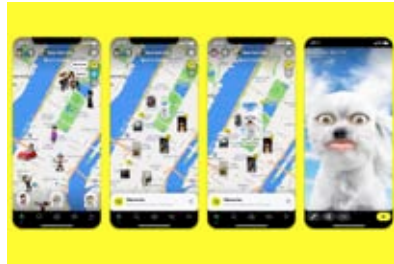


Krafton's latest battle royale game – New State - recently launched in a number of countries including India. Over the weekend, the game has now crossed over 1 crore installs, in just three days since its launch. Prior to its release, the game had already garnered a whopping 40 million pre registrations on both Apple App and Google Play Store. Developed by PUBG Studios, PUBG: New State is a free-to-play next-generation mobile game playable in 17 different languages. The South Korean game developer company said that the new game aims to push the battle royale genre forward through original gameplay features that include, but are not limited to, weapon customisation, the drone store and a unique player recruitment system. Besides, it is important to note that the game faced some post-launch issues including smartphone bricking and server crashes. However, with a couple of updates, the developers seem to have addressed and fixed those issues.

Snapchat adds Memories, revamped Explore experience

Snapchat, during Snap Partner Summit, announced Layers, an upcoming feature set to offer personalized experience tied

into the Snap Maps tab. Now, two of these features are rolling out for Snapchat users: Memories and a new Explore experience. While the Memories feature will show you old Snapchats that you sent from particular places, the Explore layer reimagines the



heat map, which shows activity by relative volume on the Snap Map. 'Memories' is a feature on Snapchat similar to how it works on Facebook. Snapchat also prods users about their memories from a particular day with notifications from the app. With the 'Explore' feature, Snapchat is introducing a reimagined viewport on Snap Map, which builds in the signature Heat Map, which actually lets users see publicly taken and shared snaps from particular areas. Further, Snapchat plans to bring partnered Layers from the likes of Ticketmaster, which will add new innovative experiences on the Map.

West Bengal launches WhatsApp chatbot



West Bengal Govt. has launched a dedicated WhatsApp chatbot to make it easier for the citizens of the state to apply for ration card, register complaints and access other important resources. The chatbot also helps farmers with verified information regarding procurement related to paddy. The bot is free to use and is available in English and Bengali. It aims to help more than 10 crore beneficiaries of ration cards in the state of West Bengal. According to a release by the West Bengal government, users need to start the chat by sending a 'Hi' to a dedicated number (+91-9903055505). It can benefit over 10 crore ration cards' beneficiaries in the state. With the chatbot being operational, there will be

no need for people to visit the ration office physically to submit requests or get their queries addressed.

Redmi India partners Jio to test 5G connectivity

Redmi India has joined hands with Reliance Jio to conduct 5G trials for their upcoming Redmi Note 11T 5G smartphone. It will be one of the first devices in the Redmi Note Series that will have access to seven band connections. To verify the capability and performance of their upcoming device, the two companies conducted a 5G standalone lab trial, and tested the device through various scenarios, thereby ensuring enhanced 5G end-user experiences. The



upcoming addition to the Note series, Redmi Note 11T 5G was utilized for rigorous lab trials where it achieved stellar results by attaining a high downloading speed. The company also claimed that it has the support for seven bands and with this, the gadget offers increased performance to users. Redmi India is focused on providing its users with a streamlined, powerful, and more efficient connection experience after 5G deployment in India, the company noted.

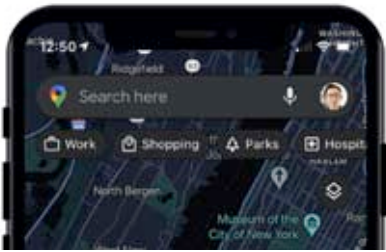
Krafton introduces 3 hours playtime limit



South Korean game developer Krafton has introduced many new features to make Battlegrounds Mobile India (BGMI) safer for players under the age of 18. It has launched new parental control features under the 'Game Responsibly' campaign. As part of the campaign, the company has introduced two major changes – time limitations and OTP verification. Both the changes are introduced to ensure that

BGMI offers a safe and responsible gaming platform for Indian users under the age of 18. Previously, the company had pointed out that the gamers under 18 will require consent from their parents to play the game. On similar lines, the company has introduced OTP verification from parents, which will work as a key to playing the BGMI game. Krafton, in a statement, said that every player, below the age of 18, needs to register a parent or a guardian before they start playing for the first time. An OTP will be sent to the registered person's number, post which the minor is allowed to play the game.

Google Maps gets Dark Mode for iOS users

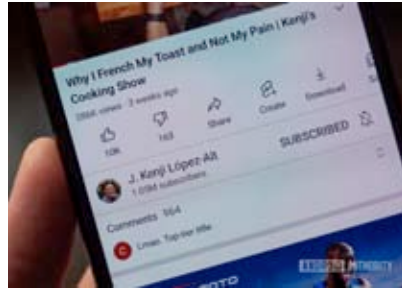


Google Maps finally get the 'Dark Mode' on its iOS app. The feature was announced back in August, but now it appears to have started rolling out to all its users. The Google Maps' Android version already has the dark mode for a while, and now iOS users will be able to experience the same. In the modern user interface, dark mode is probably one of the most popular features. From Google to Apple, operating systems to apps, laptops to smartphones, users get some type of dark mode integrated into the user interface. Increasingly, more and more applications are now providing users a dark mode or dark theme of some kind. Google Maps will use the Light Mode by default. Therefore, users need to enable the dark mode manually. One of the many perks of Dark Mode is that it will help save battery life, which is a priority for most iPhone users.

YouTube removes all public dislike counts on all videos

YouTube announced its decision to make the "dislike" count on all videos private across its platform. Given the extent, the decision is likely to be controversial that it impacts the visibility of the public into a video's reception. But the Google-owned company believes the change will better

protect its creators from harassment and reduce the threat of what it calls "dislike attacks" — essentially, when a group teams



up to drive up the number of dislikes a video receives. The dislike button will still be there, but it will be for private feedback, rather than public shaming. YouTube also said that as part of this experiment, viewers could still see and use the dislike button. But because the count was not visible to them, we found that they were less likely to target a video's dislike button to drive up the count.

Telegram launching 'Sponsored Messages' tool



Telegram announced that it is launching Sponsored Messages that will allow anyone to promote their channel or bot. As encrypted messaging app explains, users will only see sponsored messages (read advertisements) in public channels that have more than 1,000 subscribers. These promotional messages will have a 160 character limit and will be related to the topic of the channel in which they are shown. Sponsored messages are currently in test mode and are not available to everyone. Once they are fully launched and allow Telegram to cover its basic costs (such as equipment and data centers that are used by channel admins to deliver their content to our hundreds of millions of users), we plan to start sharing ad revenue with the admins of the channels where Sponsored Messages are displayed — because it is fair.

WhatsApp brings new safety features for users in India

WhatsApp has introduced new safety features for its users in India that includes 'Message Level Reporting' and 'Flash Calls'. These features will allow people better security and control over their usage of the Meta owned instant messaging app. With Flash Calls new Android users or the ones who change their devices frequently, one can choose to verify their phone numbers via an automated call instead of an SMS. The Message Level Reporting feature allows



users to report a particular message received on WhatsApp. This can be done by simply long pressing a particular message to either report or block a user. The new features have been introduced to enhance user safety. Apart from its end-to-end encryption feature, other safety features the app offers are control over what to share, blocking contacts, locking apps with Face and touch ID, and disappearing messages etc.

Airtel conducts India's first 5G trial in 700 MHz band in partnership with Nokia

Telecom major Airtel has successfully conducted India's first 5G trial in the 700 MHz band in partnership with Nokia. Airtel



has been allotted test spectrum in multiple bands by the government's Department of Telecommunications for the validation of 5G technology and use cases. The demonstration, which was conducted on the outskirts of Kolkata, was also the first 5G trial in eastern India. Leveraging the enhanced propagation characteristics of the 700 MHz band, Airtel and Nokia were able to achieve high speed wireless broadband network coverage of 40 km between two 3GPP standard 5G sites in real

life conditions. Airtel used equipment from Nokia's 5G portfolio, which included Nokia AirScale radios and standalone (SA) core. Earlier this year, Airtel demonstrated India's first 5G experience over a live 4G network. It also demonstrated India's first rural 5G trial as well as the first cloud gaming experience on 5G.

Noise partners TWS innovator Bragi to revolutionize Indian hearable category



Homegrown connected lifestyle brand Noise has entered into an exclusive partnership with Bragi, the inventor and largest intellectual property owner of true wireless headphones. It is Bragi's first partnership with an Indian originated brand. Under this partnership, Noise will exclusively work with Bragi to launch an intelligent range of audio devices powered by the proprietary Bragi OS in India. The products will be collaboratively designed by both the teams. First of its range is expected to be launched in the first half of 2022. Noise has signed a long-term partnership with Bragi to infuse smart hearable devices in India. With this, the Noisemakers will be able to leverage the next generation of features in TWS – never seen before in India. This partnership is in line with Noise' vision to introduce more intelligent products and continue to innovate for the Indian market.

Acer India, Dixon Technologies join hands to manufacture laptops



Taiwanese PC brand Acer and domestic firm Dixon Technologies have partnered for the manufacturing of laptops at the latter's manufacturing facility situated in Noida,

Uttar Pradesh. The manufacturing unit was recently inaugurated by Saurabh Gaur, Jt Secretary Ministry of Electronics and Information Technology. This will give a strong impetus to India's manufacturing competitiveness and leverage the production-linked incentive (PLI) by Government of India. The factory will have capacity to produce up to 500,000 laptops annually. Acer will bring in the global know-how and processes to manufacture high-tech electronic products in laptops category which will be implemented through Dixon's facilities. Acer plans to manufacture laptops under the Value Segment category, mainstream segment, and education segment at the Dixon factory and this will create new employment opportunities for the youth, up-skilling and help develop ancillary electronic industries in India along with bringing in global manufacturing standards.

Gamers' exclusive social network platform Qlan launched in India



Adding an edge to the esports segment, Qlan, an interactive social networking app dedicated for gamers, announced their successful launch on Google Play Store with 50,000 pre-registrations recently. The exclusive platform presents a whole new approach to connect and engage with the gaming and esports community with a vision of creating a robust and sustainable ecosystem. The platform is developed for gamers, gaming professionals, squads, orgs, tournament organizers, content creators and other stakeholders in the industry to build, find and exchange value to further their growth. The brainchild of Sagar Nair, co-founder and CEO, and Navin Talreja, co-founder and CBO, Qlan, envisions the growth of the esports industry while being one of the enablers in the process. This AI-based networking app offers the stakeholders in the business and the thriving esports community to meet, communicate and get discovered. The app will soon launch for iOS users as well.

Proctur launches free app for teachers and tutors



Edtech startup Proctur recently launched their app "Proctur - Live Teaching App" for teachers, educators and tutors in India. Currently available for free on App Store and Google Play, the app will help coaching institutes to manage and streamline their services like live classes, online exams and fee collection. "Proctur - Live Teaching App" will also help individual educators and teachers monetize their coaching offerings with a platform developed for their needs. It's a multilingual app and also has a chat feature to communicate. "Proctur - Live Teaching App" also promises an all-inclusive management platform for batches, attendance, timetables, student administration, and examinations. This app especially emphasizes on small individual tutors, educators or coaching institutes to make the flow of education process smooth without any obstacles.

BIWIN to expand its reach for HP-branded personal storage products in India

BIWIN, a leading chip manufacturer for flash storage, holding the official license for design, production and marketing of personal storage (internal and external SSDs) for HP, has appointed Fortune Marketing as its national distributor for internal and external SSDs. The products would be made available across different parts of the country by Fortune Marketing and its wide network of resellers, retailers, sub-distributors, and ecommerce partners. The portfolio of HP-branded personal SSD storage products includes high-performance M.2 PCIe NVMe SSD, 2.5" SATA-III SSD, M.2 SATA-III SSD, and Portable SSD, with each segment comprising multiple variants. The M.2 PCIe NVMe SSD comprises EX950, EX920, EX900 Pro, and EX900 whereas 2.5" SATA-III SSD includes S8000, S700 Pro, S750, S700, and M700. All the variants come with the widest range of Maximum Sequential Reading and Writing speeds and storage capacities. ■

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Indian-origin Parag Agrawal becomes Twitter CEO

Parag Agrawal, a BTech in Computer Science Engineering from IIT Bombay, became Twitter CEO after Jack Dorsey stepped down from the position. In an email to his employees, Dorsey said that Parag Agrawal has been his choice for the role of CEO “for some time” given how deeply he understands the company and its needs. He even listed three reasons for his decision to resign and informed that he will remain on the board until his term expires in 2022. Dorsey also described Agrawal as curious, probing, rational, creative, demanding, self-aware and humble.

The move was apparently months in the making. There were rumours that the Twitter board was looking to replace Jack Dorsey with someone else. The search finally ended with an in-house candidate. Parag, who until now was Twitter's CTO, is assuming the role as the company CEO immediately. Many took to Twitter, which has more than 30 million users, to applaud his appointment, pointing out that he is now the youngest CEO of an S&P 500 company. Some added him to the long list of Indian CEOs of global technology firms.

Parag Agrawal was born in Mumbai. His mother is a retired school



teacher and his father was employed in the atomic energy sector. Parag studied at the Atomic Energy Central School in Mumbai. He moved to the United States of America in 2005. In the year 2011, he joined Twitter while still pursuing his doctorate at Stanford University. ■

Crypto not recognised as legal currency

The government has come out with a statement saying that it has no proposal to recognize Bitcoin (world's most popular cryptocurrency) as legal tender or currency in India. Union Finance Minister Nirmala Sitharaman also informed that the government does not collect data on Bitcoin transactions. When asked whether the government has any proposal to recognize Bitcoin as a currency, the finance ministry said 'no'. The government had said that it has

received a proposal from the RBI to include digital currency under the definition of a 'bank note'.

Bitcoin is a digital currency that allows people to buy goods and services and exchange money without involving banks, credit card issuers or other third parties. It was introduced in 2008 by an unidentified group of programmers as a cryptocurrency as well as an electronic payment system. According to BrokerChooser, a broker discovery and comparison platform, India has the highest number of cryptocurrency holders in the world at 10.07 crore.

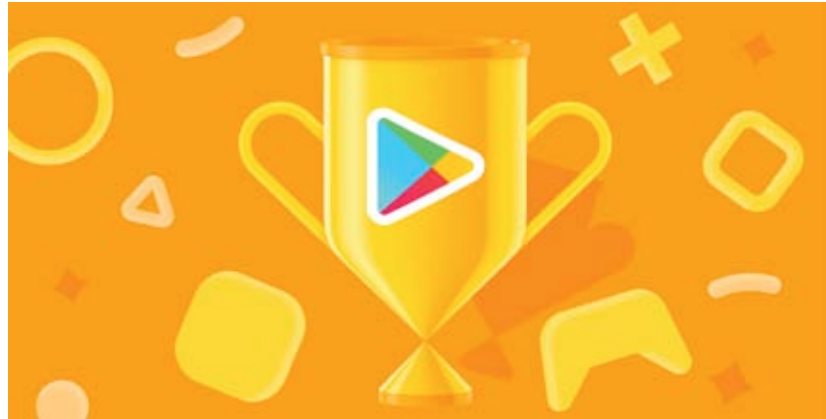


Meanwhile, the government plans to introduce the Cryptocurrency and Regulation of Official Digital Currency Bill 2021 in the ongoing Winter Session of Parliament. The Bill seeks to ban all but a few private cryptocurrencies to promote underlying technologies while allowing an official digital currency by RBI. The government also received a proposal from the RBI in October for amendment to the Reserve Bank of India Act, 1934 to enhance the scope of the definition of 'bank note' to include currency in digital form. ■

BGMI, Free Fire Max are among the best Android games of this year

Google announced its Play Best of 2021 awards, listing down the best apps and games for the year. The awards include several categories like Best App, Best Game, Best Hidden Gems, Best Indie Games, Best App for Personal Growth, and more. The list is region-oriented and may or may not include apps popular in different countries. This year's list also showcases the eclectic choices users are making and the way app-designers and game-makers are challenging the norm by introducing unique features and giving users a never-seen-before experience. Besides, winners were, as always, selected across the developer ecosystem to reinforce that a great game or app can come from anywhere, whether you are a large or a rising developer.

The best game of the year is Battlegrounds Mobile India (BGMI) developed by Krafton as an India-exclusive version of the banned PUBG Mobile. Another popular title that won the Users' Choice pick is Garena Free Fire Max. According to data from Sensor Tower, the highly popular game topped the overall downloads on Android and iOS globally in October. In addition to this, Google Play's Best of 2021 best app of the year in India is 'Bitclass' which is an interactive



live learning platform. Clubhouse, which launched on Android in May this year, is the Users' choice app of the year.

As per the Google report, in India, once again, it saw a diverse range of apps help people across the country with relevant and often unique solutions to their daily needs. This year, we saw a distinctive rise in e-learning, with many winners finding creative ways to help the country learn a range of skills online, be it mastering a passion through celebrity-led virtual classes with FrontRow, or using AI to scale student learning outcomes with Embibe. ■

SpaceX launches rocket carrying 48 Starlink Internet

Elon Musk backed SpaceX has successfully unveiled the first of four planned Falcon 9 rocket launches this month. It launches a Falcon 9 rocket carrying 48 Starlink Internet and two BlackSky satellites as a payload from the Cape Canaveral Space Force Station in Florida.

"Liftoff!" SpaceX announced from its official Twitter handle, featuring a video of the initial launch phase of rocket. The Falcon 9 rocket, which is partially reusable, has had its first-stage boosters

launched into space as part of several missions that includes five Starlink missions. The array of Starlink satellites, which is operated by SpaceX that offer low-latency Internet coverage in remote areas of several countries to participants of their test program.

Meanwhile, it is to mention that Falcon 9 has had its first-stage boosters launched into space as part of several missions, including five Starlink missions. To date, SpaceX has launched around 1,900 flat-panelled broadband satellites with just under 900 launched in

2021 alone. The aerospace company has also approved 30,000 more satellites, with the option for as many as 42,000. The array of Starlink satellites are designed to provide high-speed Internet coverage to users all across the world, particularly those in rural and remote areas. According to Space.com, the mission marks the second rideshare mission for BlackSky. The two satellites will now join eight others to help fill out the planned constellation of BlackSky. ■

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OnePlus Nord 2 Pac-Man Edition

OnePlus Nord 2 Pac-Man edition has been officially launched in India. There is a special touch to the experience, design and UI of the newly launched device. OnePlus has partnered with Bandai Namco to add Pac-Man theme design elements to the Nord 2 mobile phone.

On the specifications front, OnePlus Nord 2 Pac-Man comes with a 6.43-inch AMOLED display with a resolution of 1080x2400 pixels. The newly launched device is powered by an octa-core MediaTek Dimensity 1200 processor, which is paired with 12GB of RAM and 256GB of internal storage. The OnePlus Nord 2 Pac-Man Edition runs Android 11 and is powered by a 4,500mAh battery and also supports proprietary fast charging. OnePlus also added special Pac-Man wallpapers, ringtones, custom icons, Pac-Man inspired fingerprint unlock and

charging animations as well as a pre-installed copy of the Pac-Man 256 game.

Talking about the optics, the OnePlus Nord 2 Pac-Man Edition on the rear sports a triple camera setup featuring a 50-megapixel primary camera, an 8-megapixel camera, and a 2-megapixel camera. On the front, it has a single front camera setup for selfies that features a 32-megapixel sensor. Besides, connectivity options on the OnePlus Nord 2 Pac-Man Edition include Wi-Fi, GPS, Bluetooth, NFC, USB Type-C, 3G, and 4G.

Coming to the price, the OnePlus Nord 2 Pac-Man Edition will cost you Rs 37,999 for the single 12GB RAM + 256GB storage configuration. The smartphone is available on sale through Amazon and OnePlus.in. Overall, the OnePlus Nord 2 Pac-Man's attention to detail makes it an interesting buy. ■





Redmi Note 11T 5G

Chinese smartphone brand Redmi India, a sub-brand of Xiaomi India, announced that Redmi Note 11 5G goes official in India. The smartphone comes in three eye-catching colors - Stardust White, Aquamarine Blue, and Matte Black and is now on sale via Amazon, Mi.com, and Mi Home Stores.

Redmi Note 11T 5G features a 6.6-inch IPS LCD display with a Full HD+ resolution of 1080x2400 pixels. The display also supports a 90Hz refresh rate. Under the hood is a MediaTek Dimensity 810 SoC based on 6nm technology. The device will be available in three variants - 6GB + 64GB (expandable to 1GB), 6GB + 128GB (expandable to 2GB) and 8GB + 128GB internal storage (expandable to 3GB). It runs Android 11 based MIUI 12.5 custom skin. The smartphone further packs a massive 5,000mAh battery with 33W fast charging (via a USB Type-C port). The device can be powered up to 100% in just 60 minutes.

Redmi Note 11T 5G features a

dual camera setup consisting of a 50-megapixel primary camera and 8-megapixel ultra-wide lens. With a 119 degree field of view, the smartphone allows users to capture anything from group photographs to landscape shots with seamless ease. For clear and crisp selfies and video calls, the smartphone boasts of a 16-megapixel selfie camera sensor.

Talking about the price, the Redmi Note 11T 5G price in India is Rs 16,999 for the 6GB + 64GB variant, Rs 17,999 for the 6GB + 128GB model and Rs 19,999 for the 8GB + 128GB version. ■



Moto G31

Motorola launched the Moto G31 smartphone in India, which is available for purchase through Flipkart. The phone is available in two color options - Meteorite Gray and Sterling Blue.

Motorola Moto G31 is an entry-grade smartphone that comes with a 6.4-inch AMOLED display with a punch-hole notch and has 60Hz refresh rate. The device is powered by a MediaTek Helio G85 processor paired with 4GB RAM and 64GB onboard storage. It is also available with a 6GB RAM + 128GB storage variant option. The smartphone is backed by a 5,000mAh battery with 20W charging support. As for the software, the Moto G31 runs on the Android 11 operating system out of the box and has IPX2 rating for dust and water resistance. Biometrics features included are a side-mounted fingerprint scanner and face unlock support. The smartphone has 4G, VoLTE with dual-standby, Wi-Fi, Bluetooth 5, a 3.5mm audio jack, and a USB Type-C port in terms of connectivity preferences.

When it comes to camera, the Motorola Moto G31 sports a triple rear camera which comprises a 50-megapixel main sensor, 8-megapixel ultra-wide-angle lens and a 2-megapixel macro camera. The front is home to a 13-megapixel selfie camera.

Coming to the price, the Moto G31 is priced starting from Rs 12,999 in India and is available in two variants. There is the base 4GB RAM + 64GB internal storage variant which is priced at Rs 12,999, and a 6GB RAM + 128GB storage variant which is priced at Rs 14,999. ■



**Samsung
Galaxy
A03 Core**

Samsung has launched the Galaxy A03 Core in India. The successor of Galaxy A02 is designed for entry-level smartphone customers and is priced at Rs 7,999 for the sole 2GB RAM + 32GB storage variant. It is available across retail stores, Samsung.com, and leading online portals.

Talking about its specifications, the Samsung Galaxy A03 Core sports a large 6.5-inch HD+ Infinity-V display with HD+ resolution and 20:9 aspect ratio. Under the hood, the smartphone is powered by octa-core Unisoc SC9863A paired with 2GB of RAM and 32GB of internal storage that is expandable to 1TB via a microSD card slot. The Samsung Galaxy A03 Core runs on the latest Android 11 Go operating system that is designed for phones with low RAM configuration. You get custom apps optimised for Android Go 11 that is claimed to offer 20% faster performance compared to its predecessor Android 10 Go. The device is further backed by a massive 5,000mAh battery. Other notable features of the Samsung Galaxy A03 Core include 4G LTE, Wi-Fi Direct, Wi-Fi with a 2.4GHz band, Bluetooth, a 3.5mm audio jack, GPS, and GLONASS.

Moving to the optics, the Samsung Galaxy A03 Core packs an 8-megapixel rear camera with f/2.0 aperture for bright photos. Up front, the smartphone comes with a 5-megapixel front-facing shooter for selfies and video calling. The South Korean tech giant is offering the phone in two classic colours – Black and Blue. ■

JUSTIN

First Look

Lava Agni 5G

Lava has launched its first 5G-enabled smartphone in India – Lava Agni 5G. Its price in India has been set at Rs 19,999 for the lone 8GB RAM + 128GB storage variant. The smartphone can be purchased through Amazon, Flipkart, and offline retailers.

Lava Agni 5G paves the way for crystal clear visuals as it comes with a 6.78-inch touchscreen display that has a resolution of 1080 x 2460 Pixels. The device is powered by an octa-core MediaTek Dimensity 810 processor along with 8GB of RAM and 128GB internal storage. The massive storage options on the phone lets you store all your songs, videos, games, pictures and other stuff without worrying about space constraints. The Lava Agni 5G runs Android 11 and is powered by a 5,000mAh battery. It supports proprietary fast charging. The Lava Agni 5G smartphone is claimed to charge its built-in battery in less than 90 minutes. Besides, the connectivity options on the Lava Agni 5G include Wi-Fi, GPS, USB Type-C, 3G, and 4G. As for the colour options, the smartphone comes in Fiery Blue colour.

Moving to the optics, the Lava Agni 5G on the rear packs a quad camera setup that includes a 64-megapixel primary camera, a 5-megapixel wide-angle shooter, a 2-megapixel depth sensor, and a 2-megapixel macro shooter. The smartphone has a single front camera setup for selfies, featuring a 16-megapixel sensor. Also, the device is a treat to use as the sensors on the Lava Agni 5G include Accelerometer, Gyroscope, Magnetometer, Ambient Light Sensor, and Proximity sensor. ■



iQOO Z5 5G Cyber Grid edition

iQOO Z5 gets a new finish called 'Cyber Grid' in India. The smartphone, which was launched in September this year, debuted in three colour options — Blue Origin, Dream Space, and Twilight Morning—in China. However, it arrived in two shades in India: Mystic Space and Arctic Dawn. The third Dream Space colour variant has now been unveiled as Cyber Grid in India.

iQOO Z5 sports a 6.67-inch full-HD+ LCD display with up to 120Hz refresh rate, a 240Hz touch sampling



rate, and has a resolution of 1,080x2,400 pixels. The phone is powered by an octa-core Qualcomm Snapdragon 778G SoC paired with up to 12GB LPDDR5 RAM and up to 256GB of UFS 3.1 storage. The screen is TUV Rheinland certified as well. The handset works on Android 11-based Funtouch OS 11.1. The handset boasts a 5,000mAh battery with 44W Flash Charge fast-charging support. Connectivity options on the iQOO Z5 include USB Type-C port, Bluetooth, USB OTG support, tri-band Wi-Fi with 2.4GHz, 5.1GHz, and 5.8GHz bands, GPS, and a 3.5mm audio jack.

For optics, the smartphone packs a triple rear camera setup featuring a 64-megapixel primary sensor with an 8-megapixel ultra-wide-angle sensor and a 2-megapixel macro sensor. For selfies and video calling, the smartphone has a 16-megapixel sensor.

If we talk about the price, iQOO Z5 Cyber Grid edition price is Rs 23,990 for the 8GB RAM + 128GB storage option and Rs 26,990 for the 12GB RAM + 256GB storage model. The latest colour variant is up for grabs via iQOO's website and Amazon. As mentioned, the new model will sit alongside the Arctic Dawn and Mystic Space colour options that have already been available in India since the phone's launch on September 27. ■

Tecno Spark 8 (4 + 64GB)

Smartphone brand Tecno launched the all-new variant under its most popular Spark series – the Spark 8, (4 + 64GB storage variant) that flaunts segment leading features priced at Rs 10,999.

The new Tecno Spark 8 features a large 6.56-inch HD+ Dot Notch display with a 120Hz touch response rate, making it perfect binge for entertainment. The 480 nits' brightness makes the screen vivid and better for day light. Under the hood, it comes with a 2.0 GHz Helio G25 gaming processor which endures 8 cores for faster operations. Its HyperEngine technology provides a seamless performance during gaming. The Spark 8 4GB variant houses a mega 5,000mAh battery. This provides a whopping standby time of up to 65 days, 30 hours of calling, 17 hours of web browsing, 144 hours of music playback, and 24 hours of video playback. Moreover, the Spark 8 is equipped with DTS sound that further enhances the sound quality of the smartphone. The handset has also loaded a fingerprint sensor on the rear side.

Talking about the cameras, the Spark 8 4GB variant is equipped with a 16-megapixel AI dual rear camera with quad flashlight. For selfie enthusiasts, Spark 8 4GB variant comes with an 8-megapixel front camera with dual front flash, wide selfie, AR shot and many other modes for a perfect selfie even in low light.

The new Tecno Spark 8 price in India starts from Rs 10,999 and can be purchased from Amazon India. It comes in three new vibrant colours, including Atlantic Blue, Turquoise Cyan and Iris Purple. ■





Infinix Note 11i

Hong-Kong based smartphone company Infinix has added a new device to its Note 11 lineup – the Infinix Note 11i. This is a budget-oriented phone that has been unveiled in Nigeria and is priced at around \$160 (roughly Rs 11,900). It is available in three colour options – Green, Black and Blue.

The Infinix Note 11i sports a 6.95-inch full-HD+ (1,080x2,460 pixels) IPS LCD display with a 91 percent screen-to-body ratio and a 180Hz touch sampling rate. The display is also accredited by TUV Rheinland for low blue light. Under the hood, the smartphone packs a MediaTek Helio G85 processor along with 4GB of RAM and 64GB of onboard storage that can be expanded up to up to 256GB via a microSD card. It is equipped with a 5,000mAh battery that supports 33W super-fast charging. Infinix claims the battery gives a standby time of up to 53 days and a music playback time of 160 hours. The device runs on Android 11 based XOS 7.6. Talking about the connectivity options, the device comes with Wi-Fi, 5G, Bluetooth, GPS, 3.5mm headphone jack, Micro-USB port, OTG, and FM radio. Infinix Note 11i has AI noise reduction technology as well.

