



Indian Mobile Market Insights

Dashboard Summary & Key Takeaways

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Overview

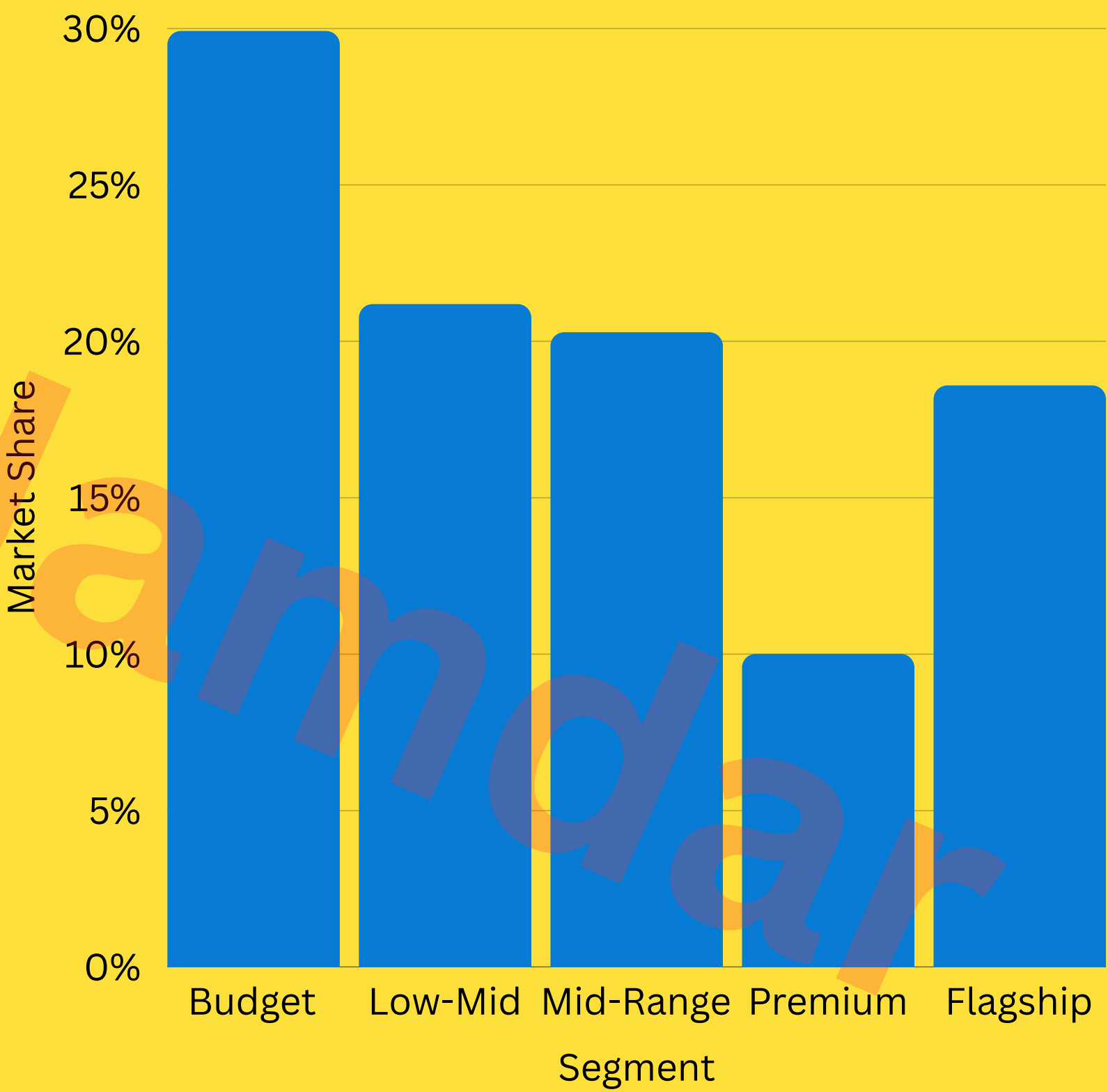
- **Total Mobile Models: 755**
- **Brands Covered: 16**
- **Avg. Selling Price: ₹26.5K**
- **Avg. Customer Rating: 4.0 ★**
- **Avg. Discount Offered: 6.0%**



