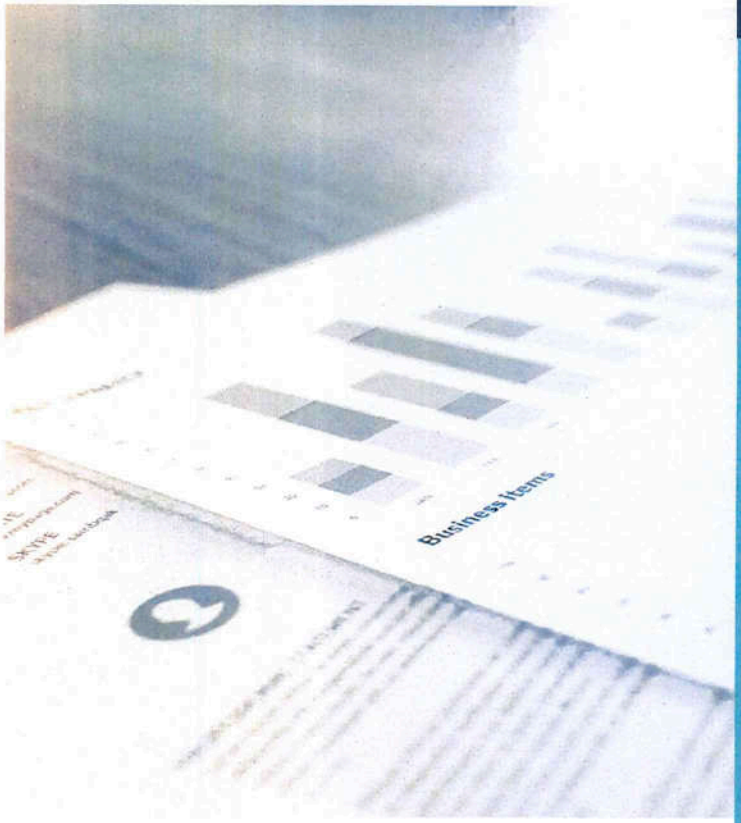


Date:- 16/sep/2026



About Us

Credence Research (CR) is a top-tier international market intelligence provider that helps business leaders and investors make well-informed decisions by offering detailed, reliable due diligence. The firm's approach involves a thorough blend of primary and secondary research, expert interviews, and advanced data modeling. This rigorous methodology, combined with extensive data acquisition agreements, results in authoritative and highly detailed reports that are widely used as primary sources for evaluating market performance and opportunities.

Clients frequently praise Credence Research for its thoroughness, deep sector knowledge, and India responsiveness. The firm's reports are made-to-order, utilizing the latest available datasets to ensure the intelligence provided is up-to-the-minute and reflects current market trends. This commitment to quality and relevance empowers clients with the essential tools to mitigate risks and achieve successful business outcomes.

For Credence Research Inc.

Date: 16/sep/2026

Research Methodology

Research Approach: Market estimates were developed using primary and secondary research, supported by a bottom-up methodology and data triangulation.

Secondary Research: Information was gathered from company reports, investor presentations, government publications, industry associations, trade databases, and other credible public and paid sources to assess the market structure and competitive landscape.

Primary Research: Interviews with OEMs, distributors, retailers, channel partners, and industry experts were conducted to validate market trends, channel dynamics, pricing, and demand.

Market Estimation: Market size was estimated by analyzing product shipments, average selling prices (ASPs), OEM sales, retailer procurement, and company financials across smartphones, Laptop and Computers and computers, tablets, wearables, and other digital devices.

Validation & Forecasting: Market estimates were validated through supply-side and demand-side analysis and forecast using historical trends, technology adoption, pricing, retail expansion, and consumer demand for the period 2026–2032.

For Credence Research Inc.

Proprietor

The **India Digital Devices Market** is one of the fastest-growing consumer technology markets globally, driven by rising disposable incomes, rapid urbanization, expanding internet penetration, and increasing adoption of smart and connected devices. The market encompasses a wide range of products, including Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity Accessories and Others (TV, Keyboard, mouse, Stylus, Tracking devices, etc.). Government initiatives promoting domestic electronics manufacturing, coupled with growing e-commerce penetration and omnichannel retail networks, have further accelerated market expansion. Demand is particularly strong among young consumers and the expanding middle class, who are increasingly seeking feature-rich and premium electronic products. With continuous technological advancements, 5G adoption, and increasing digitalization across urban and rural areas, India remains a key growth market for both global and domestic Digital Devices brands.

INDIA DIGITAL DEVICES MARKET, 2021 – 2032

Sales Channel	Product	Brand
GT	Smartphone	Samsung
Online (E-comm, D2C, Quick comm)	Tablets	Apple
Modern trade (MT)	Smartwatches	Xiaomi (incl. POCO)
Regional specialty stores (RSS)	Laptop and Computers	vivo (incl. iQOO)
Exclusive brand outlet (EBO)	Earphones and Headphones	OPPO (incl. OnePlus)
	Charging & Connectivity Accessories	realme
	Others (TV, Keyboard, mouse, Stylus, Tracking devices, etc.)	HP
		boAt
		Motorola
		Lenovo
		Others

INCLUSIONS

The market value reflects revenue of personal and portable digital devices such as Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity Accessories and Others.

EXCLUSIONS

The study excludes large home appliances and white goods sold outside the defined product scope, enterprise networking and server hardware, refurbished and grey-market device flows revenue is not part of this digital device market.

Definitions

Digital Devices

Personal and portable electronic devices in scope, comprising Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity and Others.

National Distributor

A distributor operating across multiple states or pan-India, holding brand authorisations to supply devices to sub-distributors, retailers, and large-format chains nationwide.

Regional Distributor

A distributor operating within a specific state or zone, typically holding brand authorisation for that territory and serving local retailers and sub-dealers.

Modern Trade (MT)

Organised large-format multi-brand electronics retail chains operating standardised store formats across locations.

Exclusive Brand Outlet (EBO)

A brand-owned or brand-franchised store selling a single brand's devices and ecosystem.

Average Selling Price (ASP)

The average realised revenue per device unit within a segment or brand over a defined period.

Base Year

2025, the reference year against which historical and forecast values are anchored.

CAGR

Compound Annual Growth Rate, the constant year-on-year rate at which a value grows over a defined multi-year period.

General Trade (GT)

General Trade (GT): Refers to traditional, independently owned retail outlets, local electronics stores, mobile shops, and multi-brand dealers that sell directly to consumers through offline channels.

Abbreviations and Acronyms

Abbreviation	Full Form
AMC	Annual Maintenance Contract
APAC	Asia-Pacific
ASP	Average Selling Price
ASPs	Average Selling Prices
B2B	Business-to-Business
B2C	Business-to-Consumer
CAGR	Compound Annual Growth Rate
CE	Digital Devices
CPI	Consumer Price Index
CY	Calendar Year
D2C	Direct-to-Consumer
DIKSHA	Digital Infrastructure for Knowledge Sharing
EBO	Exclusive Brand Outlet
EMC	Electronics Manufacturing Clusters
EMI	Equated Monthly Instalment
GDP	Gross Domestic Product
GNDI	Gross National Disposable Income
GPS	Global Positioning System
GT	General Trade
GMV	Gross Merchandise Value
HSN	Harmonized System of Nomenclature
IDC	International Data Corporation
IMF	International Monetary Fund
INR	Indian Rupee
K-FON	Kerala Fibre Optic Network
KITE	Kerala Infrastructure and Technology for Education
LEI	Legal Entity Identifier
LFR	Large Format Retail
MBO	Multi-Brand Outlet
MoSPI	Ministry of Statistics and Programme Implementation
MT	Modern Trade
NSDP	Net State Domestic Product
OEM	Original Equipment Manufacturer
OTT	Over-the-Top
PC	Personal Computer
PESTEL	Political, Economic, Social, Technological, Environmental, Legal
PFSI	Private Final Consumption Expenditure
PLI	Production Linked Incentive
PLI Scheme	Production Linked Incentive Scheme
POS	Point of Sale
PPE	Property, Plant and Equipment
RSS	Regional Specialty Stores
SKU	Stock Keeping Unit
SPECS	Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TANFINET	Tamil Nadu FibreNet Corporation Limited
TWS	True Wireless Stereo
YoY	Year-on-Year

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Chapter No. 1 : Introduction

1.1. Report Description

Purpose of the Report

The purpose of the strategic research study titled "Digital Devices Market - India Industry Perspective Comprehensive Analysis and Forecast 2021 - 2032" is to offer industry investors, company executives, and industry participants with in-depth analysis to enable them make informed strategic decisions related to the opportunities in the industry.

USP & Key Offerings

- Market Size in terms of Revenue (INR crore) from 2021 to 2032
- Historical & Descriptive Analysis from 2021 to 2025
- Forecasts & Predictive Analysis from 2026 to 2032
- Market Drivers, Restraints, Opportunities, & Market Trends
- Market Attractiveness Analysis
- Segment Analysis by Region and Country
- Competitive Landscape and Company Market Share Analysis
- PESTEL Analysis
- Regulatory Landscape
- End User Landscape

1.2. Key Benefits for Stakeholders

- The report covers forecast and analysis for the Digital Devices Market on an India and regional level.
- The study provides historic data from 2021 to 2025 along with a forecast from 2026 to 2032 based on revenue (INR crore) to determine the market potential.
- The study includes drivers and restraints of the market along with the impact they have on the demand over the forecast period.
- The report includes the study of potential growth opportunities available in the Digital Devices Market on an India level.
- Porter's five forces analysis illustrates the degree of competition along with the potency of buyers and suppliers operating in the industry.

1.3. Target Audience

- Industry Investors
- Consultants
- Product Providers
- Manufacturers
- End Users
- Researchers and Academics
- Distributors
- Large Format Retailers

1.4. Macroeconomic Analysis

1.4.1. Global Economic Overview

The global economy continues to demonstrate resilience despite geopolitical tensions, inflationary pressures, and evolving trade dynamics. The IMF projects global real GDP growth of around **3.2% in 2025**, supported by easing inflation and improving financial conditions. A significant structural shift underway is the diversification of global manufacturing through the **China-plus-one strategy**, with India emerging as one of the primary beneficiaries. Global OEM companies, are increasingly expanding manufacturing and supply chain operations in India to improve resilience, reduce geopolitical risks, and diversify production beyond China. Simultaneously, rising global demand for premium smartphones, AI-enabled personal computers, wearable devices, and connected ecosystems continues to support long-term growth strategy. The expansion of , Samsung and Xiaomi's manufacturing footprint in India is expected to improve product availability, shorten supply lead times, and create significant opportunities for authorized distributors and retail partners by ensuring faster inventory replenishment and wider market coverage.

1.4.2. Indian Economic Overview

India's real GDP grew by 7.1% in FY2024–25, while real GDP growth for FY2025–26 is estimated at 7.6%. India remains the world's fastest-growing major economy, supported by strong domestic consumption, improving manufacturing activity, and sustained government investments in infrastructure and digitalization. Government initiatives including Make in India, the Production Linked Incentive (PLI) Scheme, Digital India, Atmanirbhar Bharat, BharatNet, E-Vidya, Diksha, and SPECS have transformed India into one of most important global manufacturing bases. Major manufacturers have significantly expanded smartphone production in India through manufacturing partners such as Foxconn, Tata Electronics, and Pegatron, while also increasing exports to international markets.

The localization of manufacturing operations enhances supply chain efficiency, improves product availability, and enables faster introduction of new products across the country. These developments directly benefit OEM's authorized ecosystem, including Premium Resellers, and regional channel partners companies such as ALPS Digital Devices Limited With an extensive network of 1,100+ active customers operating across 54 districts, ALPS Digital Devices Limited plays a critical role in ensuring timely product availability, inventory replenishment, and last-mile reach across Kerala, Tamil Nadu and Puducherry.

Per Capita State Domestic Product / NSDP, 2024 - 2025

State / UT	Net State Domestic Product (NSDP) (2024–25) (INR Crore)	Per Capita NSDP(2024–25)
Maharashtra	22,60,211.09	1,76,678
Tamil Nadu	15,27,040.50	1,97,747
Uttar Pradesh	13,40,807.29	55,990
Karnataka	13,98,723.86	2,04,605
West Bengal	8,26,511.65	82,781
Telangana	7,37,061.19	1,92,128
Andhra Pradesh	7,56,873.29	1,41,609
Kerala	6,26,426.29	1,73,818
Delhi	6,22,295.73	2,83,093
Puducherry	26,277.96	1,54,213

Source: Reserve Bank of India (Handbook of Statistics on Indian States)

Consumer Price Index (CPI)

State / UT	Average CPI (Rural + Urban) (April 2025 to March 2026)	Inflation Rate July 2026
Maharashtra	103.63	4.09
Tamil Nadu	103.72	5.44
Uttar Pradesh	103.71	4.74
Karnataka	103.89	4.89
Gujarat	102.86	4.01
West Bengal	103.39	3.89
Andhra Pradesh	102.67	5.72
Telangana	104.58	6.32
Delhi	102.61	2.68
Kerala	104.60	4.01
Puducherry	103.78	5.41

The states and Union Territories in above table show relatively moderate variation in consumer price levels, while recent inflation rates differ more noticeably. Based on the average CPI for April 2025 to March 2026, Kerala recorded the highest CPI at 104.60, closely followed by Telangana at 104.58 and Karnataka at 103.89. Andhra Pradesh recorded the lowest average CPI among the selected regions at 102.67, followed by Delhi at 102.61 and Gujarat at 102.86.

The July 2026 inflation rate indicates comparatively higher price pressures in Telangana at 6.32%, followed by Andhra Pradesh at 5.72%, Tamil Nadu at 5.44%, Puducherry at 5.41% and Karnataka at 4.89%. Delhi recorded the lowest inflation rate at 2.68%, while West Bengal recorded 3.89%, and Maharashtra and Kerala each recorded 4.01%.

Overall, Telangana, Andhra Pradesh, Tamil Nadu and Puducherry show relatively higher recent inflationary pressure, whereas Delhi, West Bengal, Gujarat, Maharashtra and Kerala show comparatively moderate inflation. These variations in consumer prices and inflation can be considered alongside state-level income, economic activity and consumer purchasing power when assessing regional market potential.

Source: Ministry of Statistics and Programme Implementation (MoSPI)

1.4.3. Impact on Digital Devices Demand

Rising Disposable Incomes and Premiumization

India's sustained economic growth and rising disposable incomes are accelerating demand for premium Digital Devices, directly benefiting OEM's product portfolio. Increasing purchasing power among urban professionals, students, entrepreneurs, and affluent households is driving higher adoption of **Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity and Other Products**. Improved affordability through EMI financing, exchange programs, cashback offers, and no-cost instalment schemes has further expanded addressable customer base. Growing demand for premium devices translates into higher sales volumes for Premium Resellers, organized retail chains, and regional channel partners such as **ALPS Digital Devices Limited**, which facilitate product availability across Kerala, Tamil Nadu and Puducherry.

