



## Research Report on Lava Mobile

### About the company:

Lava International Limited is an Indian multi-national company in the Mobile Handset industry. The company was founded in 2009 as an offshoot of a telecommunication venture by Hari Om Rai, Sunil Bhalla, Shailendra Nath Rai, and Vishal Sehgal. It is headquartered in Noida, India, and has overseas operations in Thailand, Nepal, Bangladesh, Sri-Lanka, Indonesia, Mexico, and the Middle East. The company started its Africa operations by launching its product in Egypt in 2016. Right from its inception Lava has been at the forefront of building a strong ecosystem of design and manufacturing of mobile handsets.



The company has been building mobile handset design capability including industrial design, mechanical design, hardware design & software design. In line with the Govt. of India's 'Make in India' initiative, Lava has taken a lead in support of this important nation building program and has already set up a design team in India, becoming the first to do so in the country. With this '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 was also ranked as the 'Most Trustworthy Brand' in the CMR Retail Sentiment Index 2018.

Lava products are available through a nationwide retail network of 1.65 Lakh retailers who in turn are directly served by over 1000 distributors. Lava's after sales service network is one of the largest in the country with close to 800+ professionally managed service centres focused on speed and quality of service.

### Promoters and Management:

|                     |                |
|---------------------|----------------|
| Managing Director   | Hari om Rai    |
| Whole time Director | Shailendra Rai |
| Director            | Sunil Bhalla   |
|                     | Vinod Rai      |

### Core Values of the company:



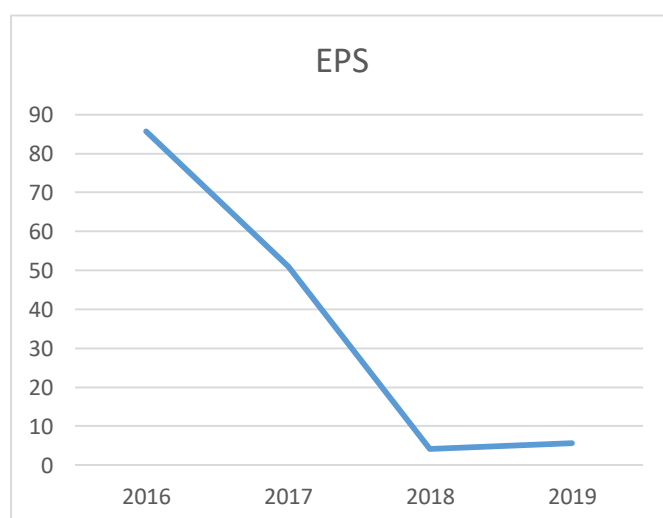
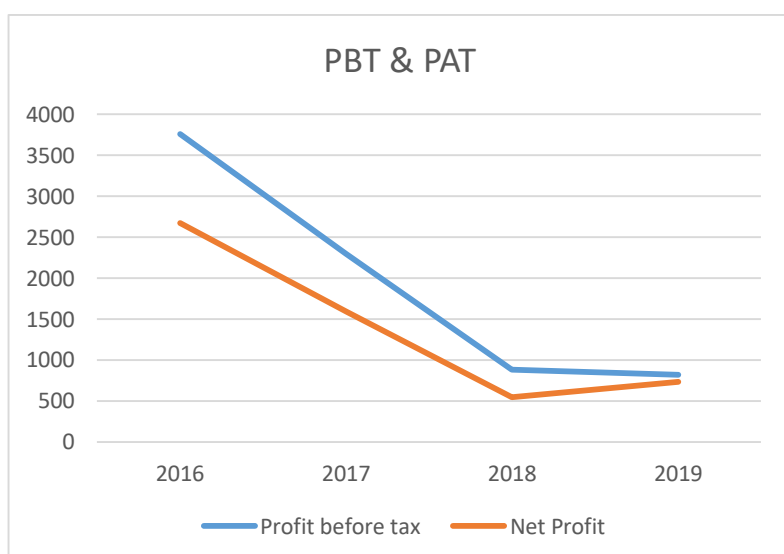
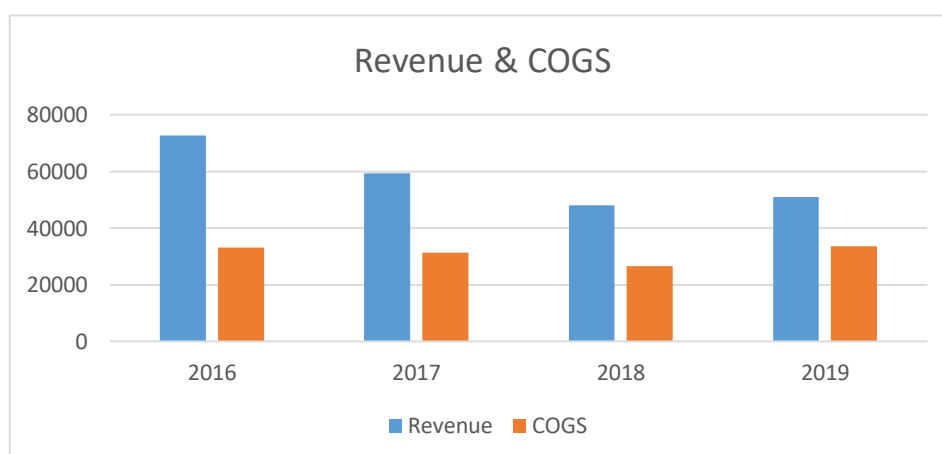
## Products:

- Smartphones
- Feature Phones
- Laptops
- Tablets
- Accessories



## Company Financials:

| Particulars(in Million) | 2016  | 2017  | 2018  | 2019  |
|-------------------------|-------|-------|-------|-------|
| Revenue                 | 72716 | 59395 | 48100 | 51083 |
| COGS                    | 33081 | 31339 | 26722 | 33525 |
| EBITDA                  | 4304  | 2793  | 1553  | 1630  |
| Profit before tax       | 3759  | 2293  | 883   | 815   |
| Net Profit              | 2674  | 1590  | 545   | 731   |
| Shares                  | 31.2  | 31.2  | 129.8 | 129.8 |
| EPS                     | 85.66 | 50.93 | 4.2   | 5.63  |



## Press Releases:

- 09 Oct 2020  
Lava's 'GOLD' standard service during Covid-19 gets SVUS Recognition
- 04 Aug 2020  
Give wings to your photography dreams with the all new Lava Z66
- 13 Jul 2020  
LAVA overwhelmed with the response for Design in India Contest Extends registration deadline till 18th July
- 09 Jul 2020  
Experience uninterrupted entertainment with the Lava Z61 Pro
- 16 May 2020  
Lava to shift production for export market from China to India within 6 months
- 09 May 2020  
Lava resumes operations in Noida Factory with 20percent production capacity
- 10 Apr 2020  
Covid-19: LAVAs three-pronged approach for its people
- 12 Mar 2020  
LAVA launches world's first non-internet based digital payment solution
- 22 Aug 2019  
'Play like a Pro' with the all new Lava Z93
- 14 Jun 2019  
Lava launches the future of entertainment- Lava Z62 with 'Throw your TV away' offer

Report by: Janvi Doshi

Dated: 20<sup>th</sup> November 2020