Price Segments

Mobile Price Range Segments in India

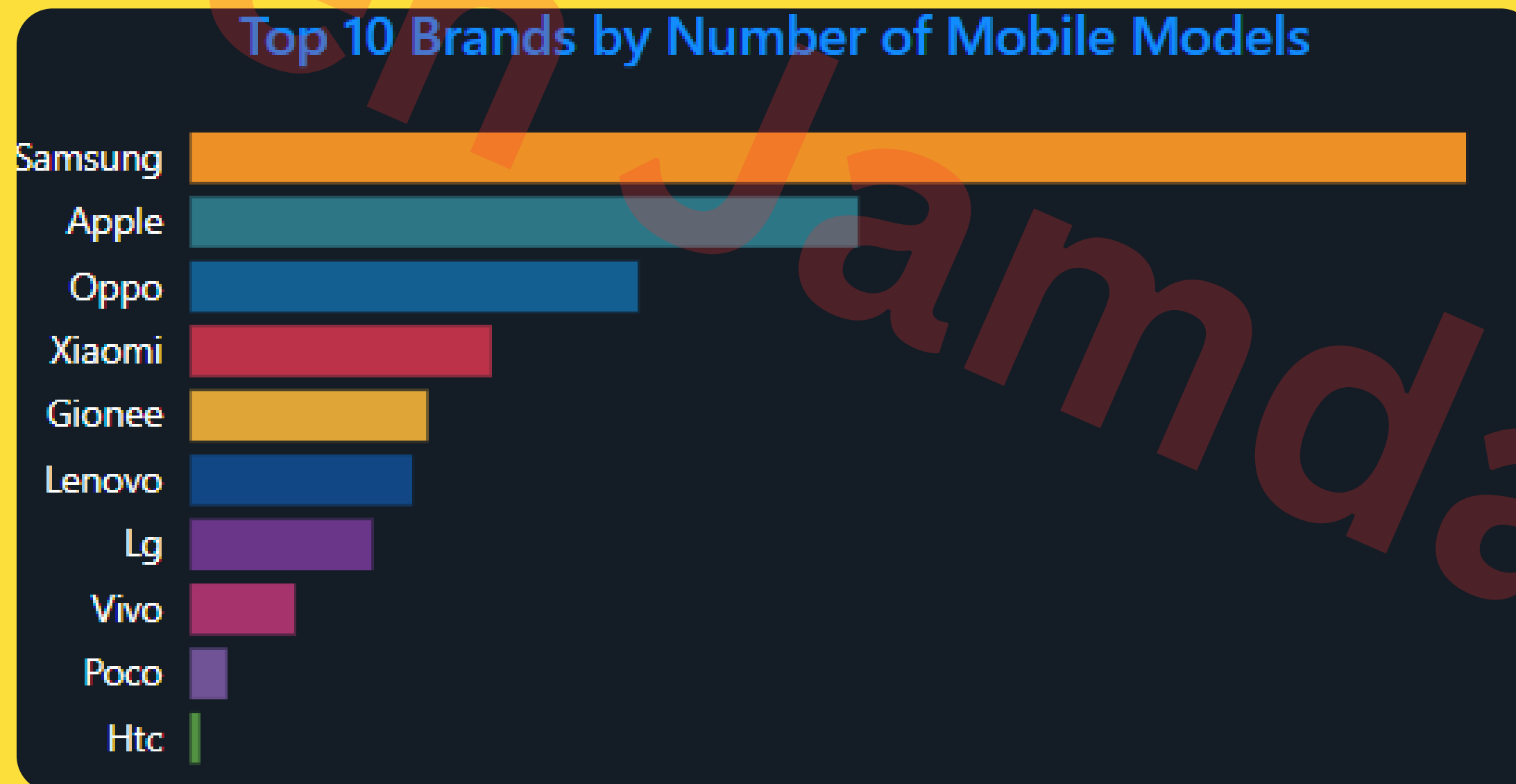
Segment	Price Range	Market Share
Budget	< ₹10K	29.92%
Low-Mid	₹10K – ₹15K	21.19%
Mid-Range	₹15K – ₹25K	20.29%
Premium	₹25K – ₹40K	10.01%
Flagship	> ₹40K	18.59%