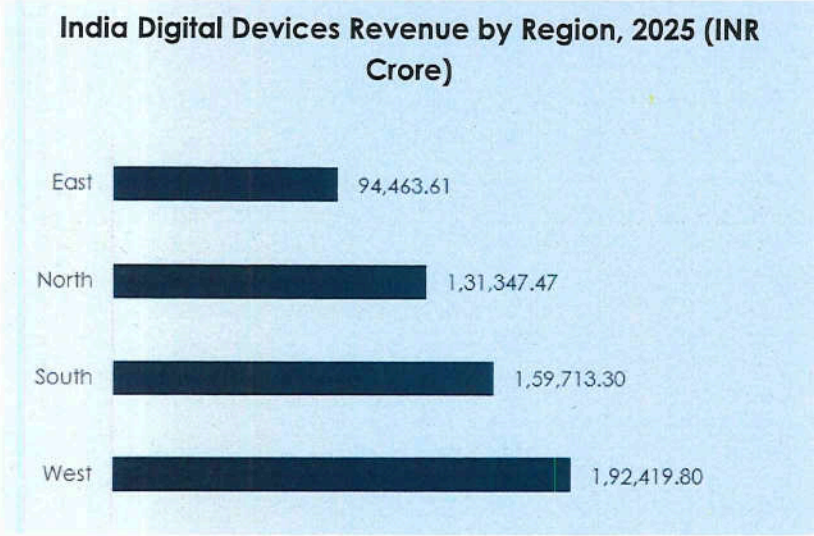
5G Rollout and Smartphone Upgrade Cycle

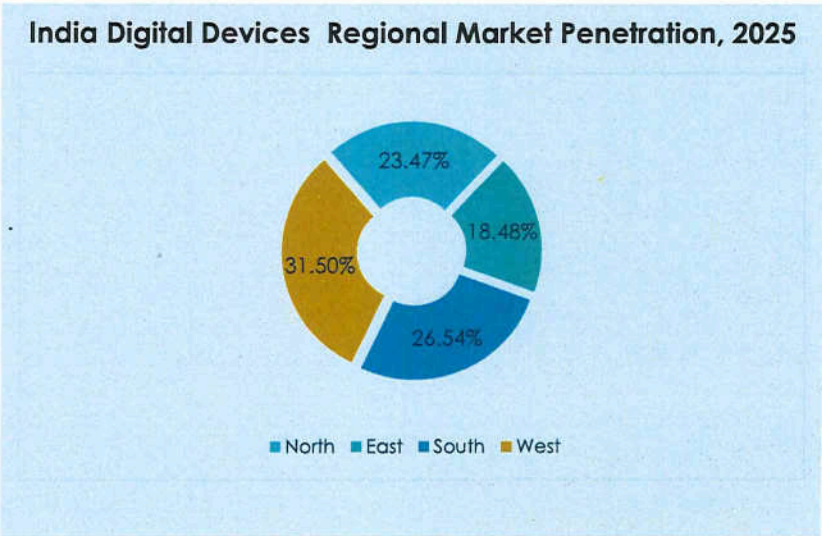
India's nationwide expansion of **5G connectivity** is creating a significant replacement cycle for smartphones, encouraging consumers to upgrade from older devices to 5G-enabled smartphones. The rollout of advanced mobile networks, combined with premium brand's continuous innovation in camera technology, AI capabilities, processing power, and ecosystem integration, is strengthening demand for premium smartphones. Faster product launches supported by local manufacturing allow Channel Partners to maintain adequate inventory levels during peak demand periods. Regional channel partners such as **ALPS Digital Devices Limited** play an important role in ensuring that newly launched premium smartphone models quickly reach retailers across Kerala, Tamil Nadu and Puducherry.

Expansion of Organized Retail

The continued expansion of organized retail and e-commerce is improving consumer access to digital devices throughout India. Premium Resellers, large-format retailers, and omnichannel electronics stores are extending their footprint into tier-1 to tier-5 cities, increasing the availability of premium devices beyond major metropolitan markets. General trade partners, such as ALPS Digital Devices Limited, strengthening this expansion by supplying products to 1,100+ active customers operating across 54 districts, enabling efficient inventory management, faster replenishment, and improved retailer servicing. This extensive network supports OEM's strategy of expanding into high-growth regional markets while maintaining premium customer experience.

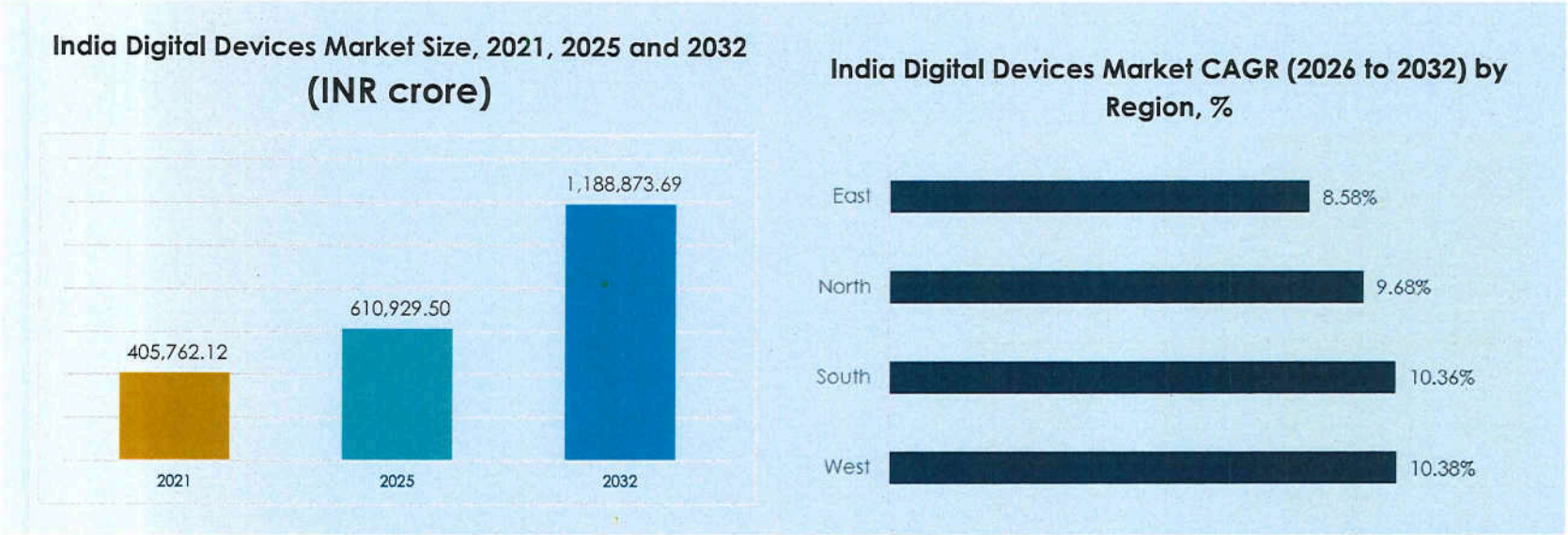
Chapter No. 2 : Executive Summary





The South region maintains its position as the second-largest market for digital devices in India throughout the forecast period, rising from 1,78,153.53 in 2026 to 3,21,879.42 by 2032 at a strong CAGR of 10.36%. It continues to serve as a pivotal hub for premium digital device consumption, underpinned by high smartphone penetration, robust purchasing power, advanced digital infrastructure, and prominent technology and business clusters. Key states and territories such as Kerala, Tamil Nadu, and Puducherry benefit from an established sales channel ecosystem of organized retail chains, premium resellers, and multi-brand networks that streamline distribution across both tier-I and tier-II markets. Driven by high adoption rates for premium smartphones, tablets, smartwatches, PCs, audio devices, and accessories, the region remains a vital, high-growth priority for global device manufacturers.

INDIA DIGITAL DEVICES MARKET, 2021 – 2032



INDIA DIGITAL DEVICES MARKET, 2021 – 2032

The India Digital Device Market was valued at INR 4,05,762.12 crore in 2021 and reached INR 6,10,929.50 crore in 2025. The market is projected to expand to INR 11,88,873.69 crore by 2032, driven by increasing smartphone penetration, rising consumer spending on premium electronics, rapid digitalization, expanding internet connectivity, and the growing adoption of Laptop and Computers, tablets, wearables, and smart accessories. The proliferation of e-commerce platforms, omnichannel retail strategies, government initiatives promoting digital inclusion, and continuous technological innovations such as AI-enabled devices, 5G connectivity, and ecosystem-based Digital Devices are expected to further accelerate market growth throughout the forecast period.

Chapter No. 3 : DIGITAL DEVICES MARKET FORCES & INDUSTRY PULSE

3.1. Foundations of Change – Market Overview

The India Digital Devices Market covers the organized and semi-organized retailing, online sale, and channel movement of consumer digital devices across India. The market includes Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity and others products sold through general trade, online platforms, modern trade stores, regional specialty stores, and exclusive brand outlets. Unlike the broader consumer durables market, this market is focused specifically on personal electronics and connected digital devices rather than refrigerators, washing machines, air conditioners, or kitchen appliances.

The market is highly channel-driven because Indian consumers often compare products online, visit stores for product demonstration, evaluate EMI and exchange offers, and make final purchases based on price, trust, warranty support, availability, and after-sales service. Smartphones remain the anchor category due to frequent replacement cycles, brand launches, 5G upgrades, and accessory bundling. Laptop and Computers and personal computers are supported by hybrid work, online education, gaming, and small business digitization. Tablets are adopted for learning, entertainment, and portable productivity, while smartwatches are gaining relevance through fitness tracking, wireless audio, health monitoring, and smartphone-linked usage.

Other categories include desktop PCs and monitors, e-readers, wireless speakers, power banks, keyboards and mice, gaming consoles and accessories, webcams, digital cameras, and other connected personal electronics. Desktop PCs

and monitors are primarily supported by gaming, professional use, home offices, and small-business applications, while e-readers cater to digital reading and education. Wireless speakers and other smart audio devices are driven by entertainment and connected-home usage. Power banks, keyboards, mice, webcams, and related peripherals support smartphone, laptop, and PC ecosystems, whereas gaming consoles and accessories serve the growing gaming and entertainment segment.

Momentum Boosters

Growth Triggers



Regulatory Tides

Compliance Challenges



Catalysts of Expansion

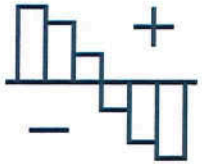
Market Forces & Industry Pulse

Market Constraints



Innovation Fuel

Disruptive Technologies



Economic Frictions

Inflationary Pressures

3.2. Digital Device Dependency and Replacement Demand Supporting Market Growth

The rising dependence on digital devices is a major growth driver for the India Digital Devices Market. Smartphones, Laptop and Computers, tablets, and wearables have become essential tools for communication, payments, education, work, entertainment, gaming, shopping, banking, and social connectivity. This has shifted Digital Devices from a one-time purchase model to a recurring replacement and upgrade market.

Smartphones remain the most important product category because they are widely used across income groups and regions. Replacement demand is supported by improved cameras, better processors, higher storage, 5G compatibility, larger batteries, faster charging, and brand-led launches.

Laptop and Computers and personal computers are gaining relevance because consumers increasingly require computing devices for hybrid work, online classes, coding, design, gaming, content creation, and business use. Tablets serve as portable learning and entertainment devices, especially for students, children, and household users. Watches and wearables add another layer of recurring demand because consumers often purchase smartwatches, wireless earbuds, fitness bands, and mobile-linked accessories along with smartphones.

Other product categories are also contributing to the expansion of the India Digital Devices Market. Earphones and Headphones are increasingly adopted alongside smartphones for communication, entertainment, gaming, and content consumption, with TWS products supporting replacement and upgrade demand. Charging & Connectivity and related power accessories generate recurring demand due to multiple-device ownership, faster-charging requirements, device upgrades, and replacement of cables and adapters. Smartwatches are gaining traction beyond basic timekeeping,

supported by fitness tracking, notifications, health and activity monitoring, and smartphone connectivity. Other digital devices, including desktop PCs, monitors, e-readers, wireless speakers, power banks, keyboards, mice, webcams, gaming consoles and accessories, digital cameras, and related peripherals, further broaden the market and are supported by growing demand for home entertainment, gaming, education, professional applications, and connected-device ecosystems.

3.3. Channel Partners -Led Market Expansion Strengthening Digital Devices Reach

Channel Partners-led expansion is becoming an important growth driver for the India Digital Devices Market, especially as brands seek deeper penetration beyond metro cities and large organized retail clusters. Channel partners play a critical role in connecting brands with large reseller networks, regional trade partners, GT outlets, specialty electronics stores, and institutional buyers. Regional channel partners remained important because digital device sales depend heavily on retailer relationships, local demand visibility, and fast replenishment.

ALPS Digital Devices Limited is a notable example of a strong general trade partner in Kerala, Tamil Nadu and Puducherry, with a network spanning 1,100+ active customers operating across 54 districts. Within its designated territories, the Company distributes products through a network of retailers in the general trade channel. These retail partners operate across three distinct formats, namely Experience & Assisted-Selling Retailers, Branding-led Retailers, and Financing-led Retailers, with each format addressing specific customer requirements and purchase drivers. The Company aligns its channel engagement with each model, focusing on product demonstrations, assisted selling, marketing initiatives, and affordability solutions as appropriate.

1. Experience & Assisted-Selling Retailers

The Company supplies products to Experience & Assisted-Selling retailers that center their customer proposition on product discovery, hands-on demonstration, and assisted selling. These stores are staffed with trained and experienced sales personnel who guide buyers through product specifications and choice. With working demonstration units on display, customers can evaluate and experience the devices firsthand prior to purchase. In addition to supporting

localized in-store marketing and engagement activities to boost visibility, the Company works with these outlets to provide consumer financing solutions via partner banks and NBFCs, including EMI schemes. Retailer eligibility and operational performance in this category are tracked on a monthly, quarterly, and annual basis.

2. Branding-led Retailers

The Company supplies products to Branding-led retailers whose core value proposition combines high-impact visibility with consumer credit options. The Company actively supports retail branding and point-of-sale marketing drives across these locations to enhance brand recall and product awareness. Furthermore, customer conversions are supported through tie-ups with banks and NBFCs that provide convenient financing and EMI options at the counter.

3. Financing-led Retailers

The Company also supplies products to Financing-led retailers, where the primary proposition revolves around consumer affordability and flexible payment solutions. These outlets leverage partnerships with banks and NBFCs to offer competitive financing packages, such as zero-cost EMIs and preferred-bank financing schemes. These structured affordability options lower the entry barrier for prospective buyers and drive product movement across these retail touchpoints.

3.4. Government Initiatives Promoting Domestic Electronics Manufacturing

Government initiatives such as Make in India, the Production Linked Incentive (PLI) Scheme for Large-Scale Electronics Manufacturing, the Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors (SPECS), and the Electronics Manufacturing Clusters (EMC 2.0) program are significantly driving the growth of the India Digital Devices Market. These initiatives have encouraged global and domestic manufacturers to establish and expand production

facilities in India, strengthening the domestic electronics ecosystem and improving product availability across the country. Major OEMs have significantly expanded smartphone manufacturing in India through their own facilities and/or contract manufacturing and electronics manufacturing partners. One of the premium smartphone manufacturing ecosystem in India includes Foxconn and Tata Electronics, while Pegatron's India operations have also been part of its manufacturing supply chain. Tata Electronics acquired Wistron's India operations in 2024 and subsequently acquired a controlling stake in Pegatron Technology India in 2025, further strengthening its position in electronics manufacturing. While another leading OEM from South Korea has also strengthened India's domestic electronics manufacturing ecosystem through its large-scale manufacturing operations, particularly its smartphone facility in Noida, Uttar Pradesh, one of the company's key production hubs globally. The facility supports local production of smartphones and other consumer electronics, contributing to shorter supply chains, improved product availability, and faster replenishment for channel partners across India. As local manufacturing expands, product lead times are reduced, supply chain resilience improves, and channel partners gain faster access to new product launches and replenishment cycles. The increasing availability of domestically manufactured Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity Accessories and Others (TV, Keyboard, mouse, Stylus, Tracking devices, etc.) enables channel partners, wholesalers, and retailers to better serve demand across tier-1 to tier-5 cities. Regional channel partners such as ALPS Digital Devices Limited, with a network of 1,100+ active customers operating across 54 districts, play an important role in translating this manufacturing growth into wider market availability by ensuring efficient last-mile reach, inventory replenishment, and retailer servicing across Kerala, Tamil Nadu and Puducherry. Consequently, government-led manufacturing initiatives are not only boosting India's electronics production capabilities but also accelerating the expansion and efficiency of the Digital Devices network nationwide.

3.5. EMI, Exchange Offers, and Festive Campaigns Improving Affordability

Affordability is one of the most important purchase enablers in India's Digital Devices Market. Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity Accessories and Others are frequently bought through no-cost EMI, debit card EMI, credit card offers, exchange schemes, cashback, student offers, corporate offers, and festive promotions. These tools reduce upfront payment pressure and help consumers shift from entry-level products to mid-range or premium devices.

