

# DARE TO BE

realme



## realme becomes a favourite choice of the youth

In recent times, the name realme is resonating among the youth. As a Tech-trendsetting brand, realme has gained huge popularity amongst the youth after launching globally in mid-2018.

The brand is constantly bringing robust performing smartphones with apt features which is attracting the youth to buy these smartphones. With trendy and vibrant designs, latest technological innovations these phones are becoming very popular among the youth and within just two years of the emergence of the brand, it has over 50 million users worldwide and has already reached in 61 markets across the globe.

The story of realme is very promising. One of the key reasons for which the youth instantly became a fan is the aim of the brand to solely focus on the necessity of the youth and launching its smartphones with powerful batteries to last all day, gaming processors, crystal clear cameras to take stunning photographs, large display for immersive viewing experience and state of the art hardware-software optimisation for smooth smartphone experience.

The smartphone also makes youth related contents and youth influencers to reach their target segment. In Bangladesh, their promotional contents are also very youth centric with young artists and the creative, who have their unique ways of expressing themselves. Renowned Bangladeshi film Actor, Arifin Shuvoo, is also the 'Face of realme' and has appeared in their youth engagement activities.

With a view to empower the youth of this country, in the first quarter of 2020, realme entered Bangladesh smartphone market and became an instant hit among the smartphone enthusiast community. Over the past months, realme has initiated a number



of sales on popular e-commerce sites and every time, allotted phones had been sold-out in just a few minutes. realme has also created numerous records on the way. Therefore, even Pickaboo has also endorsed the brand as "Most Favorite brand of the young in Pickaboo". Recently realme has become the Top 1 Brand in Mobile Category in Daraz by selling-out 10,000 units in less than a day.

According to the data of Counterpoint, realme within the first quarter of 2020 grew 1000 percent QoQ in Bangladesh. Also, at Quarter 3, 2020 according to Counterpoint Research, realme has become one of the top four mobile brands in Bangladesh. In Google Trends, it can also be seen that, there is a high search volume of realme smartphone in



Google from Bangladesh.

To facilitate the increasing needs of the ever-growing smartphone user community, realme launched numerous phones of its C series, number series and a number of Pro phones. All these phones were sold out like hotcakes in the first sales. Also, the performance of these phones was praised by the tech reviewers as well.

As a youth-centric brand, realme did not just stop at selling smartphones. Following an instinctive '1+4+N' strategy, with what realme wants to build an ecosystem with one smartphone as the core product, numerous new (N) AIoT products in 4 sections, the brand is launching various AIoT products at an affordable price range, so that the youngsters can flourish their creativity

with modern equipment. This process is also helping the nation towards the 'Digital Bangladesh' goal.

While the fan base grows, realme is also expanding its aftersales services across the country. With over 190 brand shops across Bangladesh, realme is reaching more customers every day.

On its way to become globally 7th on the smartphone market, realme has won numerous design awards for its innovative and eye-catching designs. World famous designers such as Naoto Fukasawa, José Lévy and others uplifted the designing game in smartphones and different models won prestigious awards including German Design Award, Red Dot Design Award and Award of Good Design Australia.

As a company, realme believes in the young generation will steer their own country in near future and to do such, they need to follow their dreams. Therefore, in Bangladesh, realme initiated 'Protyasha Puron' — an initiative to give the youngsters the chance to work towards their dreams. In regular intervals, realme also arranges interesting online competitions. To reach its growing customers base, recently realme has launched 'Ask realme' show where realme officials answer to the queries of its fans.

Throughout its journey, realme has created such a vibe that has been attracting the youth community towards its wings. The youth is always vibrant, live life fearlessly; and realme is facilitating them to do so. It is coming up with lots of initiatives to empower youth of the nation. With its 'Dare to Leap' spirit, realme has become the favourite choice of the youth of Bangladesh.

**Photo Courtesy: realme**