

ONEPLUS



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A
Project Report on



ONEPLUS Technology (Shenzhen Co. Ltd)



*This project Report submitted in partial fulfillment of the requirement
for the award of the Degree of “BACHELOR OF COMMERCE”*

2021-2022

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(Lecturer in commerce)



DR. BRR DEGREE & PG COLLEGE

(Affiliated to Palamuru University)

Jadcherla, Mahabubnagar

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

ONEPLUS Technology (Shenzhen) Co. Ltd.

Submitted by

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Of Dr.BRR Govt Degree College, Jadcherla Mahabubnagar in partial fulfillment of the requirement for the award of the Degree Bachelor of Commerce Palamuru University. This project has not been submitted to any other University or Institution for the award of any B.Com/Certificate.

PRINCIPAL

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CERTIFICATE

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ONEPLUS Technology (Shenzhen) Co.Ltd.

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PROJECT GUIDE

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EXTERNAL EXAMINAR

INTERNAL EXAMINAR

DECLARATION

I here by declare that the project work entitled on **“ONE PLUS TECHNOLOGY (SHENZHEN) CO.PVT LTD”** Submitted by me to the Department of Commerce is a Bonofied work done done by me and it is not submitted to any other University to institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of **Mrs.K.VIJAYA LAXMI DEVI (Lecturer in Commerce)**.

The Project embodies the result original work and studies carried out by me and the contents of the project do not from basis for the award any other degree to me.

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Lau, or Liu Zuohu ([Chinese](#): 刘作虎 ; [pinyin](#): *Liú Zuòhǔ*; [Jyutping](#): *Lau⁴ Zok³fu²*), is a Chinese entrepreneur and business executive. He is the co-founder and the [chief executive officer](#) of Chinese [smartphone](#) maker **OnePlus**.^[1+]



CARL Carl Pei, or Pei Yu ([Chinese](#): 裴宇 ; [pinyin](#): *Péi Yǔ*; born September 11, 1989), is a [Chinese-born Swedish Internet entrepreneur](#). He co-founded [OnePlus](#) along with [Pete Lau](#), in 2013 and was the director of OnePlus Global. He left the firm in September 2020 to start a new hardware venture, called [Nothing](#).**PIE**

Pei was born in 1989 in [Beijing, China](#); the family soon moved to the [United States](#), and then to [Sweden](#), where Pei grew up. He pursued a [Bachelor of Science](#) degree in 2008 at the [Stockholm School of Economics](#), but dropped out in 2011 to work full-time in the Chinese [smartphone](#) industry.

Career

Pei joined [Nokia](#) in 2010, and worked at the company for three months. After Nokia, the fan website Pei had created about [Meizu](#) had caught the attention of that company's [Hong Kong](#) branch, and Pei started working in Meizu's marketing team in 2011. In November he joined [Oppo](#) as its international markets manager, where he worked directly under [Pete Lau](#).

Although OnePlus

Following his departure from OnePlus, Pei announced [Nothing](#) on January 27, 2021. According to Pei, Nothing's mission is to remove barriers between people and technology to create a seamless digital future. The company is based in [London](#) and gathers a number of notorious investors, such as [iPod](#) inventor [Tony Fadell](#), [Twitch](#) co-founder Kevin.

Lin, [Reddit](#) CEO [Steve Huffman](#), and YouTuber [Casey Neistat](#). On February 25, the company announced [Teenage Engineering](#) as founding partners, mainly responsible for the design aesthetic of the brand and its products.

Nothing's first product "ear (1)" has been launched on July 27, 2021.

On March 23, 2022, Nothing announced its first smartphone, the "phone (1)" with an anticipated release date of Summer 2022.

Publicity

In July 2015, during an interview by [The Wall Street Journal](#) about how OnePlus was created, Pei stated, "...we looked at all the Android phones on the market and there wasn't one phone that was good enough for us ourselves to use. In 2014 and 2015, he told

The New York

[Times](#) and [Forbes](#) that "OnePlus wasn't meant to become a global company at the beginning. The main focus was taking on the Chinese market for the global markets team, we are a bunch of young people without a lot of experience. It was just like an experiment, 'Hey, do the global markets and see what happens. Do whatever you want.' We call our group 'a [Shenzhen](#) within our company', or a start-up within a bigger company. and "Very soon our sales outside of China will surpass sales in China."

Awards

In April 2016, Pei was included in the 2016 edition of the [Marketing Week](#) Vision 100 list. In January 2016, he was included in the 2016 edition of the [Forbes 30 Under 30](#) list for his influence in the technology industry. and in 2019, he was included in the 2019 edition of the Fortune [Fortune 40 Under 40](#) list .



OnePlus Technology (Shenzhen) Co., Ltd. (一加科技) is a Chinese [consumer electronics manufacturer](#) headquartered in [Shenzhen, Guangdong province](#), in the Tairan Building at the Chegong Temple [subdistrict](#) of [Futian Distric](#)It was founded by [Pete Lau](#) and [Carl Pei](#) in December 2013, and is currently majority-owned by [Oppo](#) as its only shareholder, which is a subsidiary of [BBK Electronics](#) along with [Vivo](#), [Realme](#) and [iQOO](#). The company is best known for making [smartphones](#), and officially serves 34 countries and regions around the world as of July 2018.

OnePlus was founded on 16 December 2013 by former [Oppo](#) vice-president [Pete Lau](#) and [Carl Pei](#). According to Chinese public records, OnePlus' only institutional shareholder is Oppo Electronics. Lau denied that OnePlus was a [wholly owned subsidiary](#) of Oppo and stated that Oppo Electronics and not Oppo Mobile (the phone manufacturer) is a major investor of OnePlus and that they are "in talks with other investors", although OnePlus has confirmed it uses

Oppo's manufacturing line and shares part of the supply chain resources with Oppo. The company's main goal was to design a smartphone that would balance high-end quality with a lower price than other phones in its class, believing that users would "Never Settle" for the lower-quality devices produced by other companies. Lau explained that "we will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use." He also showed aspirations of being the "[Muji](#) of the tech industry", emphasizing its focus on high-quality products with simplistic, user-friendly designs. Continuing Lau's association with the platform from the [Oppo N1](#)¹ OnePlus entered into an exclusive licensing agreement with [Cyanogen Inc.](#) to base its products' Android distribution upon a variant of the popular custom ROM [CyanogenMod](#) and use its trademarks outside of China.

The company unveiled its first device, the [OnePlus One](#), on 23 April 2014 which was intended to capture market from the [Google Nexus](#) series. In December 2014, alongside the release of the OnePlus One in India exclusively through Amazon, OnePlus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centers across India.

In April 2014, OnePlus hired [Han Han](#) to help market its products in mainland China.

On 9 March 2014, the company expanded its operations to the [European Union](#). import and sale of OnePlus One phones following a lawsuit by [Micromax](#) alleging it has exclusivity for shipping phones with [Cyanogen OS](#) software in India. On 21 December 2014, the ban was lifted. The device continues to be shipped with Cyanogen OS; however, a customized version of [Android](#) specially designed by OnePlus and named [Oxygen OS](#) has been released, allowing later OnePlus devices to be sold in India.

One Plus made its products available in [Southeast Asia](#) for the first time, partnering with Lazada Indonesia on 23 January 2015 and was expected to expand during that year throughout the region. In June 2016, One Plus decided to pull out of the Indonesian market due to local regulations for imported 4G smart phones restricting sales of the OnePlus 2.

streamline the development process for future Oxygen OS updates.

In July 2021 One Plus merged Oxygen OS With Oppo's Color OS, Both companies' software remained separate, continuing to

serve their individual regions (Oxygen OS for One Plus phones globally, Color OS on One Plus and Oppo devices in China) but share a common codebase, which One Plus says should standardize its software experience and streamline the development process for future Oxygen OS updates.



Hyderabad: While Inaugurating the country's largest R&D facility in Hyderabad, Chinese premium smart phone maker OnePlus announced that it plans to invest Rs 1,000 crore in the new facility in Hyderabad over the next three years.



OnePlus plans to increase head count in Hyderabad to 1,500 employees from the current 200 personnel. Pete Lau, founder and CEO of OnePlus, TRS working president KT Rama Rao and IT Secretary Jayesh Ranjan inaugurated OnePlus' first R&D centre in India at Vamsiram's Sohini Tech Park in Financial District.

Red Cable Club

In December 2019, One Plus launched the Red Cable Club, a club that gives numerous benefits, rewards and many privileges to the One Plus users. The users are to earn Red Cable coins through quizzes and mysteries to get sales on One Plus products.



Charging[[change](#) | [change source](#)]

OnePlus has good charging. every phone is shipped with can charge extremely fast with the charger. OnePlus introduced its wireless charger. It can also charge at the same speed. If it is not made by OnePlus then it will be slower.

One plus

makes new products every year. The popular ones are the [cellphone](#) of which are: [OnePlus One](#), [OnePlus 2](#), [OnePlus X](#), [OnePlus 3](#), [OnePlus 4](#), Onplus 5, Oneplus 6, [OnePlus 7](#), and the [OnePlus 8](#). All the phones from OnePlus 3 and on also have different options such as the T option and the Pro option. In 2020 OnePlus also made a new cheap product named the [OnePlus Nord](#). They are cellphones for people who want a nice phone but cannot afford to purchase an expensive phone. OnePlus Nord got its first software update. This Software Update will start after on August 4, 2020, in India. It makes the system better. It also makes depth sensor effect better, and it is called version 10.5.1.AC01DA. One plus sometimes put special colors on the phones like the McLaren Edition.



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Smartphones

OnePlus Series

OnePlus 1

Main article: [OnePlus One](#)



OnePlus One

The company's first product was the anticipated OnePlus One. It was unveiled on 22 April 2014, and was claimed as the "2014 Flagship Killer". The smartphone had comparable, and in some ways better, specifications to other flagship phones of the year, while being sold at a significantly lower price at \$299 for the 16 GB version or \$349 for the 64 GB version.

Criticisms of OnePlus One included the omission of the microSD slot. Lack of storage bottlenecked the system and lack of a removable battery gave a frustrating experience to some users. Input inconsistencies such as a flawed voice control system and oversensitive gesture shortcuts also thwarted the experience. Some units had an issue where a yellow band would appear at the bottom of the display. This issue was not covered under warranty.



One Plus 2

Main article: [OnePlus 2](#)

The OnePlus 2 was the successor to the company's successful first phone. It was unveiled a little over a year after the OnePlus One, on 27 July 2015. The company promoted it as the "2016 Flagship killer". There were very high expectations for the second generation OnePlus phones, partly because the company managed to create a high amount of hype for the upcoming phone.

The OnePlus 2 had specifications comparable to other flagship phones of the time, including the [Qualcomm Snapdragon 810](#), though OnePlus had decided to leave out an [NFC](#) chip, as it didn't see mobile payment being an essential feature at the time. The phone was also one of the first [Android](#) devices to use a [USB-C](#) port over the older [micro USB](#) port.

In advance of the OnePlus 2 launch, OnePlus assured customers that obtaining invites would be easier, and handsets would ship a lot quicker than with the OnePlus One. However, in a public apology, Carl Pei admitted the company had "messed up" the launch, and that OnePlus "only began shipping meaningful quantities [the week of 10 September 2015], nearly a month after [the] initial targeted shipping date."

Despite promising 24 months of software updates, and telling consumers that the OnePlus 2 would be updated to Android 7 "Nougat", it was eventually confirmed that this was not to happen, leaving the device on the older Android 6.0.1.



OnePlus X

Main article: [OnePlus X](#)

Shortly after the launch of the OnePlus 2, [OnePlus](#) co-founder Carl Pei hinted at the launch of a new device at the end of 2015 when interviewed at one of the popup events in [New York City](#). Being the successor to OnePlus 2, [OnePlus X](#) was OnePlus' entrance to the budget phone market, at 5 inches instead of the One and 2's 5.5 inches. The phone was unveiled on 29 October 2015. The phone was sold for \$249, and consisted mostly of the same internal components as the year and half old OnePlus One, but had an [AMOLED](#) display. The OnePlus X comes preloaded with [Oxygen OS](#) version 2.1.2, the OnePlus' build of [Android 5.1.1 "Lollipop"](#). The design of the OnePlus X features a smooth glass back with textured aluminium bezels which provides a good grip on the frame of the phone. Both versions of the phone feature a dark glass back reminiscent of the glass back on the [iPhone 4](#). The phone inherits the alert slider first found on the [OnePlus 2](#) which toggles between All, Priority Only and No notifications. Due to the smaller form factor of the phone the internal battery was smaller compared to the OnePlus 2, coming in at 2,525 [mah](#) compared to the latter's 3,300 mAh battery. The lower price of the phone also meant that the [fingerprint sensor](#) previously present on the OnePlus 2 has been omitted along with other features like [optical image stabilization](#) and swappable back covers. Oddly, the [USB-C](#) connector of the OnePlus 2 has not been carried over to the OnePlus X and the phone uses the [micro USB](#) instead of the newer USB-C connector. OnePlus has released textured back covers for the OnePlus X which resemble the styles of the swappable StyleSwap Covers for the OnePlus 2 with Bamboo, Rosewood, Black Apricot and Kevlar backs.