This is especially visible in smartphones and Laptop and Computers. A consumer may choose a higher-priced smartphone when exchange value, bank discount, and EMI reduce monthly cost. Similarly, students, professionals, gamers, and small business users often buy Laptop and Computers during promotional periods because financing makes the purchase more affordable. Retailers benefit because financing improves conversion, increases average selling price, and supports accessory bundling. Smartphones are often sold with cases, screen protectors, chargers, power banks, earbuds, and smartwatches. Laptop and Computers are often sold with bags, mice, keyboards, storage devices, routers, software, and warranty plans. Festive campaigns are also important because they concentrate demand around high-visibility retail periods. Online platforms and offline retailers both use festive offers to drive traffic, clear inventory, promote new launches, and increase basket value. The mid-range price level benefits the most because Indian buyers are aspirational but remain highly value-conscious.

3.6. Favourable Demographics and Strong Premium Consumer Base Strengthening Product Availability in Kerala, Tamil Nadu and Puducherry

Kerala, Tamil Nadu and Puducherry, represents one of India's most attractive markets for premium digital devices owing to its favourable demographic profile, higher purchasing power, and well-developed digital ecosystem. Together, these states account for over 110 million people, with a significant share of the population belonging to the working-age group (15–59 years) and the 18–44-year consumer segment, which constitutes the primary customer base for smartphones, Laptop and Computers, tablets, smartwatches, and other connected digital devices. The region also benefits from higher literacy levels, increasing urbanization, widespread internet penetration, and one of the country's largest concentrations of technology professionals, students, entrepreneurs, and salaried employees.

Tamil Nadu is home to major technology and manufacturing hubs such as Chennai and Coimbatore, while Kerala enjoys high household purchasing power supported by strong service-sector employment, overseas remittances, and one of India's highest literacy rates. Puducherry, with its growing urban population, tourism-driven economy, and proximity to major markets in Tamil Nadu, also contributes to regional demand for consumer electronics and digital devices. These factors have translated into stronger demand for premium consumer electronics and shorter device replacement cycles compared to many other regions of the country.

Consequently, average consumer spending on smartphones in Kerala, Tamil Nadu and Puducherry is estimated to be 15% to 30% higher than the national average, with premium smartphones accounting for a larger share of overall device sales. This premium-oriented consumption pattern particularly benefits certain brands, whose portfolio is concentrated in the premium and super-premium segments. Although their unit shipment share remains lower than that of mass-market,

its revenue contribution in Kerala, Tamil Nadu and Puducherry is significantly higher due to higher average selling prices (ASPs) and strong customer loyalty for these premium brands.

The region's mature channel infrastructure, including regional distributors, Premium Resellers, organized retail chains, and enterprise channel partners, further supports efficient market penetration and product availability. This creates a highly favorable operating environment for ALPS Digital Devices Limited, whose strong presence across Kerala, Tamil Nadu and Puducherry enables it to capitalize on sustained demand for premium devices and expand its role within the region's growing Digital Devices ecosystem.

Indicator	Kerala	Tamil Nadu	Puducherry	India
Population (Million)	~36	~78	~1.7	~1,460
Working-age Population (15–59 years)	~63%	~65%	~65%	~64%
Literacy Rate	~96%	~82%	~92.7%	~77%
Urbanization	Moderate–High	High	Very High	Moderate
Major Technology Hubs	Kochi, Thiruvananthapuram	Chennai, Coimbatore	Puducherry	Multiple
Estimated Smartphone Spending vs. India Average	**20–30% Higher**	**15–25% Higher**	**10–20% Higher**	Baseline

3.7. Price Competition and Margin Pressure Restraining Profitability

The India Digital Devices Market faces strong margin pressure because the same products are sold across several competing channels. Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity Accessories and Others products are often available through regional retailers and exclusive brand outlets at nearly the same time. This gives consumers greater flexibility to compare prices across channels before making a purchase.

Online platforms create pressure through sale events, bank discounts, seller competition, exchange schemes, and promotional pricing. Offline retailers respond through bundled accessories, EMI support, local service assurance, immediate availability, and relationship-based selling. However, this often increases promotional cost and reduces retailer margins.

Smartphones are the most price-sensitive category because frequent launches and tight brand pricing reduce pricing flexibility. Laptop and Computers also face margin pressure during education and festive seasons. Smartwatches, Earphones and Headphones, Charging & Connectivity Accessories and Others (TV, Keyboard, mouse, Stylus, Tracking devices, etc.) are highly fragmented, with many low-cost and online-first brands competing aggressively. Regional specialty retailers face additional pressure when national chains and online platforms expand into smaller cities. Although regional players have local trust, they must invest in online presence, store experience, inventory systems, financing support, and customer service to remain competitive. IDC (International Data Corporation, a global market research and advisory firm) reported that India's smartphone shipments declined 4.1% year over year in Q1 2026, while ASP increased 10.4% year over year, showing pressure from higher device prices.

3.8. Inventory Risk and Fast Product Obsolescence Creating Operational Pressure

Inventory management is a major challenge because Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity and Other Products have short product life cycles. New model launches, chipset upgrades, RAM (RAM is the fast, short-term memory of a device that holds open apps and data for quick access while you use them) and storage changes, display improvements, software updates, battery upgrades, and promotional price cuts can quickly reduce demand for older stock.

Smartphones carry the highest inventory risk because consumers respond quickly to new launches and price changes. Laptop and Computers face similar risk due to processor generation changes and demand for AI-enabled, gaming, and productivity-focused models. Smartwatches, Earphones and Headphones, etc. also change quickly because designs, sensors, calling features, and battery life are updated frequently. Regional retailers face higher inventory pressure when they have limited ability to negotiate stock rotation with brands. Online platforms face seller-quality, returns, fake listings, and customer dissatisfaction risks. The strongest retailers need better forecasting by product type, region, price level, brand, and season.

3.9. Supply Chain and Component Dependency Challenges

The India digital devices industry remains exposed to supply chain disruptions and dependence on globally sourced components such as semiconductors, displays, memory, batteries, sensors, processors, and other electronic components. Fluctuations in component availability, international freight costs, currency movements, and geopolitical developments can affect production schedules, procurement costs, and product availability. Although domestic manufacturing and component localization are increasing, the depth and scale of the local component ecosystem remain uneven across product categories.

The challenge is particularly important for an industry characterized by high product variety and frequent technology upgrades. Delays in component procurement can affect product launches and replenishment cycles, while higher input costs can influence the final price of devices and accessories. Manufacturers, brands, and channel participants therefore need stronger supplier diversification, demand planning, procurement coordination, and supply chain visibility to maintain consistent availability while managing cost pressures.

3.10. After-Sales Service and Technical Support Infrastructure

The India Digital Devices industry faces challenges in maintaining consistent after-sales service and technical support across a geographically diverse market. As device adoption expands beyond major urban centers, consumers increasingly expect timely warranty support, repairs, replacement of components, software assistance, and access to authorized service facilities. The wide variety of smartphones, tablets, laptops, smartwatches, earphones, charging and connectivity accessories, and other connected devices also creates different service requirements, making it difficult to maintain standardized support capabilities across product categories and regions.

The challenge becomes more pronounced in Tier-2, Tier-3 and smaller cities, where the availability of specialized service infrastructure, trained technicians, spare parts, and diagnostic capabilities can be comparatively limited. Device manufacturers, brands, retailers, and service partners therefore need to maintain adequate technical capabilities and service coverage while managing turnaround times and customer expectations. Weaknesses in after-sales support can affect customer satisfaction, repeat purchases, and brand perception, making service network development an important operational challenge as the India Digital Devices industry expands.

3.11. Tier-2 to Tier-5 Markets Creating Significant Growth Opportunities

The expansion of digital device demand into tier-2 to tier-5 presents one of the most significant growth opportunities for the India Digital Devices Market. While metro and tier-1 cities have relatively mature smartphone and Digital Devices penetration, the next phase of market growth is increasingly being driven by smaller cities and rural regions. Rising internet penetration, affordable 4G/5G connectivity, digital payments, online education, e-governance initiatives, OTT streaming, social commerce, and increasing disposable incomes are driving demand for smartphones, Laptop and Computers, tablets, wearables, and accessories across these underserved markets. As first-time buyers and upgrade cycles accelerate, distributors with strong regional reach are well positioned to capitalize on this expanding customer base.

Regional distributors and retailers play a crucial role in unlocking demand in these markets through extensive dealer networks, localized inventory management, and strong retailer relationships. **ALPS Digital Devices Limited** exemplifies this opportunity with its strong network of 1,100+ active customers operating across 54 districts, enabling leading digital device brands to reach consumers in tier-2 to tier-5 cities efficiently. Retailers and distributors that offer affordable product portfolios, flexible financing options, localized customer support, efficient after-sales service, and reliable product availability are expected to capture substantial growth as digital adoption deepens across India's smaller cities and rural markets.

3.12. SWOT Analysis of Digital Device Market in India, 2025

Strength	Weakness	Opportunity	Threat
Large and digitally connected consumer base	High dependence on imported components	Rising penetration in Tier-2, Tier-3 and smaller cities	Intense competition and price discounting
Strong smartphone and electronics ecosystem	Limited domestic component ecosystem	Premiumization of smartphones, PCs and wearables	Rapid technological changes and obsolescence
Rapidly expanding domestic electronics manufacturing	High consumer price sensitivity	Growing demand for AI-enabled devices	Global supply-chain and geopolitical disruptions
Strong government support through PLI and Make in India	Fragmented distribution structure	Expansion of wearables and connected devices	Foreign-exchange and imported-component cost risks
Presence of leading global and domestic brands	Rapid product obsolescence and inventory risks	Increasing domestic component and semiconductor manufacturing	Competition from established Asian manufacturing hubs
Growing e-commerce and omnichannel infrastructure	Infrastructure and logistics gaps in some regions	Growing electronics export opportunities	Regulatory, certification and e-waste compliance changes
Growing digital literacy and technology adoption	Uneven penetration of advanced digital devices across rural and semi-urban markets	Expansion of omnichannel, D2C and quick-commerce channels	Grey-market and counterfeit products

Strength

The India Digital Devices industry benefits from a large and digitally connected consumer base, supported by a strong smartphone and electronics ecosystem and the presence of leading global and domestic brands. Rapidly expanding domestic electronics manufacturing and strong government support through initiatives such as PLI and Make in India are strengthening the country's production capabilities. Growing e-commerce and omnichannel infrastructure is also improving consumer access to digital devices across different markets and regions.

Weakness

The industry continues to face high dependence on imported components, while the domestic component ecosystem remains limited across several digital device categories. High consumer price sensitivity and a fragmented distribution structure can create challenges for maintaining consistent margins and efficient market coverage. Rapid product obsolescence and inventory risks further increase operational pressure, as frequent product launches, technology upgrades, and changing consumer preferences require effective inventory planning and product lifecycle management.

Opportunity

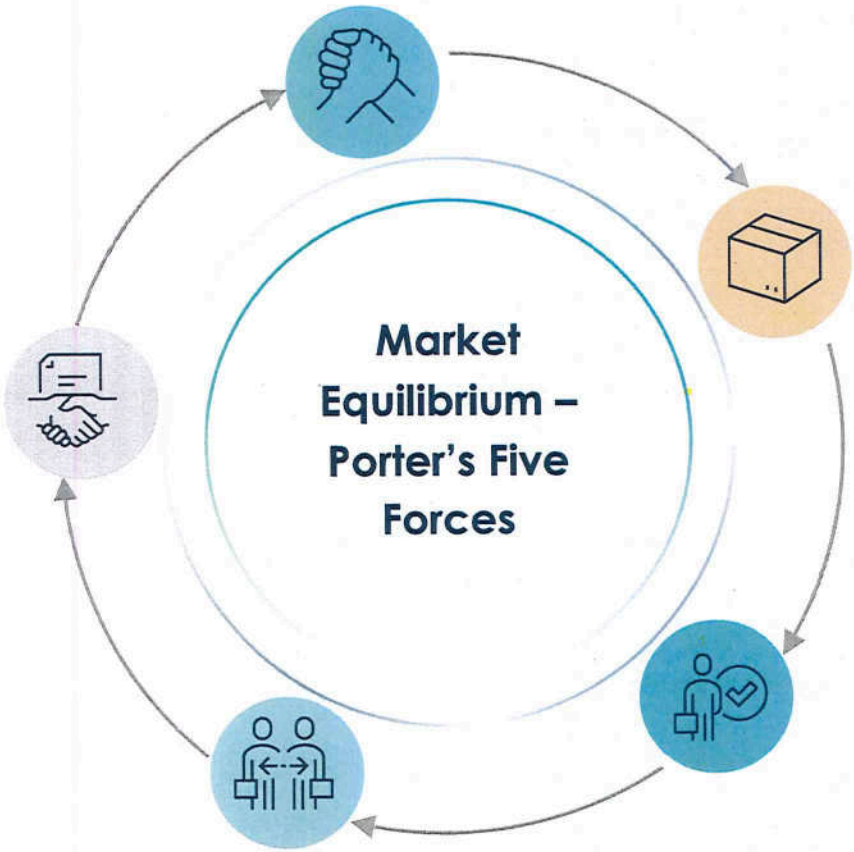
Rising penetration of digital devices in Tier-2, Tier-3 and smaller cities provides significant scope for market expansion as connectivity and digital adoption increase across these markets. Premiumization of smartphones, PCs and wearables can support growth in higher-value product segments, while growing demand for AI-enabled devices is creating new

opportunities across multiple digital device categories. Increasing domestic component and semiconductor manufacturing, along with the expansion of omnichannel, D2C and quick-commerce channels, can further support industry development and market reach. Growing electronics export opportunities also provide scope for India to expand its role in global digital device manufacturing.

Threat

The industry faces intense competition and price discounting from multiple brands and market participants, increasing competitive pressure across product categories and price points. Rapid technological changes and obsolescence can shorten product lifecycles and require continuous product upgrades. Global supply-chain and geopolitical disruptions, together with foreign-exchange and imported-component cost risks, can affect production costs and product availability. Competition from established Asian manufacturing hubs, evolving regulatory and certification requirements, e-waste compliance changes, and the presence of grey-market and counterfeit products may further affect the industry's growth and operating environment.

3.13. Market Equilibrium – Porter's Five Forces



Competitive Rivalry	Competition is high due to the presence of numerous established global and domestic brands across smartphones, Laptop and Computers, tablets, smart TVs, wearables, hearables, accessories, and connected devices. Frequent product launches, rapid technological innovation, aggressive pricing, and strong brand competition further intensify rivalry.
Supplier Power	Supplier power is moderate to high because digital device manufacturers depend on key components such as chipsets, displays, memory, batteries, camera modules, sensors, and other electronic components. Supplier influence is higher for technologically advanced and specialized components with limited qualified sources.
New Entrants Threat	The threat of new entrants is moderate. New brands can enter selected categories such as wearables, hearables, accessories, and smart devices relatively easily, but competing at scale in smartphones, Laptop and Computers, tablets, and premium devices requires significant investment in technology, product development, manufacturing, marketing, brand building, and after-sales capabilities.
Substitute Threat	Substitute threat is moderate because consumers can increasingly use different device categories to perform overlapping functions. Smartphones can substitute certain functions of cameras, tablets, media devices, and entry-level computers, while tablets, Laptop and Computers, and smartphones overlap in areas such as entertainment, education, communication, and productivity.
Buyer Power	Buyer power is high because consumers have a wide choice of brands and products and can readily compare specifications, features, prices, performance, design, battery life, warranty, and software support. Low switching barriers and frequent product launches further increase consumer choice and price sensitivity.

