



# NXI Group of Companies

Company Profile  
An Introduction to the NXI Group  
2011-12



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# NXI Group of Companies

## Introduction

The NXI name took the first 3 letters of the word Next , Generation , Intelligence which means “ Through Intelligence we will conquer the unknown & bring technology next that will change the way people live ”.

The NXI Group with its diversified portfolio of business interest ranging from investment , trading , textiles to electronics & IT is into production , development & distribution of an extensive range of Consumer Telecom & IT hardware as well as for specific Industrial application.

The Group has three major business groups – GCM Securities Ltd , Jackson Investment Group & Rissotto Instruments Ltd are into investment & trading of shares , HJR Trading P Limited into trading of mobile phones & accessories , Logical Learning Private Ltd into Computer accessory & children education ,Nxi Businesses into Export & Import of Laptops .

NXI Group headquarters & parent company are located in Kolkata , Mumbai & New Delhi in India with sales offices in Dubai ,Melbourne & Singapore . One of the group company namely NXI Businesses PLC is registered in London,UK.

The Production center is in Shenzhen as well as in New Delhi which enables the company to address the specific need of the company.



# NXI Group of Companies

## Vision of the Group

- Organization that commands Global respect
- Product & services that delights customers with its quality
- Brand that adds great value to its customers ,employees and investors

## Mission Statement

- Make Brand NXI reach across Asia Pacific , Mid East & Africa by 2012
- To reach a Revenue Turnover of USD 100 Million by March,2015
- Make NXI one of the best companies to work for in the next 24months

## Value Statement

- Always give customers the best care
- Enrich the life of employees through constant training & learning
- Give back to Society a share of group's earnings
- Honesty at all cost & in each dealing
- Win-Win equation every time for both seller & buyer



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## Why NXI ?

We have gained a cutting edge over our competitors due to several reasons. Some of the reasons which enable us to carve an enviable position in the industry are as following :

- Qualitative range
- CE,FCC,UL Certification
- Reasonable pricing
- Transparent dealings
- Ethical business policies
- Sound industry knowledge
- Experienced and qualified team
- Timely delivery of the consignments
- Sea worthy suitable international packaging material.
- Quality Customer Care



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## ABOUT US >

### Business Type

- Trading Company , Supplier , Manufacturer , Middle ware Organization , Brand
- Export Percentage 60%
- Import Percentage 80%

### Primary Competitive Advantages

- Quality Products
- Excellent Services
- Transparent Business Policy
- Industrial Knowledge
- Experienced Workforce
- Timely Delivery
- Competitive Price Range

<b>Sales Volume</b>	<b>US \$ 11.10 million</b>
<b>Distributor partners</b>	<b>15</b>
<b>Dealer or Retailers</b>	<b>150</b>
<b>Employees ( Direct &amp; Indirect )</b>	<b>25</b>
Year of Establishment	2004
No of Production Lines	1
Export Markets	Bangladesh - Nepal - Bhutan - Middle East - Africa -Malaysia
Import Markets	China - Taiwan - Thailand - Hong Kong - Australia



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## STRATEGIC PARTNERS

The company has strategic JV/partnership for manufacturing & OEM facility for its range of Laptop & Tablet PC with leading IT Hardware organization M/s. SYN TECH INTERNATIONAL PTY LIMITED , China .

SYNTECH is a large Manufacturer with production capacity of 100000 units per model per month . The Company has supplies to advanced markets like Germany & Italy . With over 22 Product lines Syn-Tech is a Quality OEM with over 150 employees based in Shenzhen. The Factory has been CE , FCC & UL Certified and few models have also received prestigious awards in the International market.

NXI has a factory in India which does manufacturing of all smaller components & accessories like Lithium GSM Battery , Charger , Chipset modules and also does assembling jobs for mobile phones & even Laptops .

Our multi-utility range of products are co-designed and manufactured in the state-of-the-art factories that have CE, FCC and ISO 9001-2000 certification as per international quality standards. Furthermore our products are specially designed and tested for Indian climatic conditions for deriving optimum performance and ensuring durability and dependable servicing support.

NXI has won many a prestigious deals in India & abroad with new presence in UAE , Africa Bangladesh & Bhutan . With its expanding network NXI has recently opened a Sales Office in Dubai to cater to the region and act as a gateway for African customers.

A professional sourcing organization in the field of mobile and computer hardware, accessories and add-ons the company has entered into strategic partnership with the manufacturers of leading brands in Asia-pacific in the field of Computer & telecommunications .



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## SUPPLY CHAIN

The vertical disintegration of NXI's supply chain becomes even more evident when analyzing the supply chain of specific NXI products. Components are sourced from many different component manufacturers, while assembly is carried out by a small group of selected contract manufacturers. In some cases, NXI holds a considerable stake in these contract manufacturers, although it almost never owns these companies. The selected contract manufacturers are allowed to manufacture final products for NXI. The following charts show the supply chain supplier.

Critical Component	Component Manufacturer
LCD panel	AUO / CMO
Battery Pack	eBAK
Charger	NXI
HDD	Toshiba / Hitachi /
Wireless LAN	Intel
CPU	Intel / VIA / Maxwell / Qualcomm
Operating Software	Microsoft , Google Android / Java

**TOSHIBA**



**AUO**



**ANDROID**

**HITACHI**



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## NXI PRODUCTS – A CLASS APART

With an efficient and able team spread across the country in various cities and state capitals besides an efficient distribution network, the company is also in the process of reaching out to South- East Asia with its products and services.

NXI's Hardware Product Business Group (HPBG) is engaged in procurement and making of a wide array of top quality, affordable and attractive products ranging from Laptops, Tablet PC to entry level Mobile Phones to PDA, Lithium Batteries etc.

The company has in the recent past started the marketing of Laptops, Lithium-ion replacement batteries, Pen drives, Mouse and Mouse Pads, Laptops, Carry bags, HSDPA Net cards.

NXI has also put into place a complete and comprehensive system for integration of various industrial processes and procedures including R&D, production, quality control, packaging, distribution, marketing and sales besides customer care and after sales service.





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## Key Clients





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Discover True Quality

