



QUALCOMM DESIGN IN INDIA PROGRAM (QDIP) CAMPAIGN

Position Qualcomm as the leader in nurturing #DesignInIndia ecosystem - catalyst to the #MakeInIndia

How

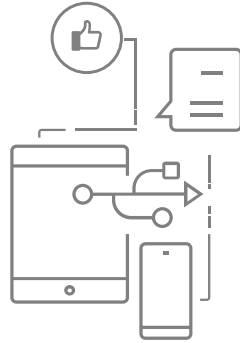
1. Showcase that Qualcomm is committed to build a core design, technological and innovation hub in India through the QDIP
2. Build Program stature and personality to own the #DesignInIndia conversation
3. Shore up QDIP start-up submissions for maximum impact





Government

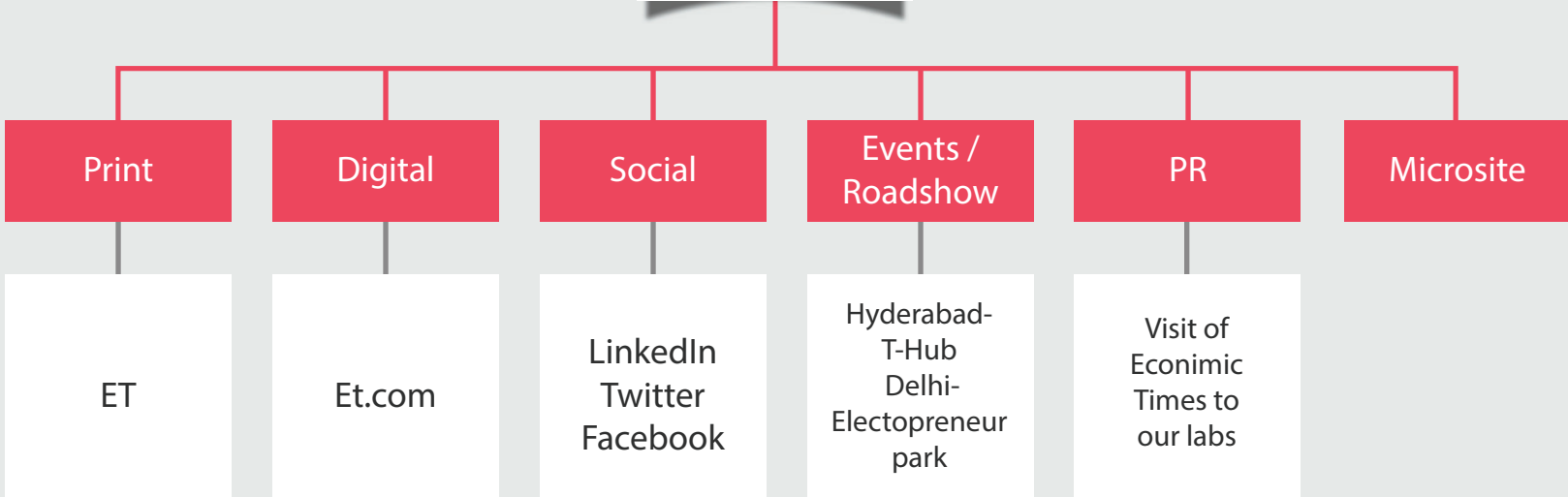
- Economic Times-ET (Print and Online)
- Nasscom
- T-Hub
- Grand Finale on-the-ground Event