Competitive Rivalry – High

- The India Digital Devices Market is highly competitive, with leading global and domestic brands competing across smartphones, Laptop and Computers, tablets, smart TVs, wearables, hearables, accessories, and other connected devices.
- Rivalry is driven by frequent product launches, rapid technological advancements, expanding product portfolios, aggressive pricing, brand differentiation, and continuous innovation in features and specifications.
- Smartphones represent one of the most competitive segments due to high market penetration, frequent model refreshes, strong brand preferences, rapid adoption of new technologies, and intense competition across entry-level, mid-range, and premium price segments.
- Laptop and Computers, tablets, smart TVs, wearables, and hearables also face strong competition as manufacturers increasingly differentiate through display technology, processing capabilities, battery performance, AI-enabled features, connectivity, design, and ecosystem integration.
- Competition is further intensified by the presence of established brands alongside rapidly expanding Chinese, Indian, and other emerging brands, increasing pressure on pricing, product innovation, and marketing expenditure.

Bargaining Power of Suppliers – Moderate to High

- Suppliers include semiconductor manufacturers, display panel producers, memory and storage suppliers, battery manufacturers, camera and sensor suppliers, chipset providers, and other electronic component manufacturers.

- Supplier power is relatively high for technologically advanced components such as processors, chipsets, high-end displays, memory, camera modules, and specialized sensors, where the number of qualified suppliers can be limited.
- Dependence on advanced semiconductor technologies and specialized components can increase supplier influence, particularly in premium smartphones, Laptop and Computers, tablets, smart TVs, and high-end wearables.
- However, large device manufacturers benefit from substantial procurement volumes, long-term supplier relationships, multiple sourcing arrangements, and increasing localization of electronics manufacturing in India, which can partially reduce supplier dependence.
- Supplier power is therefore higher for differentiated and technologically complex components and relatively lower for standardized components and accessories.

Threat of New Entrants – Moderate

- The digital devices market offers opportunities for new brands, particularly in rapidly growing categories such as wearables, hearables, smart accessories, smart home devices, and other connected products.
- However, establishing a competitive device brand requires significant investment in product development, technology, sourcing, manufacturing, marketing, distribution infrastructure, after-sales service, and brand building.
- New entrants also face challenges in achieving economies of scale, securing reliable component supplies, maintaining product quality, developing proprietary technologies, and building consumer trust.

- Entry barriers are relatively lower in accessories, wearables, and selected smart devices, while smartphones, Laptop and Computers, tablets, and premium electronics require greater technological capabilities, capital investment, and brand recognition.
- Established brands with broad product ecosystems, strong customer loyalty, extensive R&D capabilities, and large-scale manufacturing therefore create significant barriers for new competitors.

Threat of Substitutes – Moderate

- The threat of substitutes varies significantly by product category because digital devices generally fulfil specific technological and functional requirements.
- Substitution is more relevant where consumers can use alternative devices to perform similar functions. For example, smartphones can increasingly substitute standalone cameras, basic media players, navigation devices, and certain computing functions.
- Smartphones also overlap with tablets and entry-level Laptop and Computers for activities such as content consumption, communication, browsing, education, and basic productivity.
- Wearables face substitution from smartphones and traditional watches, while tablets can compete with Laptop and Computers and smartphones for entertainment, education, and light productivity applications.
- However, specialized devices continue to offer differentiated functionality, limiting complete substitution across most categories.

Bargaining Power of Buyers – High

- Buyers have high bargaining power because digital devices are increasingly comparable across brands based on price, specifications, features, design, performance, battery life, connectivity, and software capabilities.
- Consumers can readily switch between competing brands, particularly in smartphones, Laptop and Computers, tablets, wearables, hearables, and smart TVs, resulting in relatively low brand-switching barriers in many segments.
- High product availability and rapid technological advancement further increase consumer expectations regarding specifications, features, performance, and pricing.
- Consumers are also becoming more value conscious, with purchase decisions influenced by discounts, financing options, exchange programs, bundled offerings, warranty, software support, and after-sales service.
- Buyer power is particularly high in entry-level and mid-range segments, where multiple brands offer products with comparable specifications and consumers can easily compare alternatives before making a purchase.

3.14. Macro Forces – PESTEL Breakdown

Analysis of the market influences



- **Political Factors**
- Government initiatives such as Make in India, the Production Linked Incentive (PLI) Scheme, and Electronics Manufacturing Clusters (EMC 2.0) have encouraged OEM's and their manufacturing partners to expand production in India, improving product availability for distributors and retailers.
- Leading OEM's increasing domestic manufacturing through partners such as Foxconn, Tata Electronics, and Pegatron reduces supply lead times and supports faster replenishment across premium resellers, large-format retailers, and channel partners.
- Continued government investment in digital infrastructure, broadband connectivity, and Digital India initiatives is expanding the addressable market for premium devices across tier-1 to tier-5.
- Stable policy support for electronics manufacturing and exports strengthens India's position as a strategic hub within leading manufacturers global supply chain, benefiting distributors through improved inventory availability and product launches.
- **Economic Factors**
- Rising disposable incomes, rapid urbanization, and growth in the upper-middle-income population are increasing consumer spending on premium smartphones, Laptop and Computers, tablets, and wearable devices.
- Easy availability of EMI schemes, exchange programs, bank cashback offers, and consumer financing has improved affordability of products, driving higher sales through organized retail channels.

- Expansion of premium retail infrastructure and increasing demand from professionals, students, enterprises, and creators continue to support premium positioning of leading brands in India.
- Local manufacturing helps mitigate import dependence and improves supply chain efficiency, supporting distributors with better inventory planning and product availability.
- **Social Factors**
- Increasing preference for premium smartphones and a connected digital ecosystem is strengthening demand for premium portfolio of leading manufacturers.
- Hybrid working, online education, digital content creation, and entrepreneurship are driving adoption of Laptop and Computers and Tablets among professionals and students.
- Growing health awareness and fitness tracking trends are accelerating demand for Smart Watch and wearable devices.
- Consumers continue to value trusted retail experiences, after-sales support, and genuine products, benefiting Premium Resellers and authorized channel partners.
- **Technological Factors**
- Expansion of 5G networks, AI-enabled applications, and cloud-based services is accelerating replacement cycles for smartphones and increasing demand for higher-specification digital devices.

- Omnichannel retailing, digital inventory management, real-time supply chain visibility, and online-to-offline fulfilment models are improving operational efficiency for digital devices distributors and retailers.
- **Legal Factors**
- Strong intellectual property protection and enforcement against counterfeit products support the growth of authorized channel partners network.
- Consumer protection regulations, warranty compliance, and standardized after-sales service reinforce customer confidence in purchasing through authorized distributors and Premium Resellers.
- GST standardization and streamlined interstate movement facilitate efficient nationwide reach of products.
- Regulatory emphasis on product authenticity and quality favours organized distributors and authorized retail partners over unorganized channels.
- **Environmental Factors**
- Manufacturer's increasing focus on sustainability, including the use of recycled materials, renewable energy in manufacturing, and reduced carbon emissions, aligns with evolving consumer preferences for environmentally responsible brands.
- Trade-in programs, certified refurbishment initiatives, and device recycling encourage replacement purchases while supporting responsible disposal of electronic devices.

- Sustainable packaging, longer software support, and extended product life enhance brand value while supporting long-term customer retention and repeat sales through its authorized channel partners.

3.15. Government Initiatives – PAN India and Regional

Geography	Initiative	Data	Digital Devices Relevance
India	PM e-VIDYA	Designed to benefit nearly 25 crore school-going children	Increases structural reliance on digital-learning access
India	DIKSHA	2.11 crore registered users; 566 crore sessions as of 5 Mar 2026	Supports digital education usage
India	Digital India / broadband expansion	Broadband subscribers reached 106.58 crore by Mar 2026	Expands connected-device addressable base
India	Mobile Phone Manufacturing Scheme	₹62,500 crore outlay; FY2026-27–FY2030-31; incentive rates 2.25%–5%	Supports domestic manufacturing and supply
India	Electronics manufacturing growth	Production ₹13.1 lakh crore; exports ₹4.24 lakh crore	Strengthens domestic electronics ecosystem
Kerala	K-FON	>30,000 institutions; target of free internet	Supports connectivity and digital usage
Kerala	KITE Hi-Tech School infrastructure	AMC for 1,17,093 Laptop and Computers and 66,209 projectors in 2024-25	Digital-device exposure in education
Tamil Nadu	TANFINET / BharatNet	12,525 Village Panchayats targeted with 1 Gbps scalable bandwidth	Expands rural connectivity
Puducherry	e-Governance / DIT initiatives	DIT implements e-governance and NeGP mission-mode projects	Supports citizen digital-service adoption
Puducherry	State Data Centre / e-District	Around 73 e-District services identified	Extends electronic-service delivery

Some of the key government schemes and initiatives supporting digital device adoption across our operating geographies of Kerala, Tamil Nadu and Puducherry are set out below:

Digital India / Broadband Expansion: India's broadband subscribers reached 106.58 crore by March 2026, expanding the connected-device addressable base across the country. This continued growth in broadband penetration is expected to support increasing participation in digital services nationwide. As connectivity deepens across urban and semi-urban markets alike, the underlying base for digital device adoption is expected to widen correspondingly.

Kerala - K-FON; Tamil Nadu - TANFINET/BharatNet: Kerala's K-FON initiative targets over 30,000 institutions with the objective of providing free internet access, supporting connectivity and digital usage across the state. In Tamil Nadu, the TANFINET/BharatNet initiative targets 12,525 Village Panchayats with 1 Gbps scalable bandwidth, expanding rural connectivity. Together, these initiatives extend digital access beyond the largest metropolitan markets, supporting device demand growth in smaller cities and rural regions.

PM e-VIDYA, DIKSHA and KITE Hi-Tech School Infrastructure: PM e-VIDYA is designed to benefit nearly 25 crore school-going children, increasing structural reliance on digital-learning access nationwide. The DIKSHA platform has 2.11 crore registered users and recorded 566 crore sessions as of 5 March 2026, supporting digital education usage. Within Kerala specifically, the KITE Hi-Tech School infrastructure covers an AMC for 1,17,093 laptops and 66,209 projectors in 2024-25, reflecting the scale of digital-device exposure already embedded in the region's education system.

Puducherry - e-Governance/DIT Initiatives and State Data Centre/e-District: The Department of Information Technology, Puducherry implements e-governance and National e-Governance Plan mission-mode projects, supporting citizen digital-service adoption across the Union Territory. Around 73 e-District services have been identified for delivery through the

State Data Centre, extending electronic-service delivery to citizens. These initiatives are expected to reinforce reliance on connected digital devices across Puducherry.

3.16. Tailwinds for the Sector as a Whole

Expansion of Digital Connectivity

India's broadband subscriber base reached 106.58 crore by March 2026, demonstrating the scale of the country's connected population. Increasing broadband and mobile connectivity makes smartphones, Laptop and Computers, tablets and other connected devices progressively more useful across communication, payments, education, entertainment and government services.

The regional picture reinforces the trend. Kerala's K-FON, Tamil Nadu's TANFINET and Puducherry's SWAN/State Data Centre/e-District infrastructure extend digital access and electronic-service delivery beyond the largest metropolitan markets. This supports demand in smaller cities and regional markets rather than concentrating the digital-device opportunity only in major metros.

Digital Education and Increasing Device Dependency

Digital learning has become structurally embedded within India's education system. PM e-VIDYA provides a multi-mode education framework covering digital, online and broadcast access, while DIKSHA has accumulated hundreds of crores of learning sessions.

At the regional level, Kerala's large school ICT installed base and Tamil Nadu's Hi-Tech Lab/Smart Classroom infrastructure demonstrate substantial public-sector investment in digital education. Puducherry's education administration has also participated in DIKSHA-based digital learning initiatives, while the UT's broader e-governance infrastructure strengthens

institutional technology usage. This ecosystem creates long-term familiarity with digital tools among students and households.

Expansion of Domestic Electronics Manufacturing

India's electronics-production value reached ₹13.1 lakh crore, while exports reached ₹4.24 lakh crore, according to the Government of India in July 2026. The new Mobile Phone Manufacturing Scheme adds a ₹62,500 crore policy framework designed to deepen domestic value addition and supply-chain capability.

For distributors, the primary benefit is improved domestic supply-chain depth rather than a guaranteed reduction in consumer prices. Greater domestic production can shorten replenishment cycles, reduce dependence on finished-device imports and support faster distribution of new products across national and regional channels.

Rising Consumer Income and Value-Led Premiumisation

India's per-capita Gross National Disposable Income increased to ₹2,49,195 in FY2025-26, from ₹2,30,474 in FY2024-25, while per-capita Private Final Consumption Expenditure increased to ₹1,38,324. This supports a larger expenditure base for discretionary products, although electronics must still compete with other household spending categories.

IDC's Q1 2026 smartphone data illustrate this shift: shipments declined, but total market value increased 5.8% and ASP rose 10.4% to US$302. Therefore, distributors can benefit from premiumisation and higher transaction values even in periods when device-unit growth moderates.

3.17. GST Rate Changes and Income Tax Changes

In-scope Category	Relevant HSN / Treatment	Current Published GST
Smartphones / telecom equipment	HSN 8517	18%
Laptop and Computers / automatic data-processing machines	HSN 8471	18%
Earphones and Headphones / headphones	HSN 8518	18%
Charging equipment / static converters and Others	HSN 8504, subject to exact product classification	Generally, 18% for non-EV charging equipment

The 2025 GST rationalisation improved affordability across several adjacent consumer-electronics and ICT categories, including televisions, monitors and projectors. Major in-scope personal digital-device categories such as smartphones, computing equipment and Earphones and Headphones continue to broadly attract an 18% GST rate under their applicable classifications.

Changes to personal income-tax slabs can provide a supportive consumer-demand effect by increasing post-tax disposable income for eligible households. Under the AY2026–27 new tax regime, the basic nil-rate slab extends to ₹4 lakh, while the Section 87A rebate can eliminate regular tax liability for eligible resident individuals with taxable income up to ₹12 lakh, subject to the relevant provisions. For the digital-devices market, the resulting increase in available household

cash flow can support discretionary purchases, device replacement, EMI servicing and movement toward higher-value smartphones, Laptop and Computers, tablets and associated devices. The impact should remain qualitative in the report because no official source quantifies the number of incremental digital-device purchases generated specifically by the income-tax change.

3.18. India Personal Disposable Income

Indicator	FY2022-23	FY2023-24	FY2024-25	FY2025-26
Per Capita GNDI	₹ 1,92,108	₹ 2,11,076	₹ 2,30,474	₹ 2,49,195
Per Capita PFCE	₹ 1,07,910	₹ 1,17,356	₹ 1,27,627	₹ 1,38,324
Per Capita GNDI	₹ 1,92,108	₹ 2,11,076	₹ 2,30,474	₹ 2,49,195

Source: MoSPI

PFCE: Private Final Consumption Expenditure

GNDI: Gross National Disposable Income

India write-up

India's household consumption environment continues to benefit from rising nominal disposable income. Per-capita GNDI increased from ₹2.30 lakh in FY2024-25 to ₹2.49 lakh in FY2025-26, while per-capita PFCE increased from ₹1.28 lakh to ₹1.38 lakh. This indicates continued expansion in the nominal income and consumer-spending base that supports discretionary categories including digital devices.

Kerala

Kerala recorded a per-capita NSDP of ₹1,73,818 in 2024–25 at constant prices, with total NSDP of approximately ₹6,26,426.29 crore. The relatively high per-capita income level indicates comparatively strong economic capacity among households and supports demand for personal digital devices, including smartphones, laptops, tablets, smartwatches and other connected products. Combined with the state's extensive digital connectivity and education infrastructure, these characteristics support continued device replacement, movement toward higher-value products and multi-device adoption across urban, semi-urban and smaller markets.

Tamil Nadu

Tamil Nadu recorded a per-capita NSDP of ₹1,97,747 in 2024–25 at constant prices, the highest among Kerala and Puducherry, while its total NSDP stood at approximately ₹15,27,040.50 crore. The state's large economic base, extensive urban consumer markets and established electronics manufacturing presence provide favorable conditions for digital-device demand. The combination of relatively high per-capita income, large population, manufacturing activity and developed retail and digital infrastructure supports market expansion across Chennai, Coimbatore and other major and emerging urban centers.

