

Ziox plans to sell 3 million handsets by the end of financial year, eyes Rs 300 crores revenue: CEO Deepak Kabu

Ziox Mobiles plans to sell three million handsets by this financial year, around Rs 300 crores of revenue, Deepak Kabu, CEO of the company said. In an interaction with ET's Tina Gurnaney, Deepak talks about the company's tie ups, strategy, targets etc. [Tina Gurnaney](#) | ETTelecom | Updated: December 30, 2016, 09:14 IST

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What are the tie-ups, collaborations or partnerships that the company is looking at?

Ziox Mobiles is in talks with several leading operators for strategic tie ups and associations for our new products in the pipeline, namely the 4G range of smartphones. Very soon one of the leading names will be our partner.

In terms of strategic partnerships we have very recently tied up with several leading e-commerce partners namely Flipkart, Snapdeal, Amazon, Homeshop 18 and Shopclues. We are also in dialogue with the leading app developers and have already joined hands with Gameloft and Nazara Technologies.

You recently set up a manufacturing facility in Delhi. Would you like to elaborate on that and the factories in the pipeline?

Currently, our manufacturing unit in Delhi holds a capacity of 8 lakh units per month. Besides expanding the present unit, we are coming up with two more units by the end of 2017.

Apart from the unit in Delhi, Ziox Mobiles is looking to set up a manufacturing unit in Gangtok at an investment of about Rs 100 crore. We already have frozen our first round of discussions with the Sikkim government and are hoping to get the nod by next month. If things work out smoothly, we should be fully operational by the end of 2018.

What is the current market share that the company has in India?

Currently with the key focus in tier 2 and tier 3 cities, Ziox has gained rapid market share and intends to reach 5% by FY 17-18.

What can be expected out of the upcoming launches by the company?

In terms of upcoming launches, we shall have 4G smartphones within the price range of Rs 6000 by January 2017. After holding a position in the market for our feature phones and smartphones, we are also planning to enter into sectors of mobile accessories, LED TVs and air purifiers in the near future.

What is the estimated revenue that the company is looking at by the closing of current financial year?

We plan to sell three million handsets by this financial year, around Rs 300 crores of revenue.

What is the company's strategy to combat other players in the market who also happen to have captured a big chunk of the market?

There are a few parameters on which Ziox enjoys an upper hand than the other competitive players. The brand believes in bringing the best to its consumers assuring nothing but quality products. Also, as Ziox mobiles are made for every age group, they are easy to access and are less complicated.

For the future, we also have celebrity association on the cards and by March, we will be coming up with a 360-degree campaign to reach out to engage with our target group.

Having worked with [Intex](#), what were the good and bad take backs from your previous position?

That would be a mixed emotion, combination of both. The good takes were that we reached revenue of Rs 500 crores per month purely via our mobile verticals. Also, Intex had the best distribution network among the industry. The flip side being that we had aimed for Rs 1000 crores revenue per month from our mobile vertical and we were unable to meet the target.

What kind of support does the company expect from the Indian government in terms of policy making, initiatives etc? Also, what are the company's expectations from Budget 2017?

To start with, GST will change the way India does business; hence we expect it to be applicable timely without much delay. Next when it comes to Budget we hope the government to give more tax benefit in the Income Tax slab, so that we see higher disposable income with the consumers. Lastly, the Budget shall boost the domestic manufacturing even at the components level.