

Deployment of Chinese Mobile Phone Brands and Their Supply Chains in India (pre-order)

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Abstracts

With increased market saturation and competition, Chinese smartphone brands have aggressively tapped into overseas markets to create new business opportunities. India, the world's second largest smartphone market, is undergoing rapid transition from 3G to 4G while the Indian government is planning to deploy and commercialize 5G networks. In a bid to develop the domestic smartphone industry, the Indian government has launched the Make in India initiative with policies to attract foreign investment and help foreign companies set up factories in India. As Chinese smartphone brands have established a solid foothold in India and continued to expand rapidly, their suppliers are likely to build up a local supply chain ecosystem in India. In the wake of changes in the global market, the impact of the coronavirus outbreak, and cost considerations, India will become another potential hub for smartphone brands.

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