

# India fast-growing market with huge potential: Samsung executive

Samsung viewed India as one of the fastest-growing markets, with its Noida facility playing a significant role in manufacturing for global and domestic needs. Vice Chairman JH Han praised India's young tech-savvy population for inspiring innovation and acknowledged local R&D centers' contributions in developing new products and services for the company.



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Jong-Hee (JH) Han, Vice Chairman, CEO and Head of the Device eXperience (DX) Division at Samsung Electronics

India is one of the rapidly growing markets globally, and South Korean tech firm Samsung sees huge growth potential in the country, a senior company executive has said. Jong-Hee (JH) Han, vice chairman, CEO and Head of the Device eXperience (DX) Division at Samsung Electronics visited the company's Noida factory on Monday.

"India is one of the biggest and fastest-growing markets globally and offers a huge opportunity for Samsung. We were among the first companies to invest in India, and I am happy that the Noida factory has emerged as one of our biggest facilities, manufacturing not only for India, but for the world," he said.

The company manufactures smartphones, tablets and refrigerators at its facility, for both domestic and global markets.

Besides its Noida facility, the company has a manufacturing plant in Sriperumbudur, Tamil Nadu.

Han lauded the contributions that Samsung's India-based R&D teams are making in the development of new products and services for the company.

"India has a large population of tech-savvy young consumers that inspire us to innovate. I am proud that many young, enterprising engineers who are playing an important role in the development of AI are working at our R&D centres in India," he said.

Samsung has three R&D centres in India, of which two are located in Noida and one in Bengaluru.

Samsung R&D Institute India-Bangalore is Samsung's largest R&D centre outside of South Korea.