

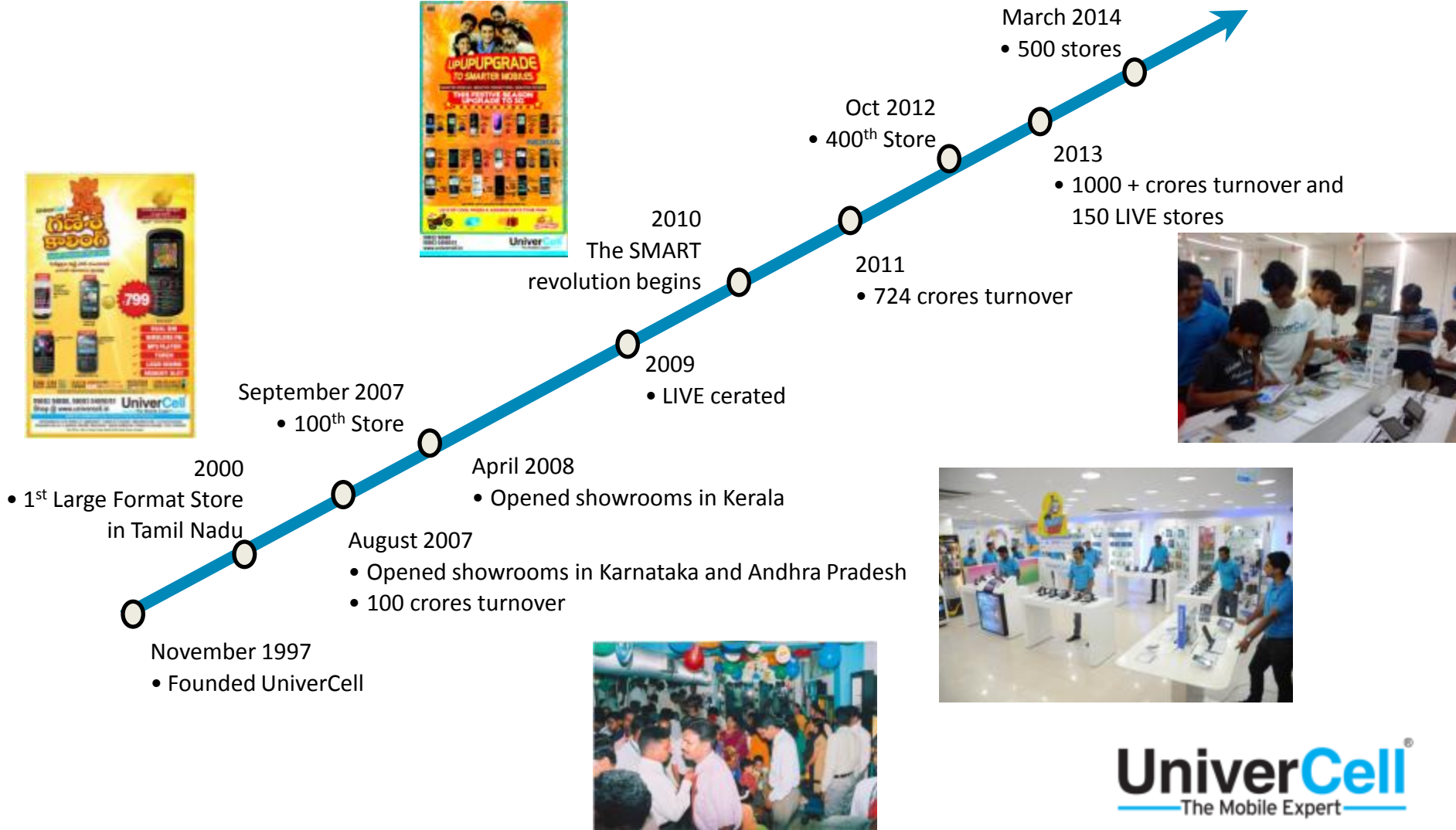
UniverCell

Reinventing to stay ahead

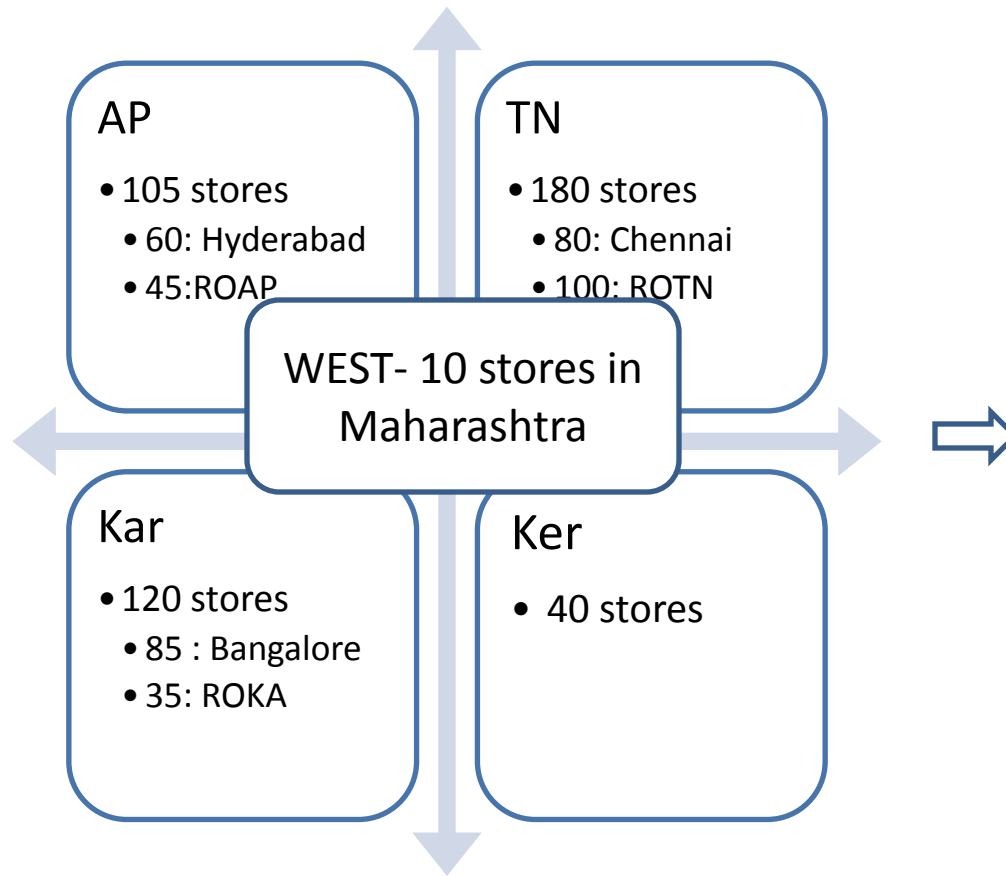
Enrich the customer by
Understanding his needs
& Recommend
comprehensive mobility solutions

Mission

UniverCell journey



Current Store Strength



Planning to open 50 stores in the current fiscal in Maharashtra

The building blocks



First mobile retailer to introduce 'live' stores

- Over 40 live devices at 150 flagship stores enable a holistic experience
- First Indian mobile retailer with ISO 9000-2001 certification



Best in class after-sales support

- First mobile phone retailer in India to launch SYNC SQUAD, a tech support team to offer device setup support at customers' doorstep
- 24x7 technical helpline for preferred customers

Unique loyalty program touching over 150,000 customers every month

- Only mobile phone retailer member of India's largest multi-party loyalty program (Payback)
- Mobile app being developed to ensure 24x7 customer connect



Not just handsets but comprehensive solutions



We pioneered Theft Insurance – over 80k customers per month

We contribute to over 75% of bluetooth sales for one of India's top 2 device OEM



First retailer to introduce Value Added Services (Mobile medical alert, cell safe etc.)

Bundle Name	Original Price	Discount	Selling Price
Smart pack	₹1599	32%	₹1299
Basic Protection pack	₹369	37%	₹249
Mobility pack	₹2949	22%	₹2349
Car Kit	₹2999	22%	₹2399
Entertainment pack	₹2199	19%	₹1799
Another bundle	₹2199	19%	₹1799

We have introduced unique need-based accessory bundles to enable range selling

Changing Indian Consumer

1997

- Very early stage in telecom-connections were sold with phones. Mobiles were only for the rich
