ET Edge

Ai+ Smartphone

MOST DISRUPTIVE START-UP

MAY - OCT '25



ADD A PLUS - OBJECTIVES

PRE-LAUNCH
(Awareness & Anticipation)

- Built excitement around Ai+ Smartphone as an India first innovation with a youth forward identity.
- Establish early credibility by highlighting quality, privacy, and secure software through transparent communication.
- Create anticipation for NxtQ OS by showcasing its unique value and user control.
- Introduce Add A Plus message as a brand philosophy rooted in meaningful, people first impact.

POST-LAUNCH
(Sustained Visibility & Influence)

- Sustained high visibility and narrative ownership across social platforms through consistent, human centred storytelling.
- Drive preference by demonstrating real world performance, clean software experience, and everyday utility.
- Expanded Add A Plus movement by using audience engagement to power social impact stories and build deeper community connection.

OVERVIEW

From zero visibility in May to 20B reach by October 15th

MAY - JUNE

Pre-launch engagement

JULY–AUGUST

Post-launch engagement

OCTOBER

Festive campaign

8TH JULY

Launch

SEPTEMBER

Big Billion Days (Flipkart)



IMPACT

Visibility was sustained, strategic, and message-controlled, with coverage quality matching scale and sentiment staying fully positive.

Total Coverage

2748

across print, digital and broadcast

Total Reach

34.12 B

impressions

Across pre-launch, Launch and post Launch plus Madhav's PR

CAT A Coverage

31%

Sustained Visibility

20.3B

continued impressions post-launch through consistent story placement and product updates

Regional Footprint

328

coverages

Sentiment

100%

positive or neutral coverage



PRE LAUNCH

Pre-launch storytelling flipped curiosity into expectation, creating intrigue around sovereignty and design even before a single unit shipped.

Five Press releases

628 STORIES

1.1 B IMPRESSIONS

21% CAT A

Reviewers Briefing

11 REVIEWERS

133 M IMPRESSIONS

100% CAT A

A&M Media Briefing

9 STORIES

180 M IMPRESSIONS

100 % CAT A

Press release topics:

- New Made-in-India smartphone to launch soon
- Ai+ Smartphone to debut in five bold Indian colours
- Ai+ Nova 5G, AI+ Pulse Smartphones' Design Revealed
- July Launch Confirmed for India
- NxtQuantum OS launched as India's first indigenous mobile operating system



THE LAUNCH

The launch delivered breakout visibility, packed with top-tier media, overwhelming turnout, and phenomenal coverage the next few days

288
Journalists

245
Unique Publications

across mainlines, regionals, broadcast and Influencers

Total Reach
4.7 B
impressions

No. of Stories
526

CAT A Coverage
20%

CAT B Coverage
80%

Regional Media from
7 cities

Chennai, Jammu, Kolkata, Jaipur, Bhubaneswar, Indore, and Guwahati

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POST LAUNCH

Sustained coverage through continuous story extensions: product updates, category pieces, and seasonal features kept the brand in conversation.

Category Features
Consistently included in stories such as “Best Smartphones Under ₹10,000,” “5G Phones Under ₹5,999,” and “Top Android Phones for Budget Buyers.” These placements kept the brand visible and reinforced ihe narrative.

Festive Editorials
Seasonal gifting stories drove ongoing visibility, including Rakhi, Pujo, Karwa Chauth and Diwali gift features.



Follow-up Coverage
Continued engagement with journalists led to multiple post-launch stories that extended organically from the initial launch outreach

Press releases
have played a significant role in keeping the conversation going



CONTENT & CAMPAIGN OUTPUT

300+
creatives
reels, podcast snippets, interview videos and more

25+
short video content
unboxing films, feature explainers, OTA updates

270
On platform Flipkart branding
(banners, storefront, push notifications)

SOCIAL IMPACT



	Planned for 6 Months	Achieved in 6 Months				
	Per Platform	Instagram + FB	LinkedIn	X (Twitter)	Total Posts	% of Goal
Ai+	72	146	146	146*	438	508%

*Includes unique posts and collaborations with NxtQ brand page.

