

# India Monthly Smartphone Tracker

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IDC's *India Monthly Smartphone Tracker*® monitors the smartphone market in India on a monthly basis. By providing a monthly view of the smartphone market in India within 35 days of month end, this tracker offers a fast and reliable view of the market every month, enabling clients to make quick informed business-critical decisions. This negates the need for waiting 45 days after the quarter ends to get an understanding of the rapidly changing smartphone market in India.

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## Technology Coverage

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

### Core Coverage:

- Smartphones

### Optional Content Add-Ons:

- Examples: ASP, processor details, embedded storage, RAM, and battery capacity
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## Geographic Scope

- India (1)
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## Data Deliverables

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

- Historical data
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## 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

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## 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

