

# K'taka model has long way to go

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In today's fiercely competitive smartphone market, the role of distribution and distributors is pivotal for the success of smartphone brands. India, as one of the largest global smartphone markets, witnessed remarkable growth. As smartphone sales are expected to soar in the coming years, establishing an effective distribution network becomes paramount. By forging strategic partnerships with diverse distribution channels, smartphone brands can reach a broad customer base across different geographical locations. This allows them to tap into the vast market potential and meet the escalating demand for smartphones in India. realme, one of India's most trusted technology brands, understands the significance of distribution and distribution channels in maintaining a leading position in the dynamic and fast-paced smartphone market.

Starting its journey in India, realme takes great pride in its strong roots in the Indian market. To leverage its distribution channels effectively, the company has established an extensive network of mainline stores and service centres across different states in India, collaborating exclusively with 100% Indian companies as its distributors. By doing so, realme aims to strengthen its market presence and make innovative and leap-forward products more accessible to the diverse customer base in India. This commitment to the Indian market is a testament to realme's dedication to local economic development and its aspiration to contribute to the growth of the Indian economy. Distributors play a crucial role in realme's rise to prominence by serving as the vital link between the company and its customers in India. They ensure efficient market reach and deliver exceptional experiences to users nationwide. Through the diligent efforts of these Indian distributors, realme has been able to establish a strong foothold in the industry and provide Indian customers with the products and services they desire, further solidifying its position as a

leading brand in the Indian smartphone market.

"realme values the indispensable contribution of distributors, who are an integral part of the realme family. We are committed to working hand in hand with them, recognising their pivotal role in ensuring the best experience for our users and making realme products accessible to everyone. Through strategic partnerships with diverse channels, we strive to achieve wide product reach, respond swiftly to market trends, and deliver excellent after-sales services. While Tier I cities have traditionally driven growth, we are determined to extend significant growth opportunities to smaller cities as well. As India's most trusted technology brand, we leverage the power of distribution to maintain our edge in the dynamic smartphone market. Together with our valued distribution partners, we remain dedicated to meeting the evolving needs of our customers and shaping a brighter future for realme." says a realme spokesperson.

Ankit Jain, Partner SGS marketing, realme zonal distributor for Assam and NorthEast India, expresses his satisfaction in cooperating with realme- "It is one of the most partner-friendly companies that truly follows the BenFen culture", he says. "realme's leap forward innovation has earned the brand a strong reputation and popularity among the global youth. Moving forward, with the launch of the 11 series, I believe realme will revolutionise the mobile industry by providing a flagship phone experience at mid-segment price points. This reinforces my confidence in their cooperative endeavours", he further mentions. "Distributing an esteemed brand, realme, is both an honour and a great opportunity. Our partnership is built on transparency and a shared commitment to development. realme's young and Dare to Leap attitude presents exciting challenges, making it a happening brand," says Saurav Bhattacharya, Partner-Rg cellulars pvt ltd, Realme Zonal Distributor, Kolkata & Rest of Bengal. He further adds, "We are thrilled to introduce the blockbuster entrant, the realme 11 Pro series, in the mid-range category. This series offers individuals a compelling choice, with its emphasis on design, camera capabilities, and all-around performance. Our collaboration with realme on this showcases our satisfaction and confidence in the successful launch of the 11 Pro series."

Since its inception, realme has undertaken a comprehensive retail journey, expanding its presence from local to global markets. With an initial focus on the Indian market, realme has invested significantly in expanding its mainline presence across the country. Boasting an impressive network of 30,000 stores, the company aims to further extend its reach by establishing 50,000 distribution stores by the end of 2023. This ambitious strategy enables realme to penetrate both urban and rural markets, making technology accessible even in traditionally underserved areas.

In 2021, realme took its retail experience to the next level by investing extensively in its flagship store. It not only serves as retail space but also functions as a platform for promoting the realme brand and its tech lifestyle imaging. By establishing flagship locations, such as the remarkable 10,000 square feet showroom in Ahmedabad, realme has not only enhanced its brand visibility but also created immersive experiences for customers. This approach has played a vital role in fostering brand loyalty and connecting with consumers on a deeper level.

Realising the potential of regional markets, realme strategically focused on key states in India. Presently, the company operates over 2,000 mainline stores in Punjab, with plans to expand this number by 25-30% by the end of 2023. Similar expansion initiatives are

underway for Gujarat, Kerala, Telangana, and Uttar Pradesh. By increasing its presence in these states, realme aims to capture a larger market share while catering to the unique preferences and demands of customers in each region. This localised approach allows the company to adapt its offerings to suit regional needs, further strengthening its position in the market.

Recognising the significance of exceptional after-sales support, realme has placed a strong emphasis on delivering outstanding customer service. To this end, the company plans to establish additional service centres across various states, ensuring convenient access to reliable support for its customers. By efficiently addressing customer needs, realme aims to enhance customer satisfaction and foster long-term relationships, solidifying its reputation as a customer-centric brand.

The future for realme in terms of expanding its retail footprint and distribution network appears to be promising. With its rapid growth and market success, realme is poised to extend its reach into untapped markets and solidify its presence in existing ones. By strategically expanding its retail footprint, the brand can ensure wider access to its products, attracting a more extensive customer base and fostering brand loyalty. While a wide distribution network can boost sales and market share, it also entails maintaining robust supply chains, optimising logistics, and delivering timely customer support. With careful planning and execution, realme can leverage its distribution network to secure a competitive edge and establish itself as a prominent player in the global smartphone industry.

Disclaimer: This article has been produced on behalf of realme by Times Internet's Spotlight team.