Indian Mobile Handset Manufacturing Market Expected to Grow at a CAGR of 49% by the Year 2020

The third largest Smartphone market in the world currently, India is far from being saturated. With more than 185 million connections as of now and another half a billion to be added by 2020, the sheer scale of the market is attracting domestic and foreign players like and in the recent past. The industry has witnessed huge inclination of mobile handsets manufacturers to manufacture phones in India.

Low cost production due to cheap resource, proximity to markets and the huge market potential are the drivers to this inclination. As of March 2016, India has already taken the second position in the list of biggest markets globally after China, overtaking USA. The mobile ecosystem directly provided employment to 2.4 million people in India in 2015, both in the formal and informal sector. These statistics although are for the while mobile ecosystem and not only for handsets. With the current penetration of around 80% for mobile phones, India is set to achieve 94% penetration by the year 2020. In addition, the Smartphone segment is fast overpowering the feature phone segment and is set to grow from 148 million to 690 million.

The government in the recent time has shown explicit interest in the “Digital India” and “Make in India” plans and mobile manufacturers are to play an important part in that. The government aims at using the mobile penetration to contribute to the economic and social development in India by delivering digital inclusion to the still unconnected population, financial inclusion to the unbanked population and to deliver innovative apps and services. The recent plan of the government to launch a mobile application (app) which would serve as the single point access to all the governmental services is one prime example.

The in-house production of mobile phones would boost the economy and help the GDP of the nation. Also, the net import/export ratio would improve drastically. The “Digital India” plan has mainly three vision areas; digital infrastructure, digital empowerment and government services on demand. And these visions can be fulfilled only by high penetration of mobile networks and low cost availability of handsets.

Given the context of mobile phones in India, the main question arises as to what does it take to start production in a country. This report aims at answering this very question. Ranging from raw material availability, to labor abundance, to government policies, to domestic market; this report aims at contrasting these aspects in depth against the current hubs (countries) of mobile production and highlights where India is lagging or leading with respect to its brethren. This report also gives an insight into the current domestic market of India. The segmentations based on phone type and various other customer attributes and their growth predictions of the future are also included in this report.
**Scope of the Mobile Phone Manufacturing Market in India 2016-2020 market research report:**

1. This report discusses prevailing scenario of India's mobile handset manufacturing market.
2. This report identifies India's position global mobile manufacturing market
3. This report provides segments wise forecast for mobile manufacturing industry in India.
4. The report identifies various credit, policy and technical risks associated with mobile manufacturing industry in India.
5. This report has detailed profiles 6 key players in mobile manufacturing industry in India covering their business strategy, future forecasts and SWOT analysis.
6. This report covers in competitive landscape in mobile manufacturing industry in India.
7. This report provides PESTLE (political, economic, social, technological, legal and environmental) analysis for mobile manufacturing industry in India.
8. This report provides Porter's Five Forces analysis for mobile manufacturing industry in India.
9. This report provides SWOT (strengths, weakness, opportunities and threats) analysis for mobile manufacturing industry in India.
10. This report identifies the key challenges faced by new players in mobile manufacturing industry in India.
11. This report provides current and future trends and opportunities for mobile manufacturing industry in India.
12. This report also provides key marketing strategies used by players in relation to mobile manufacturing industry in India.

**1. Executive Summary**

1.1 Scope of the Report
1.2 Research Methodology

**2. India's Current Position in Global Mobile Manufacturing Market**

2.1 Major Factors Governing Production in India
2.1.1 Input Resource Availability and Industrial Infrastructure
2.1.2 Government Subsidies and Taxation Policies
2.1.3 Human Resource Availability
2.2 Comparison of Factors with Production in Other Countries
2.2.1 Japan
2.2.2 South Korea
2.2.3 Vietnam
2.2.4 China
2.2.5 Taiwan
2.3 Value Chain of Indian Mobile Manufacturing Market

**3. Market Segments and Forecast for Mobile Manufacturing Industry in India**

3.1 Overall Forecast
3.2 Market Forecast by Phone Type
3.2.1 Feature Phones
3.2.2 Smart Phones

**4. Segment-wise Growth in Mobile Phone Shipments**

4.1 By Consumer Age
4.2 Price Segmentation

5. Risks Associated with Mobile Manufacturing in India

5.1 Credit Risk
5.2 Policy Risk
5.3 Technical Risk

6. Profile of Key Players in Mobile Manufacturing Market in India

6.1 Samsung Electronics Ltd.
6.1.1 Company Profile
6.1.2 Samsung in Mobile Manufacturing Value Chain
6.1.3 Financial Performance of Samsung
6.1.4 Business Strategy
6.1.5 SWOT Analysis for Samsung
6.1.6 Manufacturing capability in India

6.2 Micromax
6.2.1 Company Profile
6.2.2 Micromax in Mobile Manufacturing Value Chain
6.2.3 Financial Performance of Micromax
6.2.4 Business Strategy
6.2.5 SWOT Analysis for Micromax
6.2.5 Manufacturing capability in India

6.3 Intex
6.3.1 Company Profile
6.3.2 Intex in Mobile Manufacturing Value Chain
6.3.3 Financial Performance of Intex
6.3.4 Business Strategy
6.3.5 SWOT Analysis
6.3.6 Manufacturing Capability in India

6.4 LAVA International Limited
6.4.1 Company Profile
6.4.2 LAVA International Limited in Mobile Manufacturing Value Chain
6.4.3 Financial Performance of LAVA International Limited
6.4.4 Business Strategy
6.4.5 SWOT Analysis for LAVA International Limited
6.4.6 Manufacturing Capability in India

