



# *Delivering strategic growth success*

## **Client Success Story: Chennai Mobile**

Chennai Mobile, a leading mobile retailer, was founded in 2003 by the dynamic and visionary Managing Director, A.M. Samsu Ali. Over the past two decades, the company has been a formidable player in the mobile retail industry, expanding its reach and enhancing its customer experience. Headquartered in Coimbatore, Tamil Nadu, Chennai Mobile has continuously driven innovation and focused on customer satisfaction throughout its growth journey.

## **The Mission**

Chennai Mobile's goal is to be a one-stop solution for all consumer durables, IT, and mobile needs, ensuring that every customer enjoys a seamless and satisfying shopping experience. With a commitment to staying ahead of the competition, the company is driven by its passion for innovation and customer satisfaction. As they expand their network of stores, Chennai Mobile is poised to continue its remarkable growth and provide an unmatched shopping experience for its customers.

**Company name:**

The Chennai Mobiles PVT LTD

**Established:**

2003

**HQ:**

Coimbatore – Tamil Nadu, India

**No. of stores:**

100+ Tamilnadu And Kerala

**No. of employees:**

2000+

**Turnover:**

1000 Crore+

**Product category:**

Consumer Durable & Electronics,  
Mobile & IT

## GfK as a Partner

A.M. Samsu Ali, Managing Director of Chennai Mobile, shares, “As a client of GfK, we are delighted to share how their data and insights have significantly contributed to the growth and strategic decision-making of Chennai Mobiles. The comprehensive market data provided by GfK has been invaluable in helping us understand market dynamics and share across regions. This granular level of insight has allowed us to identify trends and make informed decisions when expanding into new regions.”

Thanks to GfK's data, Chennai Mobile has been able to assess market potential with precision, enabling the successful launch of new outlets and optimizing sales strategies. The clarity and depth of GfK's reports have become integral to Chennai Mobile's planning process, driving growth and enhancing their ability to serve customers effectively.

The partnership began in 2023, with monthly data reports allowing Chennai Mobile to evaluate market potential by category and brand at the model level. As the collaboration deepened, the company adopted a weekly data-sharing model to understand new product launches and festival trends. This enabled them to take timely actions, such as ensuring sufficient stock of ensuring sufficient stock of top-selling models across all categories.

Chennai Mobile's category teams use GfK's reports to make informed decisions on pricing and product strategy, evaluating category performance against market progress. Additionally, GfK's insights have helped identify opportunities to drive demand, such as focusing on city-specific activities to create promotions that boost customer footfall and sales conversions.

**“We truly value our partnership with GfK and look forward to continuing this fruitful collaboration as we scale to new heights”**

**— A.M. Samsu Ali  
Managing Director,  
Chennai Mobile**