

Sony Ericsson to make mobile phones in India

Mobile phone major Sony Ericsson Wednesday announced plans to start manufacturing cell phone handsets in Tamil Nadu in south India by April 2007.

'We are focused on creating an aspirational brand in India with a build-up of a world-class product portfolio through a demand driven supply chain,' Sony Ericsson President Miles Flint said here.

The mobile phones will be made by Sony Ericsson's global partners Flextronics and Foxconn, which have set up their manufacturing facilities in Sriperumbudur, 80 km south of here.

'Sony Ericsson is expanding its existing relationship with these two global partners who have been working with us in China, Malaysia, Mexico, Brazil, to now firm up plans for a similar tie-up for Chennai,' Flint added.

Sony Ericsson will provide the design to both the contractors. The company said it has a target of producing 10 million units by 2009 from its Sriperumbudur site.

Japan's Sony and Sweden's Ericsson entered into a joint venture for the Indian market four years ago. Sony Ericsson was among the top three GSM players in mobile telephony in the domestic market and its sales in India tripled last year, Flint said.

'From just three percent share in the GSM market in 2003, the company now has a market share of nine percent,' he said.

Minister for Communications and Information Technology Dayanidhi Maran was also present when the announcement was made.

Said Maran: 'It is a matter of pride that five top handset makers have set up facilities in India - Nokia, LG Electronics, Samsung, Motorola and now Sony Ericsson.'

'This is a reflection of India's potential as a manufacturing hub of international standards. The new facility will generate local employment opportunities in Chennai.'

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