

FOR IMMEDIATE RELEASE

Affordability and introduction of 3G to boost the Smartphone Market in India, finds Netscribes

Netscribes (India) Pvt. Ltd. launches Smartphone Market in India 2011 report covering a market with strong growth potential. The report is a special feature from Netscribes.

Mumbai, India – March 16, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Smartphone Market in India 2011*. The rise in mobile internet usage and the launch of 3G services, along with reduction in prices will lead to the popularity of smartphones.

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.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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