

# Mobile Commerce Market in India 2014

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## Abstracts

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Netscribes' latest market research report titled Mobile Commerce Market in India 2014 illuminates the dynamics in the domestic m-commerce market. Mobile Commerce or m-commerce is the activity of commencing commercial transactions between both B2C and B2B entities via mobile devices. Indian retail market has experienced high growth over the last decade with a gradual shift towards modern retailing formats. With growing numbers of mobile devices and mammoth wireless subscriber base, the focus is slowly shifting to mobile platforms.

Although mobile commerce market in India is in nascent stage, m-payment and m-banking segments have shown significant growth over the last few years. Initiatives taken by the government and financial organizations to reach India's un-banked population are fueling growth in the latter segments. Huge mobile subscriber base in India and increasing trend of shopping over internet has set the stage for m-commerce in India, but low awareness and security concerns are delaying significant adoption of the same. Leveraging on enhanced reach like MVAS and diverse features like of e-commerce, m-commerce is poised for greater adoption across India, in the coming years.

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