For optics, the newly launched smartphone features a triple rear camera setup housed in a rectangular camera module. The camera unit includes a 48-megapixel primary sensor, a 2-megapixel portrait lens, and a 2-megapixel macro sensor. For selfies and videos, Infinix Note 11i has a 16-megapixel front camera. ■

OPPO A16K

OPPO A16K has been launched in Philippines as the new handset under the company's A-series smartphones. It comes as a toned-down version of OPPO A16. The OPPO A16K is a lower-end offering when compared to OPPO A16 which recently launched in India.

Coming to the specifications, the OPPO A16K features a 6.52-inch HD+ (1,600x720 pixels) IPS LCD display with a 60Hz refresh rate. As per the company, the device features an 'eye-care' screen. Under the hood, the smartphone is powered by an octa-core Mediatek Helio G35 processor coupled with 3GB of LPDDR4X RAM and 32GB onboard storage that can be expanded up to 256GB with the help of a microSD card. It runs Android

11. Connectivity options on the phone include dual-band Wi-Fi, Bluetooth, a 3.5mm headphone jack, GPS, and a USB Type-C port. The OPPO A16K comes with a 4,230mAh battery with support for 5V/ 2A charging. For optics, the smartphone sports a single 13-megapixel rear camera and a 5-megapixel selfie camera.

The OPPO A16K is priced at PHP 6,999 (roughly Rs 10,300) for the sole 3GB RAM and 32GB storage variant. It comes in Black and Blue colour options and is currently available for purchase only in the Philippines on Shopee and Lazada. ■

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Wearables

The Rise of New Champions

Call it the beginning of golden days for Indian players engaged in the business of offering wearables (including hearables too)! While the Indian market reported yet another record quarter by selling 23.8 million units in Q3 2021 with watches registering 4.3 million shipments, three homegrown brands – Noise, BoAt and Fire-Boltt – captured more than two-thirds of the watch market, as per a recent report. Their aggressive offerings at affordable prices, innovations and marketing spends on digital platforms are a lesson for other domestic companies to make their presence felt.

By Ramesh Kumar Raja

The global wearable market, and the technology in particular, has undergone remarkable phases including meteoric hype, funding worth billions of dollars, innumerable new patents and launching of thousands of products. While the international market has certainly witnessed ripples, the real waves have been created of late in the Indian wearable space. According to the recent India Monthly Wearable Device Tracker by the International Data Corporation, the Indian market reported yet another record quarter by selling 23.8 million units in Q3 2021, with watches registering 4.3 million shipments. Overall, wristwear (inclusive of watches and wristbands) crossed the 5 million shipments mark in a single quarter, further reinforcing the acceptance of watches in the country.

Indians on top

According to the IDC as well as Counterpoint Research report, three homegrown brands – Noise, BoAt and Fire-Boltt – have captured more than two-thirds of the watch market. The maximum though has been registered by just one among the three, i.e. Fire-Boltt, which clocked a 394% QoQ growth and increased its market share from 5.5% to 15-17% within one quarter. Talking about the factors that are driving

this surge, company's co-founder Arnav Kishore said that affordability and diversity of offerings played a very decisive role in this regard.

"The two key factors driving the

categorically mentions that our seven consecutive launches during the third quarter of 2021, along with the roping in of Virat Kohli as our brand ambassador, contributed to our increase in the market



market are affordability and tech-powered diversity of offerings. In the last quarter, we expanded our Bluetooth calling range and introduced an innovative AMOLED series, which comprises the first ever smartwatch with LTPS retina display. In fact, the Counterpoint Research report

share. As we expect a similar market trend to continue, we have already launched our AI smartwatch with Bluetooth calling and voice assistants. Every offering you make in the market should give the consumer something fresh because the market is ultra-competitive," said Kishore.

This year has been very remarkable for Noise, which as per IDC, was the only homegrown brand leading in the wearable watch category for the past six quarters. “Despite the challenges brought by the pandemic, we have witnessed tremendous growth in 2021 with more people opting for smart wearables. One of the core reasons behind customers’ trust is that we curate and design devices in line with their needs and demands. We are offering them a



“The two key factors driving the market are affordability and tech-powered diversity of offerings. In the last quarter, we expanded our Bluetooth calling range and introduced an innovative AMOLED series, which comprises the first ever smartwatch with LTPS retina display”

– **Arnab Kishore,**
Co-founder, Fire-Boltt



“Despite the challenges brought by the pandemic, we have witnessed tremendous growth in 2021 with more people opting for smart wearables. One of the core reasons behind customers’ trust is that we curate and design devices in line with their needs and demands”

– **Amit Khatri,**
Co-founder, Noise

technology-forward lifestyle gadget,” said Amit Khatri, Co-founder, Noise.

“Our core business objective is to look at innovation as a priority and if you look at our product line-ups and development, we have always made sure that has happened with each product. This year, we have also announced some of our key products like ColorFit Ultra (the path-breaking mightiest screen and display), X-Fit (in association

with HRX), Brio (the lightest and the slimmest watch), and ColorFit Pro 3 Assist (with built-in Alexa). We are geared up for the next year’s line-up that will be equally compelling, innovative, and futuristic,” Khatri further added.

Similarly, boAt, owned by Imagine Marketing, has carved a niche as a cool multi-platform wearable brand. The company has tied up with a clutch of



“The increased health related concerns in the wake of the pandemic has also impacted the consumer preference for a device that could keep them updated in real time about their key health metrics. We cannot also ignore the ease a smartwatch brings in our daily life”

– **Deepesh Gupta,**
MD, Molife

celebrities, including Kiara Advani and Diljit Dosanjh, to promote its brand. “We talk to consumers in a language they understand. Millennials are very impatient, and if we don’t evolve with them, then we are dead,” said Aman Gupta, co-founder and chief marketing officer, in a recent interview with Mint.

Reasons galore

One of India’s pioneering mobile and





that it isn't affordability or health metrics, but innovation that holds the key to the historic evolution in the market over the past few quarters. When asked about the role of innovation and whether or not the Indian brands have the mettle to continue this trend for a long time, Indian consumer technology brand Crossbeats Co-founder Abhinav Agarwal said that it is currently like "a race against time" for the Indian brands that currently appear to dominate the market.

"Indian brands are in a race against time, considering the cut-throat competition. There is a strong need for innovation in every bit we produce, be it the audibles or even the smart gadgets. Innovation and design are the only key factors that would determine the fate of the business and decide how well a brand will be able to survive the storm and for how long! Looking at the current market figures,

lifestyle accessories brands, Molife, which has seen the market evolution over the past 16 years, also recently forayed into the wearable segment with the launch of two state-of-the-art and affordable smartwatches. According to Molife Managing Director Deepesh Gupta, "The consumers are on the lookout for the right combination of features, price and quality. There is hardly any new Indian who does not like the idea of sporting a stylish and



"If we observe the pattern in the demand surge and the buyer behaviour, we would find that the headphone sales have nosedived by almost 50% and the maximum share of the same has been taken by TWS"

– **Arnav Mutneja**,
Director, Quantum Hi-Tech



"Indian brands are in a race against time, considering the cut-throat competition. There is a strong need for innovation in every bit we produce, be it the audibles or even the smart gadgets"

– **Abhinav Agarwal**,
Co-founder, Crossbeats

slim smartwatch rather than a traditional timepiece. The increased health related concerns in the wake of the pandemic has also impacted the consumer preference for a device that could keep them updated in real time about their key health metrics. We cannot also ignore the ease a smartwatch brings in our daily life."

However, a few other stakeholders opine



"Often when we talk about wearable, we misconstrue it to comprise only smartwatches, bands etc, but earwear category is a very significant chunk of the segment. It consists of TWS, neckbands and wireless over the ear headphones"

– **Achin Gupta**,
Country Head - India,
Zoook

“Affordability has been one of the primary reasons for Indian brands to emerge strongly”

Anisha Dumbre, Market Analyst, Client Devices, IDC India

How do you look at the emergence of Indian brands in the wearable category, especially in 2021? The year 2020 saw a surge in the number of Indian brands entering the wearable market and the trend continues in 2021. Within a short period, these Indian brands had made their mark in the category, capturing a sizable portion of the overall market share. According to the IDC Monthly Wearable Device Tracker, Oct data release, Indian brands account for 59% of the market in YTD 2021(*Jan-Oct'21), up from 41% in 2020. BoAt has been leading the earwear segment, capturing nearly half of the earwear market, whereas three of the top three companies in the wearable watch category are Indian brands. Together, these brands collectively held a share of 64% (nearly 2/3rd of the market) in 2021Q3.

What factors are driving this surge and giving a tough competition to the foreign players including smartphone brands offering their own wearables? Indian brands have largely displaced most of the brands in this category. In just a few quarters, these brands have been successful to build a recognizable name in the market. Affordability has been one of the primary reasons for these brands to emerge strongly in the category. For instance, these brands were quick to identify the price gap between a fitness band and a smartwatch and launched wearables at affordable price points. Additionally, these brands have been spending heavily on marketing and promotions across online and offline platforms. These brands are also at the forefront of onboarding celebrities for endorsements that help them to connect instantly with the audience. Thirdly, these brands are quick to incorporate consumer feedback into their devices to expand their portfolio rapidly.

How do you look at this development from the innovation point of view? Indian brands have been at the forefront of identifying rapidly changing consumer needs and adapting devices to meet those needs. Furthermore, Indian brands are quick to introduce new devices with new features and designs to the market at



affordable price. For example, in the wearable watch category, Fire-Boltt expanded its product portfolio to 15 SKUs with new features and new designs in just 5 quarters. Recently, Noise partnered with proprietary Bragi to enable its devices with Bragi's proprietary OS.

Do Indian brands have the mettle to continue this trend for a long time? How do you look at their prospects in 2022? The wearable category is constantly evolving. However, the coming year is very critical for vendors as every player wants to expand and grow and capture a significant share in the market. Indian brands are constantly exploring new channels to expand their presence, materializing new collaborations, and adding new product categories to expand their business in India. They have evolved in terms of technology and products and have an edge over other brands in the market. However, they lack R&D and the ability to scale their business. Nonetheless, the competition is also building their capabilities around these areas. Hence, it seems that their dominance will sustain for some more years before we see the emergence of strong IoT brands that develop in-house capabilities for better hardware and software and can scale products at entry-level price points.

consumer technology is a trend that will never go out of business, no matter what,” said Agarwal.

Talking about the growth in the watch segment, Anisha Dumbre, Market Analyst, Client Devices, IDC India, said, “While seasonality made 3Q21 the biggest

quarter for wearables, the influx of devices at the entry-level was the key growth factor. Throughout the quarter, Indian vendors were aggressive with their launches and channel expansion. Aggressive intent to maintain their lead helped them to further reduce the average selling price of watches

to \$73, putting immense pressure on a struggling wrist band category.”

“So far, these new-age brands have been able to limit the incumbent smartphone brands’ ability to make any dent in their growth and continue to dominate the hearables and wristwear categories,”

added Dumbre on the foray of smartphone companies in the wearables segment.

Echoing Dumbre's words, Anshika Jain, Senior Research Analyst at Counterpoint, said that this is the highest contribution from the Indian players so far. "The strategy of celebrity endorsements, introductory pricing schemes, discount offers, affordable and feature-rich devices and increasing the frequency of new launches has worked well for the Indian brands," said Jain.

Interestingly, there is a steep decline in the average selling price of a smartwatch, as it has almost halved from the level a year back. "More than 90% of the market now falls under INR 10,000 with INR 2,500-INR 3,000 being the most competitive segment and contributing to around 40% of the overall market. With new launches coming at even lower prices, the market under INR 2,000 is expected to witness higher growth in the coming months," said Harshit Rastogi, Research Associate at Counterpoint.

Hearables already a hit

In addition to the record high in the demand for wearables, especially smartwatches, the IDC report also mentions about Truly Wireless or TWS devices reaching a 39.5% share of earwear in the third quarter of the year. India has seen the emergence of small or peripheral brands like Boulton Audio, MiVi, Ptron, Truke among others grabbing the attention of consumers like never before.

Arnav Mutneja, Director at Quantum Hi-Tech - a three-decade old Indian consumer and lifestyle tech brand that

"The reality of life in the 21st century is that we wake up to technology, drive with technology, work with it and come home to watch it, and with the advent of technology the smartwatches are offering many things that we couldn't even envision besides timekeeping"

**— Jacob Jin,
Director-South Asia, Amazfit**

recently forayed into the TWS segment, is of the opinion that this new technology is revolutionary and the demand for it is most likely to reach record high in the audio segment.

"There have been significant advancements in the TWS segment, including the likes of earbuds with switchable ANC modes and hybrid ANC technology. If we observe the pattern in the demand surge and the buyer behaviour, we would find that the headphone sales have nosedived by almost 50% and the maximum share of the same has been taken by TWS. As we consistently re-strategize our offerings on a need-based proposition, we recently launched a state-of-the-art TWS that is powered with smart and easy touch control options and voice assistants, which assume utmost significance in the

wake of the new normal. Considering the technological advancements in the space, it is very crucial to align the offerings in sync with the demand as well as the need in the market," he said.

Achin Gupta, Country Head-India at French lifestyle brand Zoook, resonated the thought citing the IDC report. He said, "Often when we talk about wearable, we misconstrue it to comprise only smartwatches, bands etc, but earwear category is a very significant chunk of the segment. It consists of TWS, neckbands and wireless over the ear headphones. The IDC report suggests that the shipment of TWS devices in the earwear category grew by more than 70% in the last quarter. We expect the demand for TWS earphones to further multiply in the near future. With people inclining more toward personalized devices with cutting-edge technology, TWS will continue to gain momentum even in 2022."

Gadget for mankind

While the explosion of new players in the mass market segment has given rise to competition, putting a lot of pressure on brands to distinguish in a market that is getting flooded with mirror image products, one thing for sure that it's the beginning of a new era of IoT (Internet of Things) in India where wearables have a significant role to play. Jacob Jin, Director of South Asia, Amazfit, has very rightly said, "The reality of life in the 21st century is that we wake up to technology, drive with technology, work with it and come home to watch it, and with the advent of technology the smartwatches are offering many things that we couldn't even envision besides timekeeping."

"Smartwatches are pioneering it all from making phone calls to monitoring PAI (Personal Activity Intelligence). People find it more suitable to retrieve information from their wrist rather than tie up both hands with their smartphones. The smartwatch is the gadget for mankind," he concluded. ■

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A SLEEPING GIANT EXPLODED IN 2021

The growth of Gaming and Esports in 2021 is attributed to the rise in the young population, increased use of smartphones, easy availability and accessibility of technology and internet, to name a few

By Ramesh Kumar Raja

When COVID-19 halted traditional sports events in India, the esports and gaming industry quickly pivoted and offered virtual entertainment. With entire populations staying home, online viewership has skyrocketed. The credit for this majorly goes to the rise in the young population, increased use of smartphones, easy availability and accessibility of technology and internet, rising investment by capitalists, and appropriate distribution network. Publishers like Garena, Riot, Krafton etc. are actively involved in investing and growing esports in India. Here's how the year fared for platforms, organisations and brands and their upcoming plans for the year 2022:



Abhishek Aggarwal,
Co-founder and CEO,
Trinity Gaming, India's
top gaming talent
management company

How have businesses been in 2021?

Things were uncertain for sure, at least towards the beginning of the year. However, I would say we rather sailed through it pretty smoothly. I am glad that we have a strong team and even though challenges were there, together we made everything possible and simple. Trinity Gaming continued to support the talents while associating them with brands like Truke, CellBell, Coca-Cola, etc. enabling them to monetize.

What will be your focus area for 2022? Tell us about your plans.

We aim to bring more diverse talents under the Trinity Gaming banner. We are constantly doing R&D, identifying talents, even penetrating Tier II, Tier III locations, and beyond. We are even exploring the vernacular content creators as that still demands more attention and has high potential. Creators who have a great command in vernacular languages and can stream in native language making their content more relatable to a classified section of the population is a great format to explore. We are on a mission to build a stronger esports community by supporting these talents. We want our creators to monetize through their passion for esports.



Anish Kapoor, CEO,
Infinix Mobile

How has been the year 2021?

2021 has been a great year for Infinix with an overwhelming response from our customers on all our products. We did not only launch 7 outstanding smartphone devices which were tagged best in the segment for their features



Lokesh Suji,
Director, Esports
Federation of India and
Vice President, Asian
Esports Federation
(AESF)

How have businesses been in 2021?

The year 2021 has laid down a decent foundation for the future of the Indian video games and the esports industry. 2021 can be called the “inflection point of Indian video games and esports Industry”.

What will be your focus area for 2022? Tell us about plans.

For Esports Federation of India

(ESFI), our key focus is to ensure that we identify the best of the talent to represent India at Asian Games 2022 (scheduled in the month of Sept 2022 in Hangzhou, China), which have eight esports game titles to compete for and this time esports is a medal sport. We are already in the finalization stage with a lot of brands who have shown interest to partner up with ESFI for this prestigious event and for the glory of the country.

but also officially embarked on our journey to become the best budget gaming smartphones company in India. I am proud to say that we have led the revolution of the mobile gaming industry with the launch of our indigenous DAR-LINK game boost technology which enables users to have a seamless gaming experience on their mobile devices. Since the launch, all our devices like Infinix Hot 10S, Note 10, Note 10 Pro, Hot 11S, and Hot 10 Play sport this technology.

We also had a successful launch of the Infinix X1 40-inch smart TV which even surpassed our expectations and is one of the highest-rated smart TV on Flipkart, in its segment.

The upcoming launch of INBook X1 will add another feather to our hat as it is going to be our first-ever laptop in India. There has already been a lot of excitement around the laptop since its announcement and we are looking

forward to a positive response from our customers on this combination of powerful and portable laptop, which will also be the lightest in its price category.

What are your plans for 2022?

A good closure of 2021 has filled our teams with high morale and enthusiasm. We have an even strong pipeline for 2022 where we are planning to launch at least one product every month. As smartphones are our primary focus, we will be coming up with our first 5G smartphone next year. We are closely watching the growing gaming ecosystem and our teams are also working towards making more efficient and powerful gaming smartphones for our customers. Every year we grow stronger and bigger. Continuing that trend, we will be investing in new markets and expanding our product line, next year.



Tarun Gupta,
Founder, Ultimate
Battle, India's first-ever
one-stop online esports
platform

How has been the year 2021 for Ultimate Battle?

The year 2021 has been the most engaging year for us in terms of product expansion and user engagement. Ultimate Battle has now 15+ exciting esports games to play, 5 of which are medal esports events inducted in Asian Games 2022. This year, the platform has gained around 2.5L users and achieved a milestone of 45k MAU.

What are your plans for 2022?

At the product level, we've many exciting modules lined up to boost player engagement and provide more opportunities. We're in the process of rolling out an Organizer Program where event organizers (schools, colleges, influencers, and more) will be able to use our platform and services to launch and manage their own action-packed esports competitions.

In 2022, our focus will be to expand our portfolio of services offered to gamers in India and grow Ultimate Battle in the SEA region. Simultaneously, we're focusing on providing end-to-end event management, marketing, and production services for brands and esports companies. ■

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Champs of Indian Esports

Breaking all shackles, they are ready to conquer World Esports Cup 2021

By Ramesh Kumar Raja



The Indian esports segment is marking its significance with the growing demand for console, PC and mobile gaming players. With the cutting edge technology being accessible to everyone, the industry is able to flourish presenting us with champions of the new generation in Indian esports. Below are the journeys of esports athletes who are setting up their mark in the

ecosystem with their sheer hard work and dedication in the esports industry:

Anand Madhukar Dushing and Swastik Madhukar Dushing

Twin Boost To Indian Esports

Team: Chemin Esports

Be it the Waugh brothers (Steve and Mark)

in cricket or the Bryan brothers (Mike and Bob) in tennis, the sporting world has seen some of the greatest twins who not just played the sport together but also left the world in awe with their outstanding careers. Now it's time to witness another twin in action and that too in the fastest-growing esports world as Anand Madhukar Dushing and Swastik Madhukar Dushing are ready to set the virtual gaming world on fire.

From casually playing games on sister's phone to representing India at the World Esports Cup in Brazil in 2019, Dushing brothers have come a long way. The duo, who hails from Ahmednagar, a city located in Maharashtra, is currently the only twins to play competitive esports in the country.

Their father used to be a government employee, while their mother, a housewife. Just like any other kid, Anand and Swastik would play games on the phone just for fun before they decided to pursue it as a full-time career after their 12th board. However, it wasn't easy for them to convince their parents about their decision but with the help of their elder sister, they eventually got the nod from their parents.

While things are going great for the brother duo, with a sudden stroke of luck, things went south as Swastik was handed over a one-year ban from participating in tournaments because of a hacking incident. During this one year, while there were many who spewed venom on him while there were



others who stood by him and supported him in his tough times. Swastik continued his practice and participated in some local tournaments and trained harder to get back to the top. His determination, the support of his brother, sister and friends resulted in him making a strong comeback to reach back at the top. In their own words, World Esports Cup (WEC'21) will be the much-needed platform to regain popularity and people's attention once again. While this championship will help them to reach a larger audience not only in India but the entire South East Asia and the tournament coverage will provide them the fame that will increase their in-game popularity too.

Shaheed

Gujarat's Fire Boy

Team: LR7

Shaheed's career story is going from rags to riches. Shaheed hails from a small village, located 50km away from Ahmedabad. His father works as a driver in Saudi Arabia and his mother passed away when he was 10. Since then, Shaheed has been living with his maternal uncle in Ahmedabad. Playing alongside friends, Shaheed started his gaming journey with Clash of Clans in 2017. While his friends lost their interest in gaming after some time, Shaheed developed a liking and passion towards it as the days passed. He started participating in tournaments.

A keen interest in automobiles led Shaheed to pursue a diploma in automobile engineering but destiny had something else planned for him as esports fever took over him soon enough. Shaheed has represented India at the Asia Invitational Tournament which was held in Jakarta, Indonesia in 2019. Over the years, Shaheed, who competes in the most popular royal battle game Free Fire, has established his identity and is now popular among esports fans/viewers.

Knowing the importance of such a big tournament, which will be conducted by India Today Group, Shaheed feels it will allow him a platform to increase his fan base



not just in India but also abroad. He says with celebrities also involved, there will be fame as well as it's a good opportunity from a monetary perspective. In the next 2-3 years, Shaheed aims to grow on YouTube as well but right now his focus is on playing well as a team in WEC'21 tournaments. He is also one of the few original starters of Free Fire as a competitive esports player in India.

The talented players are currently preparing for the World Esports Cup 2021 (WEC '21) which is all set to showcase the best rivalries, star Bollywood actor

Tiger Shroff will be cheering the Indian contingent as he announced his support for the Indian team and its gamers, competing for the title and the enormous prize pool of \$100K. The Bollywood sensation will connect esports to the mainstream and WEC '21 campaign #GameHaiToFameHai that encourages players to showcase their top game and get rewards as well as recognition in the industry. Apart from India, the tournament will witness the participation of the best esports athletes from arch-rivals Pakistan and Nepal. ■

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BURNTEST

PLAYGO N37

Good for its price

Homegrown accessories brand Play seems to be serious and aggressive with its product launches in India. The company's recently-launched PlayGo N37

neckband earphone is a part of the strategy to showcase its prominence in the affordable segment. Priced at Rs 2,999, the PlayGo N37 Bluetooth earpiece has some interesting features, such as it's

ultra-flexible and can offer a playtime of up to 10 hours on a single charge, besides having a quick charge

support. The neckband comes in multiple colour options with a dual-tone finish, and the one that I had for review is black and yellow colour model. Let's find out if it's worth buying or has the potential to compete with the similar offerings from other established players in the business.

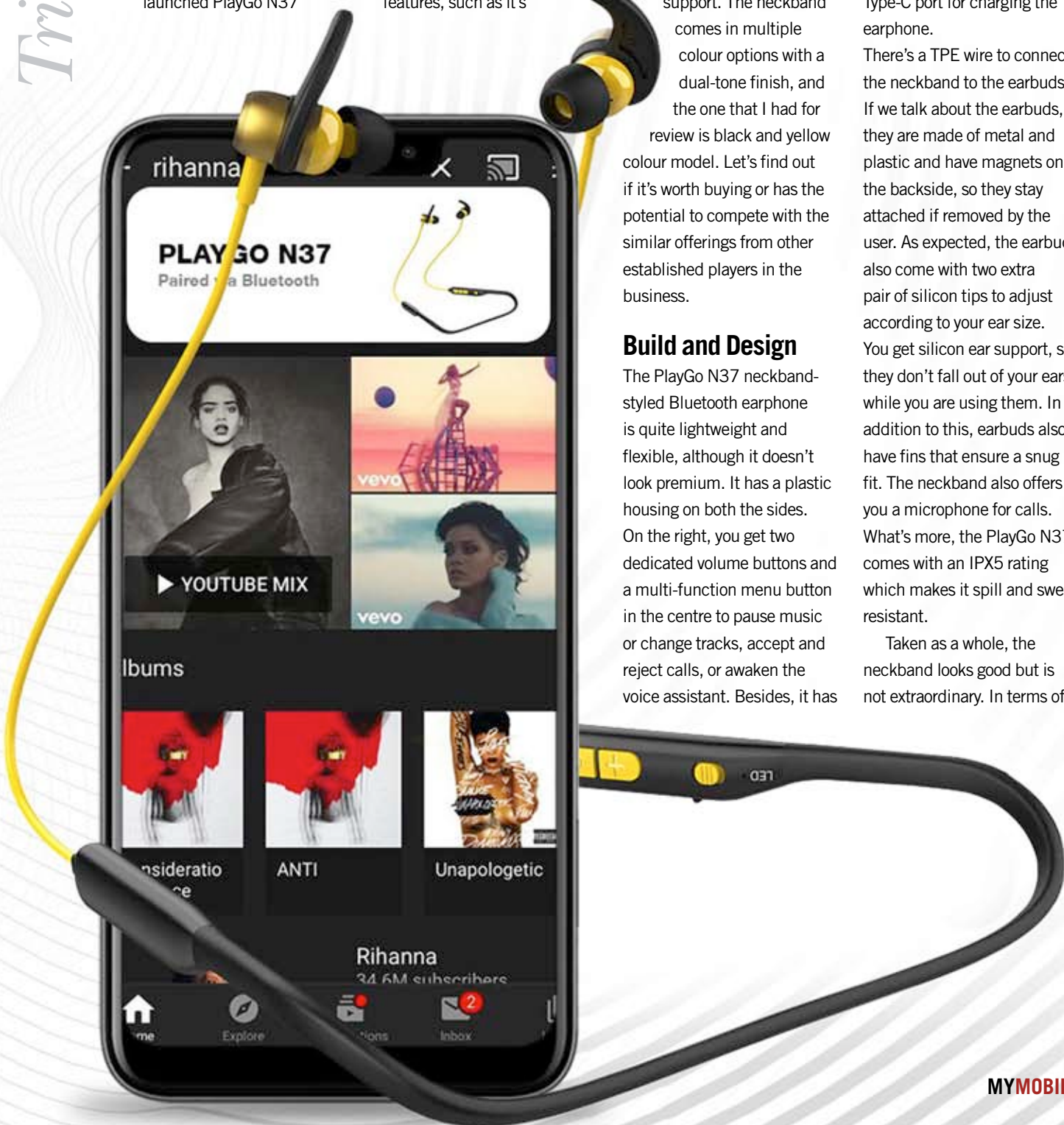
Build and Design

The PlayGo N37 neckband-styled Bluetooth earphone is quite lightweight and flexible, although it doesn't look premium. It has a plastic housing on both the sides. On the right, you get two dedicated volume buttons and a multi-function menu button in the centre to pause music or change tracks, accept and reject calls, or awaken the voice assistant. Besides, it has

a physical switch that is used for turning on and off, which looks a bit outdated in today's time. You also get a USB Type-C port for charging the earphone.

There's a TPE wire to connect the neckband to the earbuds. If we talk about the earbuds, they are made of metal and plastic and have magnets on the backside, so they stay attached if removed by the user. As expected, the earbuds also come with two extra pair of silicon tips to adjust according to your ear size. You get silicon ear support, so they don't fall out of your ears while you are using them. In addition to this, earbuds also have fins that ensure a snug fit. The neckband also offers you a microphone for calls. What's more, the PlayGo N37 comes with an IPX5 rating which makes it spill and sweat resistant.

Taken as a whole, the neckband looks good but is not extraordinary. In terms of





comfort, it's definitely better than many others in the given price segment. The earphone fit perfectly in my ears and didn't feel exhausting even after wearing it for long hours.

Functionalities

The PlayGo N37 is very simple to use and can easily be connected with your phone via Bluetooth version 5.0. You can turn it on with the LED button by switching it to the right side. The earphone then goes into pairing mode with LEDs suggesting that it has been paired and is enabled. When it's switched on, a voice prompt indicates that the neckband has been paired and signifies the battery level – high, medium or low. You'll not face any difficulty while pairing them. As mentioned above, you can increase or decrease the volume via volume rockers, whereas the multifunction button in the centre can be used to pause music or change tracks, accept and reject calls, or awaken the voice assistant. To awaken the voice assistant, you are required to press the middle button for two seconds, after which it gives instructions to Google Assistant or Siri.

Performance

The volume and the sound quality of the PlayGo N37 are quite remarkable and on par

with others at the given price point. The bassheads will love it for sure. The highlight of this neckband is 10mm EBEL (Enhanced Bass; Extra Loud) drivers which contribute to its rich sound quality.

The vocals and the mids are quite impressive, and you'll love listening to music and watching shows and movies using this neckband. Even at the 100 per cent volume, the sound doesn't crack, which is on par with the competition. However, in some cases, I noticed bass overpowering vocals, which you should think about.

Interestingly, the neckband offers a fairly good frequency range. The earphone is also good for making and taking calls, and you'll not face any issue with it. On the flip side, the PlayGo N37 doesn't come with active noise cancellation (ANC) feature, but thanks to the in-ear design, it cancels the external passive noise giving you a rich sound experience.

