

Micromax Informatics Ltd in Consumer Electronics (World)

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Abstracts

This report looks at Micromax's success in offering affordable smartphones in the burgeoning Indian market. The report also identified specific emerging markets and new product categories for Micromax to expand in the forecast period.

Euromonitor International's Micromax Informatics Ltd in Consumer Electronics (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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