Puducherry

Puducherry recorded a per-capita NSDP of ₹1,54,213 in 2024–25 at constant prices, with total NSDP of approximately ₹26,277.96 crore. Although the Union Territory has a substantially smaller economic and population base than Tamil Nadu and Kerala, its per-capita income remains supportive of consumer spending on personal digital devices. Its geographic

proximity to Tamil Nadu and integration with the surrounding regional economy also make Puducherry a complementary market for digital-device sales and distribution.

Source: Reserve Bank of India (Handbook of Statistics on Indian States)

3.19. Seasonality of Digital Device Sales in Kerala, Tamil Nadu and Puducherry

The Kerala, Tamil Nadu and Puducherry digital devices market exhibits strong seasonal demand during the festive period, beginning with Onam in Kerala and extending through Navratri, Dussehra and Diwali. During this period, consumer purchases are supported by new product launches, no-cost EMI schemes, bank discounts, exchange programs, cashback offers and bundled promotions. Smartphones, Laptop and Computers, tablets, smartwatches, Earphones and Headphones and related consumer-technology products therefore experience stronger retail activity during the festive months compared with regular selling periods. The existing industry report also identifies festive campaigns as an important demand catalyst, with retailers using such periods to increase store traffic, promote launches, clear inventory and improve basket value.

Kerala provides the strongest directly verified evidence of festive seasonality in among Kerala, Tamil Nadu and Puducherry. Approximately 35% to 45% of the total annual sales value of Digital Devices in Kerala is generated during the Onam season alone. Accordingly, the remaining period of the year represents approximately 55% to 65% of annual sales value. Onam is particularly important because it also marks the beginning of India's broader festive-selling cycle, which subsequently extends through major national festivals such as Dussehra, Dhanteras and Diwali.

Indicator	Data	Interpretation
Kerala Onam-season Digital Devices sales	~35% to 45% of annual sales value	Indicates significant concentration of annual digital devices spending during Onam
Remaining annual sales period	~55% to 65%	Represents sales generated outside the Onam season
myG FY2025–26 Revenue	More than ₹4,500 crore	Annual retailer revenue
myG Onam Season Sales	₹1,600 crore	Demonstrates substantial festive-period sales concentration
Current Store Network	150+ showrooms	Indicates a sizeable Kerala-focused electronics retail network

The significant concentration of sales during festive periods creates important operational implications for distributors and retailers in Kerala, Tamil Nadu and Puducherry. Inventory procurement, working-capital requirements, retailer stocking and last-mile replenishment generally need to increase before Onam and remain elevated through the subsequent national festive period. Regional distributors are particularly important during these demand spikes because their proximity to retailers enables faster replenishment and reduces the risk of stock-outs during major festivals and product-launch periods. The existing industry report similarly highlights faster replenishment and inventory support as key functions of regional distributors during festive and launch periods.

Chapter No. 4 : Global Digital Devices Market by Product and Brand, 2021- 2032

4.1. Global Digital Devices Market by Product, 2021- 2032

TABLE NO. 1. : Global Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)

Product	2021	2022	2023	2024	2025	2026
Smartphone	12,82,904.49	13,79,382.21	14,87,847.22	16,06,702.58	17,41,388.38	18,83,596.28
Tablets	2,01,205.53	2,17,712.72	2,30,920.62	2,56,819.69	2,71,441.74	2,86,693.02
Smartwatches	1,14,509.25	1,23,029.82	1,33,058.99	1,46,707.29	1,61,322.98	1,72,537.44
Laptop and Computers	3,48,539.09	3,75,398.67	4,04,904.93	4,41,029.41	4,80,746.67	5,17,826.01
Earphones and Headphones	1,37,310.87	1,51,907.67	1,71,926.55	1,81,414.61	2,11,250.55	2,32,792.51
Charging & Connectivity	1,53,347.18	1,64,648.06	1,65,338.26	1,73,429.73	2,15,238.50	2,41,966.51
Others	2,67,856.43	2,89,942.82	3,16,559.61	3,45,097.16	3,38,565.03	3,61,467.92
Total	25,05,672.83	27,02,021.97	29,10,556.19	31,51,200.45	34,19,953.84	36,96,879.69

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 2. : Global Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	20,33,349.09	21,94,859.81	23,69,013.69	25,56,758.35	27,59,107.87	29,77,147.28	**7.93%**
Tablets	3,06,993.87	3,28,683.12	3,51,847.73	3,76,579.33	4,02,974.37	4,31,134.34	**7.04%**
Smartwatches	1,92,429.83	2,14,393.33	2,38,627.38	2,65,349.13	2,94,794.93	3,27,221.86	**11.26%**
Laptop and Computers	5,53,552.10	5,91,634.37	6,32,211.85	6,75,430.17	7,21,441.66	7,70,405.63	**6.85%**
Earphones and Headphones	2,55,541.94	2,80,427.35	3,07,639.43	3,37,384.85	3,69,887.48	4,05,389.72	**9.69%**
Charging & Connectivity	2,63,457.67	2,86,822.10	3,12,216.72	3,39,810.83	3,69,787.08	4,02,342.39	**8.84%**
Others	3,89,390.83	4,19,438.89	4,51,766.38	4,86,537.93	5,23,929.20	5,64,127.62	**7.70%**
Total	39,94,715.33	43,16,258.97	46,63,323.18	50,37,850.60	54,41,922.59	58,77,768.83	**8.03%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.2. Global Smartphone Market by Brand, 2021- 2032

TABLE NO. 3. : Global Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Apple	3,18,930.06	3,63,605.12	4,29,392.68	5,19,928.92	6,24,461.82	7,03,711.53
Samsung	2,71,847.46	2,99,188.01	3,37,592.54	3,80,627.84	4,38,655.74	4,70,710.72
Xiaomi	1,29,573.35	1,35,179.49	1,42,833.37	1,46,209.97	1,49,759.46	1,58,222.13
Others	5,62,553.62	5,81,409.60	5,78,028.64	5,59,935.84	5,28,511.35	5,50,951.90
Total	12,82,904.49	13,79,382.21	14,87,847.22	16,06,702.58	17,41,388.38	18,83,596.28

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 4. : Global Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Apple	7,79,992.67	8,63,896.78	9,56,133.88	10,44,691.41	11,41,166.96	12,46,233.76	9.99%
Samsung	5,04,067.25	5,39,716.03	5,77,802.45	6,18,479.85	6,61,909.99	7,08,263.34	7.05%
Xiaomi	1,66,734.67	1,75,588.84	1,84,783.12	1,96,870.45	2,09,692.26	2,23,286.11	5.91%
Others	5,82,554.50	6,15,658.17	6,50,294.25	6,96,716.64	7,46,338.66	7,99,364.07	6.40%
Total	20,33,349.09	21,94,859.81	23,69,013.69	25,56,758.35	27,59,107.87	29,77,147.28	**7.93%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.3. Global Tablets Market by Brand, 2021- 2032

TABLE NO. 5. : Global Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Apple	80,381.61	87,356.75	93,004.92	1,02,922.32	1,08,668.20	1,14,917.21
Samsung	37,645.55	40,951.76	43,320.71	48,487.56	51,114.17	53,756.73
Xiaomi	16,619.58	18,026.61	19,524.55	21,106.71	22,163.98	23,982.67
Others	66,558.79	71,377.59	75,070.44	84,303.10	89,495.38	94,036.41
Total	2,01,205.53	2,17,712.72	2,30,920.62	2,56,819.69	2,71,441.74	2,86,693.02

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 6. : Global Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Apple	1,23,208.04	1,32,077.08	1,41,561.41	1,51,700.14	1,62,534.52	1,74,108.05	**7.17%**
Samsung	57,317.67	61,104.25	65,129.21	69,405.92	73,948.31	78,770.94	**6.58%**
Xiaomi	26,294.89	28,810.00	31,544.14	34,514.55	37,739.68	41,239.21	**9.45%**
Others	1,00,173.28	1,06,691.80	1,13,612.98	1,20,958.72	1,28,751.85	1,37,016.14	**6.47%**
Total	3,06,993.87	3,28,683.12	3,51,847.73	3,76,579.33	4,02,974.37	4,31,134.34	**7.04%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.4. Global Smartwatches Market by Brand, 2021- 2032

TABLE NO. 7. : Global Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Apple	25,718.78	27,807.20	30,453.21	33,356.84	37,357.56	39,747.45
Huawei	19,168.85	20,562.60	21,689.47	23,654.51	27,285.54	29,527.38
Xiaomi	10,317.28	10,987.99	12,083.30	13,733.50	14,891.98	15,754.67
Others	59,304.34	63,672.02	68,833.01	75,962.44	81,787.90	87,507.94
Total	1,14,509.25	1,23,029.82	1,33,058.99	1,46,707.29	1,61,322.98	1,72,537.44

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 8. : Global Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Apple	44,137.63	48,961.01	54,256.71	60,067.08	66,437.93	73,418.77	**10.77%**
Huawei	33,316.55	37,548.01	42,269.52	47,533.60	53,398.00	59,926.13	**12.52%**
Xiaomi	17,378.65	19,147.81	21,073.57	23,168.06	25,444.22	27,915.82	**10.00%**
Others	97,597.01	1,08,736.51	1,21,027.59	1,34,580.39	1,49,514.78	1,65,961.14	**11.26%**
Total	1,92,429.83	2,14,393.33	2,38,627.38	2,65,349.13	2,94,794.93	3,27,221.86	**11.26%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.5. Global Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 9. : Global Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Lenovo	81,906.69	87,723.16	94,749.78	1,02,900.88	1,12,323.94	1,21,505.16
HP	71,450.51	77,767.59	83,143.18	89,622.03	96,818.05	1,04,026.58
Apple	34,191.68	37,141.94	39,858.84	43,686.21	47,380.04	51,811.13
Others	1,60,990.21	1,72,765.97	1,87,153.13	2,04,820.29	2,24,224.64	2,40,483.13
Total	3,48,539.09	3,75,398.67	4,04,904.93	4,41,029.41	4,80,746.67	5,17,826.01

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 10. : Global Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Lenovo	1,30,441.65	1,40,007.17	1,50,241.83	1,61,187.87	1,72,889.71	1,85,394.08	**7.30%**
HP	1,10,926.86	1,18,262.38	1,26,057.35	1,34,336.98	1,43,127.53	1,52,456.34	**6.58%**
Apple	56,216.04	60,970.94	66,100.97	71,632.81	77,594.73	84,016.66	**8.39%**
Others	2,55,967.55	2,72,393.87	2,89,811.69	3,08,272.50	3,27,829.69	3,48,538.55	**6.38%**
Total	5,53,552.10	5,91,634.37	6,32,211.85	6,75,430.17	7,21,441.66	7,70,405.63	**6.85%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.6. Global Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 11. : Global Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Apple	32,144.47	35,819.83	40,024.50	42,650.57	46,496.25	50,888.44
Samsung	13,113.19	14,722.89	17,153.11	17,827.61	21,646.84	23,970.65
Xiaomi	11,122.18	12,264.29	13,170.68	13,576.36	17,478.04	19,725.93
Others	80,931.03	89,100.67	1,01,578.26	1,07,360.06	1,25,629.42	1,38,207.50
Total	1,37,310.87	1,51,907.67	1,71,926.55	1,81,414.61	2,11,250.55	2,32,792.51

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 12. : Global Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Apple	55,478.16	60,460.14	65,865.60	71,728.02	78,083.25	84,969.68	**8.92%**
Samsung	26,440.92	29,156.03	32,139.09	35,415.29	39,012.03	42,959.15	**10.21%**
Xiaomi	22,164.71	24,884.02	27,914.00	31,287.75	35,041.69	39,215.81	**12.13%**
Others	1,51,458.15	1,65,927.15	1,81,720.74	1,98,953.80	2,17,750.51	2,38,245.07	**9.50%**
Total	2,55,541.94	2,80,427.35	3,07,639.43	3,37,384.85	3,69,887.48	4,05,389.72	**9.69%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.7. Global Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 13. : Global Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Anker	18,861.70	20,087.06	20,253.94	20,762.32	25,873.77	29,328.71
Belkin	12,681.81	13,904.17	14,212.00	14,560.66	17,980.41	20,334.17
Apple	7,790.04	8,397.05	8,721.74	8,738.24	10,730.24	12,183.69
Others	1,14,013.63	1,22,259.78	1,22,150.58	1,29,368.51	1,60,654.08	1,80,119.94
Total	1,53,347.18	1,64,648.06	1,65,338.26	1,73,429.73	2,15,238.50	2,41,966.51

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 14. : Global Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Anker	32,197.10	35,339.29	38,780.37	42,547.64	46,670.74	51,181.88	**9.72%**
Belkin	22,271.95	24,390.53	26,706.12	29,236.35	32,000.31	35,018.73	**9.48%**
Apple	13,397.56	14,729.12	16,189.31	17,790.05	19,544.28	21,466.09	**9.90%**
Others	1,95,591.05	2,12,363.17	2,30,540.92	2,50,236.80	2,71,571.74	2,94,675.69	**8.55%**
Total	2,63,457.67	2,86,822.10	3,12,216.72	3,39,810.83	3,69,787.08	4,02,342.39	**8.84%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

4.8. Global Others Market by Brand, 2021- 2032

TABLE NO. 15. : Global Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Sony	27,401.71	30,241.04	32,456.75	35,831.32	34,301.44	36,983.30
Samsung	24,348.15	25,915.32	28,878.59	32,434.05	31,272.87	33,569.12
Apple	16,339.24	17,293.06	18,000.53	20,092.59	20,287.83	21,703.62
Others	1,99,767.32	2,16,493.40	2,37,223.74	2,56,739.19	2,52,702.88	2,69,211.88
Total	2,67,856.43	2,89,942.82	3,16,559.61	3,45,097.16	3,38,565.03	3,61,467.92

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 16. : Global Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Sony	40,229.60	43,753.43	47,577.41	51,725.89	56,225.04	61,103.03	**8.73%**
Samsung	36,356.98	39,372.26	42,632.68	46,157.31	49,966.54	54,082.28	**8.27%**
Apple	23,426.92	25,285.03	27,288.04	29,446.73	31,772.64	34,278.09	**7.91%**
Others	2,89,377.32	3,11,028.17	3,34,268.24	3,59,208.00	3,85,964.98	4,14,664.22	**7.47%**
Total	3,89,390.83	4,19,438.89	4,51,766.38	4,86,537.93	5,23,929.20	5,64,127.62	**7.70%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Chapter No. 5 : South Asia Digital Devices Market by Product and Brand, 2021- 2032

5.1. South Asia Digital Devices Market by Product, 2021- 2032

TABLE NO. 17. : South Asia Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)

Product	2021	2022	2023	2024	2025	2026
Smartphone	3,21,030.40	3,51,119.33	3,83,957.21	4,26,074.42	4,77,036.47	5,27,071.29
Tablets	43,992.45	48,458.66	51,989.61	59,663.19	64,823.46	69,654.82
Smartwatches	39,575.59	43,284.61	47,380.67	53,463.09	60,590.10	66,383.15
Laptop and Computers	80,392.69	88,081.06	96,343.73	1,07,888.16	1,21,504.92	1,33,630.51
Earphones and Headphones	49,766.79	55,570.64	62,824.52	68,669.03	81,083.44	90,804.83
Charging & Connectivity	46,628.67	50,956.69	52,468.75	56,895.80	71,370.52	81,460.19
Others	56,820.53	62,627.74	69,529.98	77,968.60	77,325.15	84,087.30
Total	6,38,207.12	7,00,098.73	7,64,494.47	8,50,622.29	9,53,734.05	10,53,092.08

