

India Monthly City-Level Printer Tracker

IDC's *India Monthly City-Level Printer Tracker*® provides a comprehensive view and analysis of the Indian printer market on a monthly basis. With competition in India's printer market becoming more intense, vendors are trying to penetrate the second-, third-, and even fourth-tier cities in an attempt to maximize market opportunities and generate revenue. As a result, these vendors are constantly looking to track rapidly growing cities in a particular state, as well as those cities where it will be easier for them to gain considerable market shares. Vendors also need to know the relative rankings of their competitors in the various cities of India to plan their go-to-market strategies. IDC's *India Monthly City-Level Printer Tracker*® is designed to help printer vendors that are targeting the large and expanding printer market in India. It provides timely critical intelligence and industry analysis that is essential for players that need to formulate strategic and tactical plans and need to compete more effectively in India, one of the fastest-growing printer markets in the world.

Technology Coverage

IDC's *India Monthly City-Level Printer Tracker* provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments only.

Technologies and Subtechnologies

- Single-function laser printer
- Single-function inkjet printer
- Multifunction laser printer
- Multifunction inkjet printer

Optional Content Add-Ons

- Unit shipment by printer category (single function and multifunction)
- Unit shipment by vendor and by city

Geographic Scope

Country (1): India

Cities across India (50):

North

- Delhi
- Uttar Pradesh: Ghaziabad/Noida, Lucknow, Kanpur, Varanasi, Agra, Allahabad
- Punjab: Ludhiana, Jalandhar
- Haryana: Gurgaon
- Chandigarh
- Rajasthan: Jaipur, Jodhpur, Udaipur
- Uttarakhand: Dehradun
- Jammu and Kashmir: Jammu

West

- Goa: Goa (Panjim)
- Gujarat: Ahmedabad, Rajkot, Surat, Baroda
- Madhya Pradesh: Indore, Bhopal, Jabalpur
- Maharashtra: Mumbai, Pune, Nagpur, Nashik

South

- Andhra Pradesh: Hyderabad, Visakhapatnam, Vijayawada
- Karnataka: Bangalore, Mysore, Hubli, Mangalore
- Kerala: Kochi, Thiruvananthapuram, Kozhikode
- Puducherry
- Tamil Nadu: Chennai, Coimbatore, Madurai, Tiruchirappalli

East

- Bihar: Patna
- Jharkhand: Ranchi
- Orissa: Bhubaneswar
- North East (seven states): Guwahati
- West Bengal: Kolkata, Siliguri
- Chhattisgarh: Raipur

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. Deliverables for this tracker are as follows:

- Final monthly unit shipment release