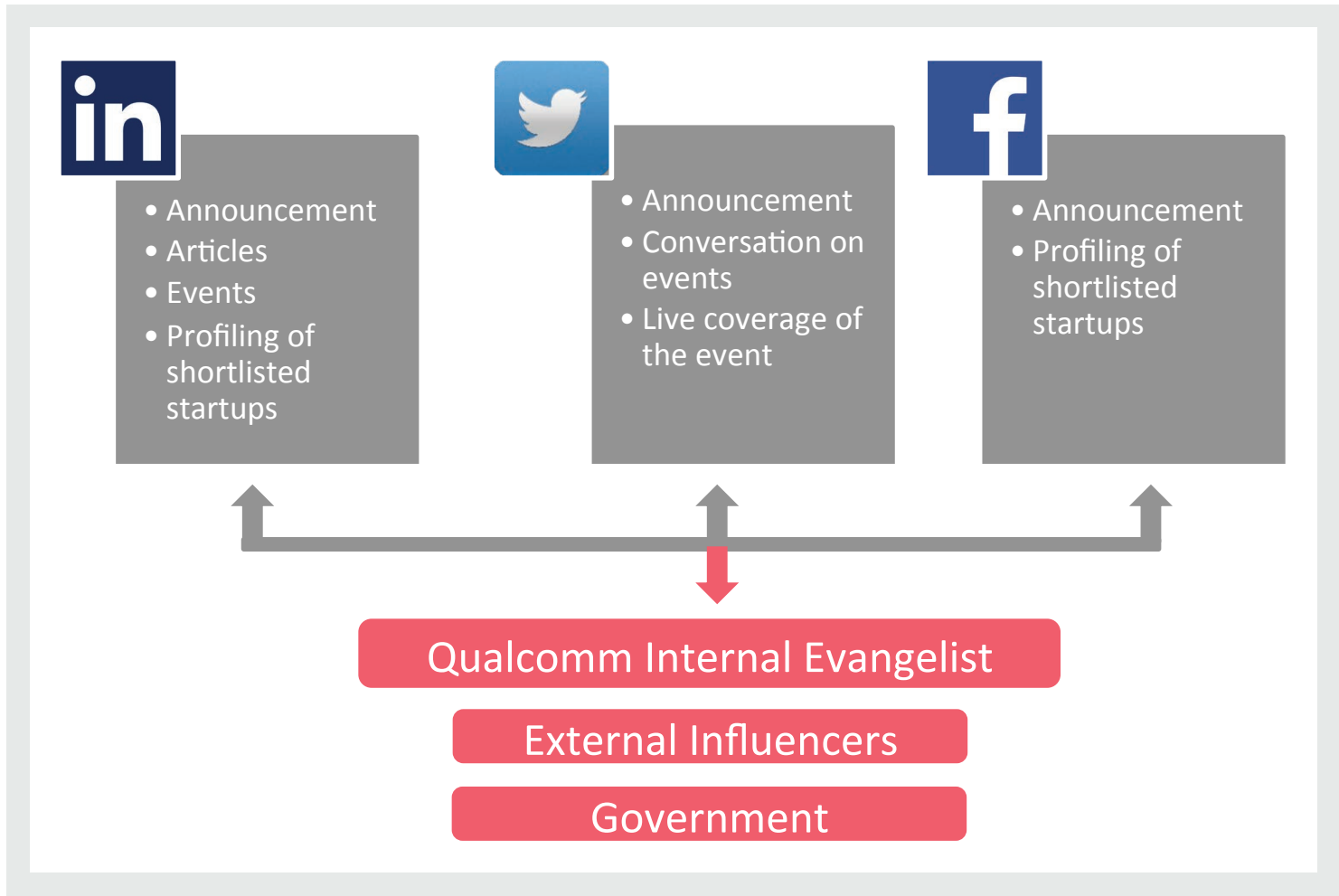


Start-ups

- T-Hub
- Yourstory-content partners
- Social Media platforms
- Grand Finale on-the-ground Event

Media Mix







At the center of Design in India, for India.

The Qualcomm Design in India program is a step towards fueling innovation in the hardware ecosystem in India.

In an effort to empower companies, we continue to offer the latest advancements in wireless technology from our innovation labs in Bengaluru and Hyderabad.

This is just one way Qualcomm is accelerating a smarter, more seamless and intuitively connected India.

