

Realme is about to launch a new brand to compete with Xiaomi POCO?

This information was posted on Realme's Twitter page, through videos with vibrant rap background music in Indian. According to 91Mobiles 's conjecture , the Narzo brand using advertising words like 'Gen Z', 'Highlight' or 'Strength' suggest that this will be a smartphone company for young people.

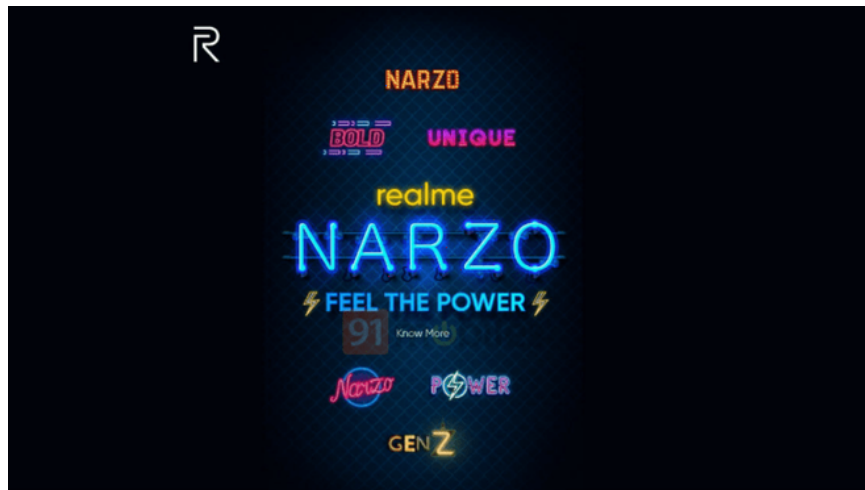
Smartphone companies from China are 'evolving unpredictably', not only developing through major brands but also creating sub-brands to produce products in different segments, targeting markets. new. BBK Electronics with OPPO, Realme, Vivo, OnePlus, or Xiaomi has Redmi for low-cost segment and POCO produces mid-range but high-end smartphones.



So far, brands that used to be sub-brands of big companies have brands that are 'grandchildren', a good example is Vivo and iQOO - specializing in the production of smartphones aimed at gamers. And now, Realme will most likely be the next company to move in this direction by launching a brand called "Narzo".



This information was posted on Realme's Twitter page, through videos with vibrant rap background music in Indian. According to *91Mobiles*'s conjecture, the Narzo brand using advertising words like 'Gen Z', 'Highlight' or 'Strength' suggest that this will be a smartphone company for young people, looking for products with configuration high at mid-range prices. With this orientation, Narzo will be the counterweight of Xiaomi's POCO brand.



There is still much information yet to be announced, such as the date of the first product launch, or whether in addition to smartphones this company will also launch accompanying accessories such as headsets, smart bracelets or not.

You finished reading the article "**Realme is about to launch a new brand to compete with Xiaomi POCO?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.