**COUNTRY:** INDIA

**INVESTMENT AMOUNT:** USD 341 MILLION

**COMPANY PROFILE:** Micromax Informatics Limited is one of the leading consumer electronics company in India, and the 10th largest mobile phone player in the world. Micromax is currently the second largest smartphone company in India and sells around 2.3 million mobility devices every month. It has presence in more than 560 districts through 125,000 retail outlets in India. Micromax has an assembly unit in Rudrapur, Uttarakhand that produces about one million units.

**INVESTMENT PLANS IN INDIA:** Micromax set up their second India manufacturing facility in Hyderabad at an investment of USD 14.8 million. It plans to get into the production of mobile accessories including chargers and batteries, involving an investment of around USD 296.4 million over the next five years. It is planning to start new manufacturing units in Rajasthan, Telangana and Andhra Pradesh. 20 acres land in Telangana and 25 acres land in Rajasthan have been identified for the projects. Each factory will generate employment for 3,000 to 3,500 people. Once all the units are functional, the company will have a capacity of about four million units.