

India Data Card Market, CY 3Q' 2014

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Abstracts

Telecommunication market in India has experienced substantial growth, primarily driven by growing number of internet subscribers in the country. Over the years, demand for 'plug-n-play' type of internet services in India has picked momentum due to declining prices of 3G/4G data cards, affordable data plans, and BYOD. With introduction of Wi-Fi enabled data cards, market is expected to touch new height in the coming quarters. According to 6Wresearch, India Data Card market shipments reached 1.58 million units in CY 3Q 2014. Huawei endured its market leadership followed by ZTE and iBall. In CY 3Q 2014, the market registered growth of around 7% as compared to CY 2Q 2014. During CY 3Q 2014, GSM captured lion share of the India Data Card market and faced stiff competition by CDMA Data Cards.

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