Brand Offerings

Which Brand Offers the Most Models?

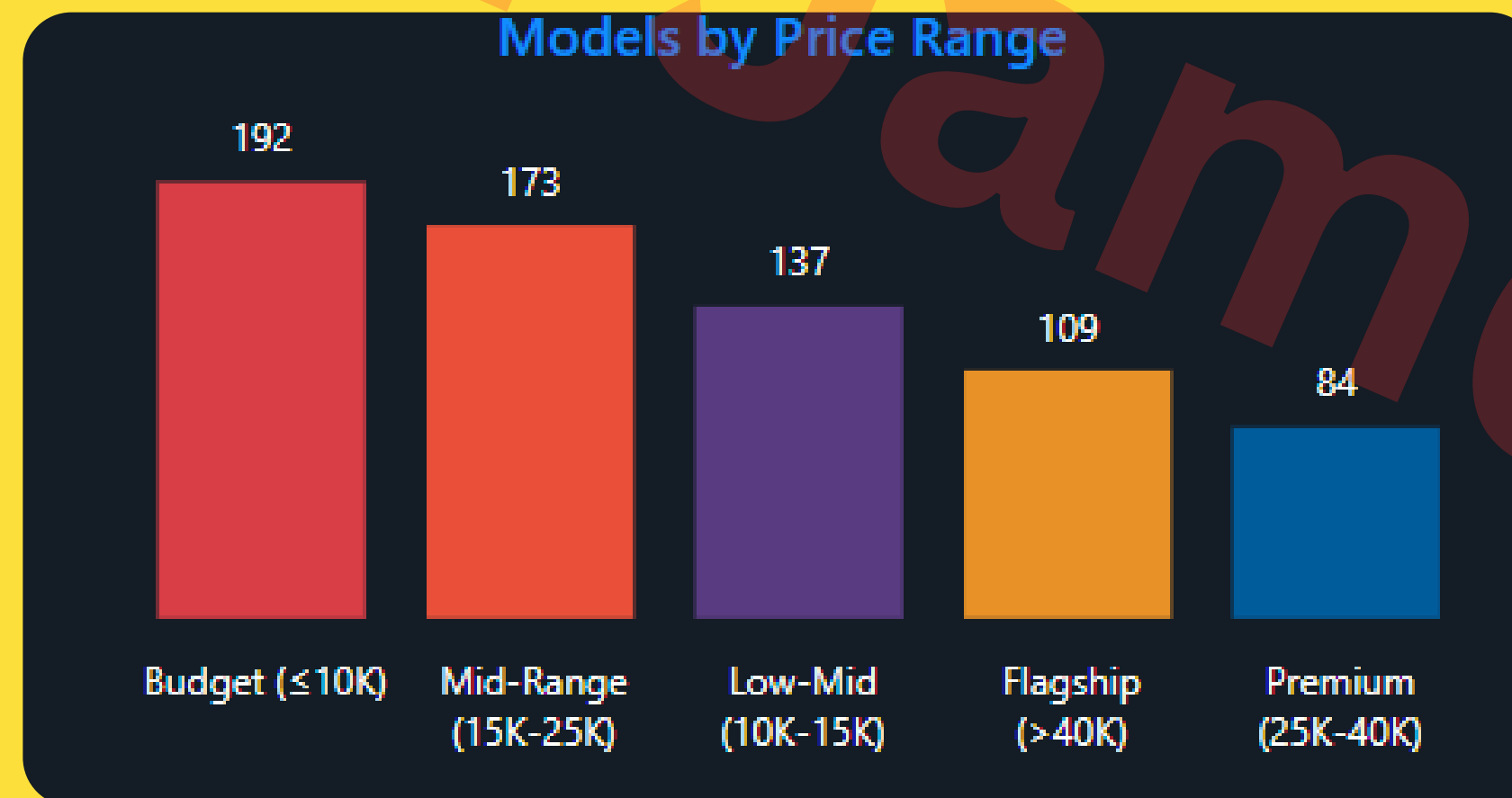
- Top Brand: Samsung
- Other Top Brands: Apple, Oppo, Xiaomi, Gionee