With a 5" [AMOLED](#) 1920 × 1080 [Full HD](#) resolution screen protected by [Corning Gorilla Glass](#), the OnePlus X was a departure from both the [OnePlus One](#) and [OnePlus 2](#) which featured a larger 5.5" [LCD](#) panel with the same resolution. Despite the smaller form factor, users still have the option of choosing between hardware capacitive buttons or on-screen customisable navigation "[soft keys](#)".

OnePlus 3

Main article: [OnePlus 3](#)

The [OnePlus 3](#) was unveiled on 14 June 2016. This was the first OnePlus device to be not part of the invite system.^[15] The 3 was the company's first "metal unibody" phone and launched with a [Qualcomm Snapdragon 820](#), 6 GB of [RAM](#) and 64 GB of [UFS](#) 2.0 storage.^[16] The phone was well regarded amongst critics, mostly for its low price and high specifications.



OnePlus 3T

Main article: [OnePlus 3T](#)

The [OnePlus 3T](#) was unveiled on 15 November 2016 as a minor upgrade to the still relatively new OnePlus 3. The upgrade consisted the use of a newer [SoC](#); the [Qualcomm Snapdragon 820](#) was replaced with the [Snapdragon 821](#). Also introduced were a higher-capacity battery, 64 or 128 GB of storage and 16 MP front-facing camera. The phone launched in the US on 22 November 2016 and in the [EU](#) on 28 November 2016.



OnePlus 5

Main article: [OnePlus 5](#)

The [OnePlus 5](#) was unveiled on 20 June 2017 as the successor to the OnePlus 3, skipping the number 4, because [in China, 4 is an unlucky number](#). It launched with a [Qualcomm Snapdragon 835](#), a dual-lens camera setup, up to 8 GB RAM, and up to 128 GB of storage. It was released in two colours: Midnight Black and Slate Gray. A third limited edition color, Soft Gold was released on 7 August 2017. Another special edition cooler was launched on 20 September 2017, in collaboration with *Castelbajac*.



OnePlus 5T

Main article: [OnePlus 5T](#)



OnePlus 5T

The [OnePlus 5T](#) was unveiled on 16 November 2017, as the successor to the OnePlus 5. It features the same Qualcomm Snapdragon 835 SoC and storage options as its predecessor. Notable features include a larger 6" 18:9 display, a new "Face Unlock" facial recognition method, and an improved dual-lens camera. The device which came out of the box running Android 7 Nougat recently received the last major update based on Android 10 Q.

OnePlus 6

Main article: [OnePlus 6](#)

OnePlus opened forums for the [OnePlus 6](#) in April 2018 and launched the device on 17 May 2018 with sales starting on 22 May 2018. The phone notably features a display notch and water resistance (although not [IP Code](#) rated). The smartphone was the first from the company to offer a

256 GB inbuilt storage variant. It has a 6.28 inches FHD+ Optic AMOLED Display. It comes with a 16 MP primary sensor with [OIS](#) and [EIS](#) and 20 MP depth sensor for portrait shots at the back and is able to record at 4K resolution 60 FPS video and 16 MP front camera with EIS. It features a 3300 mAh. battery and came with a 20 watts OnePlus Dash Charge. It was available in 4 colours, "Mirror" black, "Midnight" black, "Silk" white and red. It was powered by the Qualcomm Snapdragon 845 and Adreno 630



OnePlus 6T

Main article: [OnePlus 6T](#)

The [OnePlus 6T](#) was unveiled on 29 October 2018. It launched with a [Qualcomm Snapdragon 845](#), a dual-lens camera setup, up to 8 GB RAM, and up to 256 GB of storage. It also features a larger 6.41" Optic AMOLED display, and launched with [OxygenOS](#)—based on [Android Pie](#) (Android 9). The camera has a 'Nightscape' mode which uses a longer exposure time to capture better photos in poor lighting conditions. It became the first OnePlus phone to come with an in-display fingerprint scanner.

OnePlus set a [Guinness World Record](#) title of "the most people unboxing a phone simultaneously" on the launch of OnePlus 6T.

In the beginning, OnePlus 6T users reported unusual battery drain issue, which got fixed after a few days of usage. The reason to this is still.

OnePlus 7 and OnePlus 7 Pro

Main article: [OnePlus 7](#)

The OnePlus 7 and OnePlus 7 Pro were launched on May 14, 2019, in Bangalore, New York, and London and went on sale starting May 17. The OnePlus 7 Pro and OnePlus 7 are the first phones to go on sale with [Universal Flash Storage](#) (UFS) 3.0 storage. They are powered by Qualcomm's [Snapdragon 855](#) SoC. Like the predecessor, they come with an optical in-display fingerprint sensor. The front camera has a 16 MP sensor. They were launched with [Android 9.0 Pie](#).^{[29][30]}



OnePlus 7 Pro

The OnePlus 7 Pro features a curved edge-to-edge 6.67" AMOLED display with a 3K resolution and 90 Hz refresh rate. It comes in three variants: 6 GB RAM with 128 GB storage, 8 GB RAM with 256 GB storage and 12 GB RAM option with 256 GB storage. The OnePlus 7 Pro also features a 4000 MHA non-removable battery along with Warp Charge 30 technology.

The budget OnePlus 7 which was launched with the flagship Pro version comes in two colors, "Mirror" grey and Nebula blue. It is available in 6 GB RAM with 128 GB of internal storage, or 8 GB RAM with 128 or 256 GB of internal storage. It features a 6.41 inches FHD+ Optic AMOLED Display (2340×1080 pixels resolution). The rear camera has a 48 MP Sony IMX 586 primary sensor along with a 5 MP depth sensor.

OnePlus 7T and OnePlus 7T Pro

Main article: [OnePlus 7T](#)

The OnePlus 7T was officially presented in New Delhi on September 26, 2019, and was available to order on September 28. The OnePlus 7T Pro was unveiled two weeks later. The OnePlus 7T is the successor to the 7 that was released 5 months prior for the European and Asian market, and to the 6T for the American market where the OnePlus 7 wasn't sold. It features a new form-factor compared to its predecessors, with a 20:9 aspect ratio instead of 19.5:9. This allowed for OnePlus to make the phone slightly taller than the older 6T and 7, while keeping the same width. OnePlus also included the 90 Hz Fluid AMOLED display previously found on the OnePlus 7 Pro. While OnePlus did keep the resolution at 2400×1080 pixels, the screen was one of its primary selling points. While the OnePlus 7T is considered a significant upgrade compared to the 7, the 7T Pro is a subtle upgrade over the 7 Pro. It features the same display, same body, same camera system; the main changes being faster charging, faster processor and a slightly quieter pop-up camera.

Both phones are powered by Qualcomm's Snapdragon 855+ So and feature the same in-display fingerprint scanner found on the OnePlus 7 Series. Only one variant was available for each phone: 8 GB RAM with 128GB storage for the 7T (with another 256 GB storage variant for the Indian market only), and 8 GB RAM with 256 GB storage for the 7T Pro. Both have a slightly superior battery compared to their predecessors, the 7T included a 3800 mah non-removable battery (4085 MHA for the 7T Pro) alongside Warp Charge 30T technology, which allows them to be fully charged in just under an hour. The One Plus 7T had a new camera system, featuring the same primary and [wide-angle lenses](#), though adding a third 2x telephoto lens (instead of 3x for the 7 Pro and 7T Pro). Both also feature a new macro mode, allowing them to capture pictures up to 2.5 cm from to the subject. The more affordable One Plus 7T is available in 2 colors, "Frosted" silver or "Glacier" blue, and the 7T Pro in "Haze" blue, all being matte glass finishes. Both were the first phones to ship with [Android 10](#) and Oxygen OS 10.0 out-of-the-box.



OnePlus 8 and OnePlus 8 Pro

Main article: [OnePlus 8](#)

The OnePlus 8 and OnePlus 8 Pro were unveiled on April 14, 2020, and released on April 21 in Europe and April 29 in the United States. The 8 Pro is the first OnePlus phone to have wireless charging (Warp Charge 30W). All 8 Pro models have water resistance, although for the 8 it is present only on carrier models. The 8 and 8 Pro have a circular cutout in the upper left-hand corner of the display for the front-facing camera.

This was necessary to achieve the IP68 rating, as the pop-up camera on the 7 Pro and 7T Pro did not allow for water resistance. Like the 7T series, both use Fluid [AMOLED](#) displays with HDR10+ support.

However, a curved display is now used on both phones, whereas the 7T had a flat display and the 7T Pro had a curved display. The 8 has a 6.55-inch 1080p 20:9 screen with a 90 Hz refresh rate, while the 8 Pro has a larger 6.78-inch 1440p 19.8:9 screen with a 120 Hz refresh rate. The 8 Pro is one of the first smart phones able to display 1 billion colors using a [30-bit](#) panel.



OnePlus 8 Pro

Both phones are powered by the [Qualcomm Snapdragon 865](#) processor and [Adreno 650](#) GPU. The battery capacity has been increased to 4300 mAh on the 8 and 4510 mAh on the 8 Pro. Storage and RAM options are shared between the two, with 8 or 12 GB of RAM and 128 or 256 GB of non-expandable UFS 3.0 storage. The 8 has LPDDR4X RAM

while the 8 Pro has faster, more efficient LPDDR5 RAM. The camera system has been changed to further differentiate the 8 and 8 Pro. The 8's camera array consists of a 48 MP wide sensor, a 16 MP ultra wide sensor, and a 2 MP macro sensor, while the 8 Pro's camera array consists of a 48 MP wide sensor, a 48 MP ultra wide sensor and an 8 MP telephoto sensor, with an additional 5 MP "Color Filter Camera" that enables one- or two- color filters within the standard shooting mode. On 19 May, One Plus announced that they would temporarily disable the COLOUR filter camera on the One Plus 8 Pro in China with an upcoming software update, for creating privacy concerns online. Unlike the 7T, the 8 does not have a telephoto camera or autofocus on the ultra wide camera, which are now exclusive to the 8 Pro. The front camera on both uses a 16 MP sensor. Along with facial recognition, the optical in-display fingerprint scanner is carried over from the 7 series and 7T series. Both are available in Onyx Black (glossy) and Glacial Green (matte), while the 8 Pro has its own Ultramarine Blue (matte) finish. The 8 has two additional colors, a Polar Silver (matte) finish exclusive to the Verizon model and an Interstellar Glow (glossy) finish exclusive to the T-Mobile model. Like the 7T series, they ship with [Android 10](#) and Oxygen OS 10.0 pre-installed.

OnePlus 8T

Main article: [OnePlus 8T](#)

The OnePlus 8T was unveiled on October 14, 2020, and was released on October 20 in Europe and October 23 in the United States. The version sold by [T-Mobile US](#) is branded as the OnePlus 8T+. The 8T breaks from the format started by the 7 series; OnePlus stated that it has no plans to sell a Pro model. The overall design is similar to the 8, with a circular display cutout for the front-facing camera. It features the same Fluid [AMOLED](#) with HDR10+ support but reverts to a flat display. The display specifications are largely identical, with a 6.55-inch 1080p 20:9 screen; however the refresh rate has been increased from 90 Hz to 120 Hz, matching the 8 Pro.