- Category selling required
- Consumers spent several hours, sometimes days to decide
- Phones were like bricks, fulfilling the basic need to staying connected while on the move
- Dominated by grey market
- UniverCell assured quality, guaranteed, trusted products

UniverCell was born

2009

- Category was in high growth stage, every consumer wanted to own a mobile.
- Offers like the Reliance Rs500 phone had exploded the market and created demand across segments
- Phones also evolved, value added phones were introduced- music phones, camera phones, gaming phones and email phones
- UniverCell felt the need to give a better experience to the customer while he made a choice

UniverCell LIVE was created

2013

- 95% penetration of mobiles, it is a replacement market
- Wide choice at all price points
- The average customer has changed more than 6 phones in his lifetime and are willing to change devices every 6 months
- Phones have been replaced by power packed smart phones
- All individual offerings are now being offered in the same device. The smart phone can replace your tv, music system, computer, camera and even your tv remote
- A wide range of accessories are available to better experience these devices
- Consumers are more confused than ever before

What next?
How can UniverCell add value to the consumer of today

What's Sync

Sync is more than just a store of latest gadgets and gizmos. It is a digital-experience store where you don't just buy, you experience technology, you touch it, you interact with it, you live it before you own it. It's the home to the latest digital trends, the coolest tech toys. It's new age. It's edgy. It's personalized technology.