HIGHLIGHTS Overall

Over the past five months, we have driven high-trust, purpose-led conversations for Ai+ Smartphone. Social sentiment stands at 59% positive with only 1.5% negative, and engagement rates of 10–12% outperform category benchmarks. Through strategic content, creator-led advocacy, and active audience feedback loops, we helped the brand establish a recognisable identity, convert curiosity into community, and build durable credibility and preference in the market.

300+

creatives
reels, podcast snippets, interview videos and more

231M

impressions across all brand pages
Total content views across all Ai+ owned brand handles (Instagram, X, Facebook, LinkedIn, YouTube)

455M

Total Reach
Estimated unique users who were exposed to Ai+ content across brand handles,

Social Mentions

35.1K

The total number of times "Ai+ Smartphone," "Ai Plus," "NxtQuantum," or related campaign hashtags were mentioned, tagged, or referenced across social platforms (X, Instagram, YouTube, LinkedIn, Reddit, etc.) during the campaign period — including posts, comments, replies, and retweets.

Community

300K

combined audience
Combined follower base of Ai+ official handles (NxtQuantum, Madhav Sheth)

Video Assets

25

per quarter

Flipkart Creatives

270

with a peak CTR of 7.8% during launch (+5.3% above benchmark)

PLATFORM GROWTH

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Ai+ Smartphone
Twitter

4,357

(+112.34%)
follower growth

Ai+ Smartphone
Instagram

24,487

(+171.5%)
follower growth

Ai+ Smartphone
LinkedIn

2,105

(+65.7%)
follower growth

Ai+ Smartphone
Facebook

18,000

(+100%)
follower growth

For tech brands, typical follower growth benchmarks are **10.1% on Instagram (HubSpot), 16.6% on Facebook (Social Hospitality), 4.6% on X/Twitter (Social Status), and 9.5% on LinkedIn (Social Status)**. Through our strategic content and platform management, we have driven brand growth well above these benchmarks across all pages. The audience we've cultivated is primarily **urban, tech and telecom professionals, aged 18 to 40, and largely male (90%),** demonstrating strong alignment with the brand's target demographic and engagement potential.

ENGAGEMENT INDICATORS

For tech companies in 2025, LinkedIn sees an average engagement rate of 3.6%, Instagram 3.3%, X (Twitter) **2.2%, Facebook 0.9%. Our performance has consistently exceeded this industry average.**
Source: SproutSocial

Ai+ Smartphone
Twitter

+9.7%
engagement rate

Ai+ Smartphone
Instagram

277.1K
interactions

Ai+ Smartphone
LinkedIn

2K reactions
190 comments

Ai+ Smartphone
Facebook

67.3K
interactions

Engagement Rate = total interactions ÷ impressions × 100; measures how effectively our content drives audience action.
Total number of user interactions (likes, comments, shares, saves, clicks, reposts) across all posts.
LinkedIn's native reaction metrics — lightweight positive engagement signals (Like, Celebrate, Insightful, etc
Comments: Total volume of audience responses (comments, replies, quote tweets) — indicator of conversation depth
Engagement for Twitter: Aggregate count of all user actions (likes, retweets, replies, clicks) per handle.
ERate reflects the share of users who engaged after seeing the post; benchmark: 3–4% on LinkedIn, 2% on X.

REACH HIGHLIGHTS

Above benchmark: in just five months, Ai+ has achieved national-scale organic reach: ~455M across brand pages, including Twitter 441M, Facebook 167M and Instagram 26.5M. That's performance typical of established tech brands, validating strong distribution and content-market fit for a first-launch entrant. Source: **SproutSocial**

Ai+ Smartphone
Twitter

441M
reach

Ai+ Smartphone
Instagram

26.5M reach
67.4M page views

Ai+ Smartphone
LinkedIn

6410 reach
18,146 page views

Ai+ Smartphone
Facebook

167M
reach

We index higher than the industry benchmark : https://sproutsocial.com/insights/social-media-benchmarks-by-industry/
Reach = total number of unique users exposed to Ai+ or NxtQuantum content at least once



TRAFFIC INDICATORS

Ai+ Smartphone
Twitter

35K
impressions

Ai+ Smartphone
Instagram

66.3M
views

Ai+ Smartphone
LinkedIn

71.7K
impressions

Ai+ Smartphone
Facebook

163.4M
views



Meta deprecated organic “Impressions” in April 2025. All “Views” data in this report refers to total organic content appearances (the updated equivalent of impressions)
Impressions = total number of times content appeared on user feeds or timelines (includes repeat views)
Views = total content appearances across Meta platforms (Instagram and Facebook), replacing ‘impressions’ in Meta analytics from April 2025