Like the 8, the 8T is powered by the [Qualcomm Snapdragon 865](#) processor and [Adreno 650](#) GPU. The battery capacity is 4500 mAh, with a dual-cell design. It marks the debut of Warp Charge 65, although it does not support wireless charging. Storage and RAM options are carried over from the 8, with 8 or 12 GB of LPDDR4X RAM and 128 or 256 of non-expandable storage. The camera module has a new design, the array consisting of a 48 MP wide sensor, 16

MP ultrawide sensor, a 5 MP macro sensor and a 2 MP monochrome sensor, while the front camera uses a 16 MP sensor. Biometric options remain the same, with facial recognition and an optical in-display fingerprint scanner. The [unlocked](#) version supports dual [SIM cards](#) but lacks an [IP rating](#); the T-Mobile US version supports only one SIM card, but has an IP68 rating. It is available in Aquamarine Green (glossy) and Lunar Silver (matte), and is the first OnePlus device to ship with Android 11 and Oxygen OS 11 pre-installed.

OnePlus 9 and 9 Pro

Main article: [OnePlus 9](#)

The OnePlus 9 and 9 Pro were unveiled on March 23, 2021. The 9 and 9 Pro are the first OnePlus phones to use [Hasselblad](#) optics. Both phones have fluid [AMOLED](#) displays with HDR10+ support and a 120 Hz refresh rate; the 9 has a flat 6.55-inch 1080p screen, while the 9 Pro has a curved 6.7-inch 1440p screen. The 9 Pro uses an LTPO backplane which can dynamically adjust the refresh rate and display 1 billion colors.

Both phones are powered by the Qualcomm Snapdragon 888 processor and Adreno 660 GPU. Memory configurations are unchanged, with either 8 GB RAM and 128 GB UFS or 12 GB RAM and 256 GB UFS. The battery capacity is 4500 mAh for both phones, and both support Warp Charge 65T. The 9 supports wireless charging in certain regions but is limited to 15 W, whereas the 9 Pro can charge at 50 W. Both phones have upgraded cameras and redesigned camera modules. Both phones have a 48 MP wide sensor with 12-bit RAW color capture and 8K video, and a 50 MP ultrawide sensor utilizing a new freeform lens. The 9 Pro has an additional 8 MP telephoto sensor which offers 3.3x optical zoom.

The OnePlus 9R was launched on March 23, 2021, alongside the OnePlus 9 and 9 Pro. Like the OnePlus 9, this phone also has a flat 6.55" AMOLED display with support for HDR10+ and a 120 Hz refresh rate. However, this phone does not use Hasselblad optics. This phone is powered by the Snapdragon 870 processor, paired with the Adreno 650 GPU. The device comes with either 8 or 12 GB of RAM, and either 128 or 256 GB of storage. The battery capacity is 4500 mah. The phone supports fast 65W wired charging, but has no support for wireless charging. The camera setup is identical to the one found on the

OnePlus 8T. It consists of a 48 megapixel primary camera, accompanied by a 16 MP ultra wide camera, a 5 MP macro camera, and a 2 MP monochrome camera. The front-facing camera has a 16 MP sensor. The rear primary camera supports 4K@60 video recording, while the front-facing camera supports up to 1080p@30 video recording.

The OnePlus 9RT was launched on October 13, 2021, as a successor to the 9R. It has a slightly larger 6.62" 1080p AMOLED display with support for HDR10+ and a 120 Hz refresh rate, as well as a 600 Hz touch sampling rate. The memory configurations are the same, with either 8 or 12 GB of RAM, and either 128 or 256 GB of storage. The battery capacity is also unchanged at 4500 mha, and supports Warp Charge 65T. The camera setup is unique, with a 50 MP wide sensor, accompanied by a 16 MP ultra wide camera and a 2 MP macro camera.



OnePlus 10 Pro 5G

Main article: [OnePlus 10 Pro](#)

OnePlus 10 Pro was launched on 11th January 2022. The phone comes with 120Hz LTPO 2.0 AMOLED display. OnePlus 10 Pro is powered by octa-core Qualcomm Snapdragon 8 Gen 1 processor. OnePlus 10 Pro supports proprietary super fast charging with 5000mAh battery. OnePlus 10 Pro comes with 2nd-Gen Hasselblad 50 megapixels triple camera setup. The OnePlus 10 Pro runs Color OS 12.1 in China or Oxygen OS in the US, both are based on Android 12 and comes with 8GB RAM and 128GB storage.



Nord Series

OnePlus Nord

Main article: [OnePlus Nord](#)

The One Plus Nord was unveiled on July 21, 2020, and released on August 4 in Europe and India. The Nord is the first midrange smart phone from One Plus since the One Plus X. It supports Warp Charge 30T. Additionally, the Nord has a single loudspeaker in place of the 8 and 8 Pro's stereo loudspeakers. The Nord has a display cutout in the upper left hand corner like the 8 and 8 Pro, which is elongated to accommodate the dual front-facing cameras. It uses a Fluid AMOLED display with a 1080p 20:9 resolution, HDR10+ support and 90 Hz refresh rate like the 8, with a smaller 6.44-inch screen and a flat display.

The Nord is powered by the Snapdragon 765G, Adreno 620 GPU and supports 5G. Battery capacity is at 4115 mah. It is available in three non-expandable storage configurations, one being exclusive to the Indian market. The camera array consists of a 48 MP wide sensor, an 8 MP ultra wide sensor, a 5 MP depth sensor, and a 2 MP macro sensor. The front has a 32 MP wide sensor and an 8 MP ultra wide sensor. Facial recognition and an optical in-display fingerprint scanner are present as well. It is available in Blue Marble and Gray Onyx, and ships with Android 10 and Oxygen OS 10.5 pre-installed.



OnePlus Nord N10 5G and Nord N100

Main articles: [OnePlus Nord N10 5G](#) and [OnePlus Nord N100](#)

The OnePlus Nord N10 5G and Nord N100 were announced on October 26, 2020, as lower priced options to the original Nord. Unlike the Nord, both are sold in North America as well as Europe.

The Nord N10 5G is an entry-level device. Compared to the Nord, it has a 6.49-inch display of the same resolution at 90 Hz, however it is an LCD rather than an AMOLED. As a result, the fingerprint scanner is rear-mounted in place of an optical unit. It is powered by the Snapdragon 690 and Adreno 619L GPU, and is available with 128 GB UFS / 6 GB RAM. Notably, it has a microSDXC card slot for expandable storage, stereo speakers, and a 3.5 mm audio jack, none of which are on the Nord. The rear camera array uses a 64 MP sensor instead of a 48 MP sensor for the wide lens, and has an 8 MP ultrawide sensor and two 2 MP depth and macro sensors. The front camera has a single 16 MP sensor lacking the Nord's ultrawide lens. The battery has a capacity of 4300 Mah, and supports Warp Charge 30. Its only color is Midnight Ice, and it ships with Android 10 and Oxygen OS 10.5 pre-installed.

The Nord N100 is a low-end device. Like the Nord N10 5G, it has a rear-mounted fingerprint scanner, a microSDXC card slot, stereo speakers and a 3.5 mm audio jack. It features a 6.52-inch 720p IPS LCD with a 90 Hz refresh rate, is powered by the Snapdragon 460 and Adreno 610 GPU, and has 64 GB UFS / 4 GB RAM. The rear camera array has a 13 MP wide sensor and two 2 MP macro and depth sensors, and is limited to recording 1080p video; the front camera has an 8 MP sensor. The battery has a capacity of 5000 mAh,

and charges at a maximum of 18 W. Its only color is Midnight Frost, and it ships with Android 10 and Oxygen OS 10.5 pre-installed.



OnePlus Nord CE 5G and Nord N200 5G

Main articles: [OnePlus Nord CE](#) and [OnePlus Nord N200 5G](#)

The OnePlus Nord CE (*Core Edition*) 5G and Nord N200 5G announced on June 10, 2021, and June 21, 2021, respectively. The Nord CE 5G is sold in Asia and Europe, while the Nord N200 5G is exclusive to North America.

The Nord CE 5G is positioned between the Nord N10 5G and the Nord. It has a 6.43-inch 1080p AMOLED at 90 Hz, an optical fingerprint scanner, and is powered by the Snapdragon 750G and Adreno 619 GPU with three storage configurations. The rear camera array uses a 64 MP wide sensor, an 8 MP ultra wide sensor and a 2 MP depth sensor; the front camera has a 16 MP sensor. The battery has a capacity of 4500 MAh, and supports Warp Charge 30T+. It is available in Blue Void, Charcoal Ink and Silver Ray, and it ships with Android 11 and Oxygen OS 11 pre-installed.

The Nord N200 5G is the successor to the Nord N100. It has a 6.49-inch 1080p LCD at 90 Hz, a side-mounted fingerprint scanner, and is powered by the Snapdragon 480 and Adreno 619 GPU. It is otherwise similar to the Nord N100, with the same storage, rear cameras, and battery. Its only color is Blue Quantum, and it ships with Android 11 and Oxygen OS 11 pre-installed.

OnePlus Nord 2 5G

Main article: [OnePlus Nord 2 5G](#)

The Nord 2 5G succeeds the original Nord. The display is a 6.43-inch 1080p AMOLED at 90 Hz with an optical fingerprint scanner. It is powered by the MediaTek Dimensity 1200 with two storage configurations. The rear camera has a new 50 MP wide sensor with additional 8 MP ultrawide and 2 MP monochrome units; there is a single 32 MP sensor for the front camera. The battery has a capacity of 4500 mAh, and has faster Warp Charge 65. It is available in Gray Sierra, Blue Haze and Green Wood, and it ships with Android 11 and OxygenOS 11 pre-install

OnePlus Nord CE 2 and Nord CE 2 Lite

Main article: [OnePlus Nord CE 2](#)

The Nord CE 2 5G succeeds the original Nord CE. The display is a 6.43-inch 1080p AMOLED at 90 Hz with an optical fingerprint scanner. It is powered by the MediaTek Dimensity 900 with two ram configurations and one storage configuration. The rear camera has a 64 MP wide sensor with additional 8 MP ultrawide and 2 MP macro units; there is a single 16 MP sensor for the front camera. The battery has a capacity of 4500 mAh, and has faster 65W SuperVOOC charging. It is available in Gray Mirror and Bahama Blue and it ships with Android 11 and OxygenOS 11 pre-installed.

The Lite model has announced in April 28, 2022, along with OnePlus 10R (Indian [OnePlus Ace](#)). It is almost identical to the [realme V25](#) launched in March 2022 and [realme Q5](#) launched in April 2022, but some different specifications. It doesn't have the CDMA connections, with a slightly smaller 6.59" screen and [Bluetooth](#) 5.2. It is available in 2 memory options: 6 and 8 GB RAM with 128 GB of

storage. It is available in Black Dusk and Blue Tide and it ships with Android 12 and Oxygen OS 12.1 pre-installed.



Concept One Smartphone

On January 7, 2020, OnePlus unveiled the Concept One smartphone at [CES 2020](#). The OnePlus Concept One uses [electrochromic glass](#) to “hide” the rear-facing camera setup. The glass of the phone uses organic particles to create changes in transparency so that the glass covering the camera lenses can instantly shift from opaque black to transparent, presenting a clean, unbroken surface when not in use. OnePlus calls it a manifest of its ‘burdenless’ design philosophy. This optimal solution is called ‘Electronic CMF.’ The rest of the design is inspired by the [McLaren 720S](#) supercar, with Papaya Orange leather.

OnePlus Ace / 10R

Main article: [OnePlus Ace](#)

The OnePlus Ace was unveiled on April 21, 2022 in China. This naming of the phone (OnePlus Ace) is similar to OPPO Reno Ace launched in October 2019 and [Samsung Galaxy Ace](#) series (2011 - 2014). This phone is a rebranded 150W-model [realme](#) GT Neo3 launched 1 month ago, the overall design and specifications is similar to GT Neo3, but has the enhanced version of Dimensity 8100 unveiled in GT Neo3, **Mediatek Dimensity 8100 Max**. This also has the striped design on the back left side, and the camera array side surroundings is similar to [Samsung Galaxy S22](#), but the camera array is squared like the GT Neo3, with the LED flash next to the main camera (LED flash under the main camera in GT Neo3). It also has 4500 mAh removable Lithium-polymer battery and 150W fast charging just like in GT Neo3, a 50MP Sony IMX766 main camera with OIS, 16MP camera on the front, 120Hz HDR10+ AMOLED display, with fast wireless charging and reverse wireless charging in addition. This phone also has ColorOS 12.1 with Android 12 and a punch-hole display just like in GT Neo3, and is the first OnePlus phone to use this display as the past OnePlus phones relied on corner cutouts. However, the length of the phone compared to GT Neo3 is a bit smaller (75.5mm < 75.6mm) and it is 2 grams lighter than GT Neo3 (186g < 188g), but it has no alert slider which has been a staple for the brand since its inception.