Battery

Having a 100mAh battery, the PlayGo N37 promises 10 hours of music playback on a single charge, besides ensuring three hours of music playback time with just 10 minutes of charging. In our review, the neckband lasted for around eight hours on a single full



charge at full volume. However, if you want to get around 10 hours of battery life, you should use this earpiece at a little lower volume.

Conclusion

The PlayGo N37 offers a lightweight, ultra-flexible and portable design that can be

used while working out or watching videos and listening to music. It's quite easy to use and delivers an excellent audio performance. The battery life is at par with the competition. However, it's definitely not premium in terms of build quality, but good for its price. ■
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EASYFONE SHIELD

Rugged design with SOS button makes it worthy for golden agers

Seniorworld, which is known for making feature phones dedicated to senior citizens, has come up with another offering, called Easyfone Shield, for the golden agers. The phone comes with a discounted price of Rs 5,499 on Flipkart, and sports a dedicated SOS button, which is of a great help in times of emergency. Owing to its rugged design, the phone offers a perfect grip in your palm and is also said to be ideal for adventure lovers, hikers, outdoor sports enthusiasts, cyclists and more. Let's get into the detail of this phone to understand its utility in the age of smartphones, with this review.

Design

The Easyfone Shield comes in a combination of black and orange colours, and wears

a plastic and rubber build, giving it a sturdy look. You get rubber coatings on the sides, which make this phone survive shocks even when it falls from a certain height.

The handset features a 2.8-inch IPS display on the front, with a functional keyboard and shortcuts. What makes Easyfone Shield stand out from other feature phones in the market is that the battery is replaceable and below it you get two SIM card slots and another slot for microSD card on the rear panel, which is hard enough to be broken easily.

On the top, the phone houses a powerful flashlight and a 3.5mm headphone jack, whereas at the bottom, you get a USB charging port. While the left of the device is plain, there is a dedicated SoS button on the right, which is especially meant for



elderly people in the case of emergency.

Interestingly, the battery compartment, charging dock and headphone jack among other aspects are coated and sealed to give it a solid protection. The phone, thankfully, carries IP68 certification that makes it waterproof, dustproof and shockproof.

The handset, overall, has got an outstanding design and is indeed a head-turner, thanks to its rugged and robust look. It's an apt device for senior citizens,

adventurists, hikers, outdoor sports enthusiasts and cyclists who use it under extreme weather conditions.

Features

The Easyfone Shield from the house of Seniorworld boasts a "whitelist feature" with which you can let only select contacts send messages and make calls to you with the maximum number of contacts being 20. When this feature is activated, one can limit the digital footprint at any specific time. The feature allows you to call or message to any contact,





citizens and adventure lovers. The IP68 certification makes it waterproof, dustproof and shockproof. The powerful torch on the top is of a great use in a country like India. The whitelist feature in it makes this phone even more interesting as it lets you to limit all the unnecessary phone calls and text messages to reach you. Only a selected people will be able to call you, if you do not want any sort of disturbance especially when you are on a vacation with your family. It's a good device

whereas you will be able to receive messages and calls only from the preset numbers.

Besides, the phone offers a dedicated SOS button that lets senior citizens get help in times of an emergency. Needless to say, this feature is also worth use to those who love going out on trekking, biking, hiking and other adventurers.

The handset comes with a 2MP basic camera, which will definitely not satisfy you with its pixelated photos. It looks awkward in the age of smartphones where camera happens to be amongst the priorities for any consumer. Considering its price, the company should have worked more in this department to make it an attractive option for feature phone buyers.

Performance

The handset works well and delivered an amazing performance as a standard feature phone during its review. The dedicated SOS button and whitelist feature are really awe

inspiring. One-click on the SOS button sends alerts to all the contacts which are registered on your SOS list. It can be used in extreme environments especially for the ones who live alone such as elderly people. On the flip side, the device doesn't offer WhatsApp and other applications that are becoming a part of feature phones nowadays. It's something the company must take into account before coming up with its next offering for senior citizens.

Battery

The Easyfone Shield is powered by a replaceable a 2,500mAh battery, which lasted for nearly a week on a single charge. The device stood tall to its claim, as we used it for calling purposes and also used its torch during the review. Interestingly, the handset also comes with reverse charging and can be used to power up smaller devices such as earphones and smartwatches. It's definitely a very useful feature, especially



when wearables are becoming an integral part of our life.

Conclusion

The Easyfone Shield has got an impressive design with a rugged surface which is definitely meant for senior

to gift your elderly parents and can be carried anywhere, but it's a bit overpriced.

The absence of an app like WhatsApp or a browser makes it even more simple for a senior citizen to use a phone. ■

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PLAYFIT SLIM

Tailored for sophisticated wear with multiple features

With wearables increasingly becoming a part and parcel of our life, the number of companies making smartwatches have also proliferated. Homegrown brand Play is among the latest in the fray to have come up with yet another smartwatch called Playfit Slim, which comes equipped with features like full-touch display, multiple sports modes, heart rate and fitness tracker, sleep and SpO2 monitor, etc. Priced at Rs 3,999, the smartwatch comes in Galaxy Black and Mystic Blue colour variants, and I had the

former for review. Although it looks good on paper, let's find out how it fares on different parameter of excellence.

Design and Build

The Playfit Slim smartwatch wears a classic and sophisticated look, featuring a circular dial with TPU (thermoplastic polyurethane) straps attached to it. The round-shaped case consists of aluminum alloy, giving it a very solid build, whereas the back of the watch consists of plastic with a matte finish that makes the watch look polished. The interchangeable straps (having a stainless-steel



buckle painted black) paired with the dial are a bit hard and not very skin-friendly, however it'll not cause any sort of discomfort to your wrist. Talking about the dial, it's quite slim, offering a body dimension of 46.7x9.9mm. The company has used an LCD IPS display that sports a bit thick bezel on the edges, which definitely is a downside of this timepiece. The 1.3-inch display with 240x240 pixels resolution will offer you a good viewing experience indoors. The left side of the dial is basic, whereas on the right there is a tactile button that performs multiple functions and help you navigate the UI. It will take you to the menu and different modes. Comfort-wise, the watch offers you a perfect dial size – it is neither too large nor too small and is made for all wrist sizes. It hangs on to the wrist perfectly and will not make you feel heavy. Although the straps are a bit stiff, the smartwatch is comfortable to wear for hours

and will not irritate you. In terms of protection, the all-new Playfit smartwatch offers a IP67 rating that makes it withstand dust, water and dirt, which definitely is a very important feature for any wearable. Overall, it's a decent looking smartwatch justifying its price.

Features and Functionalities

In terms of user interface, the main screen shows you the time, steps, heart rate and calories burnt, however none of them is clickable. Pairing this watch to your smartphone is very easy and will not take much of your time. First of all, you need to download the Playfit app. The application can be used for getting a detailed view of your activities. Although the device already has four integrated watch faces, the app offers you a number of customisable, cloud-hosted watch faces. Starting with the SpO2 monitor which happens to be one of the most sought-after health-tracking features in a smartwatch

(especially in the wake of COVID-19 pandemic), the results were somewhat accurate, although there was a minute difference of one or two per cent, which is not bad. Moving on to the heart rate sensor, there was consistency in count while

measuring my heart rate. The BP (blood pressure) monitor happens to be another important health tracker the smartwatch comes equipped with. The results were fairly convincing with the BP tracker. Sleep tracker, which is present on almost all the smartwatches, wasn't much convincing. The results were unacceptable many times.

While the watch comes with a number of Workout modes (such as basketball, football, badminton, cycling, cricket, dancing and more in terms of sports tracking), counting the footsteps happens to be on everyone's mind while using a smart wearable. Amusingly, the Plafit Slim recorded some extra steps, however it's not that a big issue as it happens with many of the devices.

The smartwatch also comes with some other interesting features, such as weather tracking, remote photography, find your device and smart notifications, which are a must for today's lifestyle. Bluetooth Calling, which happens to be a much-sought-after feature nowadays is missing on this smartwatch. The company should have included this feature as it has become a trend now.

Performance

The touch response on this smartwatch is overwhelming. It's very smooth, and will easily take you from one option to the other. There is no issue with icons as they are big and bright. Similarly, the display is bright and readable indoors, however you'll have to struggle a bit

under direct sunlight to read content on the smartwatch. Thankfully, there's an option to increase the brightness. Overall, it's a very easy to use smart wearable.

Battery Life

The Playfit Slim is powered by a 180mAh li-polymer battery, offering a working capacity of 7 days with 15 days standby time, which is really amazing. The device comes with two-pin magnetic charger. Following one complete charge, it lasted



me for a week, standing tall to its claim. It takes around 2 hours to charge fully.

Conclusion

The smartwatch offers a great display, a sturdy and durable design, good comfort on the wrist, and somewhat accurate health-tracking statistics and SpO2 measurement. It looks quite decent and is stylish. The dial pad is pretty readable and battery life is outstanding. Although the Bluetooth calling feature is not over here, there's enough substance to own Playfit Slim at an affordable price. ■

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Cybersecurity: A grave concern for organizations in 2022

Cyber-attacks hit businesses and private systems every day. The motive of cyber-attacks are many. Organizations are endangered to these attacks, but individuals are targets too, often because they store personal information on their devices and use insecure public networks. With the rising number of cyber-crimes, cybersecurity will continue to be a major concern for organizations in 2022. As 2021 winds to a close, it's time to look forward to the future of cybersecurity in the upcoming year. What challenges will 2022 bring, and how can the cybersecurity industry meet them head-on?

By Shweta Srivastava

The digital revolution forayed into India a long time ago. With all the latest technological advancement, people have become dependent on the Internet for all their requirements. It has provided an individual with quick access to everything while seated in one location. India is now progressively utilizing the transformation for making the society go cashless. Not only this, it is digitalizing a majority of other aspects as well. However, every rose has its thorn, and in the case of India, there's more than one. Breaching, manipulating, interrupting, and interfering with the technology or digital platforms are some of the threats that are linked to the digital revolution.

As the Internet and its associated advantages grew in popularity, people with ill intentions have also expanded their threat up to the cyber world. You can be a victim, not only in the real world, but also as you surf the Internet. There are about 4 million malware that are detected every day and India is one of the most cyber attacked nations in the world. These intimidations encourage to have a robust cyber security mechanism in the country. As our year winds to a close, it's time to look forward to the future of cybersecurity in 2022. What challenges will the upcoming year bring, and how can the cybersecurity industry meet them head-on? Let's discuss:

What is Cyber Security?

Cyber security is the process and technique to help protect the integrity, confidentiality, and availability of computer systems, networks and data, against malicious attacks or unauthorized access. It is also known as information technology security or electronic information security. The primary aim of cybersecurity, which is growing global importance in a digital world, is to protect all organizational assets from both external and internal threats as well as disruptions caused due to natural disasters. A strong cybersecurity strategy can provide a good security posture against malicious attacks designed to access, alter, delete, destroy or

extort an organization's or user's systems and sensitive data. Cybersecurity is also instrumental in preventing attacks that aim to disable or disrupt a system's or device's operations.

Types of Cyber Attacks

To understand the need of cybersecurity measures and their practices, let's have a quick look at the types of threats and attacks.

Malware



It is an unwanted software that is installed on your device without your consent. It can be hidden in applications, in legitimate code or it can be replicated on the Internet. Malware attacks through a susceptibility that eventually downloads malicious software. Ransomware, Spyware, Trojan horse, etc. are several sub-categories of malware. The authors of the Ransomware threat generate a unique decryption key for each of its victims and save it on a remote server. Thus, users can't access their files by any application. They take advantage of this and demand a considerable ransom amount from the victims to provide the decryption code or decrypt the data. But such attacks have no guarantee of recovery of data.

Botnets



Botnets were at first designed to carry out particular tasks within a group. It is defined as a network or group of devices connected with the same network to carry out a task. But this is now being used by bad actors and hackers that attempt to access the network and inject any malicious code or malware to disrupt its working. Some of the botnet attacks include - Distributed Denial of Service (DDoS) attacks, spreading spam emails, and stealing of confidential data. Botnets attacks are normally carried out against large-scale businesses and corporations due to their huge data access. Through this attack, the hackers can control many devices and compromise them for their wrongful motives.

Phishing

Phishing is a fraudulent action of sending spam emails by imitating to be from any legitimate source. Such mails have a strong subject line with attachments like an invoice, job offers, big offers from reputable shipping services, or any important mail



from higher officials of the company. These are the most common cyber-attacks that focus to steal sensitive data like credit card numbers, login credentials, bank account information, etc. To avoid this, one must learn more about phishing email campaigns and their preventive measures. One can also use email filtering technologies to avoid this attack.

Cryptocurrency Hijacking

Cryptocurrency hijacking is the new addition to this cyber world. As digital currency

and mining are becoming popular, so it is among cybercriminals. The scammers have found their immoral benefit to cryptocurrency mining, which involves complex computing to mine virtual currency like Bitcoin, Monero, Ethereum, Litecoin, etc. Cryptocurrency traders and investors are the soft targets for this attack. Its hijacking is also known as 'Cryptojacking'. It is a program designed to inject mining codes silently into the device. Thus the hacker silently uses the CPU, GPU, and power resources of the attacked system to mine for the cryptocurrency. The technique is



used to mine Monero coins particularly. As mining is a complex process, it consumes most of the CPU resources, impacting the performance of the system. Also, it is done under all your expenses so that the victim may get a huge electricity bill and Internet bill.

Cyber Attacks in 2021

From a cybersecurity perspective, the second wave of COVID-19 pandemic has hit India hard. There has been a rise in recent cyber-attacks in the country this year, with cybercriminals taking advantage of the situation and finding new ways to breach data. Check out some cyber-attacks that had the most severe consequences:

Attack on India's CoWIN app

As India aims to find out of the COVID-19 pandemic by accelerating the vaccination process, cybercriminals jump on the opportunity by misguiding and tricking users into downloading fake apps. In January, the incidences of fake Aarogya Setu apps



reported that was created by malware authors to plant malware into the device of end user. Now with vaccination being made eligible for the 18-44 population, there have been instances of fake CoWIN apps being used to lure users into downloading the application in the hope of getting vaccinated. These attacks clearly demonstrate the importance of keeping your mobile phone safe from such attacks or threats.

data of 500 million LinkedIn users were being sold online. Attackers were gaining access to this data by spear-phishing users by emailing them with fraudulent job offers and making them click on malicious links. These links would lead to malicious software or backdoors being downloaded into the systems of the victims.

Cyber-attack on Air India

The data of millions of India's flagship airline customers - Air India - was compromised in

LinkedIn Phishing Scam



LinkedIn is one of the world's most popular social networks, with 756 million members in more than 200 countries worldwide, that is focused on professional networking and the business community. This popularity has brought it in the crosshairs of attackers with the recent news of a huge data breach in the company with reports that scraped

one of the biggest cyber-attacks in 2021. Between August 2011 and February 2021, confidential information such as ticket information, passport details, and credit card data of more than 4.5 million customers was compromised. While the airline tried to comfort its customers by stating that credit card details had not

been leaked, it urged its users to change their passwords. These attacks make it clear that threat actors are moving quickly to take advantage of the chaos caused by the pandemic. Cyber-attacks will continue to evolve with malware authors honing their attack strategies. These incidents clearly indicate the growing need for organizations in India to enforce strict cyber security protocols and follow the best cybersecurity practices.

Challenges facing Cybersecurity in 2022

For an effective cybersecurity, an organization needs to coordinate its efforts throughout its entire information system. Elements of cyber encompass all of the following:

Ransomware

The biggest threat facing cybersecurity in 2022 is ransomware. In 2020, these attacks increased by 600 percent, partially due to the pandemic. Despite this considerable growth, ransomware attacks grew again by 151 percent in the first six months of 2021. Even in the second half of 2021, ransomware attacks have continued to grow to record highs each month. The most significant danger of continued ransomware attacks is to national security. The most prominent target for ransomware has become government departments.

Data security

Inside of networks and applications is data. Attackers often target data when they breach a database or a system. Protecting company and customer information is a separate layer of security. People add approx. 2.5 trillion

gigabytes of data (25,000,000,000,000) to the internet every day. An enormous amount of private information is online. As the number continues to grow, the cybersecurity industry has to figure out a way to protect such a huge amount of information from scammers and hackers.

Cloud security



Many files are in digital environments or "the cloud". Protecting data in a 100% online environment presents a large amount of challenges. Organizations or company seeking cloud security solutions should consider security measures to solve the primary cloud security challenges of visibility and control over cloud data. Today, with around 97 percent of organizations worldwide using cloud services, it is essential that everyone evaluates their cloud security and develops a strategy to protect their data.

Disaster recovery planning

Many small businesses may not see the importance of a disaster recovery plan until it's too late. Their data gets compromised, their customers are now vulnerable, and money goes down the drain. In the event of a breach, natural disaster or other event, data must be protected and business must go on. For this, people need a plan.



End-user education

With the rise in cybercrime as well as the increase in the consumerisation of IT and BYOD, it is more important than ever to fully educate employees about security attacks and protection. Educating good habits like - password changes, 2-factor authentication, etc. - is an important part of cybersecurity. It also includes educating employees that



they will be targeted, encouraging them to be vigilant at all times, teaching them what qualifies as sensitive data, how to identify and avoid threats.

How to prevent Cyber Crime?

To deal with the situation, one needs to establish multi-dimensional public-private collaborations between law enforcement agencies, the IT security organizations, information security organizations, Internet companies, and financial institutions. These industries should come together to develop new opportunities. People should



always take precautions by using a strong combination of passwords for every other account and try to keep their information and pictures private on social media account by ensuring security settings. One should always be mindful while sharing any information online and be aware of malicious software in mobile devices. Always download the information from trusted sources and keep the operating system up to date which applies patches and software fixes. Your system should always be laced with screen lock and anti-virus software for additional protection in case you lose track of the device. It also acts in defense by blocking the bad traffic from reaching your device. Here are some of the ways one can fight the onslaught of digital attacks.

Securing Against Malware

Security against malware is certainly one of the most important issues today (and it will continue to be as malicious software evolves). An anti-virus software package is needed to combat any suspicious activity. These packages usually include tools that do everything from warning against suspicious websites to pick out

potentially harmful emails.

Mobile Security

Mobile phones are one of the most at-risk devices for cyber-attacks and the threat is only growing. Among cybersecurity experts, device loss is the top concern. Leaving our phones at a restaurant or somewhere else can prove dangerous. Fortunately, there are tools that lock all use of mobile phones if this incident occurs. App security is also becoming another major issue. To combat mobile apps that request too many privileges, introduce Trojan viruses or leak personal information, experts turn to cybersecurity tools that will alert or altogether block suspicious activity.

Web Browser Security & the Cloud

It is the application of protecting Internet-connected, networked data from privacy breaches or malware. Anti-virus browser tools include pop-up blockers, which simply alert or block spamming, suspicious links and advertisements. More advanced strategy include two-factor authentication, using security-focused browser plug-ins and encrypted browsers.



Wi-Fi Security

Using public Wi-Fi can leave you endangered to a variety of man-in-the-middle cyber-attacks. To secure against these attacks, most cybersecurity experts suggest using the most up-to-date software and to avoid password-protected sites that contain personal information (banking, social media, email, etc.). Arguably, the most secure way to guard against a cyber-attack on public Wi-Fi is to use a virtual private network (VPN) that create a secure network, where all data sent over a Wi-Fi connection is encrypted.

Conclusion

We are living in the 21st century, where technology is advancing and humans are being displaced from their jobs. As a result of the growing use of the Internet, the online crime's rate is growing as well, for which the victim has legal recourse. However, we have seen that the number of cyber-crime case files is increasing faster than the number of solved cases, which is attributable to negligence of the people and a shortage of cyber professionals who can handle these situations. As a result, we require better training institutions as well as a mandatory branch of cybersecurity topics that will aid in the resolution of cyber cases and increase trust in security; nonetheless, we can attempt to safeguard ourselves. No institution or antivirus can totally safeguard someone, but by using the safety measures, we can secure our data, information, devices, and ourselves. ■

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MediaTek to Enhance India 5G Prospects in 2022: From Mainstream to Flagship

Fabless semiconductor major MediaTek has reiterated its commitment to powering disruptive technologies, R&D capabilities and opportunities for expanding India footprint in the coming year. The company is upbeat on 5G prospects in 2022 and looks at expanding its portfolio in India with a comprehensive range of mainstream, premium and flagship products. This was announced on the sidelines of the 9th edition of MediaTek Technology Diaries- "Unlocking the Future", focused on the latest technology trends from MediaTek and the smartphones/smart devices market in India.

"We at MediaTek are focused on making 2022 a year aimed at rapid growth, business success, and substantial expansion in our R&D capabilities. Our journey has been sustained, and we have grown consistently in size and revenue. 2021 is significant for us as we have, with the launch of the MediaTek Dimensity 9000, covered the entire spectrum from flagship to the mainstream. This year has also been a significant one in terms of our expansion and scaling efforts. We have been hiring extensively and are ramping up capabilities across our facilities in India," said Anku Jain, Managing Director, MediaTek India. "For 2022, we are focused on further strengthening our presence in India, offering incredible experiences to customers, and supporting the country's technology initiatives with our expertise and collaboration with leading OEMs."

The event witnessed engaging interactions around current topics including:

- **5G** – MediaTek plans to boost technology democratization and enable access to disruptive connectivity with its range of mainstream to flagship 5G chips. In the flagship segment, MediaTek recently announced the Dimensity 9000 chip, which is a milestone of innovation and a rise to the incredible, built-to-power flagship 5G smartphones in the world. Packing the best, most advanced technology and features on the planet, the Dimensity 9000 is super powerful yet super power-efficient in a 4nm package, ensuring superior 5G speeds and next-gen gaming technology, professional-grade imaging, videography, advanced AI and computing architecture.
- **Incredible In. Incredible Out** – MediaTek's focus on customer interactions and experiences was also discussed along with the ongoing campaign "Incredible In. Incredible Out", what we put into our Dimensity 5G chips, shapes the incredible experiences you get out of it, be it incredible 5G connectivity, photography, Video Streaming and industry leading gaming experiences.
- **Smart Devices** – Keen on designing innovative solutions for new age requirements, MediaTek remains a market leader in digital TVs, voice assistant devices, Wi-Fi routers and other smart home products with a portfolio that caters to a wide range of customers across smartphones, smart homes, automotive, IoT and home/enter-

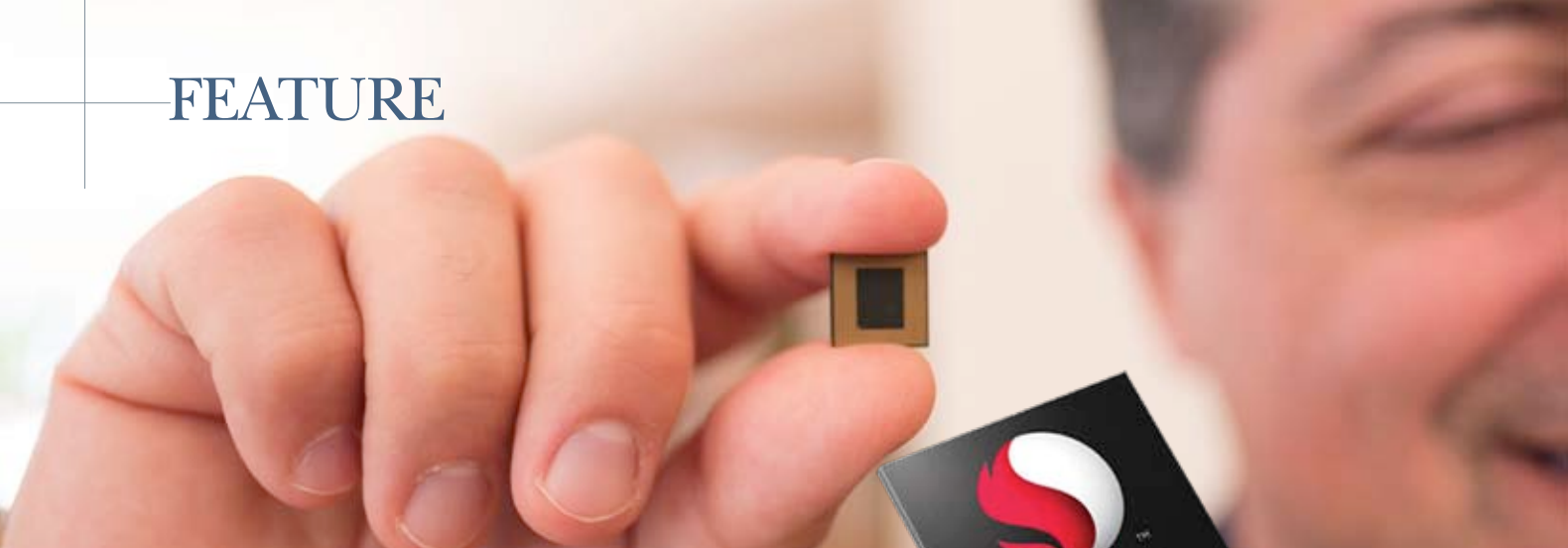
prise connectivity segment.

- **R&D** – Dimensity 5G Open Resource Architecture provides closer-to-metal access on the Dimensity 1200 chipset for brands to tailor smartphone features like AI, multimedia and camera, hybrid multiprocessing and connectivity, giving device makers access to customized consumer experiences.
- MediaTek presented the attendees with details on its host of new global launches this year, including the Filologic models for Wi-Fi 6 connectivity, the world's first 7-nanometer 8K digital TV flagship system-on-chip (SoC), the MediaTek Pentonic 2000, and the MediaTek Dimensity 9000.

"This is for the first time in any tech transition in India that a strong device ecosystem will precede the commercial launch of services. By the time we have official 5G services kicking in, India might already have over 50 million active 5G devices," said Tarun Pathak, Research Director, Counterpoint Research.

Sharing key highlights from the 'The Connected Indian – 2021' Report, Faisal Kawoosa, Founder and Chief Analyst, Techarc said, "With a rapidly changing lifestyle powered by technology, consumers are reinforcing their focus on 'smartisation' by shifting towards smart devices ecosystem which includes personal use gadgets, devices for home and office automation. Processors continue to be key enablers in terms of main components which define the features and functions of these smart devices." ■

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5 best Snapdragon 845 smartphones to buy

The year 2021 is about to end. In the year, all the top-notch flagship smartphones mostly relied on Snapdragon 865 processor or Snapdragon 888 processor but the Snapdragon 845 continued to be an attractive proposition, especially for a mid-range mobile phone buyer. It is still one of the most advanced processors of Android industries, which has a proven record. If good performance is the trait you value the most in your smartphone, your investment in a Snapdragon 845 powered phone should be worth it. We are here with the list of the best SD 845 options you can choose from.

By Shweta Srivastava



LG VELVET

Powered by an octa-core Qualcomm Snapdragon 845 processor, the LG Velvet comes with 6GB of RAM. It runs Android 10 and is powered by a 4,300mAh non-removable battery. The smartphone packs 128GB of inbuilt storage that can be expanded via microSD card (up to 2TBGB). Other highlights include a 48-megapixel primary camera, an 8-megapixel camera and a 5-megapixel camera. Also, it sports a 16-megapixel camera on the front for selfies. LG Velvet price in India starts from Rs 44,990. ■



ONEPLUS 6T

This is one of the most affordable SD 845 options you can buy today. The OnePlus 6T has a premium glass body and is available in up to 8GB RAM with a minimum of 128GB storage. Powered by 3,700mAh battery capacity, the smartphone runs Android 10 based Oxygen OS. It comes with dual rear cameras – 16-megapixel and 20-megapixel camera as well as a decent 20-megapixel selfie camera. OnePlus 6T price in India starts from Rs 21,999. ■

VIVO NEX

The Vivo Nex is a smartphone from the future. It entered the Indian market with Snapdragon 845 SoC and 8GB RAM with 128GB internal storage. The mobile phone comes with a notch-less and bezel-less display, piezoelectric earpiece, a motorized pop-up selfie camera, and an under-display fingerprint sensor and more. Powered by 4,000mAh battery capacity, the phone runs Android 8.1 Oreo. The Vivo Nex price in India starts from Rs 28,500. ■



SAMSUNG GALAXY S9 AND S9+

Samsung flagships – the Galaxy S9 and S9+ rock one of Qualcomm's most popular chipset to date – the Snapdragon 845. In countries like India, Samsung offers these smartphones with comparable Exynos 9810 chipset. The Galaxy S9 and S9+ all offer one of the best displays and camera in the market today. Both these smartphones are IP68 rated and also feature stereo speakers. The Samsung Galaxy S9 price in India starts from Rs 61,000 and Rs 29,999 for Samsung Galaxy S9+. ■



XIAOMI POCO F1

Poco F1 continues to do well for the Xiaomi. The smartphone is backed by Qualcomm Snapdragon 845 and packs an impressive 4,000mAh battery. The Poco F1 has a 6.18-inch display screen and comes in different RAM and storage options. The F1 runs on MIUI 9.6 on top of Android 8.1 Oreo. It has dual camera setup on the back consisting of a 12-megapixel primary camera and a 5-megapixel depth sensor. At the front, it has a 20-megapixel selfie camera. The Poco F1 price in India starts from Rs 14,999. ■

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“Quizbee is a part of the gaming space with a unique approach”

Participating in a quiz has its own experience. It brings to fore the curiosity in you to gain more knowledge on a variety of topics. Quizbee, a real money gaming app, is one such platform that drives your desire to enhance your general awareness, by enabling you to play quiz to answer few simple questions along with a group of peer to win cash prizes. The sooner you answer, the higher you score and the higher you score, the higher is the amount you win. **Amit Khaitan, CEO, Intelligence Game which owns Quizbee**, speaks more about this quiz platform, in a conversation with **Ramesh Kumar Raja**. Excerpts:

How do you look at the emerging trend of online gaming which has undergone a massive change, especially in the wake of COVID-19 lockdown? Online gaming was biding its time and that's when COVID

gave it the push it needed. People sitting at home with nothing to do were looking for good ways to spend their free time. Challenge is something that everyone likes but will relish only when you have enough time to get better at something and have a chance of winning. People have tasted the fun and challenge of the online gaming industry even after the COVID-19 phase with more strong mental capabilities and vast potential moving forward.

