

Will export 1 mn phones from India in '23: Vivo

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China's Vivo said on Thursday it will export more than one million 'Made in India' smartphones in 2023 to achieve a target announced last year when it sent out its first indigenous shipment to Thailand and Saudi Arabia.

Vivo India, known for its economical phones, has proposed investing ₹7,500 crore in the country and it is set to spend ₹3,500 crore of that amount by end of this year. According to the firm's India Impact Report 2022, it will start production at a new 'state of the art' manufacturing facility by early 2024 after regulatory clearance. The new facility, in a yet undisclosed location, will spread across 169

acres and will produce 120 million smartphones annually upon completion of all its phases.

The company, officially named vivo India, has a manufacturing facility in Greater Noida, employing 10,000 people there to make its smartphones sold in the country.

In line with the government's 'Atmanirbhar Bharat' initiative, Vivo said all its smartphones sold in the country are made indigenously. "100

per cent of our motherboard assembly is happening in India. Furthermore, Vivo procures 95 percent of its battery and 70 percent of its charger components locally," Yogendra Sriramula, Head, Brand Strategy, vivo India, told *Business Standard*.

