

India Monthly City-Level Smartphone Tracker: Sales-Out

IDC's *India Monthly City-Level Smartphone Tracker: Sales-Out®* provides timely and critical market intelligence of top 50 Indian cities and rest of states at a sales-out level.

TECHNOLOGY COVERAGE

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

Core Coverage:

- OS and OS version
- Generation
- Channel: Offline and online
- Technical attributes: RAM, storage, screen size, megapixels, and dual SIM

Optional Content Add-Ons:

- Channel by model at the city level, with all key feature sets for the smartphone market

GEOGRAPHIC SCOPE

- **Country:** India
- **States:** Haryana, Punjab, Chandigarh, Rajasthan, Uttar Pradesh, Delhi, Himachal Pradesh, Jammu and Kashmir, Chhattisgarh, Goa, Gujarat, Madhya Pradesh, Maharashtra, Bihar, Jharkhand, Orissa, West Bengal, Assam, Andhra Pradesh, Karnataka, Kerala, Telangana, Uttarakhand, and Tamil Nadu
- **Cities:** Gurgaon, Rohtak, Chandigarh, Ludhiana, Jaipur, Jodhpur, Dehradun, Kota, Lucknow, Kanpur, Varanasi, Agra, Noida, Meerut, New Delhi, Shimla, Jammu, Raipur, Goa, Ahmedabad, Surat, Vadodara, Rajkot, Bhopal, Indore, Gwalior, Mumbai, Pune, Nagpur, Nasik, Aurangabad, Patna, Jamshedpur, Ranchi, Bhubaneswar, Kolkata, Asansol, Guwahati, Hyderabad, Visakhapatnam, Vijayawada, Bengaluru, Hubli-Dharwad, Mangalore, Mysore, Kochi, Trivandrum, Chennai, Coimbatore, Madhuri, and rest of states

DATA DELIVERABLES

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

- Historical data