Brands Across All Segments

Brand Presence Across Price Segments

- Samsung caters to all 5 price segments: Budget, Low-Mid, Mid-Range, Premium, and Flagship.
- Broadest portfolio in the market.
- High availability across specs.



Common Specifications

Most Common Mobile Specifications

RAM Configuration:

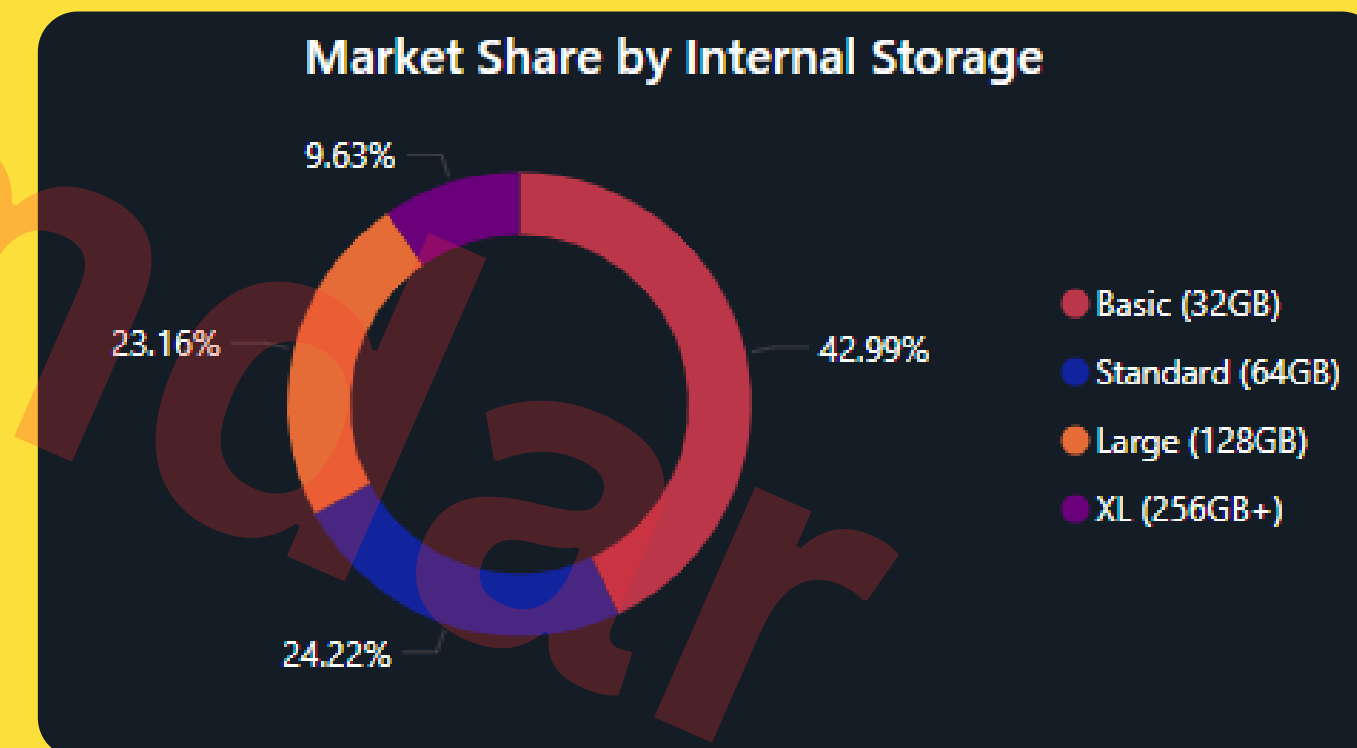
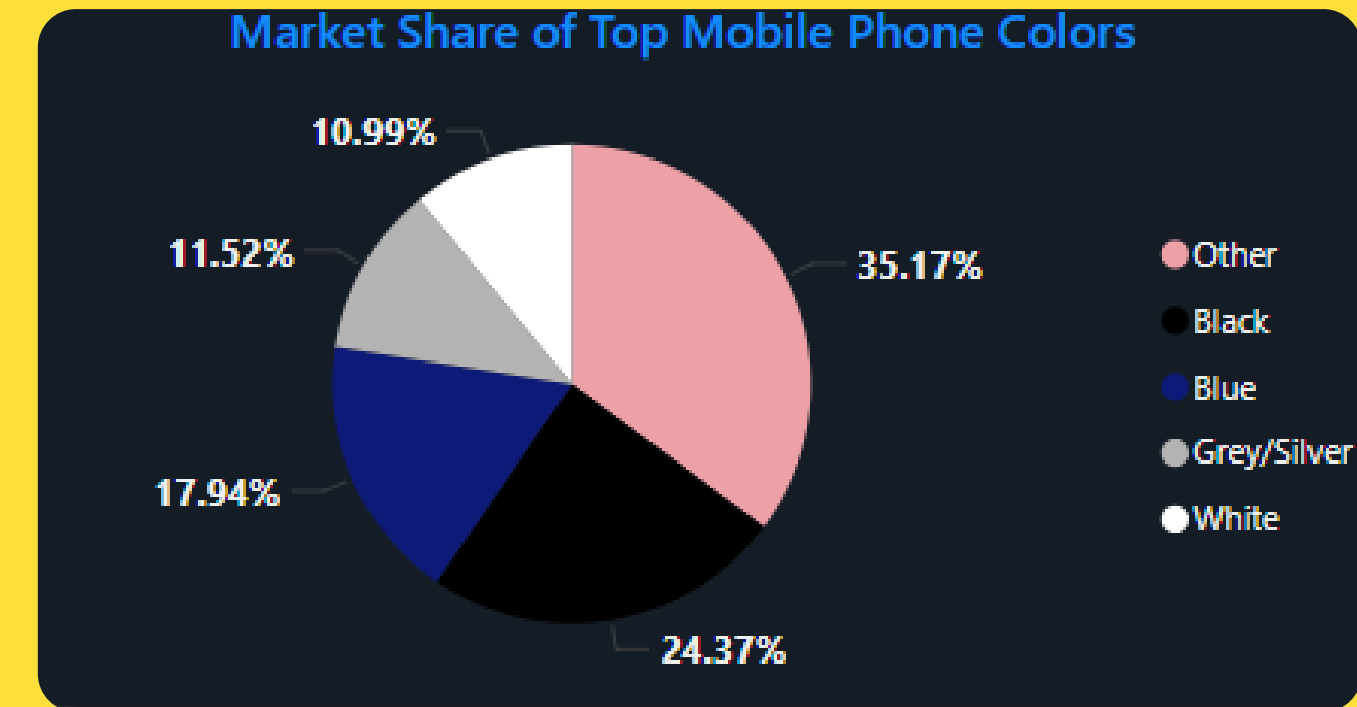
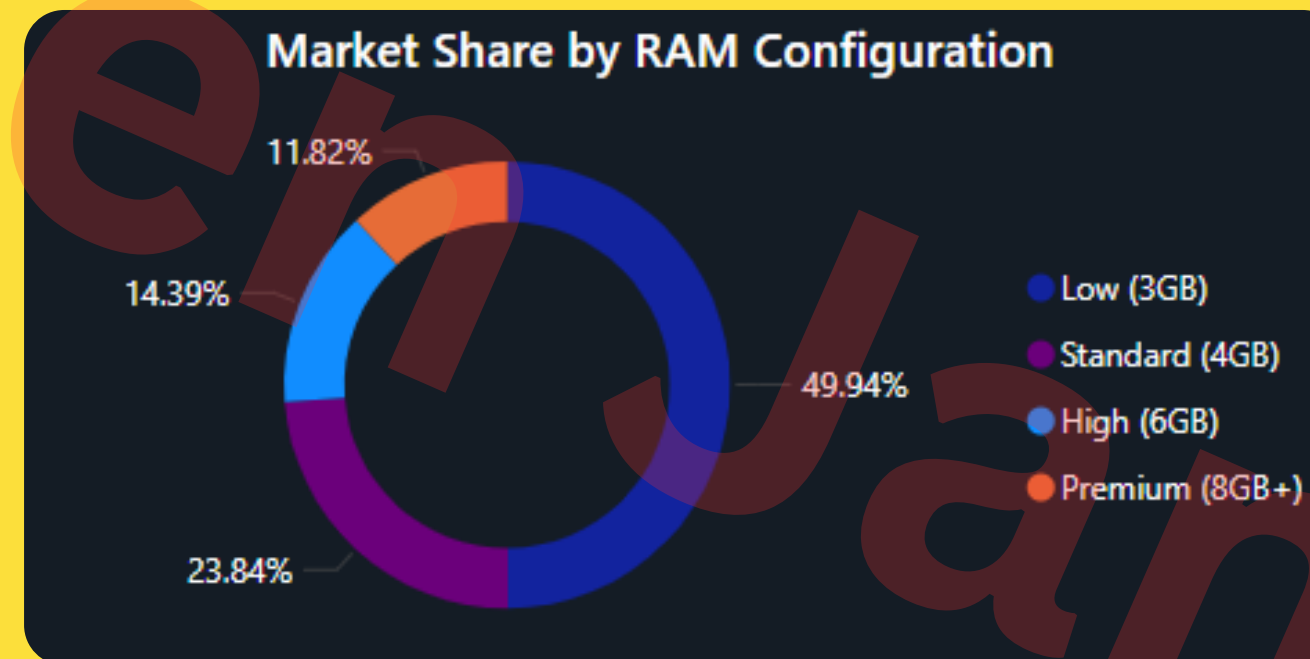
- 3GB (49.94%)
- 4GB (23.84%)