Housing the best brands, the latest in technological trends, it is a glimpse into our digital future. A future that's made of pixels and windows. And this is the window to experience it all.

How does it work

Sync is an experiential store. It is a place to come, understand, spend time with digital gizmos. In Sync, visual informative media will not only showcase the products but also show their functionality, the related technologies. All to enhance the consumer's experience. It helps consumers make informed decisions, after experiencing what they're interested in buying.



‘Tecxperience’: making technology simple.

Note: Experience is not *just in the live product but in how it can become a part of the customer’s life-* be it music, business, education, photography and videography.

*A phone is not a phone but **a multi utility all-in-one product. Hence the price for a hi-end smart phone** can be justified.*



Music Zone

Music:

A phone coupled with a music dock makes the set up into a music system thus replacing a traditional Music player.

- Music zone will have specially selected docks and headphones/earphones geared to make your music experience with the smart phone easy.
- Each phone displayed will have the accompanying earpiece that the manufacturer provides. The

Univercell will push the accessory they recommend instead to be purchased for a better music experience.

- A bundle offer can be introduced with an accessory of headphone and memory card plus phone cover.

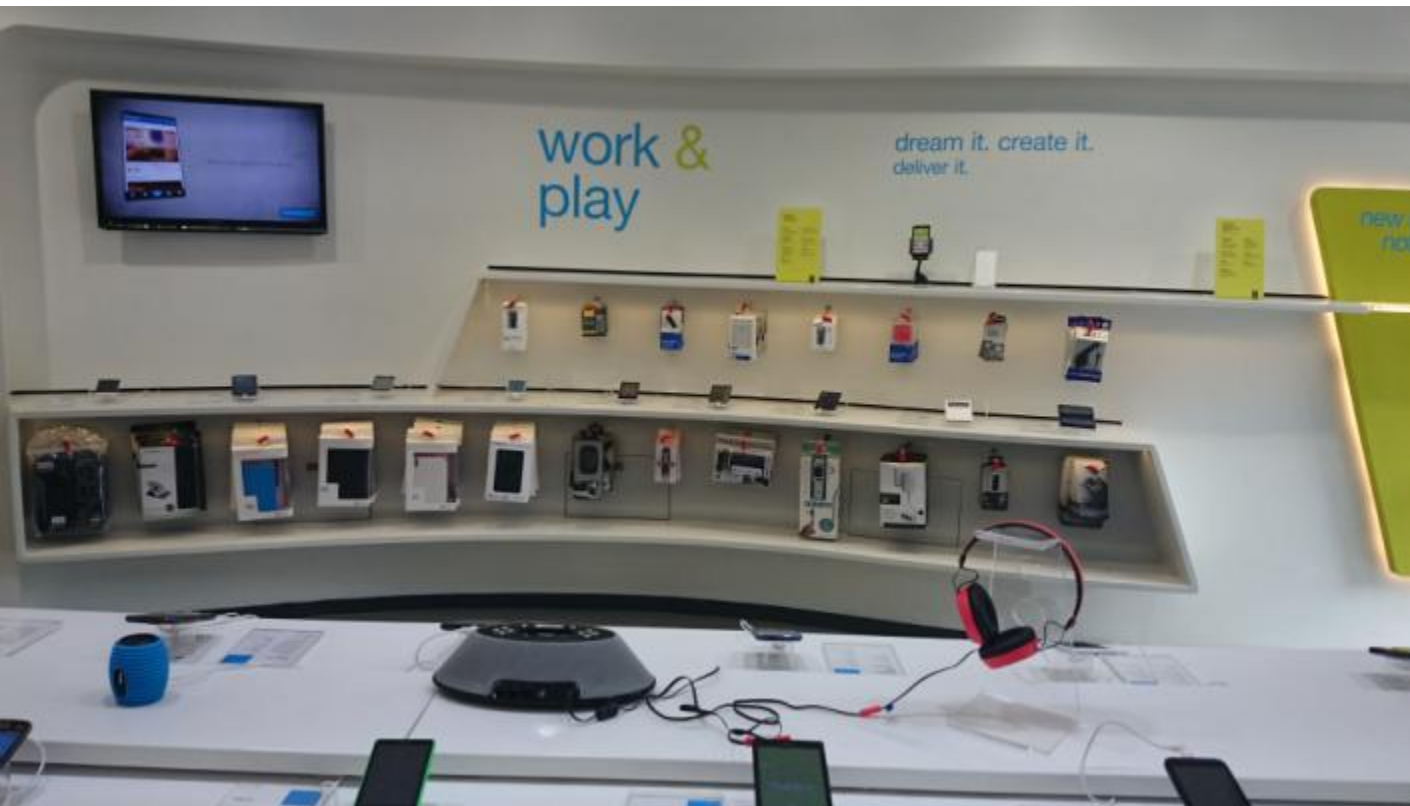


Point & Shoot:

This zone is dedicated to all trigger happy customers... Amateurs and professionals. A fun photo booth powered by the best camera phones helps customer experience their phones, compare pictures before they buy.

This zone is also supported by all the must haves for a photography lover- like extra memory, extra battery, etc





Work & Play

This Zone is a mix of Productivity and Gaming. The best phones for work, loaded by the best productivity apps bring alive how a smartphone can really power up your life

Phablets and Tablets with exciting gaming apps lets you experience how you can play while you work 😊

This zone also brings alive all kinds of accessories that takes multitasking to its absolute limit.



“Junior Sync”

A small table at a lower level for children. Here a child and parent can play games on tabs together. These games are productive and conducive to the child’s development.

UniverCell is differentiated by the value additions we intuitively create to make the customer's life easy

Value added services



Free Monsoon Protection

SYNC services

Screen damage
Waterlog
Theft

Univercell