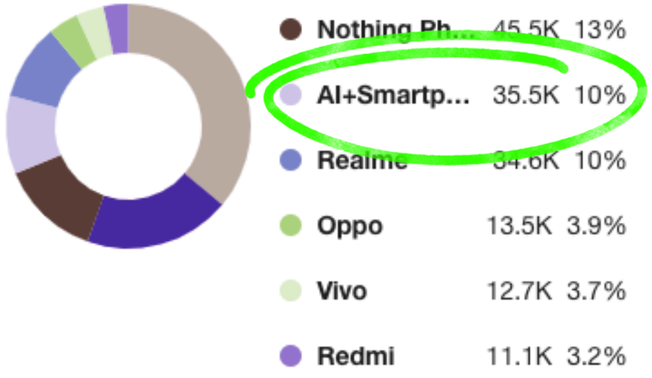


INDUSTRY BENCHMARKING

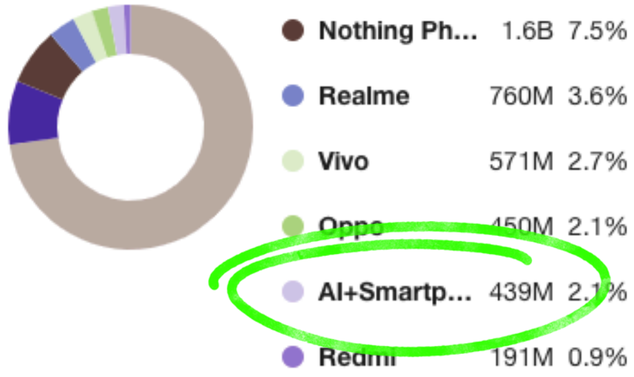
Ai+ Smartphone surpassed category veterans on engagement and conversation volume. By anchoring the launch around Add A Plus, the brand built a purpose-led flywheel that lifted organic buzz far beyond what new entrants typically achieve.

Share of Voice by Reach: The estimated number of unique individuals exposed to the mentions.
Share of Voice by Mentions: Total number of times your search terms appear across all sources in the selected date range.
Share of Voice by Engagement: total number of interactions (likes, shares, comments, etc.) generated by mentions.

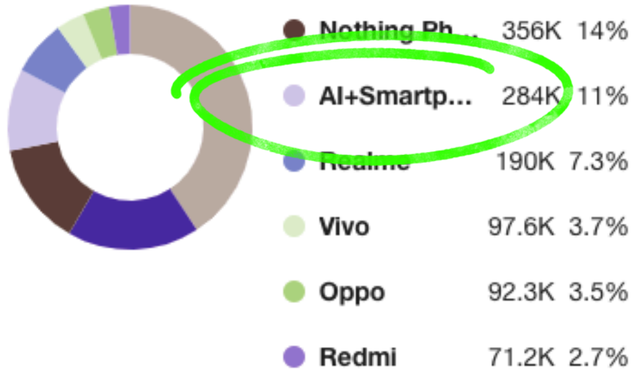
Share of Voice by Mentions
May 16, 2025 - Oct 15, 2025 | Mentions

