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Smartphone Industry in India (2011-15)

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Abstracts

India is the second largest mobile handset market in the world (after China), and is poised to become an even larger market. Revenues of the Indian mobile handset market grew by 15% to touch USD 6.75 Billion in 2010-11 from USD 5.88 Billion a year back.

The mature Indian mobile consumers' increasing preference for high-end handsets and the younger demographics' desire to use mobile Web technologies could see the smartphone markets revenues soar.

Trends in the Industry

Emergence of Multi-SIM smartphones

Shift in the OS

Faster Processor

Near Field Communication

Smartphone shipments are expected to rise sharply from 11.2 million units in 2011 to 73.4 million units in 2015E comprising 25% of the total mobile handsets market in India. Growth in smartphones is likely to surpass the overall growth in the mobile handset industry. The segment is anticipated to continue its ride with a CAGR of 60% during 2011-2015, while the mobile handsets will register a CAGR of 13% in the same period.

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SCOPE OF THE REPORT

Indian Smartphone Industry at a glance

Emerging trends in the industry like multi-SIM smartphones, shift in OS and features like near field communication

Demand Supply scenario encompassing smartphones demand in volumes and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

REASONS TO BUY

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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