The poster features a blue background with a white umbrella icon protecting a smartphone. Raindrops are falling around the phone. The SYNC logo is in the top right corner, and the Univercell logo is at the bottom.

- This is a part of UniverCell Total Care, a service pack that takes care of
- Repair or Replacement Guarantee in case of any damage
 - Free Door Step Pickup
 - All for a very nominal fee



Help is here.

SYNC SQUAD

9900 07 66 01

- Service at your doorstep
- Transfer contacts & data
- Setup email, apps & more!

On the move
Mobile Assistance

only at
Univercell

The poster has a purple background with a white bell icon. The SYNC SQUAD logo is in the top right, and the Univercell logo is at the bottom right.

- Introducing Sync Squad- your personalized smart phone trainer
- This is a post purchase support at a customers' doorstep
 - Helps a customer load and sync content from different devices
 - Sync different devices like tv, laptop, printer



Mobile Health Care

SYNC services

- Standby phone
- Pick & drop
- Extended Warranty
- Mobile Repair

Univercell

The poster has a green background with a white stethoscope icon around a smartphone. The SYNC logo is in the top right, and the Univercell logo is at the bottom.

- Combo with Sync Squad
- Pick Up and Drop Service with standby phone support
- Repair/Service

UniverCell
— The Mobile Expert —

Value Added Services



Total Insurance Plan

SYNC services



Protection available for all phones from :

- Theft
- Cracked screen
- Water logging
- Damage

Univercell

This is a combo Of UniverCell Total Care (UTC) and theft insurance



Tank up your phone

SYNC services



- Bill Payments & top ups
- Operator-service plan recommendation
- 3g /4g data plans
- Purchase of mobile apps, movies, music & e-books

Univercell

Highlights

- Help to pick the right data plans
- Bill payments and Top ups for the Mobile
- Assistance in buying Apps and e-books



Pick & Drop Service

SYNC services



Univercell

- Mobile OS Expertise
- Hardware Services
- Operator Services
- Privileged Services
- Store offers

01
Product Guidance
 Customised suggestion,
 demo & orientation

02
Software Setup
 OS update & migration

03
Phone Setup
 Transfer contacts, phone data,
 app installation, mail sync etc

04
Standby phone
 Phone on rent for
 tenure of repair

05
Hardware Insurance
 Water logging,
 Cracked screen, theft, etc.

06
Mobile first-aid
 Warranty, repair, pick & drop

07
Operator Service
 Bill Payments, top ups,
 recharge

08
VAS (Value Added Services)
 App, movies,
 music purchase

09
Membership
 Priority services &
 customised offers

10
Sync Squad
 Expert home visit

11
Gifting
 Surprise delivery, gift wrapping,
 vouchers

12
Easy Financing
 Interest free spot financing,
 Payback loyalty and more

13
Seasonal Offers
 Monthly discounts, offers and
 loyalty schemes

The Sync Directory