


Lava more than doubles its market share to 13%, becoming the Number 2 brand in the 2G feature phone segment: Reports Counterpoint Research

New Delhi, 30th April, 2019: Lava International Limited showed tremendous gain in the Feature Phone market with over 100% growth in its market share from 6% to 13% in the Q1 results of 2019 as reported by Counterpoint Research. In the 2G Feature Phone segment Lava came a close second to Samsung with a difference of only 2% in the market share.

Counterpoint technology market research is a global firm specializing in mobile & technology products in the Technology, Media & Telecom (TMT) industry.

According to the latest research by Counterpoint the Indian Feature phone market is at 400 million users. With this exceptional gain in market share, Lava is amongst the most popular brands in the segment.

Exhibit 2: India Feature Phone Market Share Q1 2019

India Feature Phone Shipment Market Share (%)	Q1 2018	Q1 2019
JIO	36%	30%
SAMSUNG	10%	15%
LAVA 	6%	13%
NOKIA	7%	8%
ITEL	9%	7%
OTHERS	32%	27%
TOTAL	100%	100%

Source: Counterpoint Research Market Monitor Q1 2019

Lava was also reported as the No. 1 Feature Phone Brand in India by Cyber Media Research (CMR) in the month of February 2019. Lava had reached the top spot with 16% market share while Samsung and LYF tied at 15% share each.

Announcing this, CMR had tweeted (on 01/04/19):



Commenting on the results, **Sunil Raina, President and Business Head, Lava International Limited** said, *“We have always maintained an extremely strong position in the Feature Phone segment. It is our focus, commitment to empowering Indian customers and most importantly perseverance which have helped us to achieve this. Over the years, we have been building capabilities within India in product design & manufacturing - in order to make valuable technologies accessible and provide reliable products to our customers. We are the only brand to have complete end-to-end control on product value chain within India complemented by our robust distribution network and speedy customer service. This feat is a true testimony of our customer-centricity and we thank all our consumers and partners for the trust they have reposed in us.”*

Lava International

Lava International is a leading Mobile Handset Company in India and has expanded its operations to 26 other countries in rest of the world as well.

Right from its inception, Lava has been at the forefront of building a strong ecosystem of design and manufacturing of mobile handsets. With the ‘Design in India’ initiative Lava is now the only mobile handset company that makes truly Make In India phones with complete control on design and manufacturing within India.

Lava products are available through a nationwide retail network of 1.65Lakh retailers who in turn are directly served by over 1100 distributors. Lava’s after sales service network is one of the largest in the country with over 1000 professionally managed service centres focused on speed and quality of service.