Internal Storage:

- 32GB (42.99%)
- 128GB (24.22%)

Popular Colors:

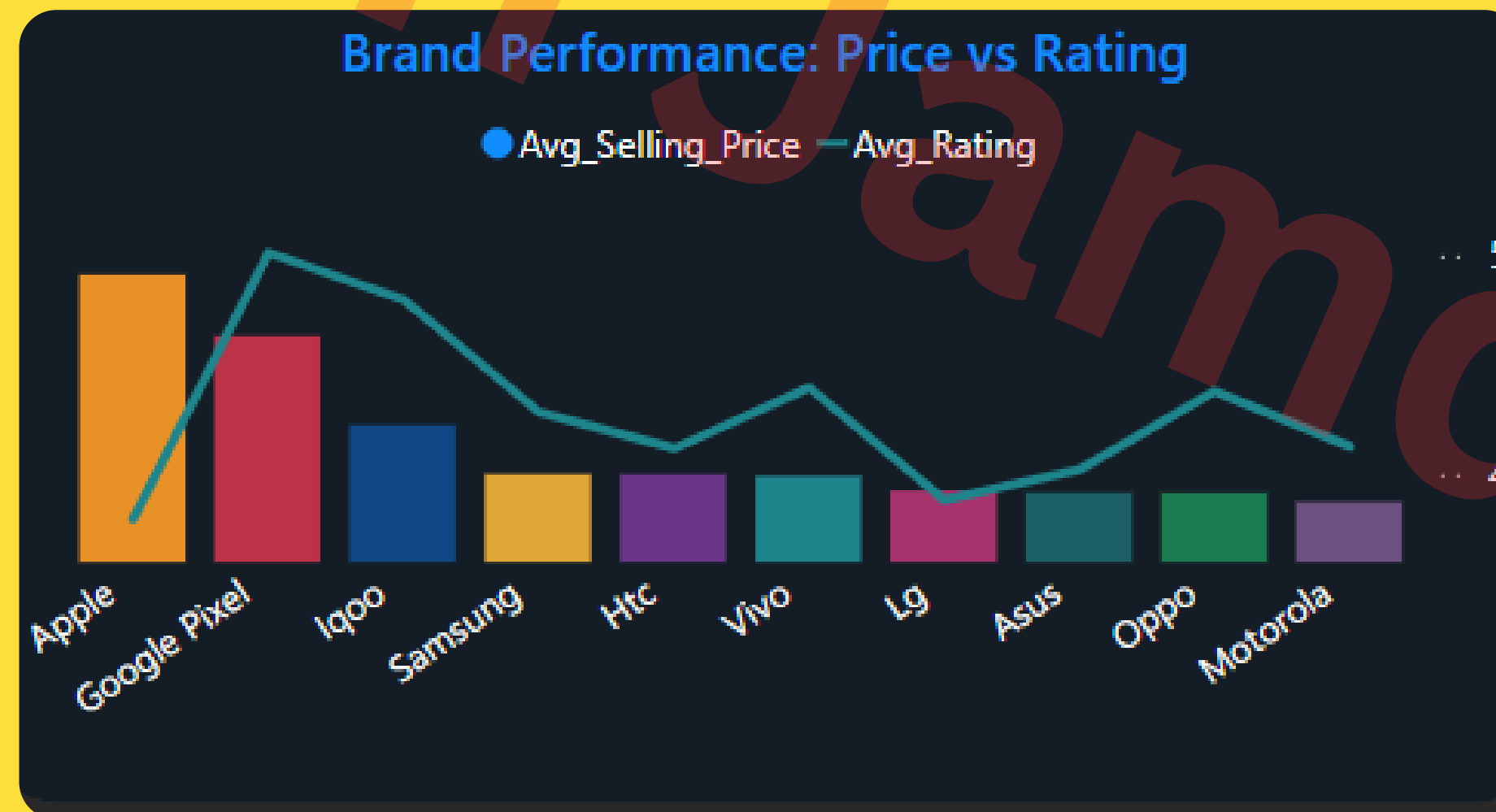
- Other (35.17%)
- Black (24.37%)
- Blue (17.94%)