Headphones

OnePlus Bullets Wireless



OnePlus Bullets Wireless

At the launch event of the OnePlus 6, the company announced the OnePlus Bullets Wireless earphones. The earphones have the company's Dash Charge technology with a USB-C port that allows five hours of playback for 10 minutes of charging. The earbuds feature a weather-resistant design and operate on Bluetooth connectivity. The Bullets Wireless earphones also support Google Assistant from a button click.

OnePlus released the Bullets Wireless 2 alongside the OnePlus 7 and 7 Pro on May 14. The primary improvements to this 2nd generation are the sound quality (using a bigger driver than from the previous generation's), better battery life and charging speed, as well as a new design which removed the need of earhooks, while still fitting comfortably in the ears and not falling on their own.

In May 2020, OnePlus introduced a less expensive version of OnePlus Bullets Wireless 2 in the form of OnePlus Bullets Wireless Z, in India. The major highlight of this product is 10 minutes of charging powers 10 hours of playback time. The overall playback time is 20 hours.

OnePlus Buds

The OnePlus Nord's announcement was accompanied by the release of OnePlus Buds earbuds. The Buds have an entirely plastic design with a case similar to

[AirPods](#). The case allows for ten hours of playback for 10 minutes of charging; the earbuds have seven hours with a total playback of thirty hours. The earbuds support Warp Charge and the charging case has a Type-C port. The Buds have IPX4 water resistance and support for Dolby. They are available in the US and Canada, as well as in Europe and India.

In October 2020, OnePlus introduced OnePlus Buds Z as a less expensive version of OnePlus Buds. The Buds Z retain Dolby Atmos support and have a different design with silicone ear tips and IP55 water resistance. They have a case that allows for three hours of playback for 10 minutes of charging; the earbuds have five hours with a total playback of twenty hours.

Wearables

OnePlus Band

OnePlus has released a smart fitness tracker watch, dubbed the OnePlus Band, however it is only available in India. It comes in 3 colors, black, navy blue, and tangerine gray. The battery is advertised to last up to 2 weeks, and also is IP68 rated. The OnePlus Band is priced at ₹2,799 (Indian Rupee/INR).

OnePlus Watch

OnePlus announced the OnePlus Watch on 23 March 2021. The smartwatch comes in two colors, silver and black, with an advertised battery life of up to two weeks for a single charge or a week if used heavily. The watch will contain Wi-Fi, Bluetooth, 1 GB of Ram, 4 GB of storage, speakers, and GPS. The smart watch will use a different operating system instead of [Wear OS](#). The OnePlus Watch is expected to be price at ₹16,999 [OnePlus TV](#)

OnePlus TV

In September 2018, the company confirmed it plans to venture into the smart TVs market with the OnePlus TV. The new division will be headed by the company CEO Pete Lau. OnePlus has later specified that the OnePlus TV will run a version of Google's Android TV operating system and that it will cost less than competing televisions.

OnePlus TV Q1 and Q1 Pro

OnePlus TV Q1 features 55-inch 4K-resolution QLED panels. The OnePlus TV Q1 has a rated sound output of 50W. The televisions also support Dolby Vision and sound formats up to Dolby Atmos, along with support for the HDR10 format. The OnePlus TV range has the Gamma Magic Colour picture processor, which aims to enhance picture quality. The OnePlus TV Q1 models have a unique Kevlar-like finish at the back and comes with a unique stand design. The OnePlus TV Q1 runs on Android TV 9.0 that comes with some customization including OxygenPlay, a curated content service built into the TV. OnePlus has also released the OnePlus Connect app that can be used with the OnePlus TV.

Similar to the Q1, the OnePlus TV Q1 Pro has a 55-inch 4K-resolution QLED screen. The TV panel has slim borders all around, and a small, discreet OnePlus logo in the middle of the bottom bezel. There are four HDMI ports, two USB ports, an Ethernet port, a Toslink port, and a single AV-in socket that can be used with an included adapter for connectivity with older non-HDMI devices. OnePlus TV Q1 Pro has a motorized 50W soundbar with eight front-firing speaker drivers. Beyond its physical appearance, the OnePlus TV runs on Android TV with access to OxygenPlay, a content curation service by OnePlus, and easier smart phone integration through the OnePlus Connect app.

OnePlus TV Y series

OnePlus TV Y series is an affordable series of televisions, available in 32-inch and 43-inch size variants. They include access to smart features such as OnePlus Connect, and Google services such as Google Assistant, Google Chromecast, and the Google Play store, offering users an enhanced smart TV experience at cheaper prices. The system runs on Android TV 9 Pie further enhancing the user experience. Users can use the Oxygen Play interface for a content-

centric view. The Y series has a rated sound output of 20W with Dolby Audio tuning.

OnePlus TV U series

OnePlus TV U series is an affordable alternative to the OnePlus TV Q1 Series, and comes in a single variant of 55 inches, with a 4K LED screen and support for up to the Dolby Vision HDR format. The lineup also has a 93 percent colour gamut on DCI-P3, offering a standard cinematic experience. The OnePlus TV is slim with a thickness of 6.9mm with a screen-to-body ratio of 95 percent offering a minimalistic design. The TV has access to platforms such as Oxygen Play and the OnePlus Connect app for enhancing user experience. Similar to the Y Series, it runs on Android TV 9 Pie with access to Google Assistant, Google Chromecast, and the Google Play Store. The U series has a 30W four-speaker setup, support for Dolby audio, and the ability to use the television as a wireless speaker in Bluetooth stereo mode. Compared to its competitors, OnePlus TV U series is on the pricier side, while providing a similar experience.



series 32inch



y2



See also

2. Railway

As the aviation sector has been affected much badly and resulting in sharp rise in the air ticket rates the frequent travelers' will prefer railways to cut the cost of traveling and this will result in increased traffic in railways and long queues at railway booking counters. The freight traffic of Indian Railways has continued to grow in the last few months, albeit at slow pace, indicating only marginal impact of the global recession on the Indian economy.

3. PSU Banks

As seen in the private sector much of the job cuts due to global slowdown, it's the public sector undertaking (PSU) banks which gained much confidence due to job safety and security. More and more people are likely to turn towards government institutions, particularly banks in the quest for safety and security

4. Education

As education is considered as the basic necessity and in India it is seen as a long term investment by parents and with respect to the demand still there is a huge supply gap. The craze to study in foreign university among the Indian youth still alive which will prompt foreign education institute to target India provided vast young population willing to join. We will see more and more foreign educational institutions coming up in India in recent coming years.

5. Telecom

People will not stop to communicate with each other due to global crises rather it has been seen that it will increase much particularly with mobile communication. With cheap cell phones available in the Indian market and cheaper call rates, the sector has become the necessity and primary need of everyday life.

Telecom sector, according to industry estimates, year 2008 started with a subscriber base of 228 million and will likely to end with a subscriber base of 332 million – a full century. The telecom industry expects to add at least another 90 million subscribers in 2009 despite of recession. The Indian telecommunications industry is one of the fastest growing in the world and India is projected to become the second largest telecom market globally by 2010.

6. IT

Recent news shown that Indian IT sector will grow 30 to 40 per cent next year. And on the other side to survive in current slowdown, industries have to decrease the cost and for that they will resort to customised IT solutions which will further boost up the software solution demand.

India is fast becoming a hot destination for outsourced e-publishing work. As per a Confederation of Indian Industry (CII) report, the industry is growing at an annual rate of 35 per cent and India's outsourcing opportunities in the value-added and core services such as copy editing, project management, indexing, media services and content deployment will help make the publishing BPO industry worth US\$ 1.46 billion by 2010.

. Health care

India in case of health care facilities still lacks the adequate supply. In health care sector also there is huge gap between demand and supply at all the levels of society. Still there are so many urban areas where you could hardly find any multi specialty hospital. And in case of metros the market sentiments itself created a need of psychological consultation.

Healthcare, which is a US\$ 35 billion industry in India, is expected to reach over US\$ 75 billion by 2012 and US\$ 150 billion by 2017. The healthcare industry is interestingly poised as it strives to emerge as a global hub due to the distinct advantages it enjoys in clinical excellence and low costs

COMPANY PROFILE



Nokia has played a pioneering role in the growth of cellular technology in India, starting with the first-ever cellular call a decade ago, made on a Nokia mobile phone over a Nokia deployed network.

Nokia started its India operations in 1995, and presently operates out of offices in New Delhi, Mumbai, Kolkata, Jaipur, Lucknow, Chennai, Bangalore, Pune and Hyderabad. The Indian operations comprise of the handsets business; R&D facilities in Bangalore and Mumbai; a manufacturing plant in Chennai and a Design Studio in Bangalore.

Over the years, the company has grown manifold with its manpower strength increasing from 450 people in the year 2004 to over 15000 employees in March 2008 (including Nokia Siemens Networks). Today, India holds the distinction of being the second largest market for the company globally.



VISION & MISSION

Many organizations have attempted to redefine the business they are in, or even streamline their growth in a specific direction. The merger of Brooke Bond with Lipton India, the Glaxo Health Food Division being sold off to Heinz, the takeover of Times bank by HDFC or the take over of Kelvinator by Whirlpool are some recent examples of organizations which have perhaps done some serious "soul-searching" and taken bold strategic decisions. An interesting trend in recent times is that companies have begun to define their "Vision/Mission Statement". A mission statement articulates the philosophy of the company with respect to the business in specific and society in general. Once the mission statement of the company is finalized and adapted, it provides a readymade guideline to employees of the organization about its principles, policies and practices.

It is important here to distinguish between "vision" and "mission" for the Nokia e-series. Vision is often referred to as "skyhooks for the soul". In fact, vision is that igniting spark that can inspire and energise people to do better. The focus of vision is to reach out hungrily for the future and drag it into the present. To quote Tom Peters, "Developing a vision and living it vigorously are essential elements of leadership". The latest trend in many Nokia e-series is to apply the "VIP" approach i.e. "Vision Integrated performance

Devices business

Nokia has established itself as the market and brand leader in the mobile devices market in India. The company has built a diverse product portfolio to meet the needs of different consumer segments and therefore offers devices across five categories i.e. Entry, Live, Connect, Explore and Achieve. These include products that cater to first time

subscribers to advanced business devices and high performance multimedia devices for imaging, music and gaming.

Nokia has been working closely with operators in India to increase the geographical coverage and lower the total cost of ownership for consumers. Today, Nokia has one of the largest distribution network with presence across 1,30,000 outlets. In addition, the company also has Nokia Priority dealers across the country and Nokia 'Concept stores' in Bangalore, Delhi, Jaipur, Hyderabad, Chandigarh, Ludhiana, Chennai, Indore and Mumbai to provide customers a complete mobile experience.

Services business

With the global launch of Ovi, the company's Internet services brand name, Nokia is renewing itself to be at the forefront of the convergence of Internet and mobility. From being a product centric company, Nokia is now focusing to become solutions centric. The strategic shift is built on Nokia's commitment to retain consumers and empower Nokia device owners to realise the full potential of the Internet. Nokia will build a suite of Internet based services like Nokia Maps, the Nokia Music Store and Nokia N-Gage around its Ovi brand.

Infrastructure business

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Its operations in India include Sales & Marketing, Research & Development, Manufacturing and Global Networks Solutions Centre. Headquartered in Gurgaon, Nokia Siemens Networks has 47 offices and presence in over 170 locations across the country.

R&D centers

Nokia has three Research & Development centers in India, based in Bangalore and Mumbai. These R&D hubs are staffed by engineers who

re working on next-generation packet-switched mobile technologies and communications solutions to enhance corporate productivity.

The Center in Bangalore, the biggest R&D site in the country comprises S60 Software Organization, Common Technologies, Next Generation now called Maemo Software, Productization and Software & Services.

Design Studio

Nokia has set up its first Design Studio in Bangalore in partnership with Vishva School of Art, Design and Technology. The first of its kind, the design studio will give Nokia designers and India's talented youth the opportunity to work together on new design ideas for India and the global markets.

Manufacturing in India

Nokia has set up its mobile device manufacturing facility in Chennai, India to meet the burgeoning demand for mobile devices in the country. The manufacturing facility is operational with an investment of USD 210 million and currently employs 8000 people. Nokia has recently announced fresh investments to the tune of US \$ 75 million towards its manufacturing plant in Perumbudur, Chennai for the year 2008.

