

India Pen Drive Market Tracker, CY Q4'2013

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Abstracts

According to 6Wresearch, India's Pen drive amounted to 4.3 million units in CY Q4 2013. SanDisk emerged as the market leader followed by Hewlett Packard and Transcend. Other major players in the industry include- Toshiba Corporation, Kingston Technology Corporation, Sony Corporation, etc. In CY Q4 2013, USB Drives with 8 GB capacity bagged around 51% of the total Indian Pen Drive market share followed by 4 GB. Additionally, USB 3.0 Pen drives witnessed an increase in demand due to its fast data transfer rate of around 80 MBPS.

Key features of the report:

Total Pen Drives shipments in India

Market share by various players in various segments and specifications

Shipments by market players.

Model wise shipments by each company

Price of each model

Specifications covering

Capacity

Type of USB

Transfer speed

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