Can you please tell us about the whole business of gaming in India and how is Quizbee contributing to this technological revolution? It's not much different from any other business, in a sense you have to find something that people like and then create a scenario where some cash prize makes the users enjoy the setup more. The advantage of gaming is that we all loved playing games as a kid and it brings out the child even among the senior citizens in the family. Most gaming sectors include a specific category of audience and that you need to make sure to reach out to that category. Otherwise, the progress will be steady and slow.

We wanted Quizbee to be a part of the gaming space but with a unique approach.

We wanted to focus more on general knowledge rather than being specific to sports or arcade games.

Let's analyze it with a simple example- Since we have a large population buying newspapers, most of them don't buy it to read the news stories instead they just play and enjoy the crossword section in it.

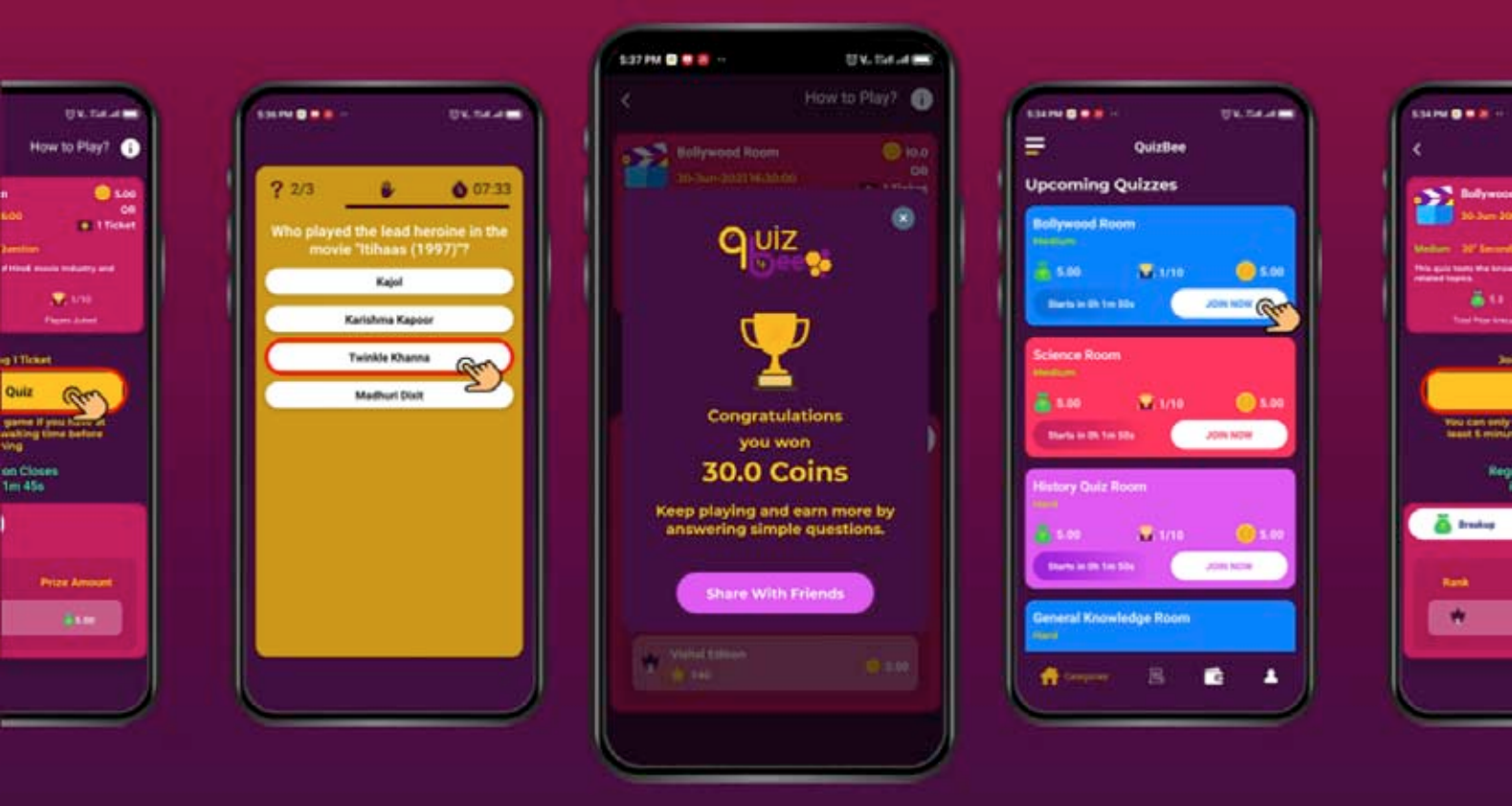
Now, if you can create a crossword puzzle game with an entry fee of, say 1 rupee, you can reach out to the type of people just mentioned above that carry something that can scale up your crossword gaming section.

What sorts of games do you offer on your platform and how have been their responses?

We offer knowledge-based quizzes, which include study subjects like Maths, General Knowledge, and more. We also intend to add science and even some technical subjects like Java, PHP, and so on. For more fun subjects, we have Bollywood and Cricket theme-based quizzes. We are also looking forward to add more to this section and finally ensuring that we have the whole spectrum covered. We are also adding some simple fun arcade games, if you feel taxed enough after a few quiz games.

Why is Quizbee still not available on Google Play and Apple App Store? Do you have any





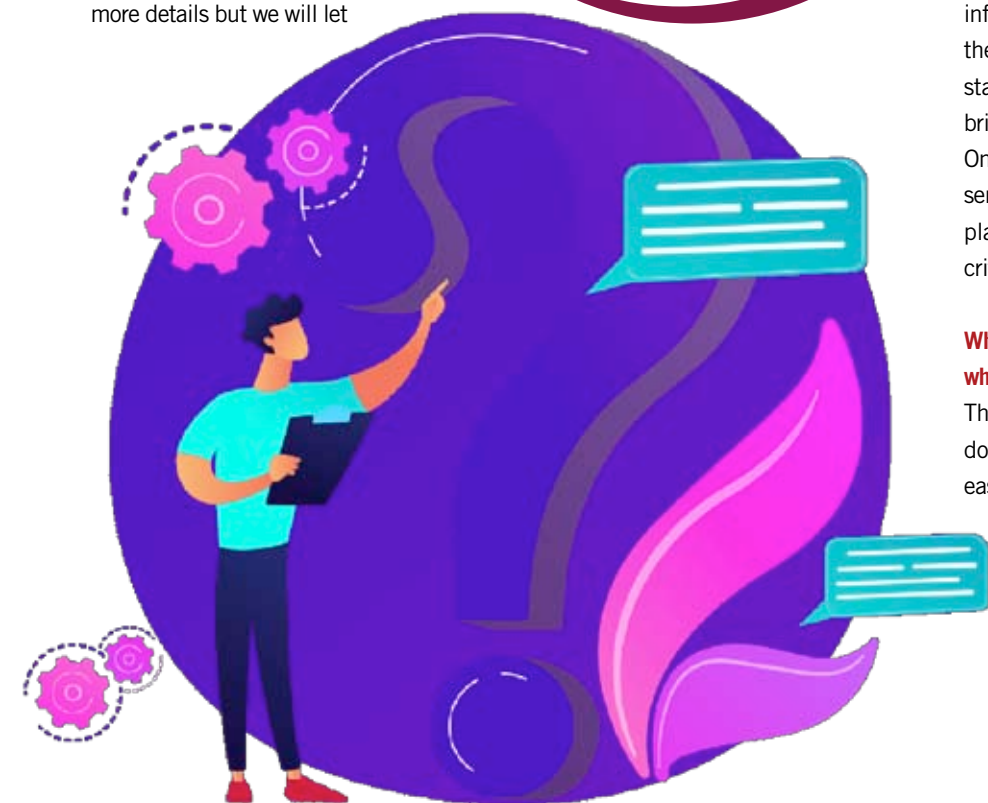
plan to land on these platforms? We are a real-money gaming app and Google Play has some policy that doesn't allow real money gaming apps. We are on the Apple Store as they don't have any such reservations. We hope that Google will pretty soon do away with this policy and we will be able to go up on store, but while we are waiting for it, we also intend to create a version of our application that will be created for students and will be hosted on Google store. I can't share more details but we will let

"We are a real-money gaming app and Google Play has some policy that doesn't allow real money gaming apps... We hope that Google will pretty soon do away with this policy and we will be able to go up on store, but while we are waiting for it, we also intend to create a version of our application that will be created for students and will be hosted on Google store"

everyone know once it's there.

What is your revenue model? How has been the business so far for QuizBee? Every room has a fee associated with it. When someone joins a room to play the game, they pay the fees which get added to the prize kitty of the room for that game. We take a certain percentage of that prize amount as our platform service charge and distribute the rest to the players who performed well in that game. There is quite a few more revenue models planned as we will keep improving our app with more such features but that information will be coming out slowly over the next year or so. As we are in the early stages of our launch, our main goal is to bring more and more players to the game. On the business side, we see traction in the sense that more and more games are being played on our platform and we will hit a critical mass soon.

What are your expectations now, especially when the COVID-19 pandemic is going down? There are two things to be noted. One, I don't think COVID-19 is going down so easily, with a variant coming every month but the positive person in me wants it to go down tomorrow if possible, but I don't see any adverse effects of it



on the gaming industry as of now. Once a rolling boulder has gained speed on a slope you generally can't stop it and that is the stage of the gaming industry. It is now getting up, so let's just wait and watch and enjoy the ride.

What do you do to increase the recall value of your brand among gamers? We keep adding new types of games and new features to the app. Along with that, we give free tickets to our players to join games without paying a joining fee. We have quite a few more things in the pipeline.

What innovations and diversifications you are doing to stay ahead of the curve in India, which is a highly competitive market? It is competitive, yes, but as of now, it has a lot of space similar to what the ecommerce industry had 7-8 years back. A lot of people came into this industry but some of them weren't able to make it to the last point, while others are growing with more strength now.

In gaming, you just have to stay in touch with your players and keep evaluating what they like and what they don't. Also in the early phases, most of the competitors are helpful for each other in that they help you understand good and bad features by just tracking them. We are trying to see the patterns emerging around us and are also trying to ensure being a part of every good pattern.

What are your thoughts on the gaming industry becoming more of a social media platform for millennials? With the metaverse coming into the picture and our progress towards sci-fi gaming movies is becoming a reality, it will not become a social media platform. It has the power to become an alternate universe and that path will go through the intermediate stage where games will form their own social media setup and there could be specific applications that will

come or the games themselves will provide

"Cloud makes it easier to manage and upscale very fast when the time comes. Imagine the fact that the only thing you are working for is a lot of users and suddenly one day millions of users show up and you can't serve them because your infrastructure is not ready. That will be a plain suicide and that's where the cloud comes in and helps you avoid that"

the opportunity inbuilt.

How has the model of gaming on the cloud been one of the biggest boons of the industry which has helped handle the sudden upsurge? Cloud makes it easier to manage and upscale very fast when the time comes. Imagine the fact that the only thing you are working for is a lot of users and suddenly one day millions of users show up and you can't serve them because your infrastructure is not ready. That will be a plain suicide and that's where the cloud comes in and helps you avoid that suicide and ensures it's not big on your pocket allowing even small players to stay in the game. We don't need to forget that this is India, where we are talking about

billions of users. Therefore, we can figure out what would be the scary outcome if the cloud weren't there.

What are the challenges you see in India from a gaming point of view? First and foremost, gaming is considered a distraction from your main path in our country. Therefore, there is a need to avoid that thought in the country, doing what we are good at (making sure it doesn't hurt others) and enjoying it, and also making a living out of it is a dream come true and not a distraction.

Once this is taken care of and the mindset changes, I believe that the government policies will make it easier for the gaming industry to become more progressive. These laws in the gaming industry space will help us become much bigger than what we are today. There are more clauses to it but we can discuss them later when these two are taken care of.

How do you look at the future of online gaming in India? What are your plans for the next year i.e. 2022? It's very bright. We are on the verge of a gaming revolution; it's just a matter of time. The only thing that we as an industry need to make sure is that we don't take this for granted and there's a lot of sweat and patience that we still need before we make it to the big. ■

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“Automation is the way to go and is the future for hospitality industry”

Booking an event venue – for a small meeting of 6 people to a large gathering of 2000-plus people and so on – is a child’s play now. Thanks to Book Banquet Room, a booking engine which simplifies the business process for banquet hall/ hotel managers and owners and helps in increasing revenues, profits and saves manpower costs. Offering real time availability and seamless connectivity, this SaaS-based platform helps both venue owners and end users to book events online. **Sarosh Khatib, Founder and CEO, Book Banquet Room**, explains more about this platform, in a chat with **Ramesh Kumar Raja**. Excerpts:



What is Book Banquet Room all about and what makes it unique in the age of smartphones?

Book Banquet Room is a booking engine which helps in booking events online in a matter of 2 minutes. Bookbanquetroom.com provides white-labeled solutions and offers customized policies and procedures with all the branding of the hotels/ banquet halls. It can help make bookings of a small meeting of 6 people to a large event of 2000+ people. It can also be deployed for private dining rooms in restaurants. It is the need of the hour as it addresses all COVID protocols.

The booking engine simplifies the business process for banquet hall/ hotel managers and owners and helps in increasing revenues, profits and saves manpower costs.

Hotel managers can manage their banquet diaries 24/7 from any mobile device. The booking engine is mobile compatible, so the end user can book his/ her events from their smartphones from anywhere and at any time.

Tell us about the technicalities involved in it and the relevance of SaaS in the post

pandemic era. The booking engine helps in offering real time availability and seamless connectivity. In the post pandemic era, increasingly more people are using online tools to go about doing business. This SaaS offering therefore helps both venue owners and end users to book events online.

What are the services you offer and what is your revenue model? We provide technology to the venue owners and our revenue model is subscription-based or pay on performance. We also offer real time bookings, customization & control, responsive & seamless, analytics & reporting and scalability. Our dynamic booking system is built on new-age technology and helps you leverage AI and Machine Learning tuned to

maximise profits and increase revenues from banquet bookings.

How has automation paved the way for smoother and seamless operations in the hospitality industry?

Automation is the way to go and is the future. Customers don't want to wait and want everything instantly on the click of a button. Technology is aiding this process. Book Banquet Room strives to do a quick and smooth hassle free service for its customers with the use of instant technology.

Surprisingly, you do not have any mobile app till date. Do you have any plans to come up with an application? We are web-enabled and our booking engine is mobile-friendly and our UI and UX is very customer-friendly and easy to use.

What are your plans for Book Banquet Room in the next year? We aim to grow rapidly in the overseas markets, while our focus continues to be the domestic market as well. ■

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VERSUS

Lava Agni 5G

Can the Indian phone stand



Indian brand Lava has made a comeback with the launch of its first 5G. Considering this range, the Lava Agni 5G will have a direct face-off with Chinese confused about which smartphone to pick, we are here to compare the Lava Agni

By Shweta Srivastava



S Realme 8s 5G tall against its Chinese rival?

smartphone - Lava Agni 5G. The handset falls under Rs 20k segment. devices like the Oppo A74 5G, Vivo Y72 5G and the Realme 8s 5G. If you are 5G with the Realme 8s 5G to see which model offers more value for money deal.

Design

Both the smartphones look good. The Lava Agni 5G appears to have a plastic unibody design and it's a bit bulky (weighs around 204g). It comes in only a single Fiery Blue color variant. While the Realme 8s 5G looks nearly identical to the Realme 8 5G. It has a glittery rear panel and is also light-weight. Additionally, it comes in two color options - Universe Blue, Universe Purple. On both the devices, there's a side-mounted fingerprint scanner for authentication.

Display

Both smartphones - Lava Agni 5G and Realme 8s 5G has IPS LCD displays with a refresh rate of 90Hz. However, Lava Agni 5G's display is protected by Gorilla glass and has a bigger 6.78-inch display when compared to the Realme 8s 5G, which has a 6.5-inch panel.

Cameras

The Lava Agni 5G comes with a quad rear camera setup that consists of a 64-megapixel primary camera, a 5-megapixel wide-angle camera, a 2-megapixel depth camera and a 2-megapixel macro lens. On the contrary, the Realme 8s 5G has a triple rear camera system that includes a 64-megapixel primary camera, a 2-megapixel macro lens and a 2-megapixel depth sensor. Both the smartphones are equipped with a 16-megapixel selfie cameras.

Processor

Lava Agni 5G and Realme 8s 5G are powered by the MediaTek Dimensity 810 chipset also brings in support for 5G connectivity. It is an octa-core chipset clocked at 2.4GHz and coupled with

Mali-G57 MC2 GPU. If we talk about the RAM and storage, the Lava Agni 5G has an 8GB RAM model while the Realme 8s 5G has two 6GB and 8GB RAM models. The storage on both these models is limited to 128GB. However, on the Lava Agni 5G, it can be expanded up to 256GB and up to 1TB on the Realme 8s 5G. On the software front, both devices run Android 11 OS.

Battery

For battery, the two smartphones are powered by 5,000mAh battery unit. However, the Lava Agni 5G supports 30W charging while the Realme 8s 5G comes with 33W charging technology.

Price

The Lava Agni 5G comes in only a single variant with 8GB RAM and 128GB storage, priced at Rs 19,999. On the other hand, the Realme 8s starts at Rs 17,999 for the base 6GB RAM + 128GB storage variant, while the high-end 8GB RAM + 128GB model retails for Rs 19,999.

Take Away

People usually look for a big display, powerful chip and camera features while buying a smartphone. Both the smartphones - Lava Agni 5G and Realme 8s 5G – ships with the same processor. The Realme 8s 5G comes in two different RAM variants and two color options, so the users have more choices here. However, you get large display and better camera features on the Lava Agni 5G. So, considering the Indian brand won't disappoint you. ■

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“We thrive at Quantum on the factors of reliability and continual growth”

Founded in 1992, Quantum Hi-Tech is one of the pioneering lifestyle and consumer technology brands in the country. From computer accessories to mobile and personal care accessories to audio devices, Quantum has over three decades offered the widest bouquet of products than any other homegrown brand in the segment. Envisioned with a mission to make electronic items utilitarian for people who value quality, Quantum Hi-Tech has its headquarters in the national capital, with pan-India service and support outlets. To discuss its product offerings, market positioning, R&D and expansion plans, **Ramesh Kumar Raja** talks to **Arnav Mutneja, Director, Quantum Hi-Tech**, which also plans to foray into the wearable segment. Excerpts:

How's the brand Quantum positioned itself in a hyper-competitive market like India?

Quantum has been in the consumer technology space for nearly three decades now, introducing multiple products under various segments. Therefore, we have been a witness as well as a stakeholder in the evolution of the market, which has undoubtedly become super competitive. We have always focused on the mass market where affordability plays a critical role in the buyer behaviour. We have grown incomparably in terms of units sold, if not revenue. Notably, we have also reconsidered our strategies with evolving consumer behaviour and technology. For instance, we seamlessly transitioned into a hybrid sales model while successfully making the consumers aware and thereby, enhancing brand recall value.

Quantum, of late, seems to be very active with audio product line-up, besides being an established player in computer peripherals and other digital products such as mobile chargers, data cables, power banks, etc. Can you please tell us about this move? It is true that we have

been focusing on the diversification of our audio product portfolio. For example we recently launched a premium audio range labeled SonoTriX, which comprises two Bluetooth-enabled speakers and True Wireless earbuds. The audio has over the past few months witnessed a technology-driven steady growth. The significant advancements in the TWS space in particular, was one of the key factors

behind our foray into hearable segment. We are set to soon unveil an entire range in each of the personal hearable and audio categories.

How do you ensure the quality of your products?

We thrive at Quantum on the factors of reliability and continual growth, which has over the past 30 years resulted in a sense of confidence among our products. While our products have been available in all price points, there has been no compromise on quality, which pretty much manifests our long standing presence in the ever-evolving market. Owing to the trustworthy pan-India customer base, Quantum integrated a hybrid sales model. Adequate focus has also been given on increasing awareness among consumers while reaffirming brand recall value.

How are your products, especially audio, gaining traction in the market? How has been the response so far, online as well as offline? The response for our audio products has been very good, as we have already sold more than 50,000 products in the audio space in the first quarter of





launch. We are currently scaling our supply to meet future demand.

Which are the areas from where maximum demand is coming for the Quantum products in India?

Quantum has always had a pan-India presence. What began in 1992 as an offline business now has an omni-channel presence, including the online market space. From leading ecommerce giants to consumer technology stores across metros, tier 2 as well as tier 3 cities.

After sales service remains an issue for majority of electronics companies. What is your approach to it? After sales service has been one of our USPs as a lifestyle brand in the consumer technology space. We have more than 600 service touchpoints across India, which includes both company operated and third party service points.

We have made it sacrosanct to provide seamless service for customers with minimum lead times. Customer satisfaction has always been our top priority.

There is a parallel grey market in India thriving on the 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? The battle against the parallel grey

“The audio has over the past few months witnessed a technology-driven steady growth. The significant advancements in the TWS space in particular, was one of the key factors behind our foray into hearable segment. We are set to soon unveil an entire range in each of the personal hearable and audio categories”

market is long drawn and requires checks and balances at multiple levels. Many counterfeit products keep cropping up in the market carrying our brand name. We do our best to protect our brand by actively taking legal action against such importers and manufacturers.

What are your outreach and investment plans for India? Quantum has very aggressive plans to invest in India for scaling up manufacturing capabilities. We further intend to strengthen the Indian supply chain ecosystem by reducing the dependency on foreign suppliers.

Please tell us something about R&D and innovation at Quantum? Any plan to expand

your product portfolio? Thorough R&D has always been an intrinsic part of Quantum since inception and we intend to bolster it further. Our focus is on driving our R&D to develop products on a need based proposition. Therefore, while we are looking at the expansion of our audio portfolio, we would soon introduce an entire range in each of the personal hearable and audio categories. We also have a plan to foray into the wearable, home entertainment and office stationary spaces.

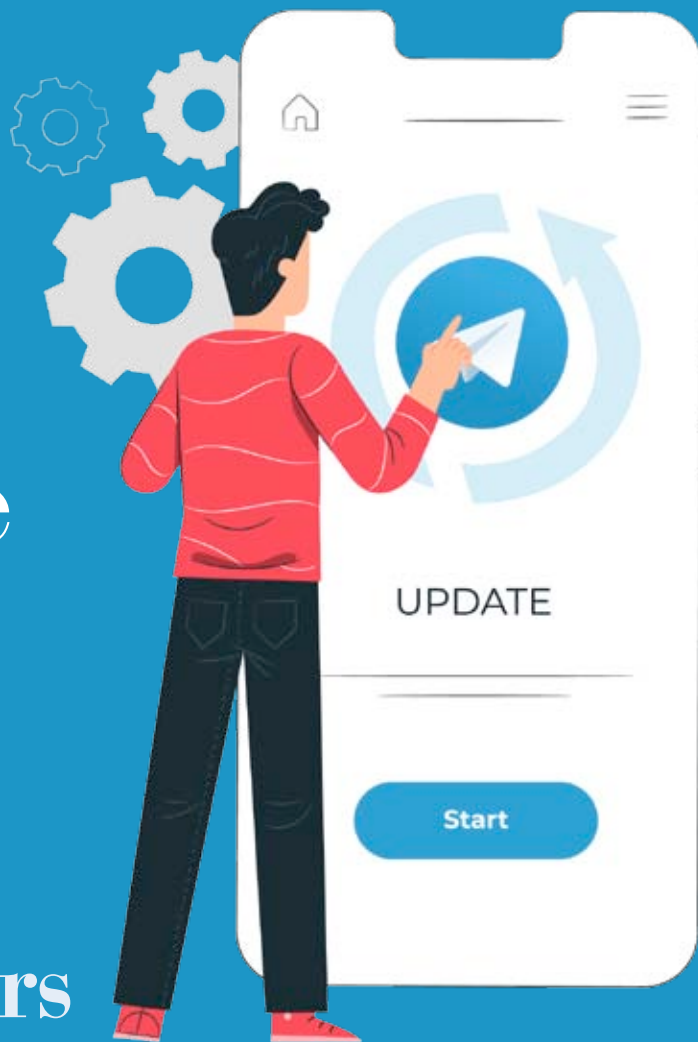
The emergence of IoT has opened a new avenue of growth for many tech firms. Do you have any plan to leverage this trend? IoT is definitely in the scheme of things, we plan to aggressively foray into this segment. We



should see some IoT-enabled products roll out from the house of Quantum by the second quarter of 2022. ■

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Protected Content and Delete by Date – The New Updates for Telegram Users



The update brings tools to prevent others from saving content in groups and channels, the ability to delete messages from specific dates, new ways to manage your connected devices, an option to post anonymously in public groups on behalf of your channel and more

WhatsApp-rival Telegram has rolled out a slew of new features in its latest monthly update to improve content management in Groups and Channels, and enhance overall experience for Android and iOS users. The new Protected Content feature will help creators protect the content they publish on Telegram and ensure that it is available only for their intended audience. In order to provide complete control to users over their digital footprint, the Delete by Date feature will enable them to easily find and delete date specific chats from the history.

Telegram pioneered the art of multiple

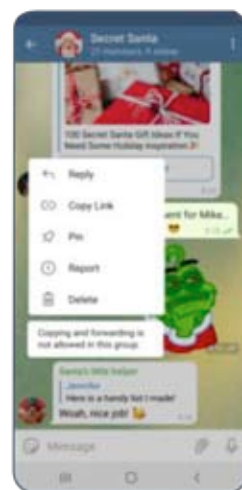
devices with robust security and privacy for users, and now they have added another layer of security to it by providing access to device login details from a specific device and options such as automatically logout due to an inactive session.



Protected Content in Groups and Channels

Group and Channel owners who want to keep their content members-only can restrict message forwarding from their chat, which also prevents screenshots and limits the ability to save media from posts.

To change users' ability to forward messages open the Group or Channel Info page > Group /



Channel Type > Restrict Saving Content.

Delete Messages by Date



With this update, you can clear chat history from a specific day or date range in any one-on-one chat. The app has allowed this feature to allow a free hand accessibility and control to users over their chat

data.

To open the calendar, tap the date bar that pops up as you scroll through the chat – then choose which days to clear. Clearing history by date currently only works in one-on-one chats, but messages in any chat can be set to auto-delete one day, week, or month after sending.

Anonymous Posting in Channels and Groups

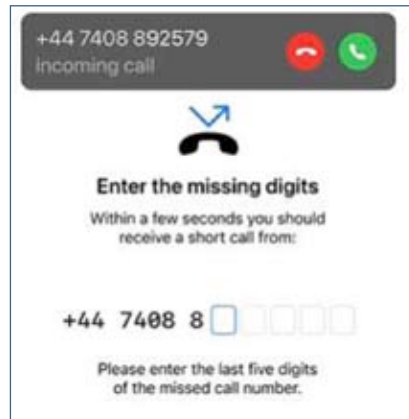
User are now able to post anonymously on a mass forum such as Telegram Public Channels that allows unlimited participants and Telegram Groups that allows 0.2 million members. These groups are used for everything from discussing big matter like democracy to chatting with fans, hence the platform has added the ability to appear as a channel when sending messages in these chats.

Tap the profile picture next to the message bar and choose one of your channels – the messages you send after that will appear with the name and photo of the channel instead of your personal account. When



posting as your channel, you'll also see the channel name at the top of your message bubbles.

New Ways to Log In via Call

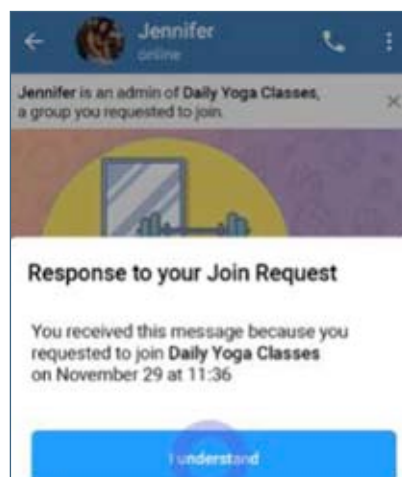


Telegram has now allowed some mobile devices with an option to receive a login call from Telegram and then enter several digits of the phone number that called – instead of getting codes via text message.

Responses to Join Request and Donations to Content Creators

When users request to join a group or channel and its admin responds with a message, users will see which community they are from at the top of the chat.

Bot admins can contact users requesting to join a chat where they are an admin – even if the user didn't communicate with the bot before. This opens up endless possibilities on the platform: from simply accepting the rules of a group chat before



joining, to passing an admission test, to making a small donation to the creators of a channel.

Global Chat Themes

In the last update, Telegram introduced 8 new global chat themes, however they were only available on iOS so far. With this latest update, now Android users would be able to select from these 8 new chat themes for their UI.

Chat Settings have been fully redesigned, giving the new themes center stage. Built by the Telegram team, every theme has a Day and Night mode, colourful animated background and gradient message bubbles. Chat Settings have been fully redesigned, giving the new themes center stage. Built by the Telegram team, every theme has a Day and Night mode, colourful animated background and gradient message bubbles.



Dedicated Updates for iOS

Text Recognition on iOS 13+

On devices with iOS 13 and above, Text Recognition (Live Text) is enabled for photos in Telegram chats, allowing users to quickly select, copy and search without touching your keyboard. This image recognition is securely handled entirely on your device.

Format Text in Media Captions on iOS: A little bit of bold or italics can add just the right emphasis to a message, and now you can use all text formatting options in media captions as well – including text links.

Redesigned Contact Info on iOS: Contacts, Groups and Channels have updated info pages with a new look in the style of iOS 15. ■

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Worried About Online Fraud?

