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The Smartphones Market in India will be boosted by the increase in the usage of mobile internet along with the availability of 3G services and launch of affordable smartphones with versatile features and applications. Smartphones have also gained popularity amongst the youth due to the available features that suits the business and entertainment needs.

http://www.bharatbook.com/market-research-reports/mobile-and-telecoms-market-research-report/smartphone-market-in-india-2011.html

The report begins with an overview of the smartphone market in India. It offers a brief description of the exclusive features available on smartphones. This section is followed by the market overview which includes information regarding the market size and growth. Information regarding the most preferred operating system among consumers has been offered including the share among manufacturers. The trends in the download and usage of various applications have also been highlighted.

An analysis of the driver explains growth factors rising mobile internet usage and launch of 3G services, constant reduction in prices, advanced features and applications attracting consumers. The hindrances faced by the market are rising virus, Trojan and malware attacks and low penetration in smaller and rural areas. The trends identified in the market are entry of CDMA, dual sim and dual processor smartphones, increasing number of tie ups in the market and increasing acceptance of smartphones amongst youth.

The competition section comprises of a price to feature matrix, comparing manufacturers based on these parameters. This section also features brief profiles of major players in the market and a snapshot of their corporation, financial performance, business highlights and their product portfolio, providing an insight into the existing competitive scenario. The key development section provides a brief description of the major happenings in the market. The appendix offers a comparative list of smartphones in India.Market Analysis

For more information kindly visit :

Smartphone Market in India 2011

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Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

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