

# India Power Bank Market, CY 4Q' 2014

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Date: May 2015

Pages: 0

Price: US\$ 1,960.00 (Single User License)

ID: I49C8624636EN

## Abstracts

Modernization in living standards coupled with increasing consumer procuring power and rapid economic developments have abruptly fuelled the growth of the India Electronics Market. Additionally, increase in demand for Internet of Things (IoT) devices such as smartphones, tablets/phablets and laptops have further driven the growth of the Electronics Market in India.

According to 6Wresearch, India Power Bank shipments value reached \$6.91 million for CY 4Q 2014. Power Bank with 5200 MAH battery capacity registered major share of the market followed by 10400 MAH capacity. Some of the key players in the India Power Bank Market are Xiaomi, Portronics, Pebble, Croma, Envent and Intex.

### Key features of the report:

1. Total Power Bank shipment in India
2. Market share by various players in various segments and specifications
3. Shipments by market players
4. Model wise shipments by each company
5. Price of each model
6. Specifications covering
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