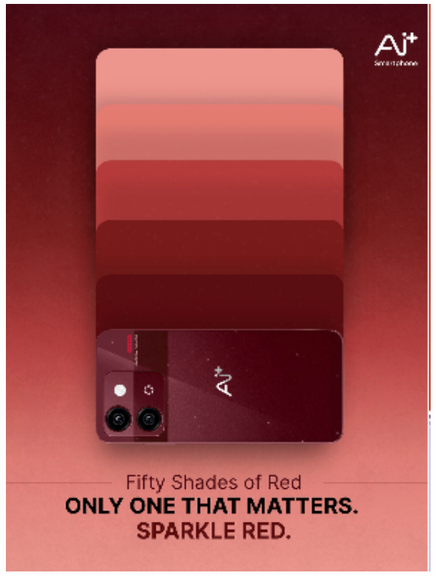


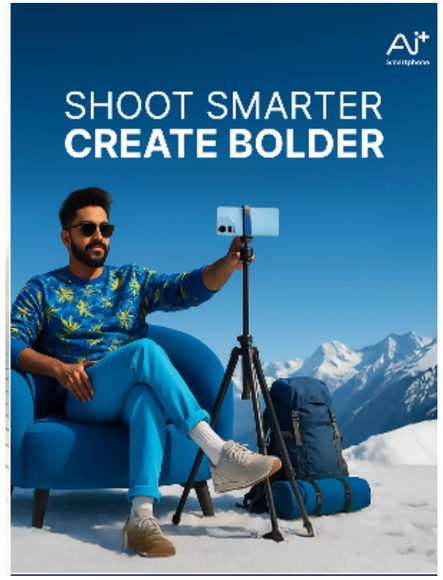
Share of Voice by Reach
May 16, 2025 - Oct 15, 2025 | Reach

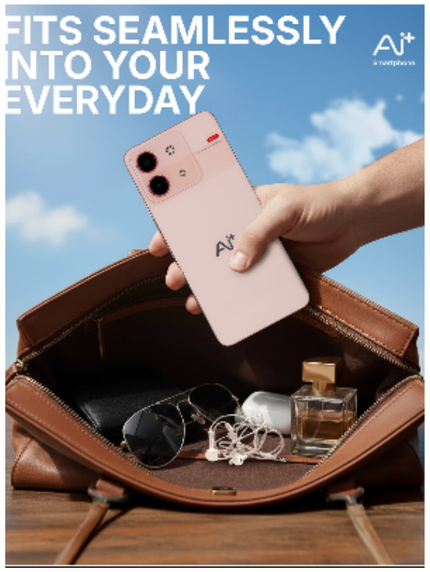


Share of Voice by Engagement
May 16, 2025 - Oct 15, 2025 | Engagement

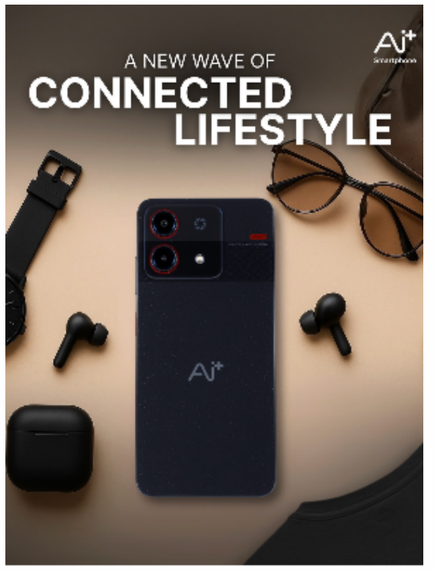



Fifty Shades of Red
ONLY ONE THAT MATTERS.
SPARKLE RED.

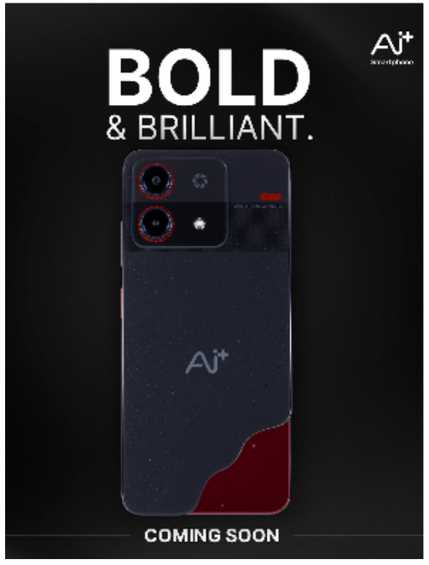

SHOOT SMARTER
CREATE BOLDER


FITS SEAMLESSLY
INTO YOUR
EVERYDAY


BORN TO
OUTSHINE
THE STARS


A NEW WAVE OF
CONNECTED
LIFESTYLE


LOVE AT
FIRST BUY
SALE LIVE NOW
Nova 5G
₹6,999*
Pulse
₹4,999*
Flipkart
Unique


BOLD
& BRILLIANT.
COMING SOON


IT'S TIME
to match your phone to
your awesome vibe.


Smartphone


WHAT'S
IN
MY
BAG?

THANK YOU