Some Achievements for Nokia

- Ranked No 1 Most Trusted Brand Survey by Brand Equity, 2008
- Ranked the No 1. MNC in India by Businessworld, India's leading business weekly, 2006
- Ranked as the No. 1 telecommunications equipment vendor in the country by Voice & Data for five consecutive years –2008, 2007, 2006, 2005 and 2004
- Ranked as the 9th most powerful brand by Millward Brown's BrandZ 2008
- Ranked world's 4th most valuable brand by Interbrand, 2007
- Ranked Asia's most trusted brand by the Media-Synovate, 2006

Nokia is a Finland-based company, established in 1865. The company is a leader in mobile communications. It has an employee base of around

Nokiaproducts



INTRODUCTIONNOKIAE-SERIES





















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 Nokia N96	 Nokia N95 8GB	 Nokia N95	 Nokia N85	 Nokia N82
 Nokia N810	 Nokia N81 8GB	 Nokia N81	 Nokia N800	 Nokia N80 Internet Edition
 Nokia N79	 Nokia N78	 Nokia N76	 Nokia N73	 Nokia N70 Music Edition
				

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Financial Performance

	EUR m	EUR m	Change %	Revised* EUR m
Net sales	41 121	34 191	20	29 371
Operating profit	5 488	4 639	18	4 326
Profit before taxes	5 723	4 971	15	4 705
Net profit	4 306	3 616	19	3 192
Research and development	3 897	3 825	2	3 776

The Nokia Eseries SDK Plug-ins [\[1\]](#) enable developers to take full advantage of the additional features present in such Nokia Eseries enterprise-grade devices as the Nokia E55 messaging device and Nokia E75 business smartphone. Each Nokia Eseries SDK Plug-in enhances and extends a specific S60 3rd Edition SDK.

With the plug-ins, C++ applications can be developed and tested in an SDK emulator. Each SDK plug-in includes the APIs for using the features that have been added to Nokia Eseries devices, such as printing and the e-mail ED, along with device skins for the SDK emulators. Use of the APIs is supported by comprehensive documentation and example applications.

Nokia Eseries SDK plug-in, used in combination with the appropriate S60 3rd Edition SDK, provides all the tools required to build and test enterprise applications for Nokia Eseries devices.

Features

Printing framework

The printing framework enables developers to create new or update existing applications with the capability to produce hard copy via an external printer. The emulator supports the testing and debugging of applications that need printing capabilities. In S60 3rd Edition, Feature Pack 2 Eseries devices, the printing framework has been updated with a new AIW interface, which simplifies the addition of printing features to S60 applications for Nokia Eseries devices.

E-mail LED API

The e-mail LED API allows applications to initiate blinking of the e-mail LED that is present on certain Eseries devices via the Central Repository using the Symbian Publish and Subscribe API. When initiated, the e-mail LED blinks in accordance with the device's preference settings.

Products

[Nokia E65 - Specifications - Nokia India](#)

Get detailed information about the Nokia E65 specifications. Nokia E65 incorporates a long battery life, 3G, quad-band calling, and multiple messaging options into a slim, stylish design with dedicated One Touch keys.

[Nokia 6151 - Specifications - Nokia India](#)

Get detailed information about the Nokia 6151 specifications. No matter how fancy, a phone is still, above all, a phone: a trustworthy, convenient way for you to stay in touch with the **people** who matter to you at home, at the office, and abroad.

[Nokia E5 - Products](#)

NokiaE5:connecttocolleaguesandfriendsthroughIM,emailandyour favouriteonlinesocialnetworks.

[Nokia6270-NokiaIndia](#)

DiscovertheNokia6270:areliable,intuitivephonethatkeepsyoucloseto the **people**thatmatter.Classicdesignmeetsproventechnology.The luxuriousNokia6270phoneboastsanimpressive2megapixelcamera andexcellentfeatures,allpackedinastylishmetalcasing.

[1209- Specifications-65,000ColorVibrantDisplayScreenPhone withPrepaidTrackerApplication](#)

GetdetailedinformationabouttheNokia1209specifications.Highly affordablewithapremiumexterior,theNokia1209istheultimate choiceofmanyfirsttimeusers.TheconvenientOneTouchshortcut takesyoutomessage,calendarorphonebookfeaturesandevenahandy flashlight.

key

PRODUCTNAME

Thefollowingtableshows theskinsandfeaturessupportedbytheplug-infor S603rdEdition,FeaturePack2Eseriesdevices:

Device	Skins	Printing Framework API	E-mail LED API	NokiaEseries Device Identification API
NokiaE55	epoc_240x320.ini	X		X
NokiaE75	epoc_240x320.iniwithe keypadand320x240.iniwithe QWERTYkeyboard	X		X

[Nokia E65 - Specifications - Nokia India](#)

Get detailed information about the Nokia E65 specifications. Nokia E65 incorporates a long battery life, 3G, quad-band calling, and multiple messaging options into a slim, stylish design with dedicated One Touch shortcuts.

[Nokia 6151 - Specifications - Nokia India](#)

Get detailed information about the Nokia 6151 specifications. No matter how fancy, a phone is still, above all, a phone: a trustworthy, convenient way for you to stay in touch with the **people** who matter to you at home, at the office, and abroad.

[Nokia E5 - Products](#)

Nokia E5: connect to colleagues and friends through IM, email and your favorite online social networks.

[Nokia 6270 - Nokia India](#)

Discover the Nokia 6270: a reliable, intuitive phone that keeps you close to the **people** that matter. Classic design meets proven technology. The luxurious Nokia 6270 phone boasts an impressive 2 megapixel camera and excellent features, all packed in a stylish metal casing.

[Nokia 1209 - Specifications - 65,000 Color Vibrant Display Screen Phone with Prepaid Tracker Applications](#)

Get detailed information about the Nokia 1209 specifications. Highly affordable with a premium exterior, the Nokia 1209 is the ultimate choice for many first time users. The convenient One Touch shortcut **key** takes you to message, calendar or phonebook features and even a handy flash light.

[Nokia E52 - Specifications](#)

Nokia E52 is ideal for working on the move. It offers 3G, HSDPA/HSUPA and WLAN internet connectivity, excellent battery life and noise cancellation.

[Nokia 1800 - Products](#)

The Nokia 1800 comes with a built-in FM radio, preloaded Nokia Life Tools, and a range of other practical features.

[Nokia 6500 slide - Specifications - Nokia India](#)

Get detailed information about the Nokia 6500 slide specifications.

[Nokia C5-00 - Features](#)

The Nokia C5 mobile phone features social networking, email, IM, imaging, video music, web browsing and pre-loaded maps – in a beautiful, compact form.

[Nokia 9300i - Applications - Nokia India](#)

Mobile Sales Online provides scenarios tailored to the needs of sales representatives, sales managers, **key** account managers, and top management. Fujitsu mProcess Business Process Mobilizer Fujitsu mProcess Solution is a business process automation toolset for corporations wanting to more effectively and efficiently mobilize their operational mobile staff; be it field force service engineers, sales **people**, or health care professionals

3) OBJECTIVE'S

OBJECTIVE'S

? To analysis how we can increase the sales of nokia e-series product.

? To know about customer satisfaction level toward recession.

? To analysis customer perception about nokia e- series

? To analysis of effect on recession on nokia e series product.

? To study about recession

RESEARCH METHODOLOGY

Research methods may be understood as those methods/techniques that are used for conduction of research. All those methods which are used by the researcher during the course of studying his research problem, are termed as research methods. Keeping in view, the research methods can be put into following three groups:

☐ In the first group we include those methods which are concerned with the collection of data. These methods will be used where the data already available are sufficient to arrive at the required solution.

☐ The second group consists of those statistical techniques which are used to establish relationships between the data and the unknown.

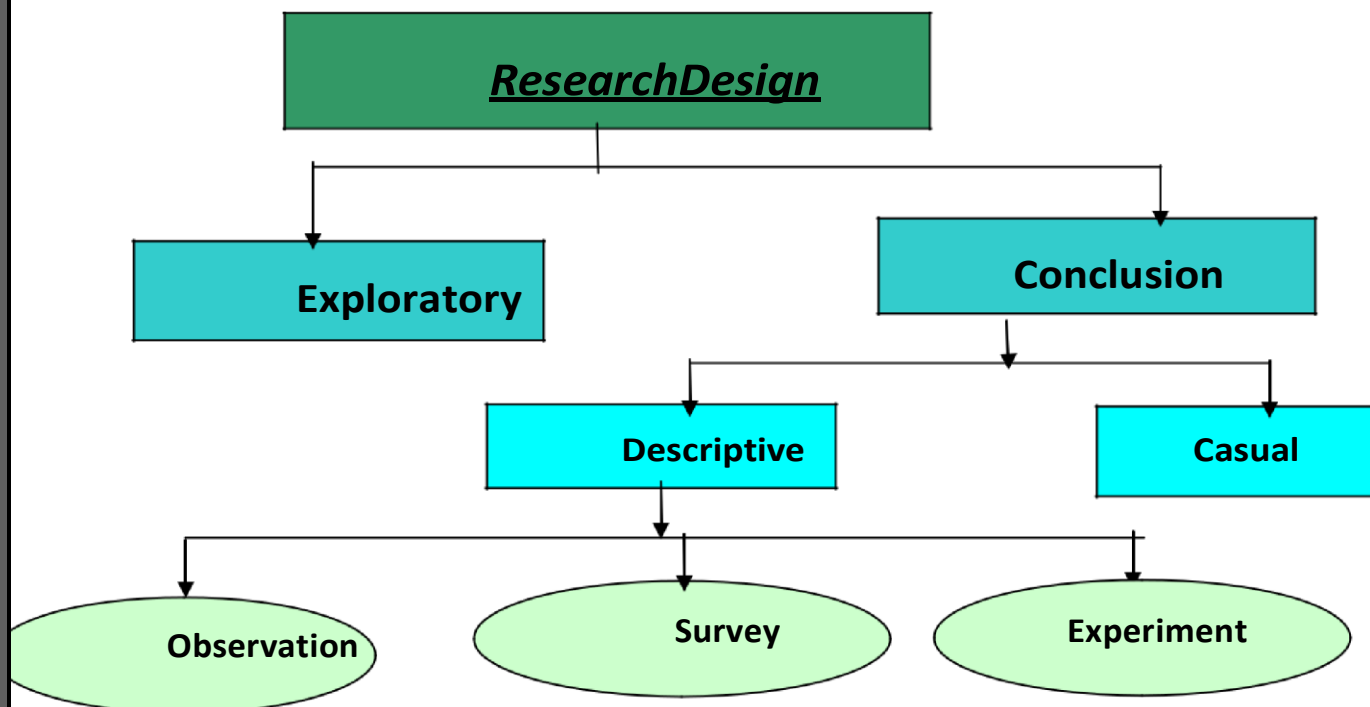
The third group consists of those methods which are used to evaluate the accuracy of the obtained results. This type of analysis helps the management of the company to plan its future policies according to the external environment. Any sound research must have a proper design to achieve the required result, this study is constructed on the basis of descriptive design.

The methodology, I have adopted for my study is the various tools, which basically analyze critically economical position of Nokia series

RESEARCHDESIGN

Toconductthemarketresearchfirstofallitisnecessarytoreatearesearchdesign.Aresearchdesignisbasicallyablueprintofhowaresearchistobeconducted,itmayinclude;

1. CHOOSINGTHEAPPROACH
2. DETERMININGTHETYPESOFDATANEEEDED.
3. LOCATINGTHESOURCEOFDATA.
4. CHOOSINGAMETHODOFDATA.



LIMITATIONS OF THE STUDY

Following limitations were encountered while preparing this project:

- Lack of experience
- Short time duration
- Lack of proper supervision
- Small sample size
- Lack of resources

DATA COLLECTION

Types of data collection

There are two types of data collection methods available.

- 1. Primary data collection
- 2. Secondary data collection

1) Primary data collection method

The primary data is that data which is collected fresh or first hand, and for the first time which is original in nature. Primary data can be collected through personal interview, questionnaire etc. to support the secondary data.

2) Secondary data collection method

The secondary data are those which have already been collected and stored. Researchers can easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. Secondary data is also made available through trade magazines, balance sheets, books etc.

