

**"CHANNELS ARE WHAT DRIVE BRANDS TO SUSTAIN IN THE LONG RUN TO BE A PART OF CONSUMER LIVES"**



**MR. VIKAS JAIN**  
Managing Director, Ziox Mobiles

**Z**iox Mobiles, under the aegis of Sun Airvoice Pvt. Ltd was inceptioned in the Year 2014, with a singular motto to break the boundaries while offering technologically superior products without compromising on the quality. Within a year, Ziox has built up an impressive product portfolio of distinguished products. Empowering consumers with affordable technology through the quality products - The brand has truly demonstrated quick and robust expansion since inception, showing profitability and growing sales since the first year of operations.

In an interaction with Mobility India the man at the helm **Mr. Vikas Jain, Managing Director of Ziox Mobiles**, shares the company's vision and its roadmap.

**As an old or a new player what is the first thing that comes to you before launching a new product?**

Being a new player, it becomes important for us to understand why a product from the Ziox stables should exist and whether or not the device solves any problem for the consumer. Of course one needs to be aware of market sensibilities and what all features are offered by

the competition, but if it doesn't address the consumer's needs then it either needs to be upgraded with some Ziox specific features or not released from us in the first place. It is our endeavor to create technologically superior affordable devices without any quality compromises, and is something we always strive towards.

**Do you feel consumer behavior in India has played a vital role in this segment in the recent times and they are ready to experiment with new brands?**

Markets cannot exist without buyers and in the rapidly developing Indian context, evolved consumers. With the world now available at the touch of a button it is wrong to assume that a consumer will take whatever is offered to him. A mobile phone is ceasing to be a luxury item and moving to be a core utility item where a device is so much more than just a calling device. The Indian consumer continually challenges categories in being better and especially so in a high involvement category like mobile phones. With so many



players in the market, consumers are all the more careful with who they want to partner with and thus do a thorough background research before arriving at their decisions- though at the lower price rungs the final purchases still have basis retailer

recommendations but there is a visible shift in moving to buyer-end checks than seller-end recommendations.

**How important is Channel for your brand? Or do you feel Online is the best way to sustain in this market?**

Channels are what drive brands to sustain in the long run to be a part of consumer lives. Not debunking the online proliferation totally but it is still a nascent channel, considering the reach that online can have- even in the case of high priced devices, one may buy online but the physical trial is done in the conventional brick-and-mortar format. In our case, we are operating in the sub-5K segments, thus, physical channel partnerships are very important as that is what gives us Width-of-Distribution taking us to be present in consumer consideration sets.

**What is your focus on Tier-2 and tier-3 cities?**

The segment we are operating in leads us to the mentioned topographies and with the intent of being present as near to the consumer as possible- direct distribution, i.e. general trade, becomes the key for us.. This is where majority of the market is moving.

**In the coming years what will be the latest technology trend in the smartphones that will drive this segment?**

Anything new now is old tomorrow and obsolete the day after. With trends moving to better internet connectivity at the moment, the next round of innovations have to be on activating what high speed internet puts into the devices, e.g. for a music aficionado- bass initiated speakers, for a gamer- higher RAM and graphic capabilities or 3D implementations.

**Now as most of the brands have boarded the "Make in India" wagon, how far you have travelled till now?**

We are a 100% Indian manufacturing setup with an existing capacity of 12 lines and 2 more factories in the pipeline. While some components are currently being sourced internationally, we soon plan to have manufacturing capacities for all the components in India.