Follow these 5 rules to make your online payments safe

India is one of the global leaders in real-time payments with 41 million transactions per day (as per a report by FIS Global). Online transactions indeed make our lives easier and more convenient but along come the risk of fraud and unsafe transactions. Especially in the post-Covid era, rising cases of cyber frauds have become frequent due to the surge in online transactions. According to Microsoft 2021 Global Tech Support Scam, consumers in India encountered a rate of 69% in the year 2020. Furthermore, there are multiple reports of people getting duped online

creating hesitation for online transactions. Thankfully, there are several ways to be careful of the mode of transaction, at the same time use trusted, reliable platforms that ensure money never leaves their accounts without consent.



Getting a digital bank account for online transactions such as an Airtel Payments Bank account that can be linked to your mobile number and can be accessed via its Airtel Thanks app is recommended. With the numerous offers and cashback to avail, more and more people need to be aware of how to have safer online transactions. Here are the top 5 ways to be vigilant and have safer online transactions.

1. Never Compromise - Only use a secure connection

Avoid using public Wi-Fi for making online payments. Hackers can easily break into a public Wi-Fi network and steal your credentials. When you are using a secured connection, the URL begins with HTTPS://. Use only a trusted website for making payments as it offers a high





FEATURE

Beware

anything that is easily decipherable. Alternatively, for using multiple accounts you can use a password manager. A dedicated password manager stores your passwords in an encrypted form, helps you generate secure random passwords. It increases operational efficiency and strengthens security. Additionally, develop a

guarantee for online transactions.

2. Don't take shortcuts - Avoid saving debit/credit card details

Even with security measures in place saving your card details will put you at risk so, to protect yourself from fraud don't save your bank and personal details in the browser. Erase all the details after making payment and take efforts to type all the information when you log in again next time and don't forget to log out.

3. Keep the control in your hand - Opt for multifactor authentication

Look for multifactor authentication while making a payment. It creates an additional security layer to ensure that your transaction is safe, just like Airtel Safe Pay. It is the safest payment option that offers the highest level of protection from potential frauds such as phishing, stolen credentials or passwords, and even phone cloning that catches customers unaware. 'Airtel Safe Pay' leverages Airtel's telco exclusive strength of network intelligence to provide an additional layer of payment validation compared to the industry norm of

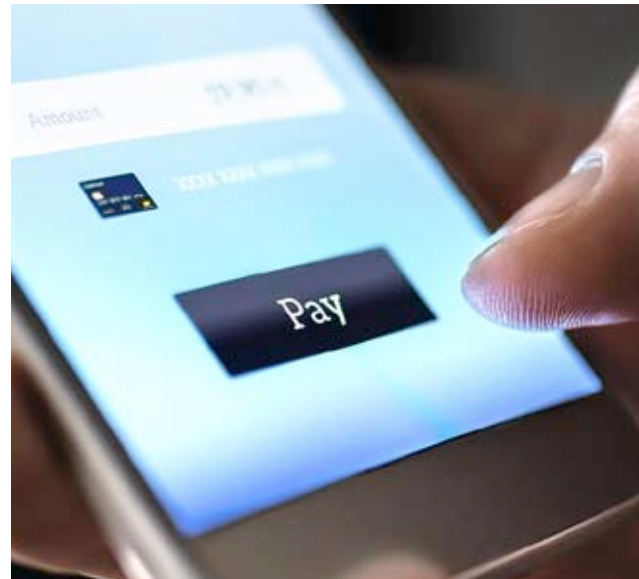
two-factor authentication. The money is transferred from your account only upon your approval, thereby ensuring additional security. For now, to be on Airtel Safe Pay you need to open an Airtel Payments bank account, which can be opened with just a video call

4. Invest more time - Do not have YOURNAME@123 as your password

Invest good time in creating a

“For using multiple accounts you can use a password manager. A dedicated password manager stores your passwords in an encrypted form, helps you generate secure random passwords. It increases operational efficiency and strengthens security. Additionally, develop a habit of changing your password periodically”

password for financial apps, net banking websites used for making digital payments. Be sure you choose a strong password that does not comprise of your birthday/year or,



habit of changing your password periodically.

5. Avoid apps you can't trust - Always check for security seal

Deal with trustworthy and reputed websites/apps only. If you are new to a website or an app, do some research, read reviews, terms, and conditions before downloading an app as some apps carry a lot of malware. Always download verified apps from the Play Store/ App Store and never pay directly to a website unless you know about it.

Pro tip - Practice checking financial statements on regular basis. Stay safe, and make safer online transactions without a sweat with these tips!

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SPOTLIGHT

Book an Uber Ride on WhatsApp

Everything, from user registration, booking a ride and getting a trip receipt, will be managed within the WhatsApp chat interface

In a global first, cab-hailing major Uber has partnered popular messaging platform WhatsApp, allowing people to book an Uber ride via its official WhatsApp chatbot. The development will make booking an Uber ride as easy as sending a WhatsApp message.

Built on WhatsApp Business Platform, the partnership will expand access to Uber's mobility services in one of the company's largest international markets. It is being rolled out on a pilot basis in the northern city of Lucknow first, and will be expanded to other Indian cities soon, said Uber in a statement.

Talking about this partnership, Nandini Maheshwari, Sr. Director, Business Development, Uber APAC, said, "We want to make it as easy as possible for all Indians to take an Uber trip, and to do that we need to meet them on platforms they are comfortable with. Our partnership with WhatsApp does just that, giving riders a new way to get a ride through a simple, familiar

and trusted channel. We are thrilled at this global-first integration for Uber, and look forward to rolling it out across India."

Abhijit Bose, Head of WhatsApp India, said, "The WhatsApp Business Platform has been an important lever for businesses that want to build a direct connect with their consumers. The Uber experience on WhatsApp is simple, familiar, and relatable for users and has the potential to accelerate adoption of Uber with a new category of riders in India. We are excited about the potential of this partnership and look forward to creating more such customised solutions for products and services across sectors in India."

With this integration, riders will no longer need to download or use the Uber app. Everything, from user registration, booking a ride and getting a trip receipt, will be managed within the WhatsApp chat interface.

WhatsApp users can book an Uber ride through three simple ways: messaging to Uber's business account number; scanning a QR code; or clicking a link directly to open an Uber WhatsApp chat. They will then be asked to provide pickup and drop off locations. Users will receive upfront fare

information and the driver's expected time of arrival.

Riders get the same safety features and insurance protections as those who book trips via the Uber app directly. They will be informed of the name of the driver and license plate of the driver on booking; be able to track the location of the driver en route to the pickup point and be able to speak to the driver anonymously using a masked number.

The WhatsApp chat flow will inform the rider about safety guidelines, including how to reach Uber in case of emergencies (type help on-trip). If the user selects the "emergency" option while on the trip, they will receive an inbound call from Uber's customer support team. Uber riders will also have access to its safety line number to call, if needed, until 30 mins after the trip ends.

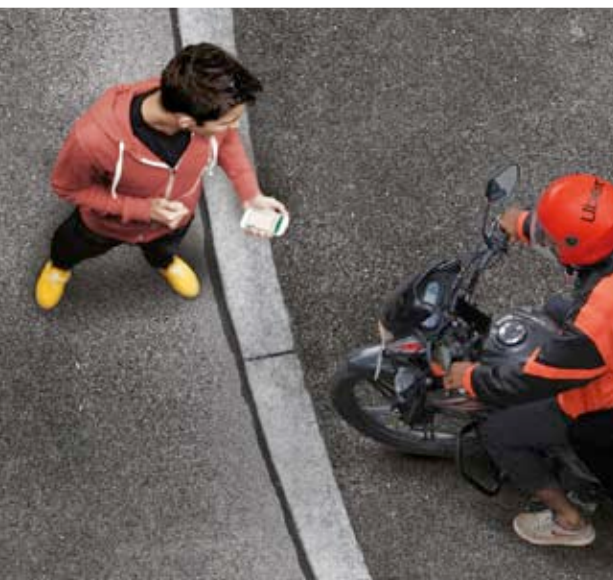
Drivers on Uber's platform, however, will see no change in their experience with rides booked via WhatsApp.

Currently, this option to book a ride via WhatsApp will only be available in English language but it will be expanded to other Indian languages soon. Additionally, the service is available to both new and existing users who registered with only a phone number on Uber.

How to book an Uber ride via WhatsApp:

- Messaging the number directly
- Using a link to get to the chat window
- Scanning a QR code to get to the chat window. ■

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2021 Sees Significant In-App Revenue Growth

The average session lengths have steadily increased, approaching 11 minutes per session globally, shows a report

The in-app revenue has increased significantly in 2021, with May being the biggest month so far, found mobile marketing analytics platform Adjust in recently-released E-commerce App Report 2021: Top Trends in Mobile Shopping With Insights From Sensor Tower. Based on Adjust's e-commerce app revenue trends from 2020 — when October, November and December outperformed the previous nine months — this year's shopping season is likely to reach an all-time high.

Not only are shoppers spending more money in-app, they're spending more of their time in-app overall per day. Globally, average session lengths are up from 10.07 minutes in 2019, to 10.42 minutes in 2020, to 10.56 minutes in 2021 so far. EMEA (Europe, Middle East, and Africa) has the highest session lengths in 2021, at 10.97 minutes per session.

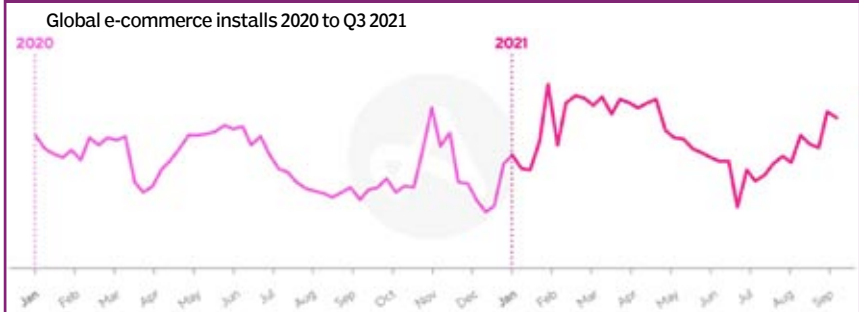
"Mobile has emerged as the leader in e-commerce," said Paul H. Müller, co-founder and CEO of Adjust. "What's most impressive is that e-commerce apps have managed to retain the users they've acquired while continuing to grow and acquire even more new customers. It's a testament to mobile's ability to provide convenient and user-optimized experiences. Retaining loyal customers will set brands up for continued growth throughout the holiday season, into the new year," added Müller.

iOS 14.5+ and the opt-in

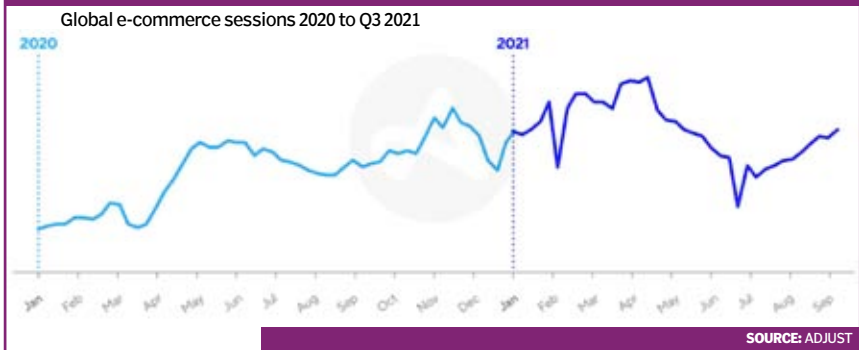
Adjust's data shows the App Tracking Transparency (ATT) opt-in rate for e-commerce hovering at an average of 17% — far higher than initial industry projections. Adjust predicts that consent rates will continue to rise over time as users become more educated on the value of relevant advertising.

Additional key findings on global and regional growth and engagement in e-commerce apps in 2021 include:

Globally, installs of e-commerce apps have increased 10% in 2021 compared to 2020



Globally sessions rose by 12% from 2020 to 2021 so far. In APAC this growth reached 10% and it jumped 13% in EMEA.



SOURCE: ADJUST

- Global installs of e-commerce apps have increased 10% in 2021 compared to 2020. Installs also rose regionally in EMEA (15%), LATAM (11%) and APAC (9%). Sensor Tower data shows that Shopee is the world's top e-commerce app in 2021 so far, with Brazil as its key market.
- Sessions have seen the biggest uptick in LATAM in 2021 so far, jumping 27%,

compared to 12% growth globally. Sessions rose 10% in APAC and 13% in EMEA.

- After a slight drop in Q1 2021, compared to 2020, retention rates picked back up in Q2 2021: Day 1 came in at 26% in Q2 of 2021, up from 21% in Q1 and matching Q2 2020. Q2 2021 then maintained higher retention rates than any other quarter — holding at 17% for Day 7, 14% for Day 15, and 11% for Day 30.

"Mobile commerce has finally expanded beyond the core shopping markets to become a global phenomenon, with LATAM (Latin America) and APAC (Asia-Pacific) exploding in growth," said Randy Nelson, Head of Mobile Insights at Sensor Tower. "Meanwhile, trailblazers in the e-commerce space continue to build their user bases in well-established markets like the US and China. Expect retail giants and newcomers alike to thrive on digital channels during the upcoming shopping holidays." ■

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"Mobile has emerged as the leader in e-commerce... What's most impressive is that e-commerce apps have managed to retain the users they've acquired while continuing to grow and acquire even more new customers. It's a testament to mobile's ability to provide convenient and user-optimized experiences"

— Paul H. Müller,
Co-founder and CEO, Adjust

“Audio is playing a key role in consumer lives across content types”



Ever since the transition to a homebound economy, smartphones have increasingly become an integral part of an individual's everyday lifestyle. As per a new study by CyberMedia Research, Indian consumers are now prioritizing audio quality as a key smartphone purchase driver. The study – aimed at understanding how consumers are consuming content – underlined the importance given to audio quality and what users seek while purchasing their next smartphone. The findings showcased that 69% smartphone users seek enhanced audio experience on smartphones. The study also established that for smartphone users in India, Dolby Atmos is essential for an enhanced and immersive audio experience. In this regard, **Ramesh Kumar Raja** talks to **Ashim Mathur, Senior Regional Director, Japan & Emerging Markets, Dolby Laboratories**, to discuss the current audio consumption pattern in the new normal and how Dolby is enhancing and elevating the experience for smartphone users through Dolby Atmos, whether in terms of music, episodic content, gaming etc. Excerpts:

Why is audio becoming so important for a smartphone user? What factors are driving this trend? In these times of a homebound work, there is an exponential rise in online video content consumption by the masses thereby creating a significant demand for richer smartphone audio quality that consumers do not want to compromise on.

To understand this changing consumer sentiment, Cyber Media Research (CMR), a leading research and consulting firm,

conducted the study titled, “What Audio Means for Smartphone Users?”. The study reveals consumer insights on audio for smartphones and consumer preference for quality audio experiences. Consumers are more tuned into ‘audio quality’, possibly driven by long hours spent alone in a homebound economy. In doing so, they are also seeking better, immersive experiences whenever and wherever they go and across use cases.

What are the most preferred content forms driving people to take the audio quality seriously while purchasing a smartphone?

After a year and more of social distancing, audio consumption trends have further intensified. The consumer relationship with audio is constantly evolving. Audio is playing a key role in consumer lives across content types – episodic shows, music, movies, live sports, or mobile gaming. According to the CMR study, movies (86%), music

(82%), user-generated content (68%) are the three most-preferred content forms for consumers on their smartphones. Beyond movies and music, consumers consume audio across specific use contexts, including Live TV (75%), Gaming (68%), and watching sports (58%) amongst others. Long-form content consumption is on the rise. There has been a 67% increase in consumers watching longer content online (>2 hours) than a year ago. In 2021, consumers made a leap from freemium to premium on OTT platforms. There is 9% rise in paid subscription over last year.

Which age group is more inclined towards the smartphone audio quality? The study reveals that across the board- digital natives (18-24 years), digital dependents (25-30 years), or digital laggards (31-40 years), smartphone audio quality is the top-most purchase driver (69%), ahead of camera and battery.

How does Dolby Atmos provide an enhanced immersive experience for smartphone users? Dolby Atmos for mobile is an audio technology that revolutionizes how you and your customers will experience various content. With Dolby Atmos, sounds envelop them in a rich soundscape with astonishing clarity, depth, and detail. Dolby Atmos renders each sound with lifelike detail and clarity, making it easier to detect the subtle, but game-changing sounds that would normally be stifled by competing sounds. It is a premium entertainment experience that helps you feel a deeper connection to the movies, shows, music, sports, and games you love.

The survey highlights that three in every



four smartphone users are aware of Dolby Atmos technology and 90% are willing to recommend Dolby Atmos enabled content or smartphone to their family and friends.

How is Dolby leveraging this trend? How is it exactly benefitting the OEMs? Online content

“Dolby Atmos for mobile is an audio technology that revolutionizes how you and your customers will experience various content. With Dolby Atmos, sounds envelop them in a rich soundscape with astonishing clarity, depth, and detail. Dolby Atmos renders each sound with lifelike detail and clarity, making it easier to detect the subtle, but game-changing sounds that would normally be stifled by competing sounds”

consumption – movies and music, have witnessed tremendous growth over the past few years. Content consumption on the go, and at home has risen considerably with the increase in affordable and value for money smartphones. People love to binge watch on video streaming platforms, cutting across genres, including episodic content and user-generated video content

on social media. In this new normal, immersive, and enhanced smartphone audio is a key priority for consumers.

Smartphone brands are responding to these emerging consumer needs, with advanced technology solutions, such as Dolby Atmos. The consumer survey points out that consumers seek Dolby Atmos-enabled smartphone audio experiences for their favourite content- movies (88%), music (79%) and mobile gaming (65%) more than ever before. As we move forward, the battleground will keep shifting. Smartphone OEMs will seek to respond to consumer demand for best-in-class experiences.

What's your plan for the India market to take audio experience to the next level?

It is our constant endeavor to deliver breakthrough experiences to billions of people worldwide through a collaborative ecosystem spanning artists, businesses, and consumers. We wish to continue our work with content creators by providing them the tools that enable them to bring the end consumer closer to their stories and to their original intent. We will continue our work with delivery platforms like broadcast and OTT services both for streaming video and music content. And last but not the least, with the playback ecosystem of devices across living room and mobile. We believe when the content, the service and the device are in Dolby, the consumers get the best experience. ■

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How big brands leverage the power of gaming content creators via engaging campaigns

By Ainesh Jain



Content around gaming is being consumed massively in recent years. With constant upgradation in technology and easy access to smartphones, gaming has successfully attracted a huge section of the population towards itself. Viewers starting from the age of 13 and above are the audience of these creators increasing the span of target audiences for the potential brands. It enables them to communicate their messaging to a wide variety of audiences while ensuring brand reliability among young gaming audiences. Brands can leverage these gaming content viewers

by providing them with engaging content and converting them into loyal customers in the longer run.

Being associated with the esports industry, we have noticed that gaming content creators have the power to integrate the brands in a very subtle manner as they are well aware of the demographics of their audiences. With brands coming on board, with the intention to engage with their prospect consumers, allows these creators to penetrate their content to a more diverse audience. The creators are able to experiment, collaborate, bring new ideas to the table while aligning the sentiments

of the brand's requirements. And it is not just select industry-specific brands that are approaching, it is even the non-industry specific brands too, who are taking an interest to explore and create engaging content, taking their brand name to a very diverse mass.

This means the brands are very specific on whom to approach for their products/services. Brands are extensively evaluating the potentials of all the influencers like their approach towards their followers or how capable they are to build interest towards a product, taking interest in their each activity insights, analyzing their follower

base, and then ultimately deciding on the influencer to associate with, the best fit for the brand, taking the brand image further. These criteria make it important for creators to generate any content in a disciplined manner.

Quick brand awareness and direct response are the key factors that drive the content marketing segment as marketers accomplish in reaching new audiences, generating sales, improving brand advocacy, instant response from people, and successfully building a connection with the prospect customers. Brands also get a great advantage of promoting themselves using in-game marketing techniques which is similar to promoting themselves in a cricket or football match.

Established channels like YouTube and Facebook are popular formats among the creators, however, Instagram with its ease of photo-sharing and video sharing has spawned a huge variety of influencers with niche audiences who we identify as micro-influencers. They enjoy loyal followers usually between 10,000-50,000 with a lower price tag making them approachable for the brands who are not looking for heavy market spend and helping both the creators and the brand.

Marketers diving into association with gaming content creators are supporting the gaming community through monetization, giving a room to establish themselves, build contacts, and allowing them to grow further and sustain themselves in the industry. It motivates the young creators to push their

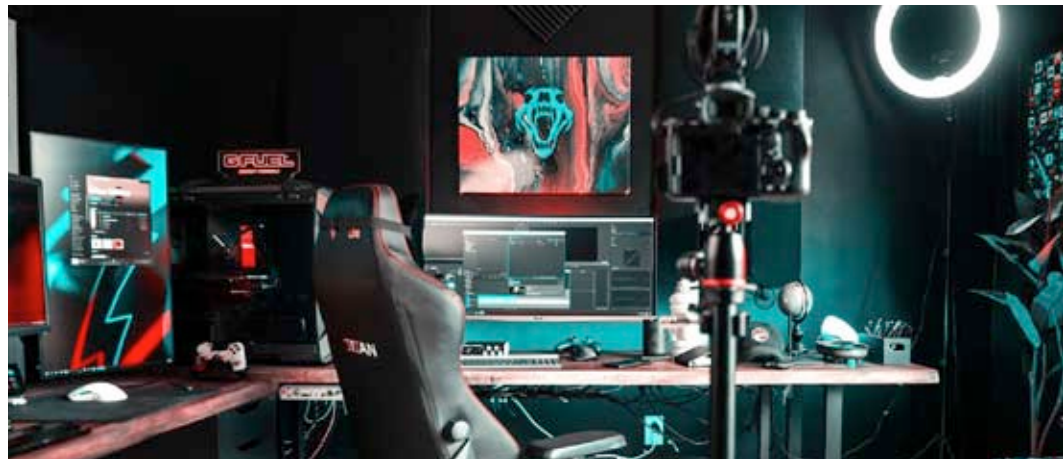
limits and create a positive image.

Gamers are committed, consistent, and loyal, the rising popularity of gaming is

“With the rise of 5G in telecommunication, people have started adopting the concept of cloud gaming as well. Telecom brands can leverage gaming content creators, therefore, encouraging the youth of the country to step towards the fastest and the most reliable service provider because these days the race is about the content and lowest latency in order to be updated with the content and game”

These young creators have become a great source of endorsements as people tend to watch it when they are bored and want some form of snackable content. With the rise of 5G in telecommunication, people have started adopting the concept of cloud gaming as well. Telecom brands can leverage gaming content creators, therefore, encouraging the youth of the country to step towards the fastest and the most reliable service provider because these days the race is about the content and lowest latency in order to be updated with the content and game.

Sharing a personal experience, for the launch of Truke's newly-launched gaming earbuds they wanted top notch creators like Antaryami, Classified



something that is appealing to advertising and marketing hoping to align their brands with this loyalty. And with the internet available all the time, it gives the power to create content on the go.

YT and more. To make a statement in the gaming community they selected the creators. We integrated the earbuds through unboxing and complete review keeping in mind the specifications like lowest latency, long battery backup, dual mic for clearer audio. We were able to get a reach of over 1 million within the first 3 days of the campaign. Truke India was able to get the leverage of the gaming community and was able to mark their presence by being the first gaming TWS hardware by the gamers and for the gamers. The campaign name was Born to Game. ■

The author is Campaign and Strategy Manager, Trinity Gaming.



Best 5 gadgets to buy for your smartphone



Have you ever realized how many cool gadgets surround us even without us noticing them? It can include smart-speakers, robot vacuums and indestructible cables. Smartphones these days are awesome. We use them as alarm clocks, for payments and communication. However, there are many cool gadgets that can take your smartphone use to another level. We have put together a list of 5 most exciting and useful gadgets for your smartphone that you are sure to love. In the list, most of these gadgets work well with both android and iOS. Let's take a look.

By Shweta Srivastava

BELKIN MAGNETIC PHONE MOUNT WITH FACE TRACKING

Belkin launched the Magnetic Phone Mount this year with face tracking that works in tandem with an app and is available on the App Store. It can rotate a full 360 degrees, recognizes users' faces and follows their movements. This makes it possible for the users to capture pictures in an angle in landscape and portrait orientations. The feature can only be used with Belkin's app and can also links directly to users' social media channels like Facebook, Instagram, TikTok among others. Belkin's Magnetic Phone Mount with Face Tracking is priced at \$64.99 (roughly Rs 4,700). ■



WONDERCUBE PRO

As the name suggests, WonderCube Pro is definitely a wonder. The company has brought all the smartphone essentials together in a single cube of size 1cc. Designed into a key chain, it has a charger, emergency power, memory, data cable, phone stand and torch. The WonderCube is originally designed for iPhones but works with Android as well. One can get WonderCube Pro at \$39.95 (roughly Rs 2,966). ■



ADONIT SNAP 2 STYLUS

This cool gadget is specially made for iPhone users. The 1.9mm tip has a matte textured surface that provides extra friction, hence it gives better control when writing or drawing with it. The Adonit Snap 2 combines the precision of a fine point stylus so that you can doodle, draw or write on your phone with precision. It also comes with Bluetooth camera shutter remote to control iPhone's camera. It helps you take photos and selfies instantly with the snap of a button. Not just iPhone, this Adonit Snap 2 stylus works with android phones too. It is priced at Rs 4,399.00. ■



GRADO GT220 WIRELESS EARBUDS

This is one of the best headphones in the world. The Grado GT220 has a bifurcated capacitive touch system: the right side controls music playback, while the left side controls phone & voice. It helps to control calls, music and more with just a tap, or your voice with the built-in microphone. With 36 hours of listening, the wireless earbuds hold 6 hours of playtime, while their case can charge them back up 5x over. The major selling point of Grado GT220 is that they are convenient. There are no wires to untangle. It is priced at \$259.00 (roughly Rs 19,000). ■

PRIMA 1080P POCKET PROJECTOR

Be it on school or movie theater, projectors are used everywhere. The Prima 1080P Pocket Projector can screen projection of up to 200

inches in HD. It is created using the DLP technology and is ideal for use across different contexts, providing the same level of excellence even when you have low lighting. The projector has 1080p resolution with a battery life of up to three hours. It is compatible with all operating devices and systems which allows you to project content from your smartphones and laptops. The Prima 1080P Pocket Projector at \$399.00 (roughly Rs 29,000). ■



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India's Smartphone Market to Exit 2021 with a Low Single-digit Annual Growth

Xiaomi led Indian smartphone shipments in Q3, followed by Samsung, Vivo, Realme and Oppo, as per a study

The smartphone market in India registered a year-over-year (YoY) decline of 12% in 3Q21 (Jul-Sep), shipping 48 million units after four consecutive quarters of growth, according to the International Data Corporation's (IDC) Worldwide Quarterly Mobile Phone Tracker. Much of this can be attributed to component shortages as well as an unusually high 3Q20 comparison base (whereas this year's post-lockdown demand was addressed by July). Compared to 3Q19, 3Q21 grew by 3% as channels stocked up for the Diwali quarter amid the supply shortages.

"The first nine months of the year (Jan-Sep'21) already shipped 120 million units, with 1H21 clocking 42% YoY growth. Due to supply challenges, 4Q21 is expected to see a decline, resulting in annual shipments below 160 million in 2021. The first half of 2022 will remain challenging, with some easing out expected in the latter half of 2022. Vendors/channels will keep an eye on the over-stocking situation in case demand stays limited due to the price hikes by the suppliers and vendors," said Navkendar Singh, Research Director, Client Devices and IPDS, IDC India.

Key market trends for 3Q21 included:

- Online channels clocked a record high 52% share, although with a 5% YoY shipment volume decline. eTailer sales festivals (The Big Billion Days on Flipkart and Amazon Great India festival) started in early October, even before the Navratri festival this year, continuing until Diwali. Offline channels registered an 18% YoY

shipment decline. IDC expects online shipments to surpass offline shipments in 2021.

- India was the third-largest 5G smartphone market globally with 7% of worldwide 5G shipments, shipping 10 million units at an ASP of US\$401 in 3Q21. From Jan-Sep'21, 17 million 5G smartphones were shipped to India and is expected to be under 30 million for 2021. The OnePlus Nord CE, iPhone 12 and Samsung Galaxy A22 were the most popular 5G models in 3Q21.
- Overall ASPs peaked at US\$196, driven by price hikes and a greater 5G contribution. The sub-US\$200 segment dropped by 24%, while US\$200+ smartphones grew by 56%, signaling a shift to higher price buckets, driven primarily by supply.

"IDC believes that a growing dependency on smartphones triggered by remote work and learning, as well as a subsequent requirement for better quality hardware is pushing consumers to spend more. With continued chip shortages and logistics costs, brands are also compelled to expand upwards in terms of price points across channels," says Upasana Joshi, Research Manager, Client Devices, IDC India.

Top 5 Smartphone Vendor Highlights

Xiaomi continued to lead but shipments

declined by 17% YoY. Poco, Xiaomi's sub-brand exclusive to online channel, witnessed high 65% YoY growth. 72% of Xiaomi's shipments were concentrated in the online channel, with its market share there dropping to 32%. The Redmi 9A/9 Power/9/Note10s were the major volume drivers along with the Poco M3 and Poco C3.

Samsung, at the second slot, registered



the highest YoY decline amongst the top 5 vendors at -33% in 3Q21. With a key focus on the Galaxy M and F series, 49% of its shipments were sold online, allowing the vendor to take 16% of all online shipments. However, offline models like



the Galaxy A22/A12 accounted for 23% of the vendor's overall shipments. The opening quarter for the Galaxy Z Fold3 and Z Flip3 witnessed a demand surge but had supply constraints. Samsung stood at a leadership position within the 5G segment with its new

"The first half of 2022 will remain challenging, with some easing out expected in the latter half of 2022. Vendors/channels will keep an eye on the over-stocking situation in case demand stays limited due to the price hikes by the suppliers and vendors"

—Navkendar Singh,
Research Director, Client
Devices and IPDS, IDC
India

model offerings.