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 18. : South Asia Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	5,80,285.94	6,38,391.28	7,01,784.94	7,70,892.42	8,46,168.77	9,28,100.40	**9.89%**
Tablets	75,951.50	82,747.69	90,075.99	97,970.57	1,06,467.20	1,15,603.31	**8.81%**
Smartwatches	74,899.59	84,395.61	94,970.94	1,06,734.15	1,19,803.31	1,34,306.72	**12.46%**
Laptop and Computers	1,45,528.33	1,58,345.71	1,72,139.55	1,86,969.07	2,02,895.87	2,19,983.91	**8.66%**
Earphones and Headphones	1,01,233.66	1,12,755.11	1,25,471.39	1,39,493.04	1,54,939.55	1,71,939.98	**11.23%**
Charging & Connectivity	90,354.81	1,00,138.18	1,10,889.65	1,22,694.76	1,35,645.69	1,49,841.64	**10.69%**
Others	92,321.16	1,01,286.96	1,11,042.02	1,21,647.56	1,33,168.85	1,45,675.53	**9.59%**
Total	11,60,575.01	12,78,060.54	14,06,374.47	15,46,401.58	16,99,089.24	18,65,451.48	**10.00%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.2. South Asia Smartphone Market by Brand, 2021- 2032

TABLE NO. 19. : South Asia Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	61,601.42	68,741.77	77,324.41	88,726.43	1,03,544.57	1,13,557.21
Apple	46,324.46	53,785.90	64,360.05	81,200.75	1,02,251.16	1,20,943.64
Xiaomi	39,486.74	42,654.26	47,352.06	53,721.71	59,376.19	65,340.43
Others	1,73,617.78	1,85,937.40	1,94,920.70	2,02,425.53	2,11,864.54	2,27,230.00
Total	3,21,030.40	3,51,119.33	3,83,957.21	4,26,074.42	4,77,036.47	5,27,071.29

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 20. : South Asia Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	1,24,071.77	1,35,442.79	1,47,728.48	1,60,990.08	1,75,292.04	1,90,702.10	**9.02%**
Apple	1,38,959.07	1,59,230.68	1,81,999.85	2,03,675.33	2,27,645.49	2,54,122.38	**13.17%**
Xiaomi	71,647.25	78,502.26	85,946.81	94,024.88	1,02,783.17	1,12,271.26	**9.44%**
Others	2,45,607.85	2,65,215.55	2,86,109.79	3,12,202.13	3,40,448.07	3,71,004.66	**8.51%**
Total	5,80,285.94	6,38,391.28	7,01,784.94	7,70,892.42	8,46,168.77	9,28,100.40	**9.89%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.3. South Asia Tablets Market by Brand, 2021- 2032

TABLE NO. 21. : South Asia Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)

Brand	2021	2022	2023	2024	2025	2026
Samsung	15,579.63	17,202.94	18,412.95	21,224.90	23,060.88	24,812.74
Apple	8,732.22	9,667.73	10,438.57	11,873.41	12,901.71	14,059.39
Lenovo	7,764.94	8,593.74	9,310.42	10,546.31	11,418.58	12,199.84
Others	11,915.66	12,994.25	13,827.66	16,018.57	17,442.30	18,582.85
Total	43,992.45	48,458.66	51,989.61	59,663.19	64,823.46	69,654.82

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 22. : South Asia Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	27,089.64	29,548.04	32,199.30	35,055.15	38,127.75	41,429.57	**8.92%**
Apple	15,542.10	17,161.48	18,927.97	20,852.59	22,947.01	25,223.48	**10.23%**
Lenovo	13,227.13	14,328.92	15,509.45	16,773.16	18,124.63	19,568.62	**8.19%**
Others	20,092.63	21,709.25	23,439.28	25,289.66	27,267.81	29,381.63	**7.93%**
Total	75,951.50	82,747.69	90,075.99	97,970.57	1,06,467.20	1,15,603.31	**8.81%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.4. South Asia Smartwatches Market by Brand, 2021- 2032

TABLE NO. 23. : South Asia Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	9,412.25	10,326.52	11,315.74	12,697.54	14,748.53	16,118.22
boAt	9,041.12	9,898.73	10,744.41	12,037.76	14,057.31	15,416.09
Apple	3,205.62	3,471.93	3,871.55	4,518.25	5,041.80	5,503.93
Others	21,054.21	23,011.54	25,178.65	28,436.07	31,572.43	34,644.19
Total	39,575.59	43,284.61	47,380.67	53,463.09	60,590.10	66,383.15

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 24. : South Asia Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	18,128.89	20,361.76	22,838.26	25,581.60	28,616.92	31,971.40	**12.09%**
boAt	17,406.28	19,626.08	22,098.63	24,849.01	27,904.38	31,294.10	**12.52%**
Apple	6,187.58	6,946.74	7,788.72	8,721.42	9,753.38	10,893.83	**12.05%**
Others	39,148.69	44,179.61	49,791.58	56,044.21	63,002.44	70,736.97	**12.63%**
Total	74,899.59	84,395.61	94,970.94	1,06,734.15	1,19,803.31	1,34,306.72	**12.46%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.5. South Asia Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 25. : South Asia Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	21,798.21	23,762.69	26,014.63	29,068.28	32,796.88	36,005.33
Lenovo	18,357.95	20,303.06	22,030.53	24,442.81	27,310.87	30,103.65
Apple	6,306.91	6,982.69	7,586.58	8,565.63	9,593.08	10,633.01
Others	33,929.61	37,032.62	40,711.99	45,811.45	51,804.09	56,888.51
Total	80,392.69	88,081.06	96,343.73	1,07,888.16	1,21,504.92	1,33,630.51

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 26. : South Asia Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	39,137.73	42,503.82	46,117.16	49,991.74	54,142.04	58,582.96	**8.45%**
Lenovo	32,856.58	35,829.22	39,035.79	42,491.13	46,210.74	50,210.78	**8.90%**
Apple	11,668.59	12,792.65	14,011.45	15,331.60	16,760.02	18,304.01	**9.48%**
Others	61,865.42	67,220.01	72,975.15	79,154.61	85,783.08	92,886.16	**8.51%**
Total	1,45,528.33	1,58,345.71	1,72,139.55	1,86,969.07	2,02,895.87	2,19,983.91	**8.66%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.6. South Asia Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 27. : South Asia Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	13,105.79	14,722.39	16,441.60	18,142.75	20,221.93	22,601.61
Xiaomi	7,308.24	8,238.10	9,489.49	10,272.21	12,473.14	14,150.34
Apple	5,241.82	5,836.93	6,336.16	6,807.25	8,682.09	9,768.56
Others	24,110.94	26,773.22	30,557.27	33,446.83	39,706.27	44,284.32
Total	49,766.79	55,570.64	62,824.52	68,669.03	81,083.44	90,804.83

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 28. : South Asia Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	25,144.73	27,946.46	31,029.92	34,419.94	38,143.25	42,228.52	**10.98%**
Xiaomi	15,977.52	18,020.66	20,302.75	22,848.92	25,686.65	28,845.96	**12.60%**
Apple	10,940.61	12,241.30	13,683.27	15,280.30	17,047.31	19,000.49	**11.73%**
Others	49,170.80	54,546.69	60,455.45	66,943.87	74,062.33	81,865.01	**10.78%**
Total	1,01,233.66	1,12,755.11	1,25,471.39	1,39,493.04	1,54,939.55	1,71,939.98	**11.23%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.7. South Asia Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 29. : South Asia Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	7,048.29	7,650.34	7,902.08	8,414.00	10,593.60	12,213.36
boAt	5,577.46	6,183.53	6,445.36	6,877.41	8,599.23	9,855.61
Apple	1,976.35	2,170.16	2,326.65	2,387.81	2,956.75	3,382.81
Others	32,026.57	34,952.65	35,794.65	39,216.58	49,220.94	56,008.41
Total	46,628.67	50,956.69	52,468.75	56,895.80	71,370.52	81,460.19

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 30. : South Asia Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	13,682.31	15,313.41	17,122.79	19,127.98	21,348.03	23,803.63	**11.76%**
boAt	10,976.82	12,215.10	13,581.42	15,087.65	16,746.66	18,572.32	**11.14%**
Apple	3,761.13	4,178.32	4,637.95	5,143.88	5,700.24	6,311.50	**10.95%**
Others	61,934.56	68,431.35	75,547.49	83,335.26	91,850.77	1,01,154.18	**10.35%**
Total	90,354.81	1,00,138.18	1,10,889.65	1,22,694.76	1,35,645.69	1,49,841.64	**10.69%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

5.8. South Asia Others Market by Brand, 2021- 2032

TABLE NO. 31. : South Asia Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	7,105.75	7,955.48	8,705.48	9,868.72	9,596.72	10,520.44
Xiaomi	5,710.93	6,198.37	7,007.54	8,076.42	7,887.22	8,619.25
Apple	2,828.23	3,032.37	3,173.42	3,664.39	3,765.45	4,052.68
Others	41,175.62	45,441.52	50,643.55	56,359.06	56,075.75	60,894.93
Total	56,820.53	62,627.74	69,529.98	77,968.60	77,325.15	84,087.30

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 32. : South Asia Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	11,642.77	12,874.06	14,223.72	15,701.83	17,319.24	19,087.56	**10.44%**
Xiaomi	9,509.31	10,483.04	11,547.39	12,709.84	13,978.39	15,361.61	**10.11%**
Apple	4,426.79	4,831.83	5,270.06	5,743.90	6,255.92	6,808.89	**9.03%**
Others	66,742.29	73,098.03	80,000.85	87,491.99	95,615.30	1,04,417.47	**9.40%**
Total	92,321.16	1,01,286.96	1,11,042.02	1,21,647.56	1,33,168.85	1,45,675.53	**9.59%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Chapter No. 6 : India Digital Devices Market by Product and Brand, 2021- 2032

6.1. India Digital Devices Market by Product, 2021- 2032

TABLE NO. 33. : India Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)

Product	2021	2022	2023	2024	2025	2026
Smartphone	2,03,294.74	2,21,758.86	2,41,207.20	2,69,174.54	3,04,367.69	3,36,667.53
Tablets	26,942.60	29,599.54	31,555.49	36,472.86	39,997.55	42,984.21
Smartwatches	26,635.12	29,067.12	31,661.19	35,878.93	41,001.50	44,985.39
Laptop and Computers	49,925.86	54,549.53	59,340.18	66,848.95	76,068.85	83,748.84
Earphones and Headphones	33,735.06	37,539.93	42,150.18	46,352.52	55,050.86	61,663.60
Charging & Connectivity	30,717.45	33,490.37	34,386.33	37,519.68	47,309.88	53,995.09
Others	34,511.28	37,938.97	41,911.76	47,299.91	47,133.17	51,276.80
Total	4,05,762.12	4,43,944.34	4,82,212.34	5,39,547.38	6,10,929.50	6,75,321.47

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 34. : India Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	3,70,669.15	4,07,622.95	4,47,731.03	4,91,203.57	5,38,258.63	5,89,121.72	**9.77%**
Tablets	46,851.91	51,001.08	55,445.11	60,197.33	65,270.86	70,678.54	**8.64%**
Smartwatches	50,694.81	57,033.79	64,059.87	71,834.46	80,422.92	89,894.66	**12.23%**
Laptop and Computers	91,183.19	99,145.52	1,07,659.28	1,16,747.51	1,26,432.64	1,36,736.29	**8.51%**
Earphones and Headphones	68,703.73	76,448.36	84,955.79	94,287.72	1,04,509.33	1,15,689.30	**11.06%**
Charging & Connectivity	59,880.13	66,325.69	73,375.51	81,075.62	89,474.41	98,622.60	**10.56%**
Others	56,288.88	61,717.01	67,587.61	73,927.93	80,766.01	88,130.57	**9.45%**
Total	7,44,271.79	8,19,294.39	9,00,814.18	9,89,274.14	10,85,134.80	11,88,873.69	**9.88%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

India's digital-device market is increasingly supported by the interaction of connectivity expansion, digital-service adoption, domestic electronics manufacturing and rising household purchasing capacity. Broadband subscriptions reached 106.58 crore by March 2026, while India remains the world's second-largest mobile-phone manufacturing country. These developments expand both the addressable consumer population and the supply-side ability of distributors to serve demand across metropolitan and lower-tier markets.

Digital education is another structural demand-supporting factor. PM e-VIDYA was established to provide multi-mode digital education access to nearly 25 crore school-going children, while DIKSHA had 2.11 crore registered users, 566 crore learning sessions and 18.52 crore course enrolments as of 5 March 2026. These figures should not be converted directly into device sales; however, they demonstrate the growing dependence of households, teachers and students on digital access and connected-device ecosystems. The offline channel accounted for 62% of smartphone shipments, up from 58%. This suggests that growth opportunities for distributors are not limited to increasing unit volumes; higher-value devices, financing, stronger offline execution and replacement demand are also important.

6.2. India Smartphone Market by Brand, 2021- 2032

TABLE NO. 35. : India Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	39,113.91	43,775.20	50,026.37	58,518.54	70,735.05	77,568.20
Apple	33,279.35	39,628.30	49,133.90	64,251.96	83,305.43	97,195.91
vivo	31,409.04	33,596.47	36,060.48	38,895.73	42,459.30	46,291.79
Others	99,492.45	1,04,758.88	1,05,986.44	1,07,508.31	1,07,867.91	1,15,611.63
Total	2,03,294.74	2,21,758.86	2,41,207.20	2,69,174.54	3,04,367.69	3,36,667.53

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 36. : India Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	84,660.83	92,285.84	1,00,470.84	1,09,243.68	1,18,632.20	1,28,664.18	**8.80%**
Apple	1,10,718.87	1,25,833.20	1,42,691.87	1,59,002.59	1,76,925.60	1,96,589.90	**12.46%**
vivo	50,225.68	54,417.67	58,876.64	64,102.08	69,704.51	75,702.15	**8.54%**
Others	1,25,063.77	1,35,086.24	1,45,691.67	1,58,855.23	1,72,996.32	1,88,165.48	**8.46%**
Total	3,70,669.15	4,07,622.95	4,47,731.03	4,91,203.57	5,38,258.63	5,89,121.72	**9.77%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.3. India Tablets Market by Brand, 2021- 2032

TABLE NO. 37. : India Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	10,451.04	11,511.26	12,256.15	14,209.83	15,563.30	16,811.39
Apple	6,215.66	6,880.35	7,382.63	8,460.14	9,260.92	10,081.39
Lenovo	4,542.52	4,996.40	5,381.82	6,134.19	6,705.70	7,163.44
Others	5,733.39	6,211.53	6,534.89	7,668.71	8,467.64	8,927.99
Total	26,942.60	29,599.54	31,555.49	36,472.86	39,997.55	42,984.21

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 38. : India Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	18,417.78	20,150.84	22,017.60	24,025.13	26,180.55	28,490.96	**9.19%**
Apple	11,129.07	12,267.65	13,502.94	14,840.88	16,287.50	17,848.96	**9.99%**
Lenovo	7,761.15	8,397.47	9,073.75	9,791.26	10,551.22	11,354.71	**7.98%**
Others	9,543.91	10,185.11	10,850.82	11,540.06	12,251.59	12,983.92	**6.44%**
Total	46,851.91	51,001.08	55,445.11	60,197.33	65,270.86	70,678.54	**8.64%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.4. India Smartwatches Market by Brand, 2021- 2032

TABLE NO. 39. : India Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	7,060.97	7,746.97	8,528.58	9,610.89	11,155.28	12,171.70
boAt	6,384.44	6,959.69	7,450.08	8,379.02	9,899.24	10,906.08
Apple	1,976.33	2,133.86	2,371.79	2,788.21	3,132.99	3,423.91
Others	11,213.38	12,226.60	13,310.75	15,100.81	16,813.99	18,483.70
Total	26,635.12	29,067.12	31,661.19	35,878.93	41,001.50	44,985.39

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 40. : India Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	13,640.45	15,260.53	17,044.41	19,005.24	21,156.86	23,513.75	**11.60%**
boAt	12,340.95	13,941.12	15,722.60	17,702.60	19,899.53	22,333.08	**12.69%**
Apple	3,843.25	4,306.71	4,818.05	5,381.23	6,000.48	6,680.22	**11.78%**
Others	20,870.16	23,525.43	26,474.81	29,745.38	33,366.05	37,367.62	**12.45%**
Total	50,694.81	57,033.79	64,059.87	71,834.46	80,422.92	89,894.66	**12.23%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.5. India Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 41. : India Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	14,029.17	15,256.41	16,615.55	18,672.23	21,272.25	23,378.05
Lenovo	11,502.92	12,686.04	13,692.15	15,282.41	17,251.73	19,035.36
Apple	4,088.93	4,513.43	4,880.14	5,538.78	6,264.66	6,939.02
Others	20,304.85	22,093.65	24,152.34	27,355.54	31,280.21	34,396.42
Total	49,925.86	54,549.53	59,340.18	66,848.95	76,068.85	83,748.84