Inviting all startups to participate.

qualcomm.co.in/design-in-india

#DesignInIndia



QUALCOMM

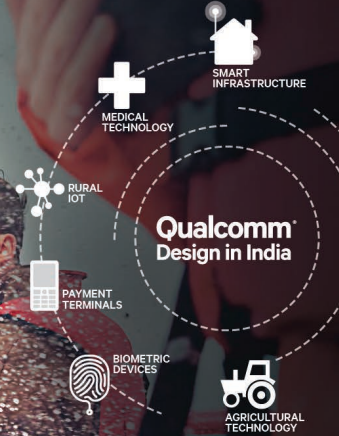
Is your innovation going to bring about a revolution?

The Qualcomm Design in India program is a step towards fueling innovation in the hardware design ecosystem in India. With the latest advancements in wireless technology from our innovation labs in Bengaluru and Hyderabad.

So that we accelerate towards a smarter, more seamless and intuitively synchronized world. We invite startups to participate in the Qualcomm Design in India Challenge in the six categories by logging on to:

www.qualcomm.co.in/design-in-india

#DesignInIndia



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QUALCOMM

Catalysing innovation for Make in India.

The Qualcomm Design in India program is a step towards fueling innovation in the hardware ecosystem in India.

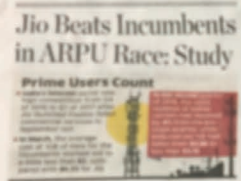
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qualcomm.co.in/design-in-india

#DesignInIndia

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#DesignIndia

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QUALCOMM

For a smarter, seamless and synchronized India

[Know more](#)

#DesignInIndia

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At the center of Design in India, for India.

[Know more](#)

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QUALCOMM

Incubating the hardware design ecosystem for India.

[Inviting startups](#)

#DesignInIndia

03:27 PM 24 APR	LIVE	संसेक्स	निफ्टी 50	सोना (एमसीएक्स) (₹/10 ग्राम)	यूएसडॉ/भारतीय रू...	पोर्टफोलियो बनाएं	ई-टी मार्केट एप डाउनलोड करें	CHOOSE LANGUAGE	LIVE TV
MARKET STATS		29,655 ▲ 289.76	9,216 ▲ 97.45	29,050.00 ▼ -368.00	64.43 ▼ -0.18		Apple Android	HIN	

Why PM Modi is willing to dump a 150-year-old practice to drive India

2 Hours ago

The prime minister is pushing for a January-to-December fiscal year instead of the current financial year — from April to March — that was adopted in 1867.

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1 Hour ago

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Reimagining the future of a connected India.

#DesignInIndia

Qualcomm
1w

Will your innovation bring a revolution? Empowering startups in the hardware ecosystem!



Qualcomm Design in India
Cycle 2 Registrations Are Now Open!

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31 Likes

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2w

We are developing the hardware ecosystem for India under Qualcomm Design In India Program. Share your ideas with us.



At the centre of Design in India, for India.

#DesignInIndia **Qualcomm Design in India**

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58 Likes • 2 Comments

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Give your ideas life with Qualcomm's Design In India Program. Contribute to India's hardware ecosystem.



Can you take the fiction out of science?


#DesignInIndia **Qualcomm Design in India**

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25 Likes

Qualcomm
5d

Fascinated about smart infrastructure and have ideas in the hardware arena? Tell us about your startup. Join [#DesigninIndia challenge](#)



Can your solution bring in the cities of the future?

#DesigninIndia

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5d

Is your idea going to revolutionize the way agriculture has been practiced in India? Tell us about it. [#DesigninIndia](#). Participate now! [#MakeinIndia](#)



Will your invention help farmers maximize their harvest?


#DesigninIndia

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6d

Got an idea in the field of biometrics? We would like to hear from you. [#DesigninIndia](#). Participate now! [#MakeinIndia](#)



Will your vision make Identity Theft history?

