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Lemon Mobiles aims for Rs 500 cr turnover by fiscal end

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New Delhi, Jun 11 (PTI) Fastrack Communications, the makers of Lemon Mobiles, is targetting to more than double its turnover to Rs 500 crore by the end of this financial year.

"We clocked a turnover of Rs 200 crore last year and we are targetting a turnover of Rs 500 crore by the end of this fiscal," Fastrack Communications Co-Founder and Director Sandeep Mushran said here.

The company today launched a full high definition (HD) smartphone A4 for Rs 17,999 which sports a 13 mega pixel rear and 5 mega pixel front camera.

The phone, part of its aspirational series, has 1.2 Ghz Quad Core processor and Android 4.2 Jelly Bean operating system.

The company aims to achieve sales volume of five lakh devices a month by September.

"We are selling around 2.5 lakh handsets a month and by September, we are expecting to sell five lakh devices per month, of which 20 per cent will be smartphones," Mushran said.

The company will be concentrating on smartphone portfolio and will also launch a 3D device at around Rs 18,000 in 15 days.

It has 15 smartphone models, which include four devices from aspirational series, the range for which starts at Rs 10,000 onwards.

The 11 smartphone models are in the range of Rs 4,000 to Rs 9,000.

"By October, we are anticipating a market share of 3-4 per cent across the country. We have good presence in 14 markets and going forward, we would like to consolidate on these markets," Mushran added.

The dealer strength of company is over 25,000 while it currently has 277 service centres, which the firm plans to increase to 400 within this financial year.

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