

Lava names MS Dhoni as brand ambassador

NEW DELHI: Indian cricket legend MS Dhoni has been signed on as a brand ambassador by local handset maker Lava International, the company said Sunday.

MS Dhoni will be the new face of Lava's multi-channel marketing campaign as well as brand engagement activities, as the company aims to strengthen its brand in India, where it is amongst the top five players by volume.

Solomon Wheeler, Vice President & Head - Marketing & Communication, Lava International Limited said, "Bringing him on board, strengthens our resolve to offer trusted and reliable products & services to all our consumers at all times."

The value of the deal was not disclosed.

Mahendra Singh Dhoni, said, "In a highly competitive mobile handset market, Lava stems out as a brand that differentiates itself through a compelling story, a commitment to stay relevant and high quality products and services. I am very happy to associate with Lava and look forward to working with them closely."

Lava International Limited, founded in 2009, achieved revenues of \$1.2 billion (over Rs 8,000 crore) in FY 2014-15, registering more than 100% growth over FY 2013-14.

According to Counterpoint Research's October to December data, Lava was the fastest growing Indian smartphone brand globally in 2015.

The company's larger local rivals Micromax has Hollywood actor Hugh Jackman as its brand ambassador while Intex has Farhan Akhtar promoting its Aqua range of smartphones.

Lava has already set up its first manufacturing plant in Noida and plans to invest Rs 2615 crore in a phased manner to scale it up to have an annual production capacity of 216 million phones.

The company also has overseas operations in Thailand, Nepal, Bangladesh, Sri Lanka, Pakistan, Indonesia, Mexico, Middle East and Russia and is the No 1 smartphone brand in Thailand.

<http://economictimes.indiatimes.com/tech/hardware/lava-names-ms-dhoni-as-brand-ambassador/articleshow/51764330.cms>