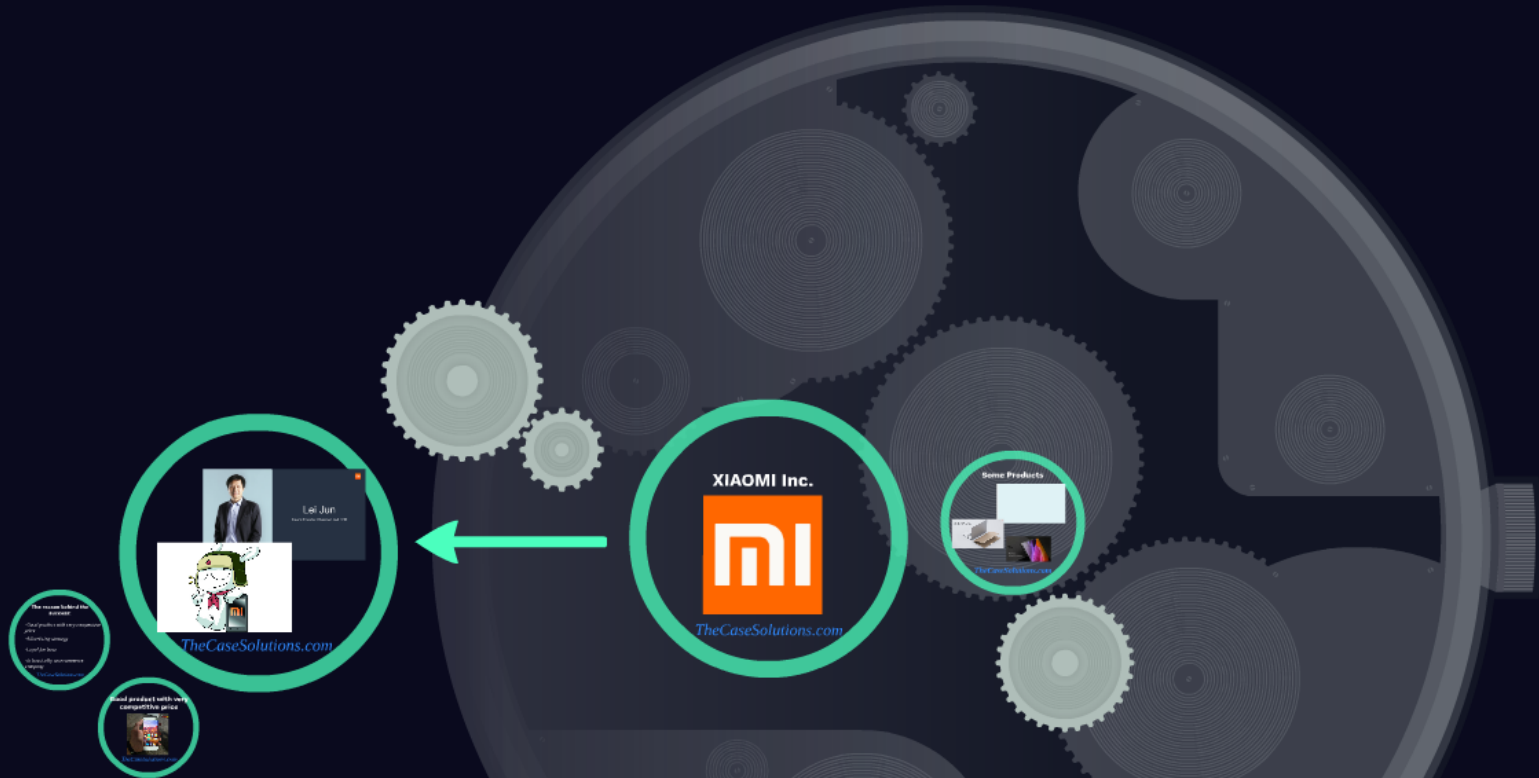


Xiaomi, Inc.: The Rise of a Chinese Indigenous Competitor

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XIAOMI Inc.