Vivo was at the third position, with a shipment decline of 13% YoY. It continued



to cement its offline presence with a share of 30% of that segment. Also, it strengthened its portfolio in the US\$200-300 segment

India Top 5 Smartphone Companies, 3Q21 Unit Market Share



Source: IDC 2021

"IDC believes that a growing dependency on smartphones triggered by remote work and learning, as well as a subsequent requirement for better quality hardware is pushing consumers to spend more. With continued chip shortages and logistics costs, brands are also compelled to expand upwards in terms of price points across channels"

—Upasana Joshi,
Research Manager, Client
Devices, IDC India

with its V and iQOO series as well as its marketing campaigns for the X series.

Realme at the fourth slot had the best



performance of the top 5 vendors with a YoY decline of 5%. In the online space, it continued to be at second slot ahead of Samsung with a high 22% share. However, within the 5G segment, it slipped to the third slot. The C11 (2021) and Realme 8 (which includes both the 4G/5G models) were the highest shipped devices.

Oppo, at the fifth slot, witnessed a



decline of 16% YoY in 3Q21. However, in the US\$300-500 segment, Oppo rose to the second slot with an 18% share, driven by high shipments for the Reno 6 series. Also, it slipped to the third slot in the offline channel with a 17% share there. ■

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“Gaming is going to give birth to multiple careers”

There's no escaping the current buzz around esports in India. In the last few years, many online gaming platforms has experienced immense popularity and growth at a rapid pace. One such platform is Rooter, India's leading game streaming and esports app. Rooter has been ranked no. 1 sports app on Google Play Store with 10+ million downloads over the last seven months. The app has crossed 1.8 crore downloads, up from 30-40 lakh a year ago. Rooter harnessed the power of Live content technology to deliver Live-action sports, commentary, live quizzes, etc. to its users. The gaming platform is seeing 80,000 live streams on an average per day. More than 855,000 unique users are creating gaming content on the app right now. **Shweta Srivastava** catches up with **Piyush Kumar, the Founder and CEO of Rooter**, who opens up on the rising trends in the gaming space, biggest concerns for the growth of esports in the country, and more. Here are the excerpts from his interview



How did you come up with the idea of Rooter? Give us a sense of that journey.

We started Rooter for the Indian sports lovers to connect over audio and video modes while a match is in progress. In fact, in the pre-COVID days, we were the biggest user-generated content platform for active sports and gaming with a community of 8k-10k people. But we had started building the streaming technology with my tech and product team much before we started this platform. We created multiple features and kept on improving them. By the end of 2019, we had a stable streaming tool. So when we decided to get on with game streaming in March-April 2020, it was easy for us to transition as we had a basic infrastructure in place. We just needed to convert it into a game streaming tech that can ensure the creation and consumption of game streaming through

a common app. In less than 30 days of the launch of our game streaming platform, Rooter registered 2 million downloads and onboarded over 50 thousand hi-octane gamers. Today, we are the fastest-growing player in the game streaming space, having added close to 1 million users. Rooter is also a popular app on Google PlayStore (the no. 1 app in the sports category) since October 2020. In fact, at present, we are also among the top 100 apps in the country in all categories.

How do gamers earn rewards from your platform, what's the experience like for them? Everybody on Rooter, whether it is a viewer or a creator, are a part of the gamification process. We believe that 'time is currency'. Whenever gamers create or upload gaming content on our platform or upload anything, they become a part of our coin economy. They get coins

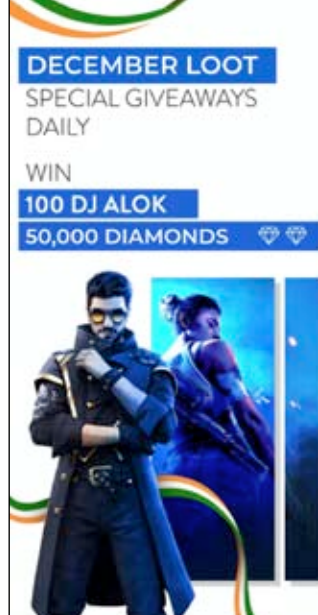
depending on the value of their content that can be redeemed for a gaming voucher or even for some paytm cashbacks. If gamers spend time on our platform creating or consuming content, we need to add this value to their gaming journey. 4.3% of the 900k game streaming creators in the country are making money on Rooter.

Apart from this, those who are a part of our creator program, which currently has almost 3k-4k streamers, have a contract with us and they get a fixed amount depending on their performance. It starts from INR 5k to even INR 25 lakhs a month.

Finally, there are esports tournaments that our platform has been organizing where the winning team makes money.

We are also getting a lot of brands and content platforms to sponsor our streamers. The streamers will be paid to endorse their products while streaming. In fact, we are working with many talent and influencer agencies to get our game streamers business.

As per an EY-FICCI study, online gaming grew 18% in 2020. During the lockdown, users must have spiked on your platform, how did you handle the challenges that came with it? How did Rooter fare during the pandemic? The Game streaming market is growing so fast. It requires capital, technology that can be optimised and scaled as per the needs of the user and a high-end tech architecture to handle massive volumes of traffic that gaming typically gives. However, since Rooter has a distinct advantage in terms of a creative tool built by its in-house team, we handled such challenges smoothly during the pandemic. Our monthly active users have gone up to 8.6 million and whereas we have 4.8 million of them on our app consuming almost 2.3 million hours of game streaming content. Meanwhile, we currently have ~ 950k content creators on

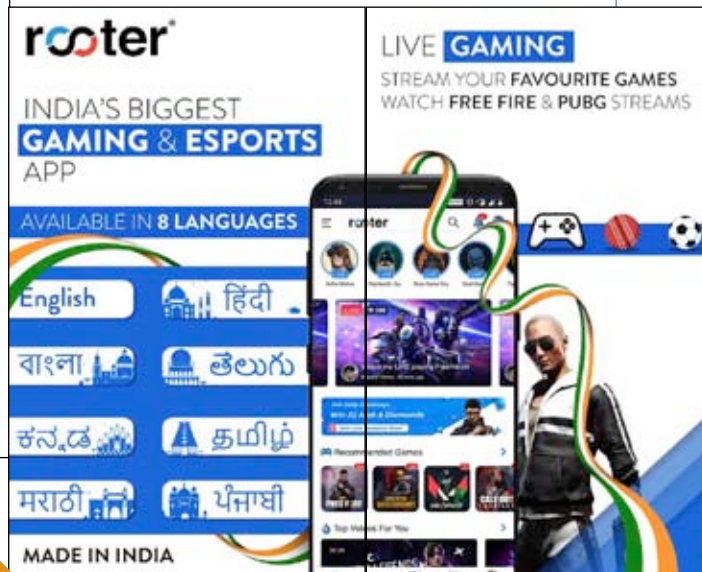


“When it comes to revenue, we are not sticking to just one model. Thanks to the feedback received from our investors, board members and friends, we started monetization at the beginning of 2021. Advertising was one of the first things of our B2B marketing strategies. Since Rooter is a high-traffic product, we have a lot of native ads available in video or display format.”

Rooter and 48 brands associated with us.

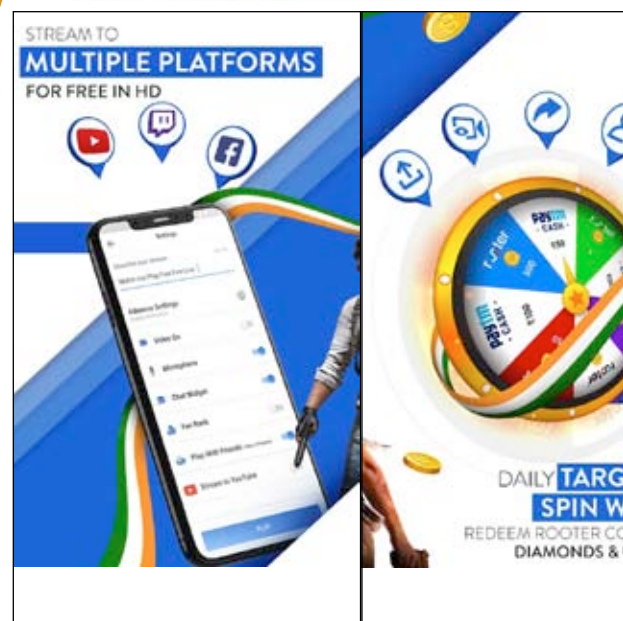
What's your business model? How does it make money? Rooter is a unified app for Game streaming creators and consumers. Our business model revolves around influencers creating content on the platform and engaging with relevant brands. We have a user subscription model that can give them access to some unique features for creating content and strengthening their community. The content produced by each stakeholder, users, influencers, and professionals, creates a very sticky community. The entire process of creating a community enabling creation, distribution and consumption of content is a very unique approach for a market like India, which has also opened a huge commerce opportunity for the country's potential game

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monetization at the beginning of 2021. Advertising was one of the first things of our B2B marketing strategies. Since Rooter is a high-traffic product, we have a lot of native ads available in video or display format. However, our ground rule is that the ad units will not disturb the experience of users.

We also host and organise multiple eSports tournaments and content

partnerships that generates sponsorship money. Lastly, the most significant of them all is performance marketing where we work with all the top 45-50 apps. Our users can download any of these advertising on our platform and get a specific value of a coin. If they do this repetitively, they get paid more. So, by using our product, these apps are getting their audience at a much lower cost than any other platform. On average, we are actually clocking 500k-600k downloads for other apps at a conversion rate of almost INR 20+. And, this is directly proportionate to our Daily Active Users (DAU).

Today, Rooter is the only Indian platform in the game streaming space making a decent revenue. Our ARR is almost USD 2.4 million. We are making around INR 1.5 crore in a month. Our next goal is to get to USD 1 million monthly revenue.

What makes Rooter distinct from similar projects inflowing the space? There are quite a few essential factors that differentiate

Rooter from similar platforms like YouTube and Twitch. We are far more focused on mobile game streaming than the other two platforms regarding their tools and audience. Secondly, we are dedicated to building a large base of streamers through their mobiles compared to YouTube, which is popular only among the big streamers rather than the masses. Whereas, Twitch is more successful in the west than in India. So, Rooter's focus on mobile, good creation tools, and building a strong streaming community is really helping it stand out against the two global players.

The future outlook of esports in India seems bright, what according to you are the biggest concerns for the growth of esports in the country? Esports is now coming up as a very big alternative to sports in India. Esports is nothing but sports played online. Most of the countries around the world have now accepted it as an alternative to sports. Where instead of people playing on a

football field, they're playing it online.

Your parting thoughts on Rooter's plan and vision for the coming years and the direction in which esports and game streaming is headed in India? Currently, we are the number one game streaming platform in India. There are a couple of things that we want to do which is turn streaming and esports into a viable career option and we also want streaming and gaming content to become a bigger part of the entertainment industry. We are at a rapid growth spurt and are also getting a lot of investor interest. Just this August we had an uptick of three million people. Gaming is going to give birth to multiple careers. Rooter has enabled thousands of people to become streamers and take it up as a profession. We are looking into making further investments in esports as we want to play a bigger role in this movement by helping many people become esports players and influencers in gaming. ■

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India PC Sales Reach All-Time High

Notebook PCs continue to dominate the overall category with more than 80% share, even as the India PC market saw 4.5 million unit shipments in the third quarter, finds a report



The India traditional PC market (inclusive of desktops, notebooks and workstations) continued its growth momentum despite ongoing supply and logistical challenges. The traditional PC shipments witnessed a 30% year-over-year (YoY) growth in 3Q21 (Jul-Sep), marking the fifth consecutive quarter of growth in India, according to new data from the International Data Corporation's (IDC) Worldwide Quarterly Personal Computing Device Tracker.

A total of 4.5 million PCs were shipped during the quarter, making it India's biggest-ever single quarter. To put this in perspective, it is bigger than the total yearly consumer shipments in 2019, a year before the pandemic hit us. As a result, many brands also reported their biggest quarter of PC shipments.

Notebook PCs continue to dominate the overall category with more than 80% share. Enterprise and consumer demand helped the Notebook category to reach over 3 million units for the first time, and

the desktop category also continued its upward momentum as it grew by 30.5% YoY in 3Q21.

The demand for consumer notebooks continued to be robust while vendors struggled to get enough supplies to cater to the existing demand. Despite these challenges, vendors were able to bill a total of 2.3 million consumer PCs, making it the biggest quarter for the consumer category in India. Etailers also managed to procure stock for upcoming flagship sales, with over 771 thousand shipments in 3Q21, also reported the biggest quarter ever for online.

The commercial segment too, saw

healthy shipments growth of 47.6% YoY in 3Q21. Vendors had large backlog orders from enterprises and SMB clients from the last few quarters. With better allocation in September, they were able to fulfill a significant portion of these pending orders. Additionally, some of the long-due education projects started materializing, giving the education segment momentum.

Talking about the ongoing supply situation, Bharath Shenoy, Senior Market Analyst, PC Devices, IDC India, said, "Despite the better allocations to a few segments, the demand-supply gap continues to be a challenge as enterprises

India PC Market, Product Category, Market Share, Year-over-Year Growth 3Q21
(Shipments are in thousands of units)

Product Category	3Q21 Shipments	3Q21 Market Share	3Q20 Shipments	3Q20 Market Share	Year-over-Year unit change (3Q21 vs 3Q20)
1. Notebook	3,631	81.5%	2,829	82.5%	28.4%
2. Desktop	733	16.5%	562	16.4%	30.5%
3. Workstation	90	2.0%	37	1.1%	146.6%
Total	4,455	100.0%	3,427	100.0%	30.0%

Source: IDC Worldwide Quarterly Personal Computing Device Tracker, November 2021

and SMBs continue to order in big volume.”

Shenoy further added, “As the top three vendors are struggling to fulfill the entire requirement, some of the orders are moving to smaller vendors, thereby helping them to improve their presence in the commercial segment.”

Top 5 Company Highlights:

HP Inc. maintained its lead in the overall PC category as it reported the third consecutive quarter with over a million shipments in the country. It led both commercial and consumer segments with a 28.5% share in the overall PC category, while it maintained over 30% share in the commercial segment for the third straight quarter, its share fell to 25.3% in the consumer segment despite its consumer shipments growing 22.5% YoY in 3Q21.

Dell Technologies retained the second position with over 23.8% share in the overall PC category. The vendor had a consistent inflow of supplies during the quarter that helped it register its first quarter in India with over a million shipments. It also overtook Lenovo in the consumer segment

“After five straight quarters of annual growth, the consumer market is hinting demand softening as schools and colleges resume their physical classes. Brands have prioritized margins in last few quarters, however, to boost the penetration further, brands need to initiate new programs around affordability, awareness, and education to utilize the stimulus that pandemic has given to digital learning to plan their long-term growth”

—Jaipal Singh,
Research Manager, Client
Devices, IDC India

to take second place with a share of 19.2% in 3Q21.

Lenovo maintained the third position with an overall share of 18.6% in 3Q21. Its shipments grew 19% YoY in the commercial segment on account of a strong performance in the SMB and enterprise segments. However, its consumer segment saw a marginal 3.4% YoY growth during the quarter.

Acer Group retained the fourth position with an 8.6% market share in 3Q21. Acer also recorded its biggest quarter as it shipped 381 thousand PCs in 3Q21. With a 31.5% share in the commercial desktop category, it recaptured its clear lead with its shipments at an impressive 55.7% annually.

Asus retained the fifth position with a share of 8.5% in 3Q21. Asus also shipped over 300 thousand PCs for the first time in the country, which helped the brand to get a six percentage points sequential jump in its share in the consumer segment as it finished fourth in the respective segment.

Commenting on the outlook for upcoming quarters, Jaipal Singh, Research Manager, Client Devices, IDC India, said, “After five straight quarters of annual growth, the consumer market is hinting demand softening as schools and colleges resume their physical classes. Brands have prioritized margins in last few quarters, however, to boost the penetration further, brands need to initiate new programs around affordability, awareness, and education to utilize the stimulus that pandemic has given to digital learning to plan their long-term growth.”

Singh further added, “Demand from enterprises and SMBs still look favourable to support the PC vendors in 2022 as key verticals continue to provide fresh orders. Additionally, vendors will target to materialize the long-pending education deals with improving supply situation in the country.” ■

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Cameras In Focus

Smartphone image sensors hit a milestone, as per a report

Smartphone imaging systems will continue to see strong hardware upgrades this year, with Counterpoint Research's latest Global Smartphone Camera Demand-Side Report highlighting CMOS image sensor (CIS) content per smartphone will expand to an average of 4.1. Despite the global components crunch, CIS growth is expected to grow by double digits to reach almost 6bn units in 2021.

"A big driver has been triple-and-above main camera setups, which accounted for two-thirds of all smartphones sold during the first half," notes Tarun Pathak, Counterpoint's director of smartphone research. "What's really interesting is where a lot of that growth is coming from – Africa, Latin America, India and other emerging markets. As we move through post-COVID upgrade cycles, especially in Android heavy markets, we're seeing OEMs offer increasingly sophisticated camera hardware to their customers across all segments," says Pathak.

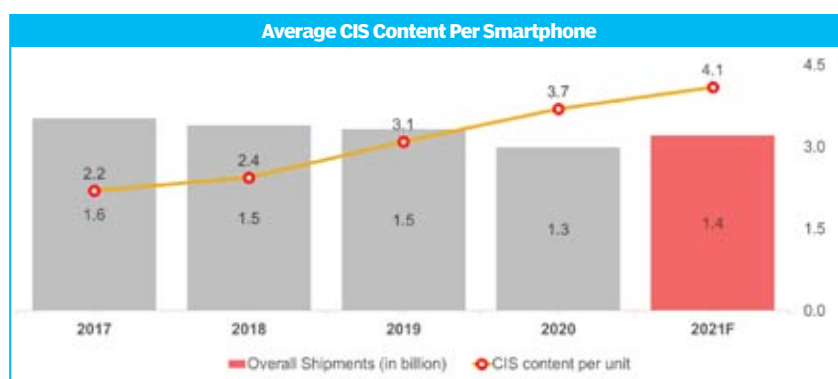
"High-resolution has also been an area of focus, with 48MP-plus becoming standard. Again, we're seeing emerging markets lead in growth; and 64MP is starting to become a major segment too. High-res is very important for what is the most hotly contested price band globally – the wholesale \$100-\$399 category. During the second quarter, two-thirds of devices

were high-res and we expect further share increases for the full year," adds Pathak.

A confluence of factors like more powerful chipsets, breakthroughs in AI image processing and other hardware and software advancements are constantly delivering improved imaging experiences for consumers in all segments. Features that were once only available on ultra-premium devices are now emerging across OEMs' broader portfolios – from contextual shooting, optical zoom and ultra-high res through to time-of-flight and macro

delivering a quad cam device, then you're probably thinking of configuring wide + ultrawide + macro + depth. But the playing field changes quickly, and we're likely to see macro and ultrawide merge, leaving room for even more options like telephoto or time-of-flight. Increasing choice and complexity is why algorithm development has become such a critical factor in the success of camera systems," states Ethan Qi, Counterpoint's lead camera components analyst.

"At the end of the day it's not about camera or megapixel counts or how powerful



capabilities.

"Whether it's a regional leader like Tecno catering to Nigerian youth, or Apple delivering DSLR quality pics for SoCal influencers, imaging has become an even more core feature for all OEMs," observes Yang Wang, Senior Analyst for Africa. "And the bar being set in terms of the camera only gets higher," says Wang.

"If you're a product manager today

your processor is. It's a combination of things: How good is the integration? The AI algorithms? Is tuning tweaked appropriately for the market? It's the sum of parts that delivers the experience," according to Neil Shah, Counterpoint's Vice President of Research. "OEMs understand this, but it's difficult to get right. It's as much art as it is science," says Shah. ■

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YouTube enables Picture-in-Picture Mode

Here's how to use



The Google-owned online video streaming platform, YouTube, has been continually releasing new features to make their application easier to use. It recently announced the introduction of their Picture-in-Picture (PiP) mode release. While Android users have been able to view content with PiP mode, Apple's iPhone users have not been that lucky. But now, they can finally enjoy PiP mode for YouTube. This is, however, exclusive only to YouTube Premium subscribers.

According to a report, this new feature is considered an experiment that YouTube Premium subscribers can try out, which means it must be activated manually before use. When enabled, the feature allows users to minimize viewing window of YouTube into a "mini player" that sits atop other apps. It is possible, at a later stage, that YouTube adds support for non-Premium users to use PiP mode, but at the moment this is the only way to use the feature on iOS.

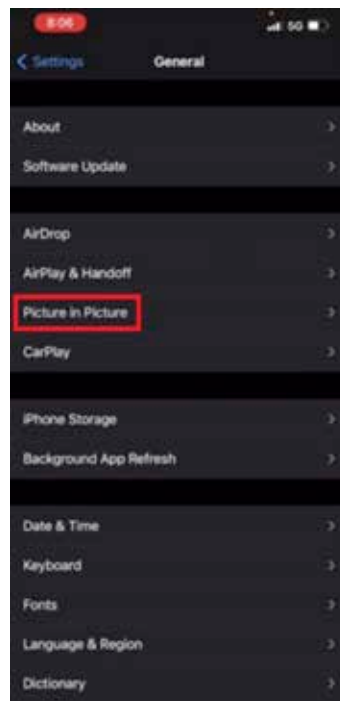
How to use YouTube Picture-in-Picture mode on iOS

If you have an iPhone and you are a YouTube Premium subscriber, follow these steps:

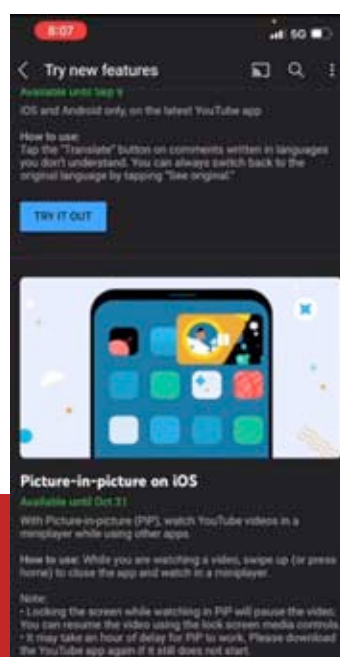
Step 1: Open YouTube page on a web browser

Step 2: Then, sign-in to your YouTube account

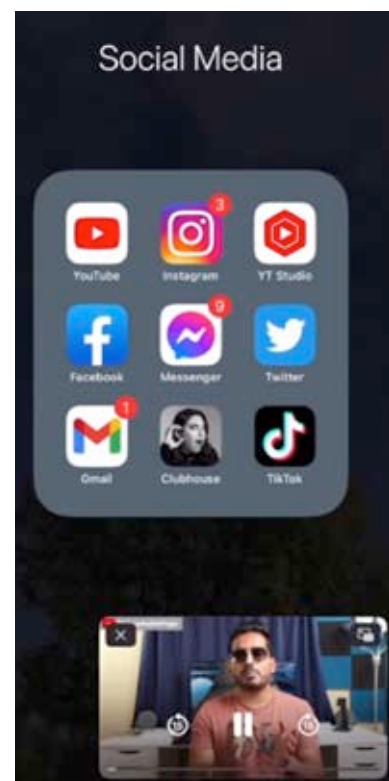
Step 3: After this, scroll down to look for the 'Picture-in-picture on iOS' option



Step 4: Click 'Try it out'



Step 5: After this, play a video on YouTube and swipe up or press the home button to activate PiP mode



Step 6: The video will continue playing in a mini player. This way the video will play in a small PiP pan

Google notes how "locking the screen while watching in PiP mode will pause the video," but users can resume from lockscreen media controls. Also, the company says it is "working on improving these, so stay tuned." ■

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“The speed of gaming growth is not restricted to hardware complexities”



With a shift in gaming habits, game creators, publishers and distributors alike are seeking to cater to the serious gaming audience by leveraging the inventive benefits of the cloud. US-based Rackspace Technology is one such cloud computing company that offers an array of gaming solutions for everyone from the largest gaming companies to rising startups. It provides effective optimisation with fully managed application services handled by a team of experts. **Ramesh Kumar Raja** caught up with **Sandeep Bhargava, Managing Director, Asia Pacific and Japan at Rackspace Technology**, to discuss the growing phenomenon of cloud gaming and the services it provides to bring about a massive change in the gaming industry. Excerpts:

The gaming industry in India has significantly boomed during the pandemic. How has the cloud influenced the acceleration of gaming growth?

The requirement for people to mostly stay indoors during the pandemic acted as a catalyst for the growth phase of the gaming sector. According to a report by EY on India's Media & Entertainment sector reboots in 2020, the gaming industry witnessed a boost as online gamers grew 20% from 300 million in 2019 to 360 million in 2020. The esports segment is expected to grow at a 46% CAGR over the next four years with most of the revenue mainly generated through popular streaming platforms.

From being purely local during the 2000s, console and mobile games have come a long way to become a connected

commonplace for account sign-in, purchases, progress sync and dynamic game-world interaction. The forthcoming generation of conventional consoles may be the last, before the gaming future shifts to a 'no specific hardware' model, where devices act as terminals for streaming content. The cloud has been a key factor in this gaming evolution by allowing engines and analytics to function with enhanced efficiency, and enabling companies to keep players entertained with dynamic content inflow.

With a shift in gaming habits, game creators, publishers and distributors alike are seeking to cater to the serious gaming audience by leveraging the inventive benefits of the cloud. Earlier, a traditional data centre setup might have

been sufficient, but with complex games created today and will continue to be the case in the near future, there is a need for increased scalability and reliability brought



by hyperscale clouds and global content delivery networks.

Why is infinite scalability important for game creators and publishers? Disruptive mobile innovation is at the doorstep of game developers, as the global advent of 5G promises greater connectivity and powerful video game streaming services, poised to change how people access console-quality content, for good. Recently, tech giants are redefining the Indian gaming landscape by hosting transformational cloud gaming demos over a hi-speed live 5G test network. This showcases the potential of enhanced connectivity and scalability for innovative gaming companies.

Limitless scalability can empower developers to expand intelligently with lean costs and resources. It gives them the freedom to connect dedicated servers to the public cloud of their choice, enabling on-demand, pay-as-you-go scalability without sacrificing performance or security. Gaming companies can branch out from local operations to establishing large ventures by accessing an international level playing field and infinite scalability of technology and analytics, paired with simple smartphone devices, to deliver record speeds and reduce response delays.

How can publishers rise up to the challenges of gaming in the cloud? One of the core challenges of the gaming market is its volatile nature owing to the 'low attention span' of players. To navigate dynamic player demands with cloud, while effectively meeting business, regulatory and technical requirements simultaneously are the favourable outcomes publishers seek with the transition to serverless game computing. When leveraged effectively, the cloud can enable publishers to focus on what is crucial; the progression of game development. Reliable cloud computing services partners can empower them to be fully adept with the technicalities surrounding new tools, data and connectivity, improved sync, lower

latency and complex legal conditions.

It is critical to monitor the various growth stages of game development right from the pre-launch complexity, to identifying the right tools and infrastructure for game-creator efficiency, and have continuous access to user preferences and trends. Only with a well-planned cloud-enabling strategy, publishers can accelerate the initial development of the game and ensure the game storyline is more relevant and responsive to industry trends. During the post-launch phase, smart analytics

“Earlier, a traditional data centre setup might have been sufficient, but with complex games created today and will continue to be the case in the near future, there is a need for increased scalability and reliability brought by hyperscale clouds and global content delivery networks”

can outline rapid marketing iterations and ensure increased player engagement during the all-important monetisation window of increasing conversions.

With game development increasingly moving to the cloud, how will it empower creators to be more efficient and maximise income? With the gaming industry exploring new highs, there is an inevitable need to innovate and monetise constantly. Having access to the tools is one thing; but game creators need to build the operational agility and flexibility within their business to roll out new, trending content and updates constantly with high speed to market, to consistently stay ahead of the competition.

Since the first eight weeks of game development are most critical with the highest number of game downloads occurring during this span, it mandates

creators to develop strategic monetisation plans, ensuring the creation of reliable, customised and cutting edge content that guarantees stickiness and user-retention, thereby increasing revenue.

Although raw computing power is successfully enabling creators to deliver image-rich content to gamers globally, with new-generation servers and GPUs, and the rise in AI, machine learning, big data and analytics, creators can do more with existing data; decode their user base and convert insights into innovation faster. As devices become terminals, the speed of gaming growth is not restricted to hardware



complexities and can unlock limitless scale with the cloud and the tools that cloud providers offer.

Collaborating with an experienced, fully-managed hosting environment provider

enables creators to save significant costs on designing, building and operating a similar environment independently. They can effectively align business environments to address business demands, accelerate testing, optimise capacity planning and cloud spending to reduce downtime, affordably.

How will embracing the cloud encourage good governance in gaming? As games grow in popularity, they become preferred ransomware targets for cybercriminals to steal data. It is important to safeguard user data on these gaming platforms as compromised consumer data privacy can cause companies to fall foul of governance and compliance legislation.

to fulfill these compliance requirements by allowing game developers to cascade public cloud infrastructure into private

“The growing engagement and interest in the gaming sector is here to stay with noteworthy growth in creation, deployment and consumption. Empowered by the cloud, creators can simplify gaming complexity considerably and offer enhanced gaming experience to players by bringing more convenience, engaging content and immediacy to game platforms over the long term”

companies to rising startups, Rackspace offers effective optimisation with fully managed application services handled by a team of experts. An advanced monitoring and 24x7x365 eyes-on support system anticipate upcoming events that could impact the application's performance, in advance. This plays an important role in enhancing player experience, minimising waiting times and reducing the risk of losing them to competitors.

The platform enables fast and seamless gaming delivery with new-generation servers and the Intel Xeon Scalable Processors, creating a globally distributed data centre presence and Graphical Processing Units (GPUs) for maximum performance. Delivering rich content and media experience requires transcoding, image rendering and other data visualizations that demand heavy GPU computing resources and high throughput local storage. Rackspace Technology improves time-to-delivery drastically with low latency by offering ingenious GPU computing, bare metal compute resources and blazing fast local storage capabilities for game developers.