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 42. : India Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	25,407.72	27,576.81	29,891.03	32,355.96	34,976.93	37,759.01	**8.32%**
Lenovo	20,770.71	22,634.03	24,631.47	26,769.15	29,053.08	31,489.14	**8.75%**
Apple	7,600.58	8,313.86	9,081.61	9,906.62	10,791.67	11,739.51	**9.16%**
Others	37,404.18	40,620.82	44,055.16	47,715.77	51,610.96	55,748.63	**8.38%**
Total	91,183.19	99,145.52	1,07,659.28	1,16,747.51	1,26,432.64	1,36,736.29	**8.51%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.6. India Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 43. : India Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	9,412.08	10,537.46	11,705.11	12,978.70	14,588.48	16,310.02
Xiaomi	5,067.01	5,691.80	6,510.94	7,090.54	8,652.34	9,815.00
Apple	3,677.12	4,081.91	4,409.18	4,766.71	6,096.12	6,859.22
Others	15,578.85	17,228.76	19,524.96	21,516.56	25,713.92	28,679.37
Total	33,735.06	37,539.93	42,150.18	46,352.52	55,050.86	61,663.60

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 44. : India Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	18,137.78	20,144.14	22,343.37	24,750.53	27,381.45	30,252.75	**10.85%**
Xiaomi	11,072.98	12,474.08	14,032.15	15,762.08	17,679.84	19,802.54	**12.41%**
Apple	7,676.69	8,580.26	9,577.58	10,676.77	11,886.48	13,215.89	**11.55%**
Others	31,816.28	35,249.87	39,002.68	43,098.34	47,561.56	52,418.12	**10.57%**
Total	68,703.73	76,448.36	84,955.79	94,287.72	1,04,509.33	1,15,689.30	**11.06%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.7. India Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 45. : India Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	4,804.81	5,205.06	5,361.50	5,745.60	7,268.19	8,376.22
boAt	3,765.17	4,163.59	4,326.88	4,646.11	5,838.58	6,690.61
Apple	1,277.85	1,399.90	1,497.56	1,545.25	1,923.28	2,205.85
Others	20,869.63	22,721.83	23,200.39	25,582.73	32,279.84	36,722.41
Total	30,717.45	33,490.37	34,386.33	37,519.68	47,309.88	53,995.09

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 46. : India Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	9,378.98	10,488.04	11,712.88	13,063.66	14,551.16	16,186.86	**11.61%**
boAt	7,449.77	8,284.83	9,202.12	10,208.34	11,310.58	12,516.33	**11.00%**
Apple	2,458.25	2,736.12	3,041.62	3,377.03	3,744.75	4,147.36	**11.10%**
Others	40,593.13	44,816.70	49,418.88	54,426.59	59,867.91	65,772.05	**10.20%**
Total	59,880.13	66,325.69	73,375.51	81,075.62	89,474.41	98,622.60	**10.56%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.8. India Others Market by Brand, 2021- 2032

TABLE NO. 47. : India Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	4,555.49	5,083.82	5,541.98	6,315.94	6,175.11	6,769.27
Xiaomi	3,616.78	3,918.37	4,406.03	5,102.96	5,008.79	5,474.77
Apple	1,708.31	1,826.50	1,901.24	2,209.99	2,282.33	2,457.34
Others	24,630.70	27,110.29	30,062.50	33,671.01	33,666.94	36,575.43
Total	34,511.28	37,938.97	41,911.76	47,299.91	47,133.17	51,276.80

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 48. : India Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	7,487.22	8,270.96	9,125.29	10,055.25	11,066.09	12,163.27	**10.26%**
Xiaomi	6,038.04	6,651.17	7,317.63	8,041.06	8,825.21	9,673.99	**9.95%**
Apple	2,669.39	2,895.95	3,137.62	3,394.99	3,668.63	3,959.09	**8.27%**
Others	40,094.23	43,898.94	48,007.07	52,436.63	57,206.07	62,334.22	**9.29%**
Total	56,288.88	61,717.01	67,587.61	73,927.93	80,766.01	88,130.57	**9.45%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.9. Tamil Nadu Digital Devices Market by Product, 2021- 2032

TABLE NO. 49. : Tamil Nadu Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)						
Product	2021	2022	2023	2024	2025	2026
Smartphone	14,657.55	15,583.23	16,558.55	18,097.37	19,938.75	21,503.85
Tablets	1,942.56	2,079.99	2,166.24	2,452.17	2,620.19	2,745.52
Smartwatches	1,920.39	2,042.58	2,173.50	2,412.24	2,685.96	2,873.34
Laptop and Computers	3,599.65	3,833.25	4,073.62	4,494.45	4,983.18	5,349.26
Earphones and Headphones	2,432.30	2,637.97	2,893.55	3,116.41	3,606.31	3,938.62
Charging & Connectivity	2,214.73	2,353.40	2,360.58	2,522.56	3,099.21	3,448.81
Others	2,488.26	2,666.01	2,877.19	3,180.11	3,087.64	3,275.19
Total	29,255.45	31,196.43	33,103.23	36,275.31	40,021.23	43,134.58

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 50. : Tamil Nadu Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	24,046.29	26,851.21	29,940.96	33,339.29	37,215.05	41,715.89	**11.68%**
Tablets	3,039.41	3,359.58	3,707.76	4,085.75	4,512.81	5,004.77	**10.52%**
Smartwatches	3,288.71	3,756.97	4,283.85	4,875.60	5,560.42	6,365.47	**14.18%**
Laptop and Computers	5,915.30	6,530.98	7,199.46	7,923.96	8,741.52	9,682.34	**10.39%**
Earphones and Headphones	4,456.99	5,035.86	5,681.22	6,399.56	7,225.75	8,191.99	**12.98%**
Charging & Connectivity	3,884.58	4,369.05	4,906.82	5,502.82	6,186.24	6,983.50	**12.48%**
Others	3,651.61	4,065.46	4,519.76	5,017.69	5,584.14	6,240.55	**11.34%**
Total	48,282.89	53,969.10	60,239.84	67,144.67	75,025.92	84,184.50	**11.79%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Tamil Nadu combines a large consumer market with a substantial economic base and a well-developed electronics manufacturing and digital-infrastructure environment. According to the Economic Survey 2025–26 Statistical Appendix, the state's per-capita NSDP reached ₹1,97,747 in 2024–25 at constant prices, while total NSDP stood at approximately ₹15,27,040.50 crore based on the reported data. The relatively high per-capita NSDP indicates strong underlying economic capacity, although NSDP should be treated as a regional income indicator rather than a direct measure of household disposable income.

The state is also expanding digital connectivity across rural and semi-urban markets. TANFINET's BharatNet infrastructure supports the expansion of high-speed connectivity to Village Panchayats, while digital education initiatives are increasing exposure to computers, connected devices and emerging technologies among students. Tamil Nadu also benefits from established electronics manufacturing clusters, particularly around Hosur and Sriperumbudur, strengthening its importance within India's electronics supply chain. For digital-device market participants, the combination of economic scale, urban demand, manufacturing activity, connectivity and expanding digitalization provides opportunities across Chennai, Coimbatore and other urban and semi-urban markets.

Source: Reserve Bank of India (Handbook of Statistics on Indian States)

6.10. Tamil Nadu Smartphone Market by Brand, 2021- 2032

TABLE NO. 51. : Tamil Nadu Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	2,820.11	3,076.13	3,434.24	3,934.37	4,633.77	4,954.49
Apple	2,399.44	2,784.72	3,372.98	4,319.84	5,457.24	6,208.16
vivo	2,264.59	2,360.86	2,475.50	2,615.07	2,781.46	2,956.78
Others	7,173.41	7,361.52	7,275.83	7,228.09	7,066.29	7,384.42
Total	14,657.55	15,583.23	16,558.55	18,097.37	19,938.75	21,503.85

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 52. : Tamil Nadu Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	5,492.17	6,079.11	6,718.75	7,414.66	8,202.20	9,110.75	**10.69%**
Apple	7,182.63	8,288.97	9,542.18	10,791.93	12,232.59	13,920.59	**14.41%**
vivo	3,258.27	3,584.64	3,937.24	4,350.78	4,819.35	5,360.49	**10.42%**
Others	8,113.22	8,898.49	9,742.79	10,781.93	11,960.92	13,324.05	**10.34%**
Total	24,046.29	26,851.21	29,940.96	33,339.29	37,215.05	41,715.89	**11.68%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.11. Tamil Nadu Tablets Market by Brand, 2021- 2032

TABLE NO. 53. : Tamil Nadu Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	753.52	808.91	841.37	955.37	1,019.53	1,073.79
Apple	448.15	483.49	506.81	568.80	606.67	643.93
Lenovo	327.52	351.10	369.45	412.42	439.28	457.55
Others	413.38	436.49	448.61	515.59	554.70	570.25
Total	1,942.56	2,079.99	2,166.24	2,452.17	2,620.19	2,745.52

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 54. : Tamil Nadu Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	1,194.81	1,327.39	1,472.38	1,630.65	1,810.12	2,017.45	**11.08%**
Apple	721.97	808.10	902.98	1,007.29	1,126.11	1,263.89	**11.90%**
Lenovo	503.49	553.16	606.79	664.56	729.51	804.03	**9.85%**
Others	619.14	670.92	725.62	783.25	847.07	919.40	**8.29%**
Total	3,039.41	3,359.58	3,707.76	4,085.75	4,512.81	5,004.77	**10.52%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.12. Tamil Nadu Smartwatches Market by Brand, 2021- 2032

TABLE NO. 55. : Tamil Nadu Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	509.10	544.39	585.48	646.17	730.77	777.44
boAt	460.32	489.06	511.44	563.35	648.49	696.60
Apple	142.49	149.95	162.82	187.46	205.24	218.69
Others	808.49	859.18	913.76	1,015.27	1,101.46	1,180.60
Total	1,920.39	2,042.58	2,173.50	2,412.24	2,685.96	2,873.34

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 56. : Tamil Nadu Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	884.89	1,005.25	1,139.80	1,289.94	1,462.78	1,665.02	**13.53%**
boAt	800.59	918.34	1,051.41	1,201.52	1,375.85	1,581.41	**14.64%**
Apple	249.32	283.69	322.20	365.24	414.87	473.03	**13.72%**
Others	1,353.90	1,549.68	1,770.44	2,018.90	2,306.92	2,646.01	**14.40%**
Total	3,288.71	3,756.97	4,283.85	4,875.60	5,560.42	6,365.47	**14.18%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.13. Tamil Nadu Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 57. : Tamil Nadu Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	1,011.50	1,072.08	1,140.64	1,255.39	1,393.52	1,493.22
Lenovo	829.36	891.46	939.95	1,027.48	1,130.14	1,215.84
Apple	294.81	317.16	335.01	372.39	410.39	443.21
Others	1,463.98	1,552.54	1,658.03	1,839.19	2,049.13	2,196.99
Total	3,599.65	3,833.25	4,073.62	4,494.45	4,983.18	5,349.26

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 58. : Tamil Nadu Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	1,648.27	1,816.56	1,998.89	2,196.09	2,418.29	2,673.73	**10.20%**
Lenovo	1,347.45	1,490.96	1,647.17	1,816.89	2,008.72	2,229.76	**10.64%**
Apple	493.07	547.66	607.31	672.39	746.13	831.28	**11.05%**
Others	2,426.51	2,675.80	2,946.09	3,238.60	3,568.37	3,947.58	**10.26%**
Total	5,915.30	6,530.98	7,199.46	7,923.96	8,741.52	9,682.34	**10.39%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.14. Tamil Nadu Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 59. : Tamil Nadu Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	678.61	740.48	803.54	872.60	955.67	1,041.76
Xiaomi	365.33	399.97	446.97	476.72	566.80	626.91
Apple	265.12	286.84	302.68	320.48	399.35	438.12
Others	1,123.24	1,210.68	1,340.36	1,446.62	1,684.49	1,831.83
Total	2,432.30	2,637.97	2,893.55	3,116.41	3,606.31	3,938.62

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 60. : Tamil Nadu Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	1,176.65	1,326.95	1,494.16	1,679.88	1,893.15	2,142.21	**12.77%**
Xiaomi	718.33	821.70	938.37	1,069.81	1,222.38	1,402.22	**14.36%**
Apple	498.01	565.20	640.48	724.66	821.83	935.82	**13.48%**
Others	2,064.01	2,322.00	2,608.21	2,925.20	3,288.39	3,711.74	**12.49%**
Total	4,456.99	5,035.86	5,681.22	6,399.56	7,225.75	8,191.99	**12.98%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.15. Tamil Nadu Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 61. : Tamil Nadu Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	346.43	365.76	368.06	386.29	476.13	535.01
boAt	271.47	292.58	297.03	312.37	382.48	427.35
Apple	92.13	98.37	102.81	103.89	125.99	140.89
Others	1,504.70	1,596.69	1,592.68	1,720.00	2,114.61	2,345.56
Total	2,214.73	2,353.40	2,360.58	2,522.56	3,099.21	3,448.81

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 62. : Tamil Nadu Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	608.44	690.87	783.27	886.67	1,006.06	1,146.20	**13.54%**
boAt	483.29	545.74	615.37	692.87	782.01	886.29	**12.93%**
Apple	159.47	180.24	203.40	229.21	258.91	293.68	**13.02%**
Others	2,633.38	2,952.20	3,304.77	3,694.08	4,139.25	4,657.34	**12.11%**
Total	3,884.58	4,369.05	4,906.82	5,502.82	6,186.24	6,983.50	**12.48%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.16. Tamil Nadu Others Market by Brand, 2021- 2032

TABLE NO. 63. : Tamil Nadu Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	328.45	357.25	380.45	424.64	404.52	432.37
Xiaomi	260.77	275.35	302.47	343.09	328.12	349.69
Apple	123.17	128.35	130.52	148.58	149.51	156.96
Others	1,775.87	1,905.07	2,063.75	2,263.80	2,205.48	2,336.17
Total	2,488.26	2,666.01	2,877.19	3,180.11	3,087.64	3,275.19

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 64. : Tamil Nadu Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	485.72	544.83	610.23	682.48	765.11	861.28	**12.17%**
Xiaomi	391.70	438.13	489.35	545.77	610.17	685.02	**11.86%**
Apple	173.17	190.76	209.82	230.43	253.65	280.34	**10.15%**
Others	2,601.02	2,891.74	3,210.36	3,559.01	3,955.21	4,413.90	**11.19%**
Total	3,651.61	4,065.46	4,519.76	5,017.69	5,584.14	6,240.55	**11.34%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.17. Kerala Digital Devices Market by Product, 2021- 2032

TABLE NO. 65. : Kerala Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)						
Product	2021	2022	2023	2024	2025	2026
Smartphone	8,335.08	8,921.36	9,487.89	10,313.42	11,372.70	12,226.08
Tablets	1,104.65	1,190.79	1,241.24	1,397.46	1,494.51	1,560.97
Smartwatches	1,092.04	1,169.37	1,245.39	1,374.70	1,532.02	1,633.64
Laptop and Computers	2,046.96	2,194.53	2,334.15	2,561.32	2,842.31	3,041.34
Earphones and Headphones	1,383.14	1,510.23	1,657.98	1,776.00	2,056.98	2,239.31
Charging & Connectivity	1,259.42	1,347.32	1,352.59	1,437.57	1,767.73	1,960.83
Others	1,414.96	1,526.28	1,648.60	1,812.30	1,761.13	1,862.12
Total	16,636.25	17,859.88	18,967.82	20,672.76	22,827.38	24,524.30

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 66. : Kerala Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	13,405.25	14,680.54	16,057.87	17,543.34	19,143.17	20,863.75	**9.32%**
Tablets	1,694.40	1,836.80	1,988.54	2,149.95	2,321.36	2,503.08	**8.19%**
Smartwatches	1,833.38	2,054.07	2,297.51	2,565.57	2,860.24	3,183.62	**11.76%**
Laptop and Computers	3,297.64	3,570.73	3,861.20	4,169.64	4,496.58	4,842.52	**8.06%**
Earphones and Headphones	2,484.67	2,753.29	3,046.94	3,367.49	3,716.87	4,097.14	**10.59%**
Charging & Connectivity	2,165.56	2,388.72	2,631.61	2,895.62	3,182.16	3,492.72	**10.10%**
Others	2,035.69	2,222.74	2,424.03	2,640.34	2,872.44	3,121.14	**8.99%**
Total	26,916.59	29,506.89	32,307.70	35,331.93	38,592.82	42,103.96	**9.43%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Kerala presents an attractive digital-device environment because of its relatively high income levels and extensive digital and public infrastructure. Per-capita NSDP reached ₹1,73,818 in 2024–25 at constant prices, while total NSDP was approximately ₹6,26,426.29 crore. The per-capita figure indicates a comparatively strong economic capacity within the state, although higher NSDP does not translate directly into equivalent household electronics expenditure. Nevertheless, the income profile supports replacement purchases and demand for higher-value digital devices.

