

## Low Cost Branded HandSets – A Catalyst to Mobile Wireless Growth

Being the fastest growing telecom market in the world, there is a need to keep the momentum going so that tier 2, tier 3 and tier 4 cities continue to have access to affordable mobile wireless telephony. Low cost handsets of Nokia, Samsung, LG, Motorola and Sony Ericsson, up to 35 % margin and accessories up to 50 % margin on new retail prices, conforming to global recycling standards approved by Environmental Protection Agency (EPA) US and Mobile Phone Partnership Initiative (MPPI) EU, OEM quality derived from original parts, enhanced battery life, 12 months warranty and fully boxed with abbreviated manual in original packing are proven catalysts to spur this growth. These handsets being affordable with similar life cycle as full cost branded ones can keep boosting mobile wireless communications boom even when 3G/4G are launched for mobile high speed data oriented services. These branded HSs and accessories are re-manufactured in US and Vietnam.

Low cost airlines have made air travel a reality for masses without compromising basic flying standards, their full fares counterpart airlines are finding it difficult to compete with them. Similarly, low cost branded handsets would usher in the telephony era everywhere in all geographies in the world. Operators like AT&T, Sprint, Bell Mobility, Rogers Wireless and Virgin Mobile and retailers like Wal-Mart, Costco and Best Buy in US have already successfully introduced millions of these low cost branded hand sets and accessories only to have achieved higher market share very quickly.

The manufacturers like Motorola and RIM are in strategic partnership in this re-manufacturing business of low cost branded HSs ensuring compliance to OEM parts standards

There are very novel and affordable options offered to customers in terms of high end HSs, value bundles, trade-in and trade-up solution

KTMT([www.kheratmt.com](http://www.kheratmt.com)) has been mandated by the world's leading re-manufacturer of low cost branded mobile handsets to assist operators and retailers in inclusive growth of mobile wireless communications in India by introducing affordable branded hand sets. KTMT coordinates on behalf of this leading re-manufacturer OEM to set up dialog and meetings between the operators/retailers and the OEM to directly discuss and negotiate mutually acceptable deals/agreements.