#DesigninIndia


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6 Likes

Qualcomm
5d

Interested in transforming the face of rural India with IoT? Join [#DesigninIndia challenge](#)

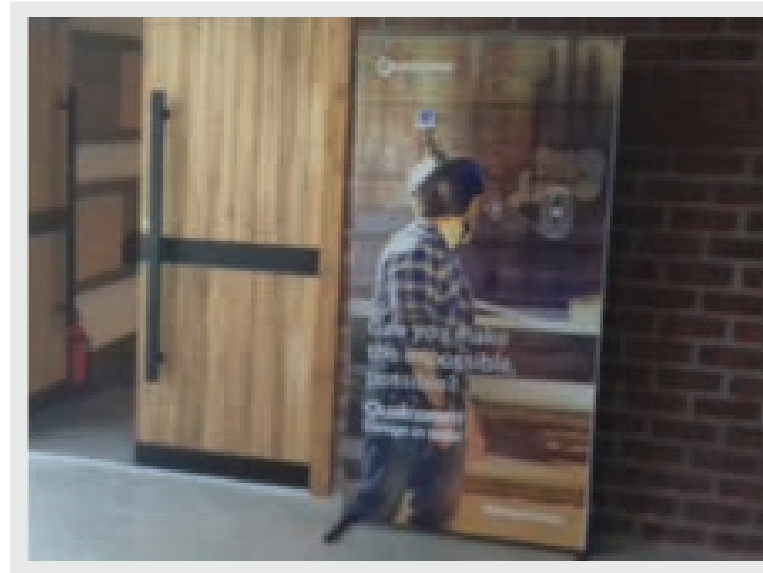
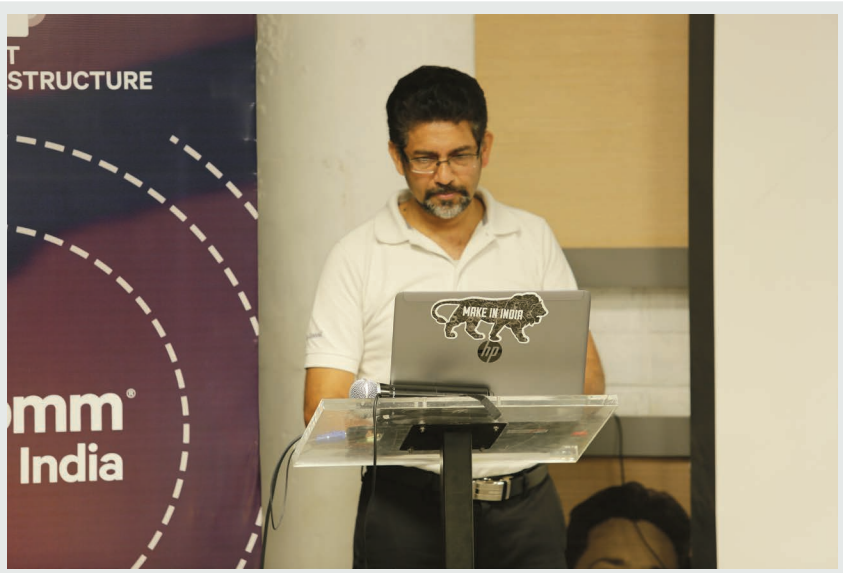


Is your idea going to create smart villages?

#DesigninIndia

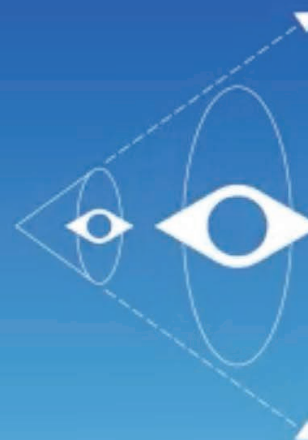
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Is your idea the next groundbreaking technology? Showcase it in Qualcomm
#DesignInIndia Program. Coming soon!

Qualcomm®
Design in India





RESULTS



500,000
Impressions



60,000
Clicks on
the microsite



100+
Submissions

Thank You!