


# Owning India's Gaming Smartphone Narrative

**Infinix × Kaizzen | ET Kaleido Awards 2025**

Infinix is building India's gaming-first smartphone identity — empowering the next generation of mobile gamers with performance-first devices that democratise premium gaming experiences.

# Gaming Performance Existed. Perception Didn't.



## The Challenge

India's youth gaming culture is exploding exponentially, but serious gaming devices still feel distant, aspirational, or locked behind premium price tags.

**The gap was clear:** Performance existed, but the gaming-smartphone association wasn't owned by anyone in the mass market.



## The Opportunity

Own gaming as a **mass, democratic movement** — not a premium niche reserved for a select few.

Position Infinix as the smartphone brand that turns every aspiring gamer into a confident player, regardless of budget or location.

Build a cultural territory where **gaming meets accessibility** — where performance is a right, not a luxury.




# Infinix = Gaming for Everyone

From the start of our partnership, we established Infinix as a brand synonymous with gaming accessibility across India's diverse landscape.

**Anchor Moment:** Under the strategic vision of Anish Kapoor, CEO of Infinix India, the GT 30 Pro launch established Infinix's thought leadership and reinforced its positioning across media channels as the brand democratizing gaming.

### Gaming-Focused Brand

Core identity rooted in performance, speed, and gaming-first innovation

### Democratic Access

Making gaming devices accessible across all budgets and geographies

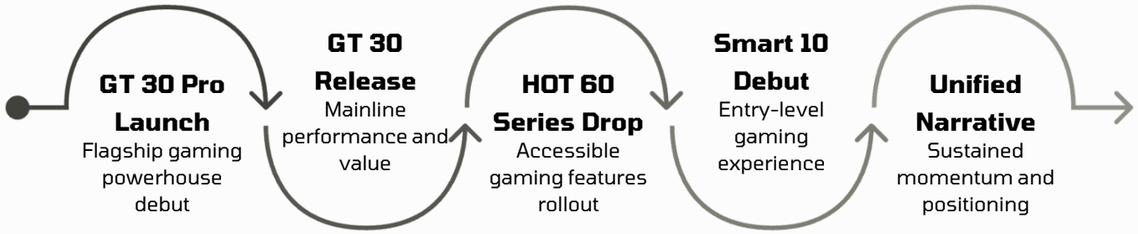
### Empowering Players

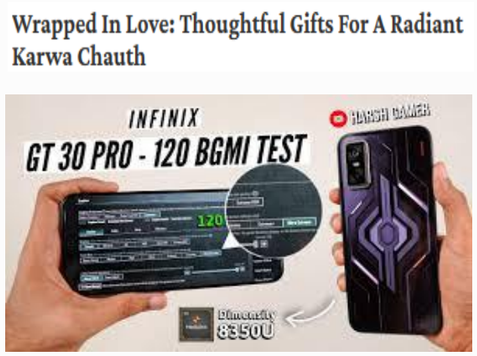
Enabling aspiring Indian gamers with performance-first technology

# Execution: Sustained Gaming Drumbeat

**Five launches. One unified gaming story.** Kaizzen delivered a continuous momentum engine from June to August 2025.

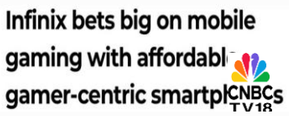
## Each launch reinforced Infinix's gaming-first positioning while expanding reach across price segments and user profiles.

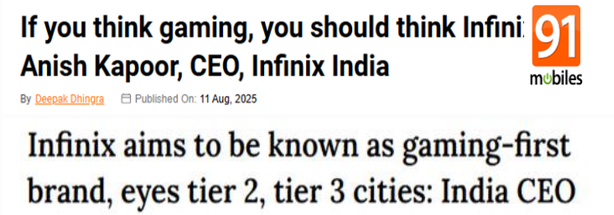













## Beyond Tech into Culture

### Hyperlocal Creators

Activated across 46+ cities, bringing gaming culture to every corner of India

### Strategic Partnerships

Collaborated with Lallantop, What's Up Life, So City for cultural resonance

### Gaming + Lifestyle

Storytelling at scale that merged performance with everyday youth culture

# Think Gaming, Think Infinix

**2.5M+**
**Total Engagements**
Deep community interaction across platforms

**400+**
**Content Pieces**
Distributed across 46+ cities nationwide

**46+**
**Cities Activated**
Hyperlocal presence building cultural momentum

**Narrative shift achieved:** Infinix didn't just launch phones — it claimed gaming as its cultural territory in India. The brand now owns a leadership voice in gaming-first perception, transforming from product features to cultural movement.

**The result:** When India's youth think gaming smartphones, they think Infinix. A democratic, accessible, performance-driven identity that resonates from metros to tier-3 cities.