This project is based on primary data collected through personal interview of

head of account department, head of SQC department and other concerned staff member of finance department. But primary data collection had limitations such as matter confidential information thus the project is based on secondary information collected through five years annual report of the company, supported by various books and internet sites. The data collection was aimed at study of working capital management of the company

TOOLS USED

To know the response. I have used the questionnaire method in sample survey.

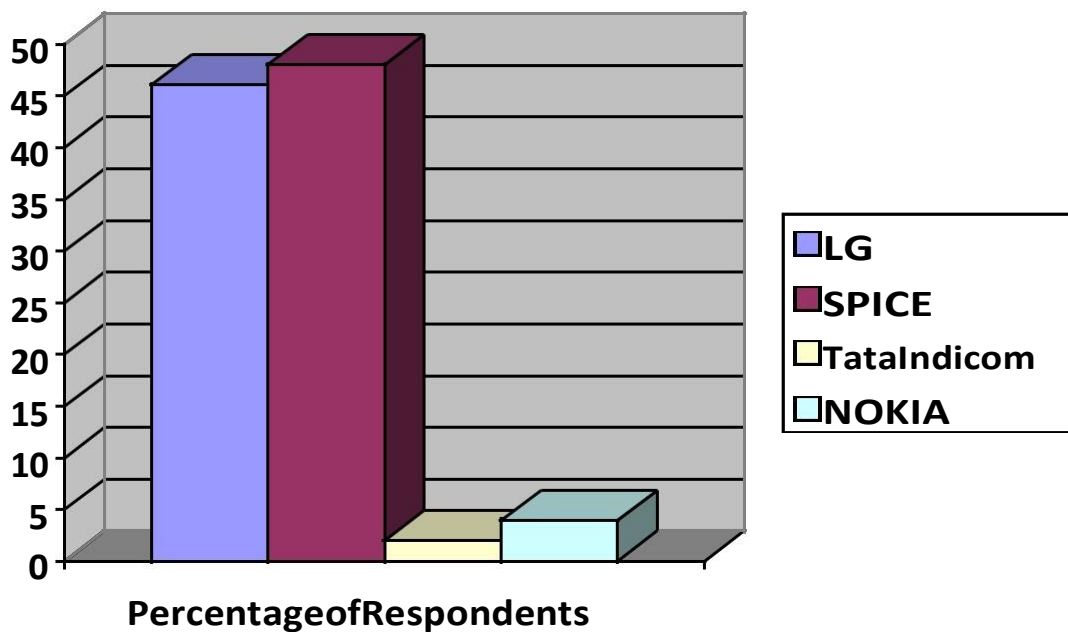
Statistical tools used are:

- Pie Charts
- Bar Graphs
- Percentage method

Data analysis & Interpretation

Q1. Which Companies Mobile handset are using?

Options	Percentage of Respondents
LG	46
Nokia	48
Tata Indicom	2
Spice	4

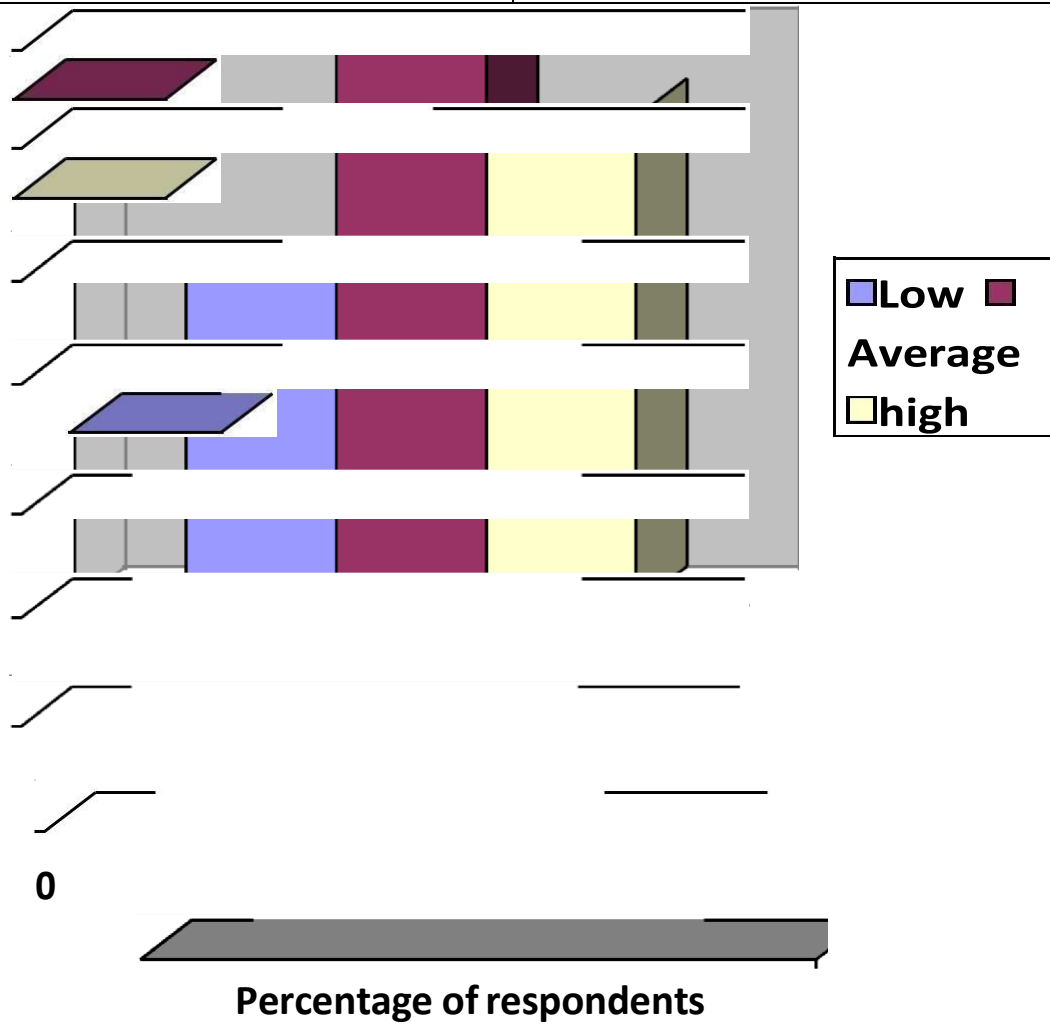


Interpretation:

48% of the respondents are using LG, 46% of the respondents are using SPICE. This shows that the market share of NOKIA series is 48%, which is the result of an aggressive sales promotional strategy of the company.

(2) What was the sale of nokia e-series during pre-recession?

option	Percentage of respondents
Low	25
Average	35
high	40



Interpretation:

25% of the respondents of say that the of the nokia was low because other companies are providing better schemes, 35% of the respondents

are saying that other telecom companies are offering attractive promotional offers and 40% say it was on high position.

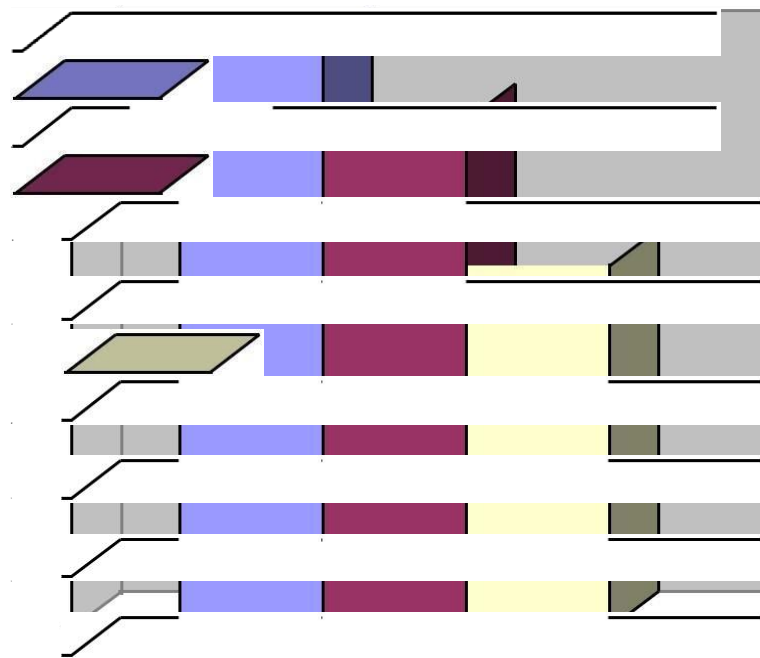
(3) What was the sale of nokia e-

Option	Percentage of respondents
Increase	40
Decrease	35
moderate	25

series during recession?

0

Percentage of respondents

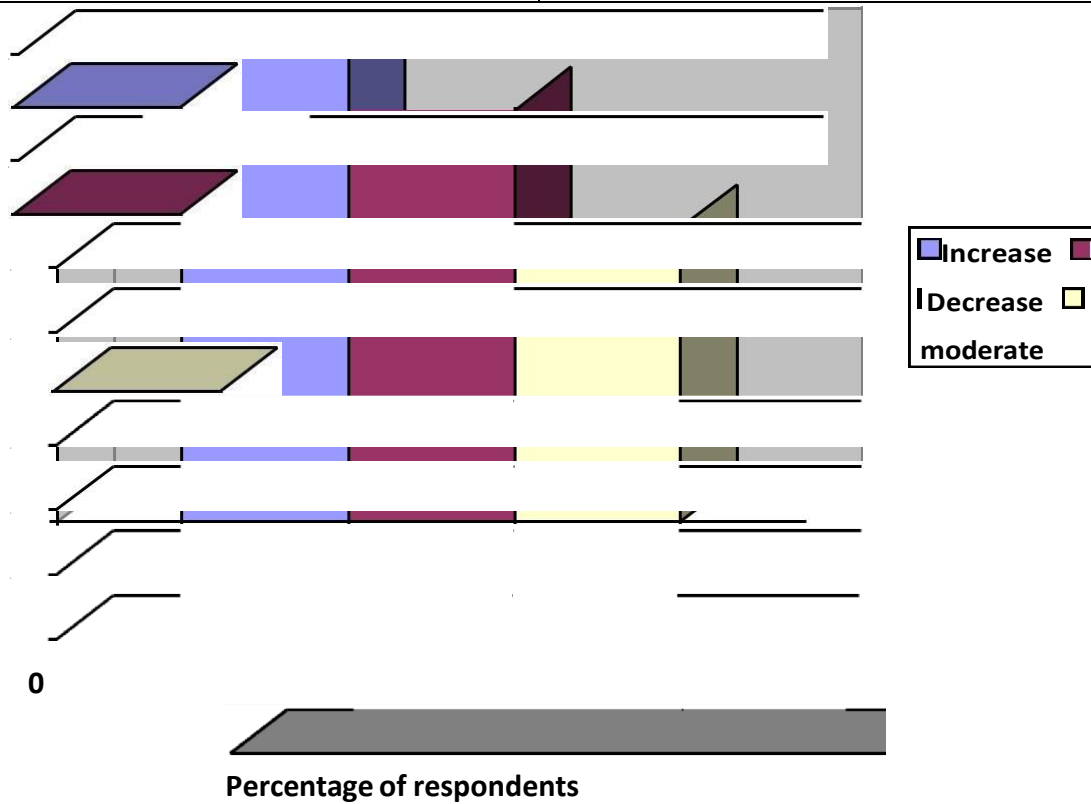


Interpretation

40% of the respondent says that it was on increased stage and 35% of the respondent says that was on decrease stage and 25% of the respondent says it was on moderate stage.

(4) What is the change percentage of nokia e-series during recession?