This enables them to process large amounts of data quickly, as well as accelerate data analytics and visualisation. Empowered with a global data centre footprint and high-availability customer data network, gaming companies can deliver a seamless experience to their users and scale by reaching out to millions of viewers globally across desktop, mobile and connected TV. The growing engagement and interest in the gaming sector is here to stay with noteworthy growth in creation, deployment and consumption. Empowered by the cloud, creators can simplify gaming complexity considerably and offer enhanced gaming experience to players by bringing more convenience, engaging content and immediacy to game platforms over the long term. ■

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cloud infrastructure, that they can own, manage and deploy anywhere in the world. A cloud-based infrastructure with such flexibility can be managed with usual consoles and existing tools used on a day-to-day basis; therefore, complying with regulators without hindering one's technical operating strategy.

What are the key solutions that Rackspace offers to help address gaming complexities such as latency issues, the player waiting times and cost savings?

The gaming industry is emerging as one of the most innovative and exciting sectors for entertainment in India and globally. To meet the growing needs of the gaming segment and consumers, companies need to build a sustainable gaming business model. With an array of gaming solutions for everyone from the largest gaming

To ensure that data infrastructures are secure, developers must have a complete understanding of the diverse data points and data sources handled by the company along with the inclusions and purpose of the data being stored and shared. In certain regions or states, regulators are insistent on having physical server and data infrastructure within highly specialised geo-locations.

Inventive cloud providers are geared up

Google's Wear OS Share Surges

Thanks to Samsung, which started using Wear OS with the Galaxy Watch 4 and achieved its highest quarterly shipments, narrowing the gap with Apple and reclaiming second place from Huawei



Global smartwatch shipments increased 16% in the third quarter of this year compared to the same period last year, continuing their double-digit growth following the previous quarter, according to Counterpoint Research's recently published Global Smartwatch Model Tracker.

Thanks to the launch of the Galaxy Watch 4 series, Samsung achieved its highest quarterly shipments, narrowing the gap with Apple and reclaiming second place from Huawei. From this smartwatch series,

"The partnership with Samsung from this year has gained a foothold for Google to expand its presence in the wearable OS market and seems ready to transform into a more open wearable platform from this time forward"

– Sujeong Lim,
Senior Analyst,
Counterpoint Research

Samsung has expanded its app ecosystem by using Android-based Wear OS instead of its Tizen. The brand has also broadened users' range of choice by launching two models – basic and classic. The newly-added body composition feature has also fetched a good response.

Apple still held the No. 1 spot in Q3 2021 but its share fell 10% YoY as its Watch Series 7 launch was delayed to the fourth quarter. Amazfit ranked third due to its growing popularity in Europe.

One of the highlights of this quarter was the rapid growth of Indian brands. Noise and BoAt, which ranked first and second, respectively, in the Indian smartwatch market, shipped more than double the volume from the previous quarter.

"Samsung performed better than expected in the third quarter. Although the Galaxy Watch 4 series shipments were much higher than expected, more than 60% of the total shipments were sold in North America and Europe, where the share of mid-to-high price range models is high. To further increase its market share, Samsung is expected to launch affordable models within 2-3 years to target the fast-growing Asian market. One-third of smartwatches sold in Q3 2021 were priced under \$100," said

Sujeong Lim, Senior Analyst, Counterpoint Research.

In Q3 2021, there was also a significant change in OS market shares. Thanks to Samsung, which started using Wear OS with the Galaxy Watch 4, Google saw good growth in the wearable OS market. In terms of OS, the smartwatch market is fragmented as many OEMs still use proprietary OS or



RTOS. But with third-party app support becoming important for users, the situation is expected to change steadily.

Lim said, "Google has maintained a dominant share in the smartphone market with the Android OS, but so far has not achieved much in the wearable market. This is because Google controlled smartwatch OEMs from customizing the UI, and it was not chosen by them due to its lower power efficiency and slow response time. However, the partnership with Samsung from this year has gained a foothold for Google to expand its presence in the wearable OS market and seems ready to transform into a more open wearable platform from this time forward." ■

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Another Record Quarter for Wearables

Homegrown brands emerged as winner again, even as the India market logged 23.8 million units shipment in Q3, finds a study

The wearable market in India grew by 93.8% year-over-year (YoY) in 3Q21 (July-Sept), shipping 23.8 million units, according to the recent data from the International Data Corporation's (IDC) India Monthly Wearable Device Tracker. Despite the logistic challenges and increase in freight costs, vendors remained aggressive in their shipments and were able to manage the inventory for the upcoming month-long festival sales. Shipments in September

reached a 39.5% share of earwear in 3Q21, but the market remains dominated by over-the-ear and tethered devices.

India-based brands have captured over two-thirds of the watch market with their aggressive offerings and marketing spends on digital platforms. Noise maintained its lead for the sixth straight quarter with a 26% market share in 3Q21, followed by BoAt with a 23.1% market share. Fire-Boltt replaced Huami for the third position as its share jumped to 15.3% in 3Q21 from 5.5% from a quarter before. Realme entered the fourth position backed by its

band category."

"So far, these new-age brands have been able to limit the incumbent smartphone brands' ability to make any dent in their growth and continue to dominate the hearables and wristwear categories," added Dumbre on the foray of smartphone companies in the wearables segment.

The earwear category that includes TWS, neckbands, and wireless over-the-ear headphones, clocked 18.7 million units with an impressive 77.9% YoY growth in 3Q21. BoAt continued to lead the segment with a 48% share, recording 9 million units for the quarter. Realme replaced OnePlus for the second position, while Samsung settled at the fourth position. Ptron retained its fifth position as its shipments grew 81.9% during the quarter. A total of 7.4 million TWS devices in the earwear category were shipped, growing 70.5% YoY in 3Q21. As players continued to target entry-level price points, 86.4% of the TWS devices now fall under \$50. BoAt also led the TWS category with a 37.3% share in the 3Q21.

"The proliferation of new entrants in the mass market segment has increased competition, putting a lot of pressure on brands to differentiate in a market that is getting inundated with lookalike products," said Jaipal Singh, Research Manager, Client Devices, IDC India.

Singh further adds, "Celebrity endorsements are a key tactic for brand recall. However, to maintain the growth momentum they must invest more in newer designs and aesthetics, as well as newer collaborations with existing franchises. This can help create unique product experiences that will not only help associate with new customers but can also open new avenues to sell these products." ■

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"While seasonality made 3Q21 the biggest quarter for wearables, the influx of devices at the entry-level was the key growth factor. Throughout the quarter, Indian vendors were aggressive with their launches and channel expansion"

**– Anisha Dumbre,
Market Analyst, Client
Devices, IDC India**

surpassed 10 million, growing two-fold from the same month last year, resulting in a record quarter for wearable devices in India.

Watches continue to be the fastest-growing category with 4.3 million shipments in 3Q21, while wristbands saw a seventh consecutive quarter of annual decline. Overall wristwear (inclusive of watches and wristbands) crossed the 5 million shipments mark in a single quarter, further reinforcing the acceptance of watches in the country. Truly Wireless (TWS) devices

newly-launched watches, and Amazfit settled at the fifth position.

Anisha Dumbre, Market Analyst, Client Devices, IDC India, said, "While seasonality made 3Q21 the biggest quarter for wearables, the influx of devices at the entry-level was the key growth factor. Throughout the quarter, Indian vendors were aggressive with their launches and channel expansion. Aggressive intent to maintain their lead helped them to further reduce the average selling price of watches to \$73, putting immense pressure on a struggling wrist



Want to hide images, videos by setting up Locked Folder? Know how



Are you looking for a way to hide your photos from others on your phone? If so, Google Photo's new feature is for you.

Google Photos has been given a new feature – Locked Folder. It allows a person to store sensitive images and videos in a password protected space. In this, the content stored doesn't appear in search on Google Photos, neither in any other folder on the device. The pictures stored in the locked folder can be taken out of it and deleted permanently. Also, it will not be transferred in USB to USB data transfer and will not be retained if the device undergoes a factory reset.

The feature was first announced this year in May at Google I/O event 2021 for Pixel phones. However, in late October, the search giant unveiled that the feature will be rolled out to all Android users. It will reach iOS users early next year.

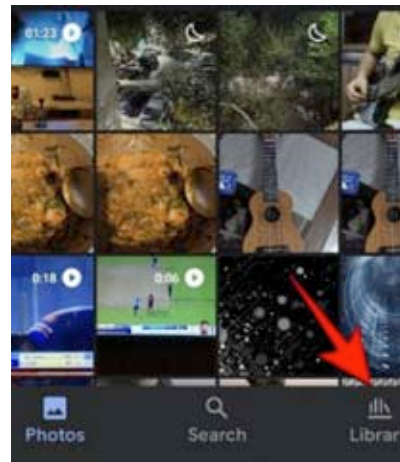
How to set up a Locked Folder in Google Photos

If you wish to set up a Locked Folder and hide your images, it must be noted that this feature is currently only available on Google Pixels, from the Google Pixel 3 onwards. One must have the latest version of Google Photos installed on

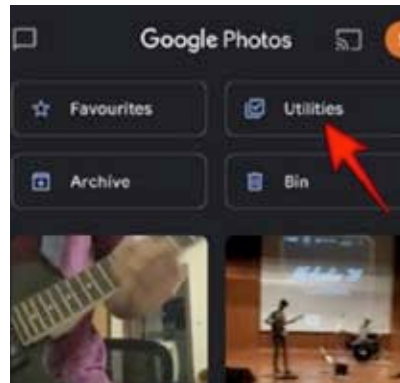
their device to set up a locked folder.

Step 1: Open Google Photos

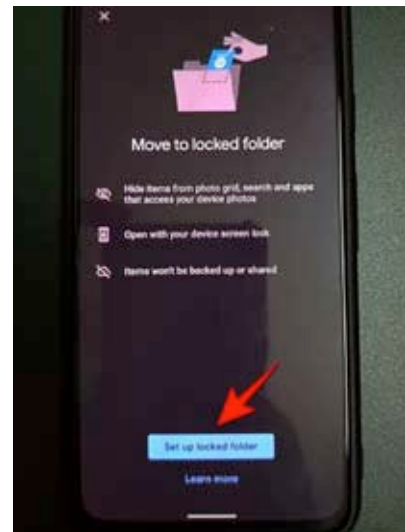
Step 2: Go to Library > Utilities > Locked Folder



Step 3: Then, tap on Set up Locked Folder to proceed



Step 4: Set a password on the Locked



Folder. You can use your device's screen lock option, which can either be pattern, alphanumeric password, fingerprint unlock, or numeric PIN to set up the locked folder

Step 5: Now, select and add images to the Locked Folder which will not be visible in the gallery

Once the setup is done, you can move your existing photos and videos to the locked folder by tapping the Move items option. This will show you all the media content available on your device.

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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
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MY GUIDE

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

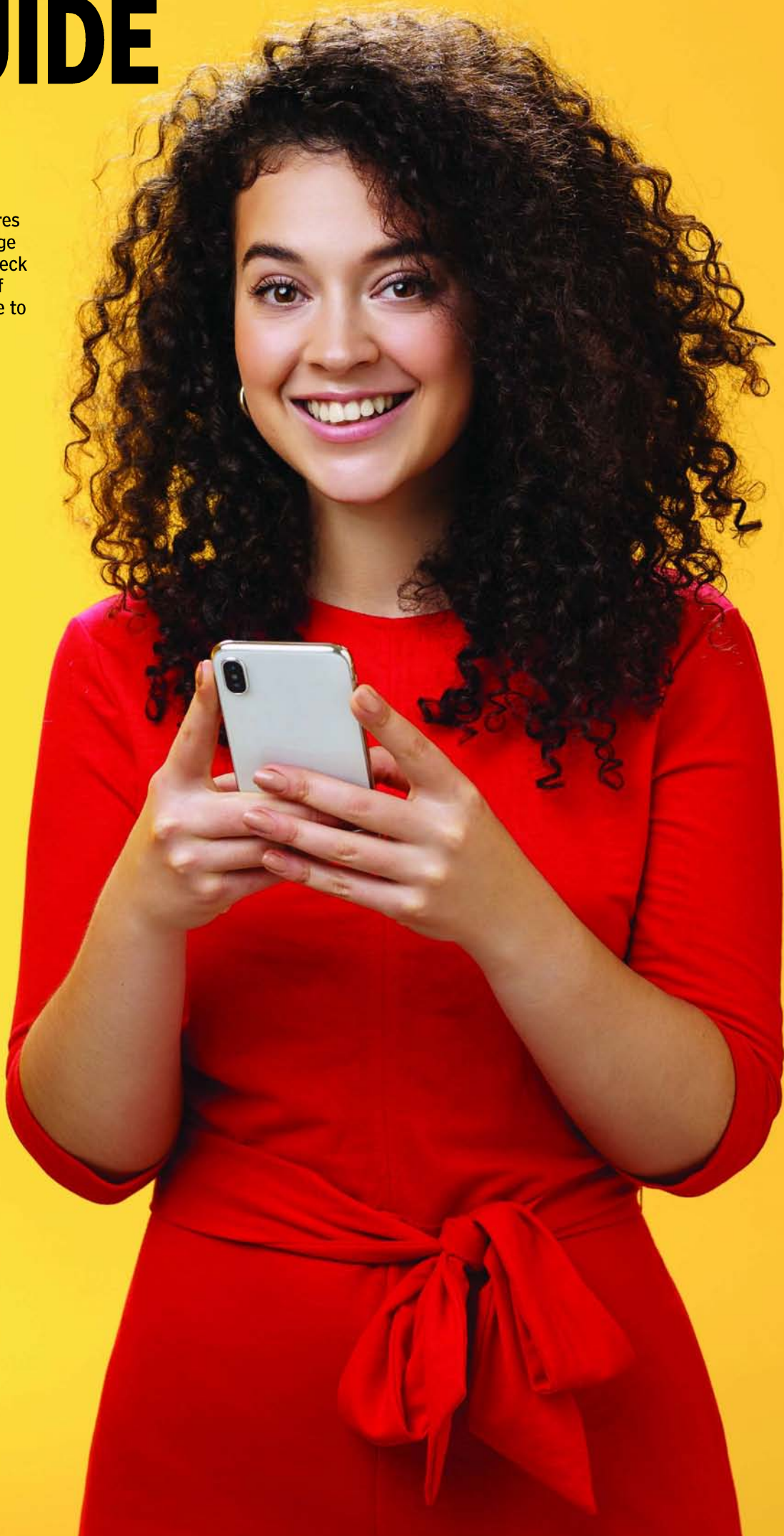
- Rs. 15,000 – Rs. 19,999

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- RS. 30,000 and above.

- Tablets

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



UP TO RS. 2,499							
MODELS	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

UP TO RS. 2,499							
MODELS	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	Spreadtrum 6531da	Spreadtrum6533	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

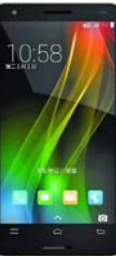
		UP TO RS. 2,499		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS								
	KYTES		HITECH		INTEX	I-SMART		
	Model	Marathon Plus	Parker	Amaze S9	Air A8	Aqua Classic 2	is-59	i1-Mini
	Display (inches/res)	2.4-inch QVGA	2.8-inch QVGA	5	5.0/ 540 x 960	5/480/854	5/854x480	4.5/854x480
	Dimension (mm)	124x53x14	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

	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999		
MODELS							
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

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

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

	RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999			
MODELS								
PARAMETERS	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							
	MICROMAX		MOTOROLA		NOKIA	NUU	PANASONIC
PARAMETERS							
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							
	PANASONIC	SAMSUNG		TCL		XIAOMI	
PARAMETERS							
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	

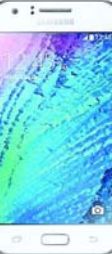
	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999	
MODELS							
PARAMETERS	HONOR			HTC	INFOCUS		LAVA
Model	Honor 5C	Honor 5X	Honor 6X	Desire 630	Epic 1	Snap 4	V5
Display (inches/res)	5.2/ 1920 x 1080	5.5/ 1080 x 1920	5.5/1080X1920	5.0/ 1280 x 720	5.5/1920x1080	5.2/720x1280	5.5/720x1280
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			
MODELS								
	LYF	LG			MICROMAX		MOTOROLA	
PARAMETERS	F1	K 10	X Screen	G4 Stylus	Canvas 6	Canvas 6 Pro	Moto G Turbo Edition	
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								
	MOTOROLA			NOKIA		NUBIA		
PARAMETERS	Moto G4	Moto G4 Plus	G5 Plus	Nokia 5	Nokia 6	Z11 Mini	N1	
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	Quad-core/1GB	Quad-core/2GB	QS 801/3GB	QS 616/3GB	QS 430/3GB	Helio X10 /3GB
Operating system	Android 5.1	Android 5.1	Android 5.1	Android 5.1.1	Android 5.0	Android 6.0	Android 5.1.1
Storage/Expandable	8GB/64GB	8GB/64GB	16 GB/64 GB	64GB/No	32GB/128GB	32GB/128GB	32GB/-
Rear/Front Camera	8.0MP/2.0MP	8.0MP/2.0MP	13.2 MP/5.0MP	13MP/8MP	13MP/5MP	16MP/8MP	21MP/8MP
Battery (mAh)	2,100	3,000	2,500	4,100	3,000	4,100	3,100
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/No	Yes/No	Yes/Yes
Launch	NA	NA	NA	May, 2016	December, 2015	November,2016	April,2016
Price Rs.	10,000	11,000	14,500	13,499	16,499	17,999	19,999

MODELS	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999	
								
	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

MODELS	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999	
								
	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

MODELS	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
								
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	

MODELS	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999		RS. 20,000 – RS. 29,999		
							
PARAMETERS	VIVO		XIAOMI	ZOPO	APPLE	ASUS	
Model	V3	V5	MIMax 2	ZOPO SPEED 7 PLUS	iPhone 5S	Zenfone 3	Zenfone 3 Ultra
Display (inches/res)	5.0/1280x720	5.5/1280x720	6.44/1080 x 1920	5.5/ 1920 x 1080	4.0/640 x 1136	5.2,5.5/(1920x1080)	6.8/(1920x1080)
Dimension (mm)	143.6 x 71 x 7.5	153.8x75.5x7.55	174.1 x 88.7 x 7.6	153.6 x 76.5 x 8.8	123.8 x 58.6 x 7.6	146.87 x 73.98 x 7.69	186.4 x 93.9 x 6.8
Weight (grams)	138	154	211	164	112	144	233
Processor/RAM	QS 616/3GB	octa-core/4GB	QS 625/4GB	Octa-core /3GB	Dual-core/1GB	QS 625/3GB,4GB	QS 652/4GB
Operating system	Android 5.1	Android 6.0	Android 7.1.1	Android 5.1	iOS 9.2.1	Android 6.0	Android 6.0
Storage/Expandable	32GB/128GB	32GB/128GB	64/128GB	16 GB/64 GB	16GB,32GB,64GB/No	32GB,64GB/2TB	64GB/128GB
Rear/Front Camera	13MP/8MP	13MP/20MP	12/5MP	13 MP/5.0MP	8MP/1.2MP	16MP/8MP	23MP/8MP
Battery (mAh)	2,550	3,000	5,300	3,000	1,560	1	4,600
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	No	Yes	Yes
Music Player/FM	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes	Yes
Launch	May, 2016	November, 2016	August, 2017	NA	September, 2013	August, 2016	August, 2016
Price Rs.	15,450	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

MODELS	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999		
							
	PARAMETERS	HTC	LG		MOTOROLA		
	Model	Desire 10 Pro	Stylus 2	Stylus 2 Plus	Nexus 5X	Moto Z Play	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	5.5/1920X1080
	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
	Weight (grams)	165	145	146	136	165	145
	Processor/RAM	Helio P10/4GB	Quad Core /2GB	Octa Core/3GB	QS 808/2GB	QS 625/3GB	QS 630/3GB
	Operating system	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 6.0	Android 7.1
	Storage/Expandable	64GB/2TB	16GB/2TB	32GB/2TB	16GB,32GB/No	32GB/2TB	32GB/64GB/256GB
	Rear/Front Camera	20MP/13MP	13MP/8MP	16MP/8MP	12.3MP/5MP	16MP/5MP	12+8MP/16MP
	Battery (mAh)	3000	3,000	3,000	2,700	3,510	3,000
	2G/3G/4G	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
	Music Player/FM	Yes/Yes	Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
	Launch	November,2016	May,2016	July, 2016	October, 2015	October,2016	October, 2017
	Price Rs.	26,490	20,500	24,000	24,490/30,645	20,490	24,999

		RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999					
MODELS										
	NOKIA		ONEPLUS							
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		RS. 20,000 – RS. 29,999	
MODELS							
	PARAMETERS	PANASONIC	SAMSUNG		SMARTTRON	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	157/186	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 onwards	59,999 onwards

RS. 30,000 AND ABOVE								
MODELS	APPLE				ASUS		BLACKBERRY	
	8	8 Plus	iPhone XS	iPhone 11 Pro	ZenFone AR	6Z	KEYone	
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/256GB/512GB	4GB/64GB/256GB/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								
MODELS	GOOGLE				HUAWEI			
	Pixel 2	Pixel 2 XL	Pixel 3	Pixel 3 XL	Pixel 3a	P20 Pro	Mate 20 Pro	
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			
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				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 Wi-Fi/ Wi-Fi + Cellular	iPad Pro 12.9-inch Wi-Fi/ Wi-Fi + Cellular	ZenPad 8	LapTab	Galaxy Tab S3 9.7	Tab A
Display (inches/res)	9.7/2048x1536	9.7/1536 x 2048	12.9/2732 x 2048	8.0/1280 x 800	10.1/1280x800	9.7/ 1536 x 2048	8/800 x 1280
Dimension (mm)	240 x 169.5 x 6.1	240 x 169.5 x 6.1	305.7 x 220.6 x 6.9	209 x 123 x 8.5	259.2 x 175.4 x 9.2	237.3 x 169 x 6	212.1 x 124.1 x 8.9
Weight (grams)	437	1	713/ 723	350	1.1kg	429	364
Processor/RAM	A8X,M8/1GB	A9X,M9/2GB	"A9X,M9 /4GB"	QS MSM8929/2GB	Intel 4 Gen/2GB	QS 820/3GB	QS425/2GB
Operating system	iOS 9	iOS 9.3	iOS 9	Android 5.0	Windows 10	Android 7.0	Android 7.1
Storage/Expandable	16GB, 64GB/No	32GB,128GB,256GB/ No	32GB/No	16GB/-	32GB/64GB	32GB/256GB	16GB/256GB
Rear/Front Camera	8MP/1.2MP	12MP/5MP	8MP/1.2MP	8MP/2MP	2MP/2MP	13MP/5MP	8MP/5MP
Battery (mAh)	27.3W	27.9 W	38.5W	4,000	7,700	6,000	5,000
2G/3G/4G	-	Yes/Yes/Yes	-	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	No	No	No	No	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	October, 2014	March, 2016	November, 2015	July, 2015	2,015	June, 2017	October, 2017
Price Rs.	38,000	49,900 Onwards/ 61,900 onwards	65,900 nwards/ 85,900 onwards	12,496	10,999	47,990	17,990

Fire-Boltt AI Smartwatch Equipped with Bluetooth calling and voice assistants

After scripting history with seven consecutive launches in the third quarter of 2021, Fire-Boltt, which claims to be India's fastest growing wearable and audio brand, has now introduced its first AI-powered Bluetooth calling smartwatch. The Fire-Boltt AI smartwatch comes loaded with host of features in three different colour options – Black, Blue and Pink. A revolutionary offering in the segment, the AI smartwatch from the house of Fire-Boltt supports Google/Siri voice assistance. The all-new timepiece comes with an industry-leading 1.7-inch HD display, promising a 240x280 pixels resolution.

It has 10 in-built sports modes and a stress management system. The IP67 certification makes the smartwatch ideal for continuous usage, even while indulging in sporting activities, while its powerful battery ensures that the watch does not stop for 10 days without any charge. The latest from Fire-Boltt comes amid the homegrown company being



Price:
INR 4,499
(Introductory)

ranked as the fastest-growing smartwatch brand, as per the latest Counterpoint Research. The report confirms that Fire-Boltt registered a 394% QoQ growth to enjoy 17% of the total market share. Consecutive launches, UAE market launches, and onboarding of Virat Kohli as its brand ambassador have been attributed to the unprecedented growth of the brand in the smartwatch category. ■

Zook Blaster Series Speakers Premium yet affordable

French lifestyle brand Zook has come up with three new Bluetooth speakers under its Blaster series in India. The speakers come along with a mobile/tablet docks, RGB lights and Karaoke mic inputs. In sync with the nomenclature of the three speakers – Mini Blaster, Music Blaster and Twin Blaster – each comes in a different size, with differing weights and attributes. The Blaster series is up for grabs on all leading offline and online platforms, including Amazon and Flipkart. The complete Zook Blaster series allows multiple connectivity options like Bluetooth, USB, Aux and TF.



Mini Blaster: It's small in size, weighing just 550 grams, but high on specs. Powered by a 3-inch driver, the Zook Mini Blaster offers 10W output with deep bass and immersive sound experience. It offers a music playback time of at least three hours following a complete charge of 3-4 hours, thanks to its powerful 1,200mAh battery. Any device can be connected within a range of 10 meters.

Music Blaster: The Zook Music Blaster offers an even better output at 14W, as it's powered by a 4-inch music driver. Adding more power to the medium-sized speaker is its robust 1,500mAh battery, which allows a playback time of a minimum of 4-5 hours. Devices within a range of 10 meters can be connected with the speaker effortlessly.

Twin Blaster: As the name suggests, the biggest speaker in the series comes equipped with two 3-inch drivers offering a whopping output of 20W. Weighing nearly 1.15 kg, the Zook Twin Blaster is powered by a 2,400mAh battery, allowing 4-5 hours playback time. ■

Price: INR 1,299 (Mini);
INR 1,599 (Music); INR 1,899 (Twin)

Noise Air Buds Pro

Stylish looks with no-fall design

Homegrown connected lifestyle brand Noise has introduced its new pair of truly wireless earbuds - Air Buds Pro in India. It is the biggest upgrade in its Air Buds series that is powered by the ANC feature. The earbuds will be available on Noise's website as well as on Amazon, Myntra, Flipkart and other ecommerce platforms and offline channels. The pair of earbuds is launched in three classic colour options like Black, White and Blue. Air Buds Pro is one of the most budgeted offerings by Noise with the prominent feature of Active Noise Cancellation (up to -25 dB).

The earbuds are also equipped with Hyper Sync™ technology for instant device connectivity. It offers a crystal-clear calling experience with quad mics, a 10mm speaker driver and a transparency mode. The earbuds are accompanied by a Type-C charging case and have up to 20 hours of playtime with the case. It's a productivity-

enhancing audio device with smart and fast features along with stylish looks, and no-fall design supported by full touch controls. The earbuds can be connected quickly via Bluetooth 5.0 and are compatible with Android and iOS devices. The earbuds are guarded by IPX5 water and sweat resistance. ■

Price:
INR 2,499 (Introductory)

Soundcore Life Q Series Headphones

Infinitely customizable



Price:
INR 7,999
(Q30);
INR 9,999
(Q35)

Anker-owned audio brand Soundcore has introduced two over-the-ear Life Q series headphones – Life Q30 and Life Q35 in India. The headphones are equipped with hybrid active noise cancellation, signature Soundcore sound and customization for a listening experience with outstanding battery life. The headphones come with 18 months warranty and are available with Flipkart. They have an ergonomic design, are equipped with memory foam earcups and headbands, and a lightweight frame making them a perfect candidate for the everyday hustle. To ensure a secure fit, they have earcups that adjust by up to 15-degree enabling it to adjust to the shape of the head.

Designed to offer the ultimate audio experience, Life Q35 supports LDAC technology that ensures that 3x more data is transmitted to the headphones than standard Bluetooth codecs. This lossless transfer provides every tiny detail in the music. Both Life Q30 and Life Q35 are equipped with 40mm silk-diaphragm drivers to deliver sound that's both Hi-Res Audio and Hi-Res Audio Wireless certified. Bass is deep, treble shines, and distortion is cut out. Featuring a 40-hour long playback time in ANC mode and 60 hours in normal mode, the dynamic headphones provides 4 hours of listening with just a 5-minute charge. The headphones sport fast NFC pairing and multi-pairing options on the connectivity front. The Life Q30 is available in black, whereas the Life Q35 comes in pink colour. ■

BoAt Rockerz 330 Pro

Uplift your music experience with this neckband

Leading audio wearable brand BoAt recently unveiled its next-generation neckband earphone called Rockerz 330 Pro in India. This “Pro” earphone from BoAt comes with a 60-hour battery backup making them perfect for the professionals on the go. A 10-minute charge gives a battery backup of up to 20 hours which can be attributed to the brand’s very own ASAP Charge. The BoAt Rockerz 330 Pro is crafted for those who don’t stop for charging woes. Equipped with Bluetooth v5.2, you get high-end features such as dual pairing, quicker pairing, superior connectivity range and higher power efficiency for better battery life. A single tap enables you to access your phone’s virtual voice assistant.

Featuring 10mm large drivers and BoAt’s Signature Sound, the Rockerz 330 Pro uplifts your music to sound even better. Enjoy crystal clear highs and deep bass performances without any distortion. The BoAt Rockerz 330 Pro neckband is ergonomically designed for prolonged wearing comfort. IPX5 water and dust resistance assure a care-free experience. The all-new neckband earphone comes in Active Black, Navy Blue, Teal Green, Raging Red and Blazing Yellow colour options. It’s available on all major ecommerce platforms and the company’s website. ■



Price:
INR 1,499



iGear Dynamo Speaker

Ready for action whenever you need it

Homegrown gadget and smartphone accessory brand iGear has launched Dynamo, a wireless party speaker system in India. It comes packed with two large 4-inch drivers and some funky LED lights to create an awesome party environment. Owing to its small footprint, the iGear Dynamo can also be easily carried along anywhere. Featuring twin full-range drivers with 10 watts of pure power, Dynamo can be an entertainer in any department. Two bass reflex ports are provided for extra thumps and deeper bass production.

