

India Monthly City-Level Smartphone Tracker

IDC's India Monthly City-Level Smartphone Tracker® provides timely and critical market intelligence of the top 50 Indian cities that is essential for strategic and tactical planning in India, one of the fastest-growing markets in the world. The economic emergence of laggard states, deprived industrial sectors, and the rapid urbanization of tier 2, 3, and 4 cities are macroeconomic phenomena. As the tier 1 cities are overcrowded by the influx of smartphone vendors, the need for information to identify and track potential cities and plan a go-to-market strategy has grown rapidly. The product offers details of market dynamics, critical market data, and competitive analysis of leading mobile phone vendors with deep city-level insights for India.

Technology Coverage

This tracker provides the total market size and vendor share information for the following technology areas. Measurement for this tracker is in units and revenue.

Core Coverage

- Smartphone: City, vendor, model name, units, price band, operating system, screen size band, generation, camera, RAM, embedded memory, and processor speed
-

Geographic Scope

- India (1) — including all top cities, with fair representation from all major states
-

Data Deliverables

This tracker is delivered on a monthly basis via a web-based interface for downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- 50 city-level smartphone trackers in pivot table format — monthly delivery
 - Channel Pulse — quarterly qualitative delivery
-

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional, state or city-level planning — setting regional, country, state or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