Option	Percentage of respondents
Increase	50
Decrease	35
moderate	15

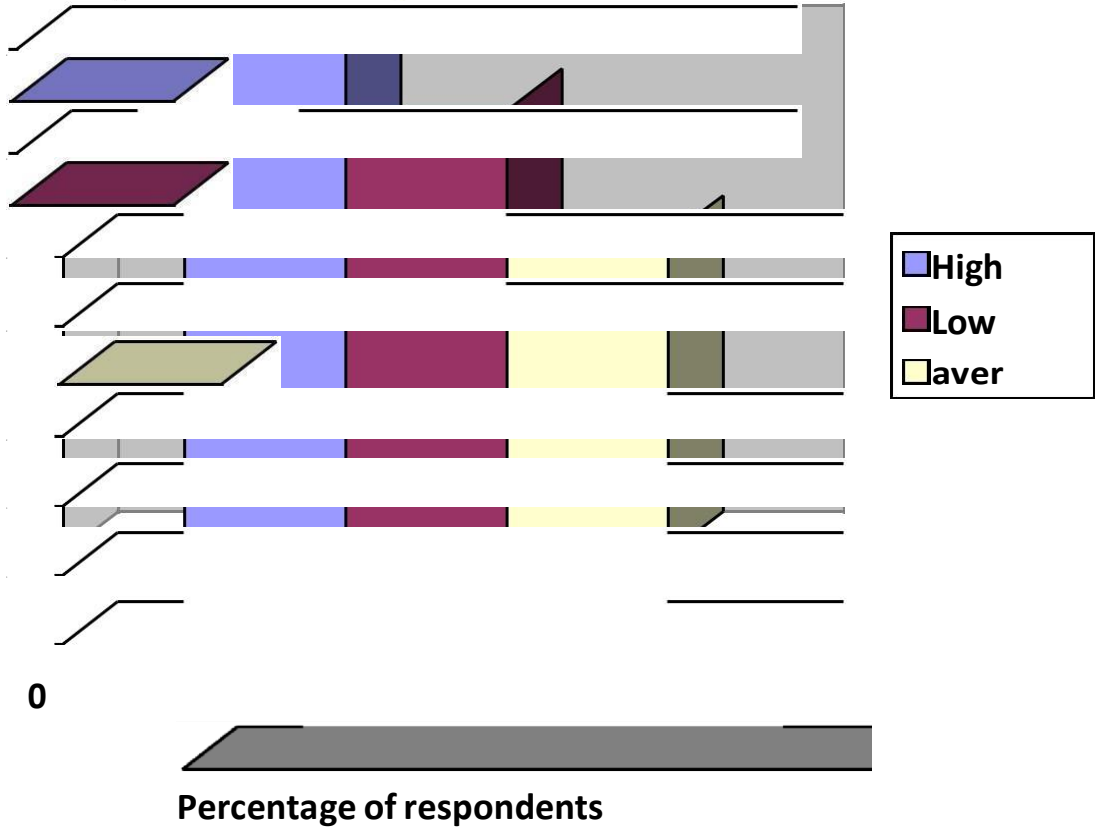


Interpretation:

50% of the respondent says that it was on increased stage and 35% of the respondent says that was on decrease stage and 15% of the respondent says it was on moderate stage.

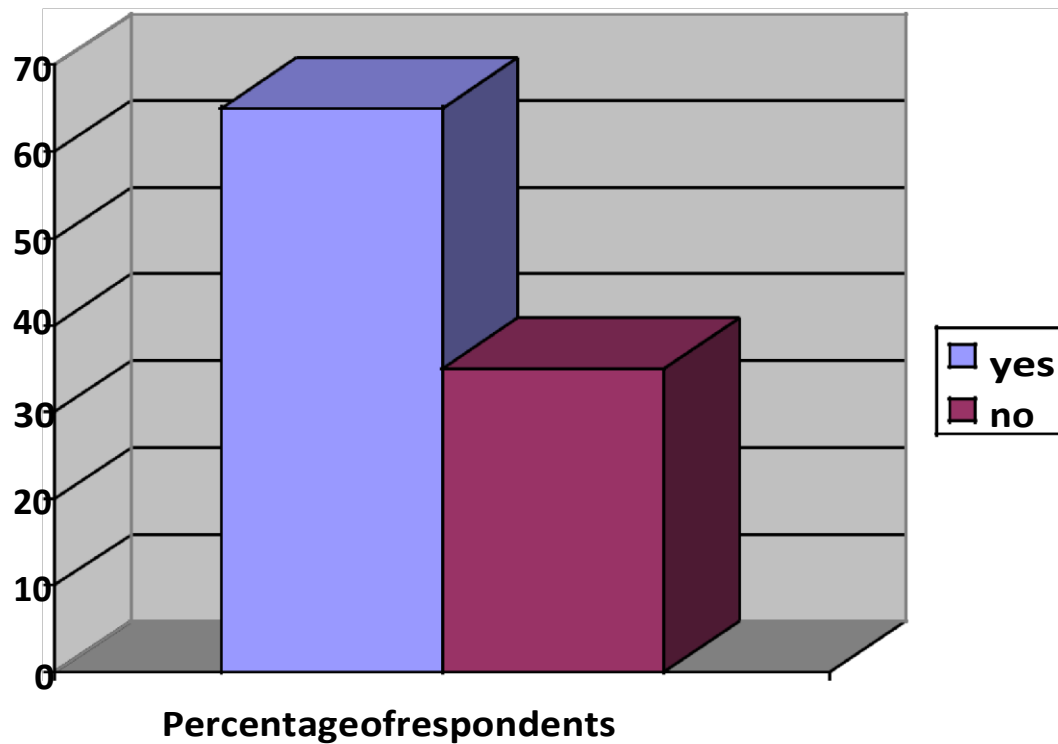
(5) What is the sale of nokia e-series during the post recession?

Option	Percentage of respondents
High	40
Low	35
average	25



(6) Didnokiaprovideanyschemes?

Option	Percentageofrespondents
Yes	65
No	35

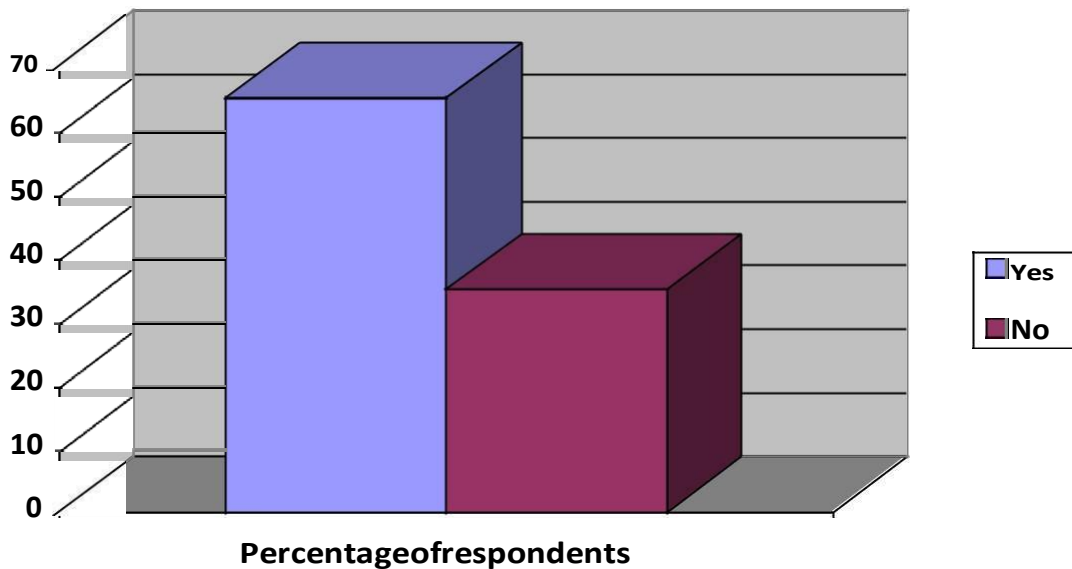


Interpretation:

40%oftherespondentsaysthatitwasonincreasedstageand35%oftherespondentsaysthatwasondecreasestageand25%oftherespondentsaysitwasonmoderatestage

(7) Didyoutakeanyadvantagetonokiae-seriesinrecession.

Option	Percentageofrespondents
Yes	65
No	35

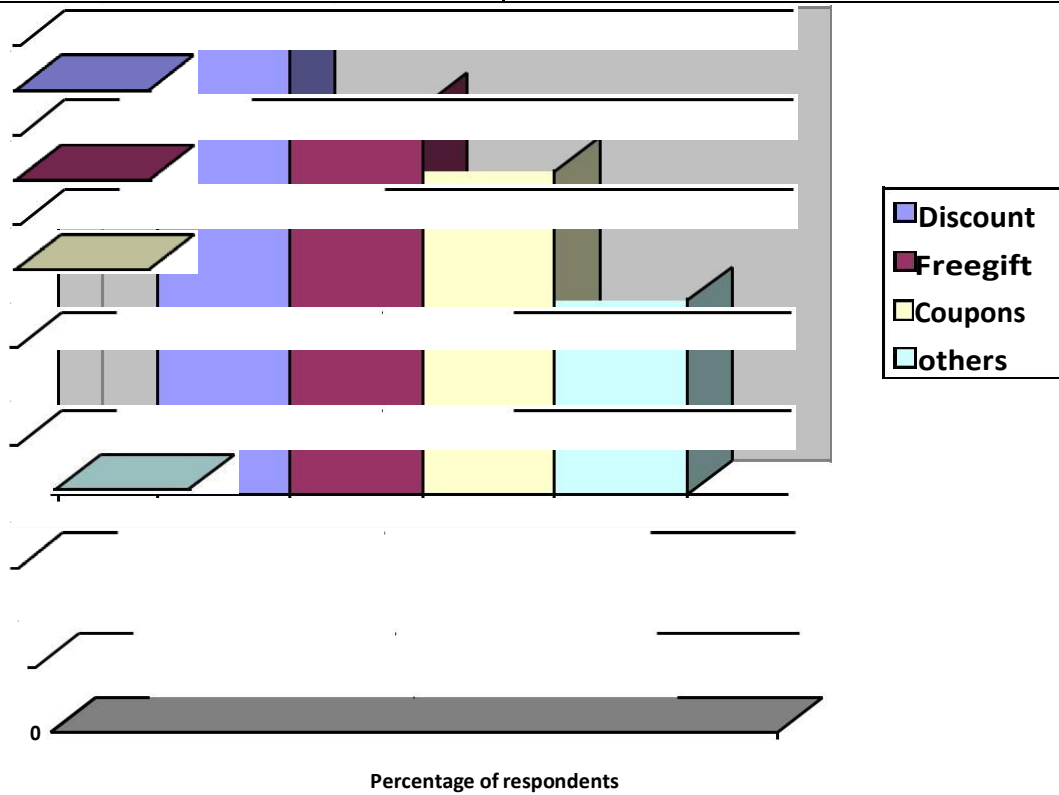


Interpretation:

40%oftherespondentsaysthatitwasonincreasedstageand35%oftherespondentsaysthatwasondecreasestageand25%oftherespondentsaysitwasonmoderatestage

(8) Which kind of schemes provided by the company?

Option	Percentage of respondents
Discount	35
Free gift	30
Coupons	25
others	15

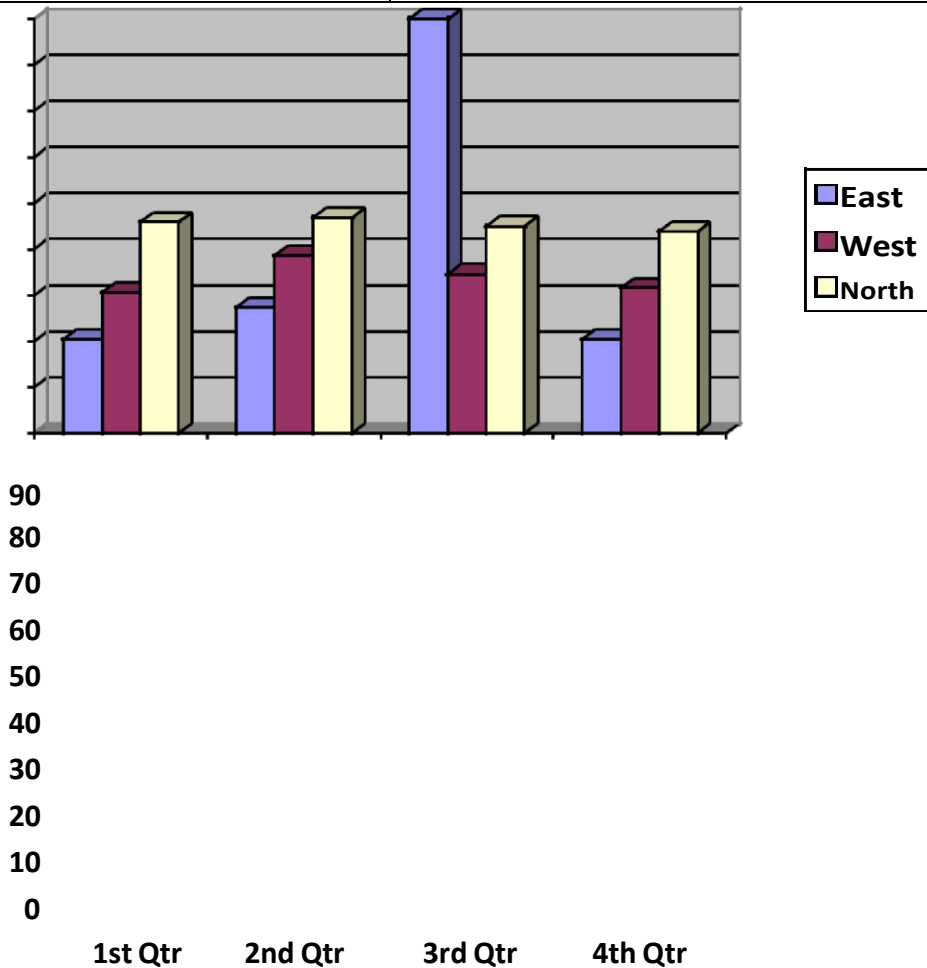


Interpretation:

40% of the respondent says that it was on increased stage and 35% of the respondent says that was on decrease stage and 25% of the respondent says it was on moderate stage.