Customer Ratings & Value

Rating vs Price: Brand Performance

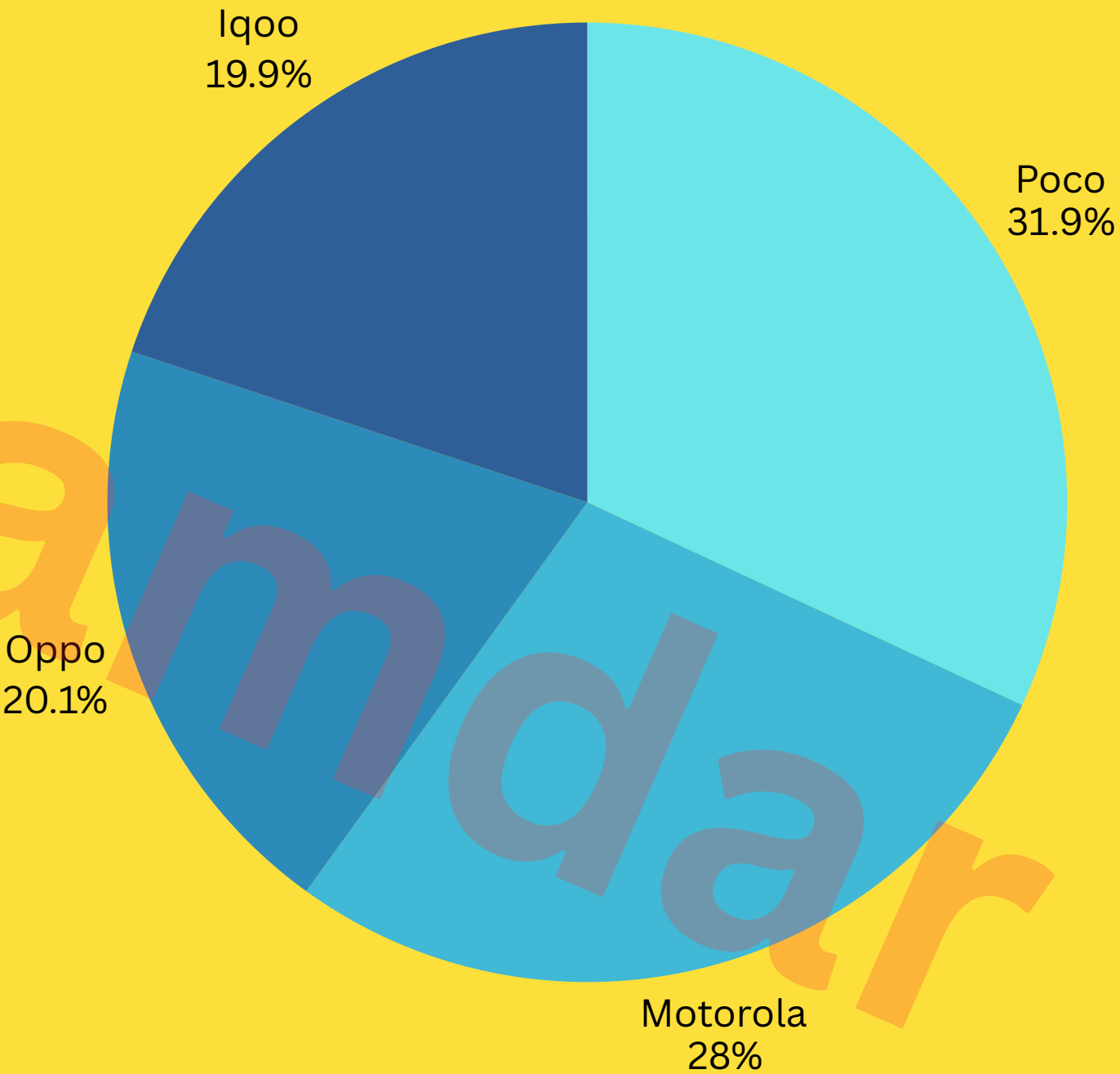
- Top-rated Brands: Google Pixel, Iqoo, Poco
- Best Value for Money: Iqoo, Poco, Oppo
- Expensive but low rating: Apple



Discounting Strategy

Brands Offering Highest Discounts

Brand	Avg. Discount %
Poco	14.60%
Motorola	12.80%
Oppo	9.20%
Iqoo	9.10%



Insight: Aggressive pricing used as a strategy by value brands.

Conclusion & Insights

Key Takeaways:

- Samsung dominates in both volume and range.
- Budget segment leads the Indian market.
- 3GB RAM & 32GB Storage are most common.
- Google Pixel scores highest in user satisfaction.
- Brands like Poco & Motorola use discounts to gain market share.