6.5 Xiaomi Inc.
6.5.1 Company Profile
6.5.2 Xiaomi in Mobile Manufacturing Value Chain
6.5.3 Financial Performance of Xiaomi
6.5.4 Business Strategy
6.4.5 SWOT Analysis for Xiaomi
6.4.6 Manufacturing Capability in India

6.6 Karbonn
6.6.1 Company Profile
6.6.2 Karbonn Mobiles in Mobile Manufacturing Value Chain
6.6.3 Financial Performance of Karbonn
6.6.4 Business Strategy
6.6.5 SWOT Analysis for Karbonn Mobiles
6.6.6 Manufacturing Capability in India

7. Competitive Landscape in Mobile Manufacturing Industry

8. Industry Association related to Indian Mobile Manufacturing Industry

9. Government Regulations and Make in India Effect on Mobile Phone Industry in India

10. Analysis Models

10.1 SWOT Analysis for the Mobile Manufacturing in India
10.2 PESTLE Analysis for Mobile Manufacturing in India
10.3 Porter’s Five Forces

11. Challenges faced by New Entrants in Mobile Manufacturing in India

12. Current and Future Trends

12. Marketing Strategies followed by Companies

13. List of Exhibits

Notes
Company Information

List of Exhibits

Exhibit: 2.3.1 Value Chain Model of Indian Mobile Phone Manufacturing Market
Exhibit: 3.1 Mobile Handset Units Produced in India (In Millions) from 2012-2019
Exhibit: 3.2 Year-Wise Mobile Handset Units Growth in India (In %) from 2011-2019
Exhibit: 3.3 Indian Feature Phone Shipments (In Millions) 2013-14 to 2019-20
Exhibit: 3.4 Year-Wise Feature Phone Shipment Growth in India (In %) 2014-15 to 2019-20
Exhibit: 3.5 Indian Smartphone Shipments (In Millions) 2013-14 to 2019-20
Exhibit: 3.6 Year-Wise Smartphone Shipment Growth (In %) 2014-15 to 2019-20
Exhibit: 4.1 Percentage of Smartphone Users in Different Age Groups (In Millions) for Year 2015-16
Exhibit: 4.2 Number of Phone Launches as Per Price Segment in India
Exhibit: 6.1.1 Company Profile – Samsung Electronics
Exhibit: 6.1.2 Contact Details for Samsung Electronics
Exhibit: 6.1.3 Samsung in Mobile Manufacturing Value Chain
Exhibit: 6.1.4 Samsung Mobiles Revenue (In Trillion WON) 2011-2020
Exhibit: 6.1.5 Samsung Year Wise Revenue Growth (In %)
Exhibit: 6.1.5 Samsung Year Wise Revenue Growth (In %) 2012-2020
Exhibit: 6.1.6 SWOT Analysis for Samsung Mobiles
Exhibit: 6.2.1 Company Profile – Micromax
Exhibit: 6.2.2 Contact Details for Micromax
Exhibit: 6.2.3 Micromax in Mobile Manufacturing Value Chain
Exhibit: 6.2.4 Micromax Mobiles Revenue (In Crores INR) 2011 – 2020
Exhibit: 6.2.5 Micromax Year Wise Revenue Growth (In %) 2011 – 2020
Exhibit: 6.2.6 SWOT Analysis for Micromax
Exhibit: 6.3.1 Company Profile – Intex Mobiles
Exhibit: 6.3.2 Contact Details for Intex Mobiles
Exhibit: 6.3.4 Intex Mobiles Revenue (In Crores INR) 2011 – 2020
Exhibit: 6.3.5 Intex Mobiles Year Wise Revenue Growth (In %) 2011-2020
Samsung Electronics Ltd.
2. Micromax
3. Intex
4. LAVA International Limited
5. Xiaomi Inc.
6. Karbonn

Single User License (PDF)

- This license allows for use of a publication by one person.
- This person may print out a single copy of the publication.
- This person can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- This person cannot share the publication (or any information contained therein) with any other person or persons.
- Unless a Enterprise License is purchased, a Single User License must be purchased for every person that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Enterprise license fee.

Site License (PDF)*

- This license allows for use of a publication by all users within one corporate location, e.g. a regional office.
These users may print out a single copy of the publication.

These users can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.

These users cannot share the publication (or any information contained therein) with any other person or persons outside the corporate location for which the publication is purchased.

Unless a Enterprise License is purchased, a Site User License must be purchased for every corporate location by an organization that wishes to use the publication within the same organization.

Customers who infringe these license terms are liable for a Enterprise license fee.

**Enterprise License (PDF)**

This license allows for use of a publication by unlimited users within the purchasing organization e.g. all employees of a single company.

Each of these people may use the publication on any computer, and may print out the report, but may not share the publication (or any information contained therein) with any other person or persons outside of the organization.

These employees of purchasing organization can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.

*If Applicable.

---

**About Us**

NOVONOUS helps organizations differentiate themselves, break entry barriers, track investments, develop strategies and see through uncertainties by providing business intelligence that works for their business.

---

**Information**

- About Us
- Publications
- FAQs
- Privacy Policy
- Terms & Conditions
- Careers
- Internship
- Press Releases
- Contact

---

**Contact Info**

No. 1101, Golden Square, 3rd Floor, 24th Main, J P Nagar, 1st Phase, Bangalore, Karnataka, India-
Source URL: https://www.novonous.com/publications/mobile-phone-manufacturing-market-india-2016-2020

Links