(9) Now are you satisfied with the nokia e -series handset?

Option	Percentage of respondents
Yes	65
no	35

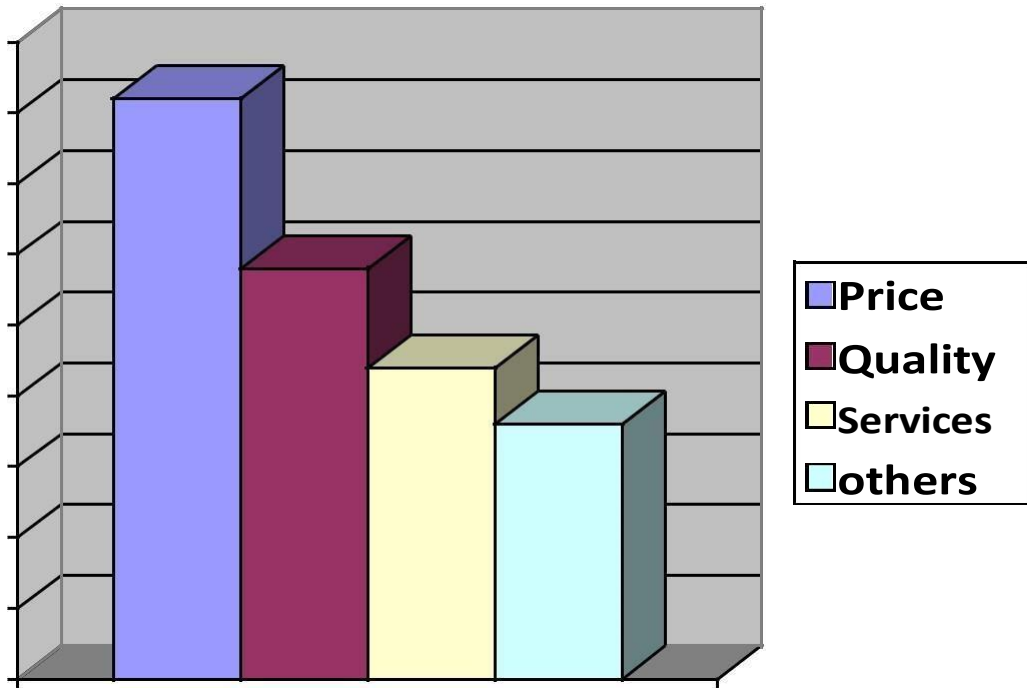


Interpretation:

65% of the respondent says that it we are satisfied with nokia brand and 35% of the respondent says no.

10) How nokia is different from other products?

Options	Noofrespondents
Price	41
Quality	29
Services	22
others	18



45
40
35
30
25
20
15
10 5
0

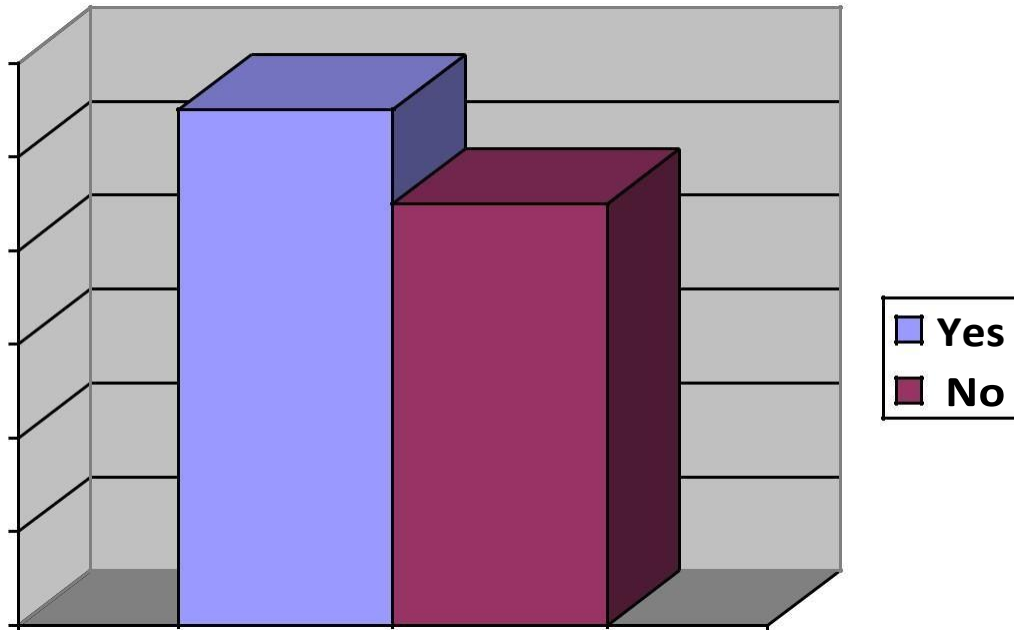
No of respondents

Interpretation

29% of the respondents say that price factor make different nokia to other
29% of the respondent say that quality make different and 22 % of the
respondent say that nokia services make different.

Did recession decrease the sale of nokia e-series?

Options	No of respondent
	55



45

0
0
0
0
0
0
0

0

No of respondent

Observation & findings

☐ 48% of the respondents are using LG 46% of the respondents are using SPICE
This shows that Market share of NOKIA e series is 48% which is the result of aggressive sales promotional strategy of the company.

☐ 25% of the respondents of say that the of the nokia was low because other companies are providing better schemes, 35% of the respondents are saying that other telecom companies are offering attractive promotional offers and 40% say it was on high position.

☐ 40% of the respondent says that it was on increased stage and 35% of the respondent says that was on decrease stage and 25% of the respondent says it was on moderate stage.

☐ 65% of the respondent says that it we are satisfied with nokia brand and 35% of the respondent says no.

☐ 50% of the respondent says that it was on increased stage and 35% of the respondent says that was on decrease stage and 15% of the respondent says it was on moderate stage

Conclusion

In the present project I have analyzed the effect of recession on nokia eseries brand used by nokia. I found that nokia e-series is having aggressive sales promotion strategy to attract customers.

The best part of this brand is the schemes which nokia provide to their customer. nokia is offering unlimited option at a very low cost as compared to other companies.

The promotional offers launched by Airtel are also very good. nokia is No.1 mobile provider brand.

Over the past couple of months, fears of a slowdown in the United States of America have increased. The impact of the sub prime crisis along with a slowdown in mortgages has led to a significant lowering of growth estimates. Since the United States dominates the global economy, any slowdown there would have an impact on most of the global economic variables.

For India, it could mean a further appreciation in the rupee Vis--Vis the US dollar and a darkening of business outlook for sectors dependent on US companies. No sector has a dominant influence on earnings growth and risks to our estimate are limited. Corporate India is also learning to master the art of efficient capital management, reduction in costs and delivery of value-added services to sustain profit margins. Further, interest rates are expected to be stable primarily due to control over inflation and proactive measures undertaken by the RBI.

SUGGESTIONS

☐ Aggressive Sales Promotional activities must be done.

☐ The company should introduce some new type of advertisements which can capture attention of people always and they may retain the advertisement during recession.

☐ Customers must be made aware about the Schemes of nokia eseries mobile.

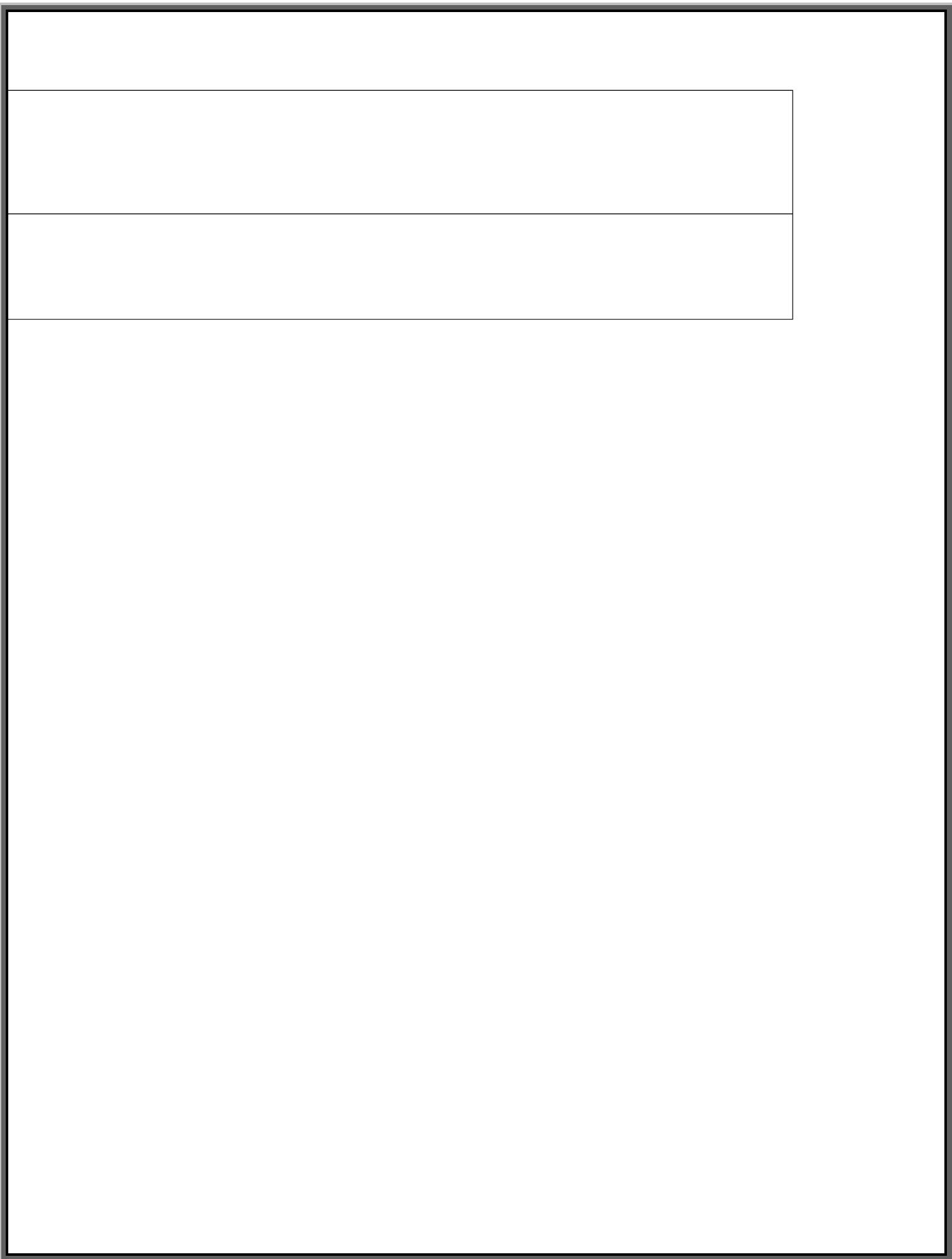
? Tariff plan should have consistent base. It should not fluctuate frequently.

? Customer retention programs should be more frequent in order to assess the feedback of the customers about the company.

? Efforts should be made to minimize the billing related problems.

? Value Added Services need to be streamlined.

? Customers should be properly educated about the latest launching of the services.



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