

China-based smartphone vendor Xiaomi has appointed Deepak Nakra as the offline sales head for the Indian market. Prior to this, Nakra was holding the post of business head at Intex. In the past, he has also worked with Samsung as the director of sales for South and West India.

Xiaomi is expecting offline sales to contribute over 30 per cent of its sales in India in 2018 from the current 20 per cent. The company has partnered with Reliance Digital to push offline sales across the country. Additionally, Xiaomi is planning to set up 1,500 stores spread across 30 cities by the end of 2017.

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