Powered by the latest Bluetooth V5.0, the iGear Dynamo can instantaneously pair with the source the moment it turns on. Additionally, BT v5.0 also allows for distortion-free connectivity over a longer range along with better power efficiency. Dynamo is equipped with an LED display panel and an analog volume dial for easy access, apart from also being controlled using its fully-featured IR remote. It also has additional connectivity options such as Aux, USB, TF/SD card and mic. You can convert it into a soundbar for your TV or use it for a karaoke night with any compatible wired microphone. The all-new speaker also comes with inbuilt FM Radio. It is up for grabs at Amazon.in, igear.asia and Croma.com. ■

Price: INR 1,850

RAEGR Arc 2100 USB Hub

Reduce the wire clutter on your work desk

Bengaluru-based lifestyle tech brand RAEGR has introduced Arc 2100, a multifunctional USB Type-C hub. It features a compact size that makes it highly portable and easy to carry. Featuring a USB Type-C input port, you can connect it to various devices to increase its functionality. For example, you could connect it to smartphones, tablets and laptops to gain access to USB pen drives, SD cards and micro SD cards while also can connect input devices such as keyboards and mice and having an audio out 3.5mm port too. And with all of them connected to a charger, you could also use it as a wireless charging dock for your smartphones and audio gear.

The RAEGR Arc 2100 features a total of 6 ports, which include two USB 2.0 ports, a Thunderbolt 3.0 port for high-speed charging of laptops, a 3.5mm audio port for



Price:
INR 4,999

external speakers or headphones, and a flashcard reader for SD and micro SD cards. The faceplate of the Arc 2100 additionally features a 10W Qi-compatible wireless charging pad that can simultaneously charge compatible smartphones from Apple, Samsung, Google and a few others. The RAEGR Arc 2100 is made using high-quality ABS which is fireproof and fire-resistant apart from being durable and rugged for daily use. It comes in Metallic Grey and will be available on Amazon, Flipkart and Tekkitake with one-year warranty. ■

Sevenaire Neptune Speaker

Designed for multi-room audio streaming

Sevenaire has come up with a new speaker called Neptune in India. It is a portable TWS speaker that's rated to deliver a total output of 24 watts. The major

highlight of the speaker though is its LED disco lights and IP67 rating. The Neptune is designed for multi-room audio streaming using a twin speaker and 2 passive bass radiators. The speaker features IP67 water and dust resistance rating that makes it rugged and durable. Additionally, there's a lanyard that can make it easy to carry around or tie to your backpack. It's available in Black and Red colour variants.

The company claims that its twin subwoofers and the passive bass radiators produce great audio with zero distortion even at higher volumes. The bass radiators are also equipped with 3-mode RGB colour lights that are synced to the beats of the music and flash up the party to another level. Another notable feature of the speaker is the TWS Dual Connect. This allows users to connect two Neptune speakers in a synchronised multi-room audio solution or use it as stereo speakers. The Sevenaire Neptune boasts Bluetooth v4.2 and is backed by a 4,400mAh rechargeable battery that claims a playback time of up to 14 hours on a full charge. It's available for purchase via Amazon India and the company's official website Sevenaire.com. ■



Price:
INR 4,999

Portronics Splug 10 and Splug 16

Made for smart homes

Domestic consumer electronics brand Portronics has launched two new affordable Wi-Fi smart plugs- Splug 10 and Splug 16. Now adding these Wi-Fi smart plugs will allow you to add intelligence to your appliances and operate them on the go even with Alexa and Google Assistant-enabled voice control feature. Without the hassle of adding any new wiring or new setup, now by just plugging a smart Wi-Fi plug in a socket user can turn any device into a smart device. The Splug 10 and Splug 16 have been designed to offer users with an innovative smart home experience with an intelligent energy-monitoring system.

These Wi-Fi smart plugs are easy to use. Users just have to plug them in a socket, connect them to a Wi-Fi network and pair them with any device using the Portronics Smart Home Mobile Application. With a current rating of 10 amperes, Splug 10 is suitable for appliances like TV, lamps, music systems, mobile chargers, etc. Whereas,



Price : INR 849 (Splug 10);
INR 899 (Splug 16)

with a current rating of 16 amperes, Splug 16 is suitable for heavy appliances like water motors, geysers, etc. The Portronics Splug 10 and Splug 16 are backed with a 12-month warranty and can be purchased from the company's official website, leading ecommerce platforms like Amazon, Flipkart, Nyka, Paytm, etc., and offline stores. ■

Ambrane Dots Tune Earbuds

For hassle-free entertainment on the go



Indigenous mobile accessories brand Ambrane has come up with its Dots Tune earbuds in India. The earbuds are powered by 10mm speaker drivers and support both Google Assistant and Siri, giving the users the option of voice command. Ambrane claims that the Dots Tune TWS can give 29 hours of total playback, including the power stored in its charging case and that without the charging case, the pair of earbuds lasts for up to 6.5 hours with just a single charge.

Housed in a compact case, the earbuds have a half in-ear design with silicone tips for a secure fit. For calls, there are dual microphones on each earbud. Dots Tune TWS is engineered with Bluetooth V5.1. The company claims that the earbuds provide instant pairing with a working distance of up to 10m. The Ambrane Dots Tune true wireless earbuds have a multi-functional touch sensor for effortless accessibility to calls and music. They are also IPX4-rated with sweat and water resistance. The product comes in White, Black and Pink colour options, and is available on Amazon, Flipkart and Tata Cliq. ■

Ubon CH-99

A four-in-one Magic Charger

Gadget accessories and consumer electronics brand Ubon has launched a four-in-one Magic Charger with the name CH-99 in India. It comes with lightning-fast 2.6 ampere and standard 2.6A charging output with a wide input range of 140-270V. The Ubon CH-99 four-in-one Magic Charger comes with a mobile holder that allows you to charge an extra device simultaneously with additional 2 USB ports. The charger is compact and lightweight and easily accommodates into your pocket or bag thus proving to be a true travel companion.

The Ubon Magic Charger comes with a 1-meter micro-USB charging cable that enhances the charging speed of your smartphone or tablet. The charger also allows you to charge your USB power device like a power bank with its respective cable. The charger automatically detects and delivers the voltage and current based on the need of your device. Thus, it saves you from the worries of slow or fast charging of your device. The Ubon CH-99 four-in-one Magic Charger comes in white colour and can be bought from the leading retail stores and ecommerce platforms across India. ■



Price : INR 699

VingaJoy Dual Drive

Live your digital lifestyle to the fullest

Domestic mobile accessories and electronics brand VingaJoy has launched a new storage drive in India. The VingaJoy Dual Drive is specially designed for storage on different devices. Users who find themselves needing

some extra storage for their computer, LED TV, speakers, protector, car audio, can easily opt for this pen drive on the go. This pen drive ranges from 16GB to 64GB in capacity which is priced at Rs 949, Rs 1,149 and Rs 1,649, respectively. The VingaJoy Dual Drive promises to make data transferring a piece of cake for the users as it features both micro-USB and USB connectors, making it easier to transfer content and manage files between different devices. This USB 2.0, which is in a metal body, has universal compatibility with high speed and ultra-portable devices.

Lalit Arora, Co-founder, VingaJoy, said, "We are adding a new USB 2.0 flash drive to our VingaJoy Dual Drive portfolio. It is a 2-in-1 high-quality all-metal body high-speed flash drive that offers huge storage to take it on the go and live the digital lifestyle to the fullest. It offers customers the freedom to create and store more photos and videos and transfer content easily." The company offers a 2-year warranty on VingaJoy Dual Drive pen drives, which are available at your nearby retail stores. ■



Minix Voice Smartwatch

Powered with innovative smart upgrades

Minix, one of the fastest-growing players in the smartwatch and smartphone accessories segment, has launched yet another feature-rich smartwatch called Minix Voice in India. It allows the user to connect and remotely control their phone to take photos, control music, find the phone and more to make life more efficient and productive. The Minix Voice is boasted with high fidelity speakers and Bluetooth hands-free calling for HD sound. Bolstered with advanced tracking capabilities, the smartwatch's built-in breathing training function follows the user's breathing pattern that further helps in relieving stress and soothing the body and mind.

The all-new smartwatch has an automatic 24-hour real-time sleep monitoring feature to analyze the sleeping pattern and cycles for their better health. It also monitors heart rate and oxygen levels to ensure proactive health safety. With Minix Voice, users can measure the duration of exercise, distance covered, calories, pace and heart rate during a workout and set exercise goals for improved performance. It enables users to view all-day pedometer data and the last 7 days of exercise data. In addition, the multi-sport mode of the smartwatch tracks the user's sports activities – running, walking, riding, swimming and many others. Minix Voice is waterproof, dustproof



Price : INR 3,699

and weatherproof to ensure safety during dramatic weather conditions. Apart from this, it has two different pre-set menus for easy navigation as per the user's needs. The smartwatch is up for grabs on Amazon and is available in Black, Blue and Gold colours. ■

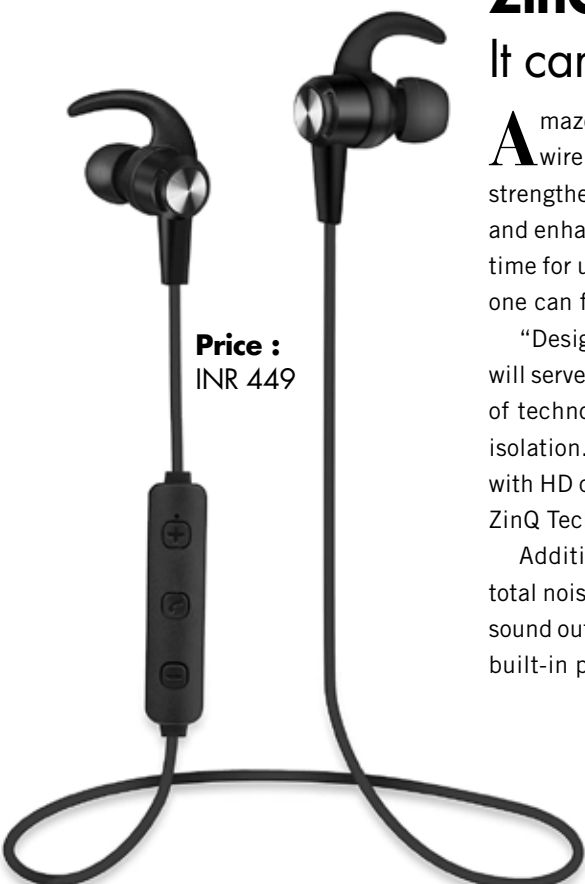
ZinQ Sound Trix 1

It can be your favourite workout buddy

Amazon-exclusive brand ZinQ Technologies recently launched its Sound Trix 1 wireless earphones with Bluetooth 5.0 in India. The Bluetooth 5.0 technology strengthens the signal transmission which removes the smallest connectivity lags and enhances the overall audio experience. It delivers unstoppable music/talking time for up to 5 hours. The earphones have fast-charging speed technology where one can fully charge their earphones within 2 hours.

"Designed to make you groove to the beats that make you move, Sound Trix 1 will serve as your favourite workout buddy. These earphones are an excellent blend of technology that minimizes the loss of sound and provides exceptional noise isolation. These are the just earphones you need for a fantastic audio experience with HD quality music and bass-thumping sounds," said Arnav Mutneja, Founder, ZinQ Technologies.

Additionally, it claims to have stupendous audio quality with stereo sound, total noise isolation, 10mm dynamic drivers, zero delays in playback and ethereal sound output. It is totally splash resistant and will help you to ace your game. It has built-in power management that ensures there's no scope for overcharging. ■



Price :
INR 449

NoiseFit Evolve 2 Smartwatch

Made for active lifestyle

Popular connected lifestyle brand Noise has come up with yet another smartwatch with the name NoiseFit Evolve 2, which comes integrated with Hindi language and Instacharge. It is up for grabs on Noise's website, ecommerce platforms and offline outlets. The smartwatch

has been released in three colour variants – Charcoal

Black, Cloud Grey, and Rose Pink. It has an industry-leading design and lightweight aluminium body. It sports a 1.2-inch AMOLED screen with 390x390 high-resolution pixels and 3-Axis Accelerometer.

The smartwatch is built with Instacharge

Price : INR 5,499
(Introductory)

that offers 5-day battery longevity in 30 minutes, and 7-day in 80-minute charge. The smartwatch is equipped with essential health-suite features including SpO2 monitor, 13 sports modes, 24x7 heart rate tracking, stress monitor, breathing exercises, walk reminder, and hydration reminder for complete care. It is guarded with 3ATM waterproof for an uninterrupted workout. The NoiseFit Evolve 2 also offers Quick Reply exclusively for Android users. Apart from three colour options, the smartwatch also has unlimited customization options for cloud-based watch faces. The users can also sync their smartwatch with the NoiseFit app to gather more intel on their fitness routine. ■



Western Digital WD Blue SN570 NVMe SSD

Capture your creativity and stay in the moment with this new storage solution

Data storage solutions provider Western Digital has launched a new solution for the growing community of creators around the world – the WD Blue SN570 NVMe SSD. The new internal flash drive is a powerful solution for upgrading current PCs or optimizing a custom build. “Especially designed for content creators, this powerful

new internal drive delivers up to 5X the speed of our best SATA SSDs, so creators can let their imagination flow and worry less about PC lag or load times,” said Khalid Wani, Senior Director - Sales, India, Western Digital.

Jaganathan Chelliah, Senior Director, Marketing, India & MEA, Western Digital, said, “Our WD Blue SN570 NVMe SSD is built to support creative vision. This new internal drive enables creators to reliably tackle complex workloads to continue to create more and faster while maintaining low power consumption.” To keep creators inspired, each new purchase of a WD Blue SN570 NVMe SSD comes with a one-month membership to Adobe Creative Cloud, offering access to some of the world's best creative apps and services such as Adobe Photoshop, Illustrator, Lightroom, Premiere Pro and InDesign. The new WD Blue SN570 NVMe SSD is designed for endurance, packing high performance into a small-form factor to keep imaginations flowing -- all while maintaining low power consumption. The WD Blue SN570 NVMe SSD is now available for purchase from the select IT Retail and Amazon.in, and comes with a 5-year limited warranty. Capacities range from 250GB†† up to 1TB†† and start at an MSRP of Rs 3,899.■



Inbase Urban Fit X, Lite M, Lyf Z and Go Smartwatches

Fashionable and affordable

Expanding its range of smartwatches, Inbase has added four new devices- Urban Fit X, Urban Lite M, Urban Lyf Z and Urban Go. All four smartwatches are IP68 resistant that protects it from water, dust, etc. The watches can be purchased from the company's official website and offline stores.

Urban Fit X: It is available in four colours- Black, Grey, Rose Gold and Navy Blue. As the name suggests, it is



designed for fitness. With an outstanding look, it helps in monitoring blood oxygen levels (SpO2), heart rate, etc. in your body every day. Fit X comes with a lightweight and compact structure as it is made with Zinc alloy. This watch is built with Bluetooth 5.0 version and 1.69- inch full touch display with a resolution of 240x280 pixels. The outstanding battery life of Urban Fit X provides up to 8 days of run time and 35 days of standby time.

Urban Lite M: The Inbase Urban Lite M is available in three attractive colours- Black, Grey, and Forest Green and is the most affordable smartwatch among all these timepieces. It's lightweight, compact in size, has an outstanding appearance and comes with a high-performance chipset. The battery life of Urban Lite M comes with the industry best standard

of up to 8 days run time and standby time up to 35 days. Lite M is built with Bluetooth 5.0 version, 1.4- inch full touch display with a resolution of 240x280 pixels.



On this small portable device, one can access multiple sports modes like Walking, Swimming, Running, Cycling, Badminton, Football, Basketball, Skipping, etc.

Urban Lyf Z: Available in Black, Gold, Rose Gold and Grey colours, the Urban Lyf Z is a multi-functional smartwatch that comes with a Bluetooth calling function. Once the device is connected with the Bluetooth, one can easily access calls and listen to music without any distraction. It is lightweight and slim in design as it is made of aluminum alloy making it easy on the wrist. It provides up to 8 days of working time without calling and up to 3 days work time with calling function and 35 days of standby time. Having Bluetooth 5.0 version, the outward appearance of this watch is built with 1.75- inch full touch display with a resolution of 240x280 pixels. Like Lite M, it also comes with 7 sports modes like Walking, Running, Cycling, Badminton, Football, Basketball and Skipping. It helps you to measure your calories burnt count and pedometer.



Urban Go: Urban Go is first of its kind smartwatch with many unique features available in three different colours- Black, Beige and Grey. It has a slim design, is lightweight and has a rectangular shape with 1.57- inch ultra-bright display, and is built with Bluetooth 5.0 version. This watch comes with a TWS function; so you can connect your audio device directly to your smartwatch and get a more effective audio experience from your wrist without connecting it to your phone. Equipped with an advanced chipset and inbuilt memory card, you can create a playlist and enjoy your favourite songs anytime and anywhere. It has a decent battery life and provides up to 7 days of running time and up to 3 days with calling function and up to 30 days of standby time. It helps you to monitor your fitness and store the data of your routine process like Running, Walking, and Exercising, Step counting, SpO2 level tracking, Outdoor Walking, and Heart Rate monitoring.■



Price : INR 1,999 (Fit X);
INR 1,899 (Lite M);
INR 3,199 (Lyf Z);
INR 3,499 (Go)



PlayShifu Tacto

Turn your tablet into interactive board games

Leading early learning toy brand PlayShifu has launched the first-ever phygital (physical+digital) board games Tacto with four innovative products Tacto Chess, Tacto Classics, Tacto Coding and Tacto Laser that help merge essential skills with playtime. Built on innovative touch technology and AI, Tacto by PlayShifu turns your tablet into an interactive game where the player gets to use real figurines to drive the games on screen.

Tacto is the third flagship line from PlayShifu, the innovators behind Orboot and Plugo, with all products focusing on building a full spectrum of 20 foundational skills through fun and interactive gameplay. With global presence, the brand is carving a niche by going beyond STEM and STEAM, through the #PowerofPlay. In addition to their own website, PlayShifu sells in over 300 retail stores across India and aims to double their presence in the country, by the end of 2022.

"Tacto series is one of our best innovations for making toy time interesting for the digital-first Gen Alpha. We took nostalgic board games and brought them to the 21st century using technology. We are beyond thrilled to launch the 4 Tacto products in India," said Co-founder and CEO Vivek Goyal.

"We are manufacturing all our 3 product lines (Orboot, Plugo, Tacto) here in India to meet the growing demands for

our innovative and educational products. With the launch of Tacto, and among other retail and online efforts, we aim to achieve 100% growth in sales in FY23 over FY22," added Co-founder Dinesh Advani.

With real figurines and digital games, Tacto Chess offers the easiest way to learn chess with detailed learning mode, mini puzzles, and story-based themes. Tacto Coding makes learning visual for early learners through story-based games. Tacto Classics makes nostalgic board games like Checkers, Ludo, and Snakes & Ladders interesting and engaging for Gen Alpha. Tacto Laser encourages players to use principles of light like reflection and refraction to solve brain-teasing puzzles. This highly-anticipated and innovative Tacto line enables children as young as four to develop essential early learning skills like logical reasoning, problem-solving, strategic thinking, working memory and more. The Tacto game sets are available on the PlayShifu website, Amazon, and multiple retail stores. Also, Hamleys India is featuring Tacto Coding as one of its Top 10 toys for December.

Each Tacto set is priced at Rs 1,999 and comes with a unique set of figurines and anti-slip frames that hold your tablet securely. All four gaming sets are compatible with a range of tablets (iOS and Android) and work with the free Tacto app that has 3 or more story-based games with hundreds of levels for each product. ■



Amazfit GTR 3 Pro, GTR 3 and GTS 3

The smartwatches to die for

Popular smart wearable brand Amazfit has come up with three new smartwatches in India - GTR 3 Pro, GTR 3 and GTS 3. These smartwatches from the house of Zepp Health (formerly Huami) run on the proprietary Zepp OS and have third-party app support. The all-new Amazfit GTR 3 Pro, GTR 3 and GTS 3 feature more than 150 sports modes and can automatically recognise 8 sports. They come with a host of health monitoring sensors like 24x7 heart rate monitoring, blood oxygen saturation (SpO2) monitoring, and more.

The newly-launched smartwatches are available for purchase on Amazfit's official website, Amazon and Flipkart. The Amazfit GTR 3 Pro is available in Brown Leather and Infinite Black colours, while the vanilla GTR 3 comes in Moonlight Gray and Thunder Black. Lastly, the GTS 3 features Graphite Black, Ivory White and Terrarose colour options.

GTR 3 Pro: The Amazfit GTR 3 Pro boasts a 1.45-inch (480x480 pixels) AMOLED display with a pixel density of 331 ppi. The timepiece comes with a gamut of health tracking sensors for heart rate monitoring, SpO2 monitoring, stress and sleep tracking, a PAI health assessment system, and menstrual cycle tracking. It also features 150 built-in sports modes, 8 of which can be tracked automatically.

The Amazfit GTR 3 Pro can be paired with any smartphone or iPhone running Android 7 or iOS 12 and above. The GTR 3 Pro also supports Bluetooth calling and Amazon's Alexa voice assistant. The GTR 3 Pro features a two-button setup as well as water resistance up to 5ATM. The smartwatch is powered by a 450mAh battery that is said to deliver up to 12 days of battery life on a single



charge. The GTR 3 Pro features accelerometer, gyroscope, geomagnetic sensor, barometric altimeter, ambient light, and temperature sensors. It also comes with GPS, GLONASS, Galileo, BDS, and QZSS.

GTR 3: The vanilla GTR 3 shares all the same sensors, sports modes, and tracking features with its Pro variant. Smartphone compatibility, interface and voice assistant support are also the same as the GTR 3 Pro. However, the vanilla GTR 3 has a smaller 1.39-inch AMOLED touch display with a 454x454 pixels and a pixel density of 326 ppi. While the GTR 3 retains the same battery capacity as its Pro counterpart, it offers up to 21 days of battery life on a single charge. You do lose out on Bluetooth calling on the GTR 3.

GTS 3: The Amazfit GTS 3 also has the same sensors, tracking features, sports modes, interface, compatibility and voice assistant support as the GTR 3 and GTR 3 Pro.



However, the GTS 3 sports a 1.75-inch square-shaped AMOLED display with a 390x450 pixels resolution and a pixel density of 341 ppi. It shares the same 1,000 nits of peak brightness and tempered glass as the GTR 3 and GTR 3 Pro. The watch loses out on Bluetooth calling and features a single-button setup. It comes packed with a 250mAh battery, which can last with up to 12 days on a single charge. ■

Price : INR 18,999 (GTR 3 Pro);
INR 13,999 (GTR 3/GTS 3)



Infinix INBook X1 Series Laptops

The wait is finally over!

Smartphone brand Infinix has finally forayed into the world of laptops by launching its INBook X1 series laptop on ecommerce platform Flipkart. The laptop, which has been in the news since its announcement, is the latest Windows 11 Intel core device that will come in three processor variants – i3 (8GB+256GB), i5 (8GB+512GB) and i7 (16GB+512GB).

The all-new INBook X1 sports a perfect combination of lightweight, strong battery power and superior performance for the working professionals and students, who are always on the go. The laptops will be available from December 15 at an introductory price of Rs 35,999 (i3), Rs 45,999 (i5) and Rs 55,999 (i7) respectively. The INBook X1 laptop comes in three colours to suit every style: Noble Red, Starfall Grey and Aurora Green.

In terms of specs, the all-new Infinix INBook X1 14-inch laptops are the most portable thing ever. Their all-metal body made with durable aircraft-grade aluminium finish weighing only 1.48kg, and 16.3mm slim, makes them the thinnest and the lightest in this price segment. It has a 180-degree viewing angle. The laptop comes with a 14-inch full HD IPS display with 1920x1080 pixels for high-resolution display clarity, an aspect ratio of 16:9, brightness of 300 nits, and 100% RGB colour reproduction.

Backed by a 55Wh high-capacity battery, the Infinix INBook X1 series gives almost 13-hours of video playback. The battery is further supported by a 65W fast Type-C charger that can charge the laptop up to 70% in 55 minutes. You don't need to worry about having two chargers as it comes with a multi-utility charger that charges both a laptop and a smartphone.

The laptops come pre-installed with Windows 11. The Infinix INBook i7 processor variant is powered by an Intel Ice Lake Core i7 chipset that promises top-speed performance. It comes with LPDDR4X with 3200Mhz memory frequency and ROM quality- NVMe PCIe 3.0 SSD storage which is 5X faster than a normal SATA SSD by delivering a reading speed of 2400 MBPS and a writing speed of 1900 MBPS. All three laptops come installed with Ice Storm 1.0 cooling system, which keeps the temperature low even after

prolonged usage. The i3 and i5 variants of Infinix INBook X1 have an Intel UHD Graphics unit, whereas i7 comes with an advanced, integrated Iris Plus up to 64EU graphics unit. Both i3 and i5 come in dual-channel memory with 8GB DDR4X RAM, whereas i7 comes with 16 GB DDR4X RAM.

All three variants of the Infinix INBook X1 series come with multiple connectivity ports, including one USB 2.0 port and 2 USB 3.0 ports, a USB Type-C port for smartphone charging and data transfer and one USB Type-C port for laptop charging and data transfer, a HDMI port, a micro-SD card reader, a DC charging port and a 2-in-1 headphone and mic combo jack.

While both i3 and i5 variants come installed with WiFi 5, the i7 variant has a built-in WiFi 6, making downloading speed 3x faster than the other variants.

The Infinix INBook X1 i7 comes with a fingerprint unlock feature placed just below the keyboard for enhanced security. It offers a 720P HD webcam for video calls and meetings, paired with two digital microphones for crisp and clear audio for effortless communications. It has a hardware-based privacy switch that allows users to cut off the power supply to the mic and camera from the CPU. In

terms of audio output, the laptop has quad stereo speakers with DTS audio processing. ■

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2021 Meta Year-in-Review

All things trending on Facebook and Instagram in India

Vaccines, Olympics and Captain Vikram Batra were among the top trending topics, as per the annual 'Year-In-Review' released by Meta to share the top trending topics on Facebook and Instagram for 2021.

Every year, the Year-In-Review reflects the themes that define the top keywords for the year. For 2021, Covid and health, Sports and an assortment of Cultural moments and

the second wave of Covid and people reached out to each other for support on our platforms. This then graduated to various 'Vaccine' and vaccination related topics, as people looked to immunize themselves from the virus. A surprising trend though was 'Flaxseed', that a lot of people shared and discussed because of its perceived benefits.

Sports: 2021 will always be marked as the year when India created history

India made it to the finals of the inaugural 'ICC World Test Championship'. Also, 'Women's One Day International cricket' has been a trending topic, as cricketers like Mithali Raj, Smriti Mandhana and Jhulan Goswami make India proud with their performances on the field.

Cultural moments and topics: Facebook and Instagram are embedded in the cultural fabric of India and the trending topics within this theme depict the diversity in interests that the country has. Among Indian festivals and celebrations, 'Garba' emerged as a top trend. With the release of the Bollywood movie 'Shershaah' around 'Independence Day', Indians remembered Param Vir Chakra Awardee 'Captain Vikram Batra' for his bravery. Lastly, 'Jewelry' and 'Cryptocurrency' emerged as topics of interest, illustrating India's traditional and modern outlook.

Trending on Reels: Reels has been the gateway for young people to express themselves, showcase their talent and break out as the new stars of Instagram. Some of them can be seen on the 25 Under 25 Instagrammers of India list. Some of the top songs popular on Reels (in the past 90 days are): (1) Raataan Lambiyan (from 'Shershaah'), by Tanishk Bagchi (2) love nwantiti (feat. Dj Yo! & AX'EL) [Remix], by CKay and (3) Tu Milta Hai Mujhe, by Raj Barman. Some of the top trends or challenges popular on Reels this year are: (1) Bachpan Ka Pyaar, which is a lip sync & dance trend (2) Baarish Ki Jaaye, which is a trending involving Remix & an AR effect and (3) Lut Gaye (feat. Emraan Hashmi), which is a lip sync trend. ■

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topics captured the minds of Indians across Facebook and Instagram. We also have a section of trending on Reels.

Covid and health: 'Prayer', 'Oxygen' and 'Hospital' were the top trending topics within this theme, as India grappled with

at the Olympics. With the highest ever tally of medals at the 'Tokyo Olympics' and 'Paralympics Games', the country celebrated its athletes with 'Gold medal' becoming a key topic of discussion. Test cricket made a big comeback, especially as



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We are pleased to announce India's biggest event on SDN & NFV now into its 5th Successful year as SDN & NFV India Congress 2021, schedule to be held on 3rd December 2021. Due to COVID 19 pandemic this year too it will happen on Live Virtual Platform.

India is a market fueled by rich, interactive digital media content and extensive use of technology in our day-to-day lives, leading to subscriber growth numbers going strong and steady. According to the industry report, smartphone subscriptions in India are likely to reach to 1 billion by 2024.

Indian telecom operators in race to win and cater to this billion data-centric subscriber market & they have made huge investments. Operators will need to reduce their new CAPEX investments and OPEX for existing infrastructure. Operators are also forced to monetize their data services to ensure sustainability by increasing ARPU.

Schedule

10:00 AM	Delegate Registration
10:30 AM	Virtual Meet & Greet Between speakers before live session
11:00 AM	Panel Discussion on SDN & NFV is The Future of Networking - How It Is Going To Benefits Network Operators Towards 5G deployment
12:30PM	Session I 5G Networks Leveraging Cloud Strategies for Generating New Business Value
1:30 PM	Vote for Thanks

FOR BRANDING INSIGHTS

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