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Lei Jun

Xiaomi Founder, Chairman and CEO



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hind the
s:

very competitive

mmerce

ons.com

**The reason behind the
success:**

*-Good product with very competitive
price*

-Advertising strategy

-Loyal fan base

*-Is basically an ecommerce
company*

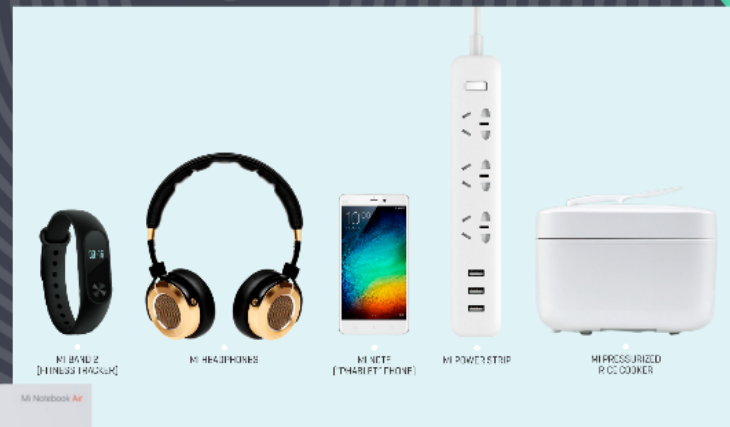
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**Good product with very
competitive price**

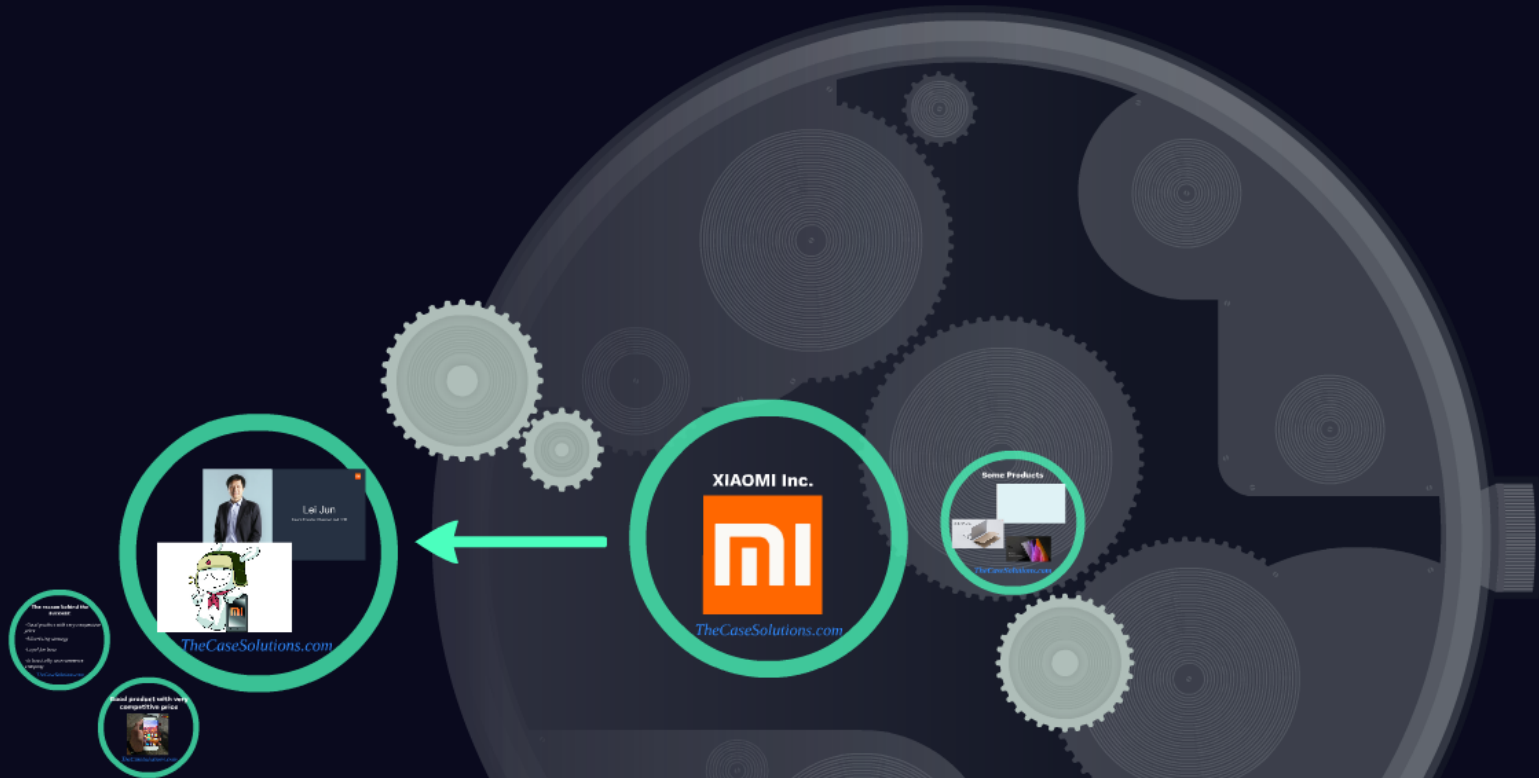


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Some Products



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