



LAVA associates with Football legend Pele in the Festive season to delight football followers

13th October, Kolkata – India: Lava International Limited, one of India's leading companies in the mobile handset industry, organized an event today in Kolkata to celebrate the visit of legendary footballer Pele to India after a long hiatus of 38 years. Lava was the 'powered by' sponsor of Legends' Tour of India event which was organized by Multicon Group.

To engage with youth, especially in football dominated pockets, Lava organized a consumer contest on the digital platform in which the consumers were asked to choose their dream team. And in case their dream team matched Pele's dream team, the winner was given the opportunity to meet and greet Pele. The contest began on October 02nd and ended on October 06th.

Lava invited the winners to Kolkata to attend 'Masterclass', an exclusive session with Pele. They were given an opportunity to interact and click pictures with him.

List of Winners

Day	Name	City of Residence
Day 1	Mahua Banerjee	Allahabad
	Shaharyar Nezam	Kolkata
Day 2	Mubashshir Nezam	Kolkata
	Yash	Kolkata
Day 3	Sayan Mukherjee	Kolkata
	Amit Karmokar	Kolkata
Day 4	Suranjan Saikia	Delhi
	Arnab Das	Kolkata
Day 5	Arpita Bhattacharyya	Kolkata
	Pralayasimha yedida	Hyderabad

Spokesperson

Mr. Sandeep Dongre, Vice President and Business Unit Head – East

Lava's performance in West Bengal

West Bengal is a very important market for Lava and has shown a consistent growth YoY. The brand has gained continuous support from the consumers throughout the year thus doubling Lava's growth in West Bengal in FY 15-16. Following are the numbers specific to West Bengal, representing the brand's success in the state.

- While the industry in east has grown at 8%, Lava's growth in east market is 5 times higher with 42% growth (Apr-Sept'15) period
- More than 90% growth in market share in West Bengal FY15-16 (YoY) and overall East



- More than 100% growth in market share in North East in FY15-16 (YoY)
- Eastern Market is growing at a rate which is almost double of the rest of country
- Kolkata branch has grown from 4cr to 9cr in 8months
- East region has grown overall at 73% by value over last year which is the highest in the country
- Kolkata branch has grown overall at 60% by value
- Lava's Market Share is 6 % in Kolkata and 9 % in total West Bengal

Overview

- Lava has 76 territories with 54 Channel Partners in west Bengal and 28 territories with 19 channel partners in Kolkata
- Lava holds a team of 18 distributors in Kolkata branch and 100 in West Bengal. Another 14 in North Eastern States (NESA) has given Lava great advantage in terms of right distribution of Lava products across entire region
- West Bengal employee contributes 5% to the overall employee base

Aftersales Service

- East region has 125 service centres
- Kolkata city has 10 operational Service centers
- West Bengal has 90 operational Service centers
- Lava provides handset warranty for 12 months from the date of Tertiary
- Lava has the highest number of service centers amongst the Indian brands in West Bengal

About Lava International Limited

In a short span of five years, Lava International Limited has become one of the fastest growing mobile handset companies in India. It achieved revenues of USD 1.2 billion in FY14-15 registering more than 100% growth over FY 13-14. The company has overseas operations in Thailand where it is the number 2 smartphone brand and is also present in Nepal, Bangladesh, Sri Lanka, Pakistan, Indonesia, Middle East and Russia. Lava is the only Indian mobile handset brand that has an in-house R&D and product-testing set-up in China and India with over 700 people in product design and development. Lava has already set up its first manufacturing plant in Noida and plans to invest INR 26.15 billion in a phased manner to scale it up to have an annual production capacity of 216 million phones. Headquartered in New Delhi, India, the company has offices in Mumbai, Hyderabad, Kolkata, and abroad.

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