The state's connectivity and education infrastructure provides an additional structural support for digital-device adoption. K-FON's connectivity initiatives and Kerala's established ICT infrastructure in schools have increased exposure to digital technologies across population groups. These characteristics support demand not only in major cities such as Kochi and Thiruvananthapuram but also in smaller urban and semi-urban markets. Financing programs, exchange schemes and seasonal retail campaigns can further support device purchases across these markets.

Source: Reserve Bank of India (Handbook of Statistics on Indian States)

6.18. Kerala Smartphone Market by Brand, 2021- 2032

TABLE NO. 67. : Kerala Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	1,603.67	1,761.08	1,967.79	2,242.14	2,643.02	2,816.89
Apple	1,364.45	1,594.25	1,932.68	2,461.81	3,112.71	3,529.67
vivo	1,287.77	1,351.59	1,418.44	1,490.29	1,586.49	1,681.09
Others	4,079.19	4,214.45	4,168.98	4,119.18	4,030.48	4,198.44
Total	8,335.08	8,921.36	9,487.89	10,313.42	11,372.70	12,226.08

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 68. : Kerala Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	3,061.76	3,323.67	3,603.39	3,901.64	4,219.15	4,556.64	**8.35%**
Apple	4,004.15	4,531.88	5,117.64	5,678.78	6,292.36	6,962.23	**11.99%**
vivo	1,816.41	1,959.85	2,111.61	2,289.41	2,479.04	2,680.99	**8.09%**
Others	4,522.93	4,865.13	5,225.23	5,673.51	6,152.61	6,663.88	**8.00%**
Total	13,405.25	14,680.54	16,057.87	17,543.34	19,143.17	20,863.75	**9.32%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.19. Kerala Tablets Market by Brand, 2021- 2032

TABLE NO. 69. : Kerala Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	428.49	463.10	482.10	544.45	581.52	610.51
Apple	254.84	276.80	290.40	324.15	346.03	366.11
Lenovo	186.24	201.01	211.69	235.03	250.56	260.14
Others	235.07	249.89	257.05	293.83	316.39	324.22
Total	1,104.65	1,190.79	1,241.24	1,397.46	1,494.51	1,560.97

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 70. : Kerala Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	666.08	725.73	789.66	858.06	931.11	1,009.01	**8.73%**
Apple	402.48	441.82	484.28	530.04	579.27	632.12	**9.53%**
Lenovo	280.68	302.43	325.43	349.70	375.25	402.13	**7.53%**
Others	345.16	366.82	389.16	412.15	435.73	459.83	**6.00%**
Total	1,694.40	1,836.80	1,988.54	2,149.95	2,321.36	2,503.08	**8.19%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.20. Kerala Smartwatches Market by Brand, 2021- 2032

TABLE NO. 71. : Kerala Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	289.50	311.66	335.47	368.24	416.82	442.02
boAt	261.76	279.99	293.05	321.04	369.89	396.05
Apple	81.03	85.85	93.29	106.83	117.06	124.34
Others	459.75	491.88	523.58	578.59	628.25	671.24
Total	1,092.04	1,169.37	1,245.39	1,374.70	1,532.02	1,633.64

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 72. : Kerala Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	493.31	549.61	611.30	678.77	752.44	832.74	**11.13%**
boAt	446.31	502.09	563.89	632.25	707.73	790.93	**12.22%**
Apple	138.99	155.11	172.80	192.19	213.41	236.58	**11.32%**
Others	754.77	847.27	949.52	1,062.36	1,186.66	1,323.37	**11.98%**
Total	1,833.38	2,054.07	2,297.51	2,565.57	2,860.24	3,183.62	**11.76%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.21. Kerala Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 73. : Kerala Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	575.20	613.77	653.57	715.43	794.84	848.97
Lenovo	471.62	510.36	538.58	585.55	644.61	691.27
Apple	167.65	181.58	191.96	212.22	234.08	251.99
Others	832.50	888.83	950.03	1,048.13	1,168.78	1,249.11
Total	2,046.96	2,194.53	2,334.15	2,561.32	2,842.31	3,041.34

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 74. : Kerala Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	918.87	993.18	1,072.04	1,155.59	1,243.95	1,337.24	**7.87%**
Lenovo	751.17	815.16	883.41	956.06	1,033.27	1,115.19	**8.30%**
Apple	274.88	299.42	325.71	353.81	383.81	415.75	**8.70%**
Others	1,352.72	1,462.96	1,580.04	1,704.17	1,835.54	1,974.34	**7.93%**
Total	3,297.64	3,570.73	3,861.20	4,169.64	4,496.58	4,842.52	**8.06%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.22. Kerala Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 75. : Kerala Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	385.90	423.92	460.42	497.28	545.10	592.30
Xiaomi	207.75	228.98	256.11	271.67	323.29	356.43
Apple	150.76	164.22	173.44	182.64	227.78	249.09
Others	638.73	693.11	768.01	824.41	960.80	1,041.49
Total	1,383.14	1,510.23	1,657.98	1,776.00	2,056.98	2,239.31

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 76. : Kerala Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	655.95	725.49	801.35	883.97	973.82	1,071.40	**10.38%**
Xiaomi	400.45	449.25	503.26	562.94	628.78	701.31	**11.94%**
Apple	277.63	309.02	343.50	381.32	422.74	468.04	**11.08%**
Others	1,150.64	1,269.52	1,398.83	1,539.26	1,691.53	1,856.39	**10.11%**
Total	2,484.67	2,753.29	3,046.94	3,367.49	3,716.87	4,097.14	**10.59%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.23. Kerala Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 77. : Kerala Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	197.00	209.40	210.89	220.14	271.58	304.18
boAt	154.37	167.50	170.20	178.02	218.16	242.97
Apple	52.39	56.32	58.91	59.21	71.86	80.11
Others	855.65	914.10	912.59	980.20	1,206.14	1,333.57
Total	1,259.42	1,347.32	1,352.59	1,437.57	1,767.73	1,960.83

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 78. : Kerala Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	339.19	377.73	420.08	466.57	517.51	573.26	**11.14%**
boAt	269.42	298.38	330.03	364.59	402.26	443.27	**10.54%**
Apple	88.90	98.54	109.09	120.61	133.18	146.88	**10.63%**
Others	1,468.05	1,614.07	1,772.41	1,943.85	2,129.20	2,329.32	**9.74%**
Total	2,165.56	2,388.72	2,631.61	2,895.62	3,182.16	3,492.72	**10.10%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.24. Kerala Others Market by Brand, 2021- 2032

TABLE NO. 79. : Kerala Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	186.78	204.52	217.99	242.00	230.73	245.83
Xiaomi	148.29	157.64	173.31	195.52	187.15	198.82
Apple	70.04	73.48	74.79	84.68	85.28	89.24
Others	1,009.86	1,090.65	1,182.51	1,290.10	1,257.97	1,328.24
Total	1,414.96	1,526.28	1,648.60	1,812.30	1,761.13	1,862.12

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 80. : Kerala Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	270.78	297.88	327.28	359.12	393.57	430.76	**9.80%**
Xiaomi	218.37	239.54	262.45	287.19	313.87	342.60	**9.49%**
Apple	96.54	104.30	112.53	121.25	130.47	140.21	**7.82%**
Others	1,450.01	1,581.02	1,721.77	1,872.77	2,034.53	2,207.57	**8.84%**
Total	2,035.69	2,222.74	2,424.03	2,640.34	2,872.44	3,121.14	**8.99%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.25. Puducherry Digital Devices Market by Product, 2021- 2032

TABLE NO. 81. : Puducherry Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)						
Product	2021	2022	2023	2024	2025	2026
Smartphone	365.93	382.62	430.41	494.85	566.88	631.92
Tablets	48.50	51.07	56.31	67.05	74.50	80.68
Smartwatches	47.94	50.15	56.50	65.96	76.37	84.44
Laptop and Computers	89.87	94.12	105.89	122.90	141.68	157.20
Earphones and Headphones	60.72	64.77	75.21	85.21	102.53	115.74
Charging & Connectivity	55.29	57.78	61.36	68.98	88.11	101.35
Others	62.12	65.46	74.79	86.96	87.79	96.25
Total	730.37	765.98	860.46	991.90	1,137.86	1,267.58

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 82. : Puducherry Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	700.36	775.26	857.11	946.45	1,043.82	1,149.79	**10.49%**
Tablets	88.52	97.00	106.14	115.99	126.58	137.94	**9.35%**
Smartwatches	95.79	108.47	122.63	138.41	155.96	175.45	**12.96%**
Laptop and Computers	172.29	188.56	206.10	224.95	245.18	266.87	**9.22%**
Earphones and Headphones	129.81	145.40	162.64	181.67	202.67	225.79	**11.78%**
Charging & Connectivity	113.14	126.14	140.47	156.22	173.51	192.48	**11.28%**
Others	106.36	117.38	129.39	142.44	156.63	172.00	**10.16%**
Total	1,406.26	1,558.22	1,724.47	1,906.13	2,104.35	2,320.32	**10.60%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Although Puducherry is a small Union Territory, it provides a strategically complementary market adjacent to Tamil Nadu. The Economic Survey 2025–26 Statistical Appendix reports per-capita NSDP of ₹1,54,213 in 2024–25 at constant prices, while total NSDP stood at approximately ₹26,277.96 crore. The per-capita income level provides a relatively supportive economic base for personal digital-device purchases despite the territory's smaller population and overall market size.

The territory also has established government digital infrastructure. The Directorate of Information Technology serves as a key agency for IT and e-governance initiatives, while the State Data Centre and related digital-service infrastructure support electronic delivery of government services. Its geographic proximity and economic integration with Tamil Nadu further support its role as a complementary market for digital devices, particularly around Puducherry city and other concentrated urban markets.

Source: Reserve Bank of India (Handbook of Statistics on Indian States)

6.26. Puducherry Smartphone Market by Brand, 2021- 2032

TABLE NO. 83. : Puducherry Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	70.41	75.53	89.27	107.58	131.74	145.60
Apple	59.90	68.37	87.67	118.12	155.16	182.44
vivo	56.54	57.97	64.35	71.51	79.08	86.89
Others	179.09	180.75	189.12	197.64	200.90	217.00
Total	365.93	382.62	430.41	494.85	566.88	631.92

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 84. : Puducherry Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	159.96	175.52	192.34	210.49	230.06	251.11	**9.51%**
Apple	209.20	239.32	273.16	306.37	343.10	383.68	**13.19%**
vivo	94.90	103.50	112.71	123.51	135.17	147.75	**9.25%**
Others	236.30	256.92	278.90	306.08	335.48	367.24	**9.16%**
Total	700.36	775.26	857.11	946.45	1,043.82	1,149.79	**10.49%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.27. Puducherry Tablets Market by Brand, 2021- 2032

TABLE NO. 85. : Puducherry Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	18.81	19.86	21.87	26.12	28.99	31.55
Apple	11.19	11.87	13.17	15.55	17.25	18.92
Lenovo	8.18	8.62	9.60	11.28	12.49	13.45
Others	10.32	10.72	11.66	14.10	15.77	16.76
Total	48.50	51.07	56.31	67.05	74.50	80.68

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 86. : Puducherry Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	34.80	38.32	42.15	46.29	50.77	55.61	**9.90%**
Apple	21.03	23.33	25.85	28.60	31.59	34.84	**10.71%**
Lenovo	14.66	15.97	17.37	18.87	20.46	22.16	**8.68%**
Others	18.03	19.37	20.77	22.24	23.76	25.34	**7.14%**
Total	88.52	97.00	106.14	115.99	126.58	137.94	**9.35%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.28. Puducherry Smartwatches Market by Brand, 2021- 2032

TABLE NO. 87. : Puducherry Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	12.71	13.37	15.22	17.67	20.78	22.85
boAt	11.49	12.01	13.29	15.40	18.44	20.47
Apple	3.56	3.68	4.23	5.13	5.84	6.43
Others	20.18	21.10	23.75	27.76	31.32	34.69
Total	47.94	50.15	56.50	65.96	76.37	84.44

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 88. : Puducherry Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	25.77	29.02	32.63	36.62	41.03	45.89	**12.33%**
boAt	23.32	26.51	30.10	34.11	38.59	43.59	**13.42%**
Apple	7.26	8.19	9.22	10.37	11.64	13.04	**12.51%**
Others	39.43	44.74	50.68	57.31	64.71	72.93	**13.18%**
Total	95.79	108.47	122.63	138.41	155.96	175.45	**12.96%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.29. Puducherry Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 89. : Puducherry Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	25.25	26.32	29.65	34.33	39.62	43.88
Lenovo	20.71	21.89	24.43	28.10	32.13	35.73
Apple	7.36	7.79	8.71	10.18	11.67	13.02
Others	36.55	38.12	43.10	50.29	58.26	64.56
Total	89.87	94.12	105.89	122.90	141.68	157.20

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 90. : Puducherry Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	48.01	52.45	57.22	62.34	67.83	73.69	**9.03%**
Lenovo	39.25	43.05	47.15	51.58	56.34	61.46	**9.46%**
Apple	14.36	15.81	17.39	19.09	20.93	22.91	**9.87%**
Others	70.67	77.26	84.34	91.94	100.09	108.80	**9.09%**
Total	172.29	188.56	206.10	224.95	245.18	266.87	**9.22%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.30. Puducherry Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 91. : Puducherry Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	16.94	18.18	20.89	23.86	27.17	30.61
Xiaomi	9.12	9.82	11.62	13.04	16.11	18.42
Apple	6.62	7.04	7.87	8.76	11.35	12.87
Others	28.04	29.73	34.84	39.56	47.89	53.83
Total	60.72	64.77	75.21	85.21	102.53	115.74

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 92. : Puducherry Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	34.27	38.31	42.77	47.69	53.10	59.04	**11.57%**
Xiaomi	20.92	23.72	26.86	30.37	34.29	38.65	**13.14%**
Apple	14.50	16.32	18.33	20.57	23.05	25.79	**12.28%**
Others	60.12	67.04	74.66	83.04	92.23	102.30	**11.30%**
Total	129.81	145.40	162.64	181.67	202.67	225.79	**11.78%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.31. Puducherry Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 93. : Puducherry Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	8.65	8.98	9.57	10.56	13.54	15.72
boAt	6.78	7.18	7.72	8.54	10.87	12.56
Apple	2.30	2.42	2.67	2.84	3.58	4.14
Others	37.57	39.20	41.40	47.03	60.12	68.93
Total	55.29	57.78	61.36	68.98	88.11	101.35

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 94. : Puducherry Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	17.72	19.95	22.42	25.17	28.22	31.59	**12.33%**
boAt	14.08	15.76	17.62	19.67	21.93	24.43	**11.73%**
Apple	4.64	5.20	5.82	6.51	7.26	8.09	**11.82%**
Others	76.70	85.24	94.61	104.87	116.10	128.37	**10.92%**
Total	113.14	126.14	140.47	156.22	173.51	192.48	**11.28%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.32. Puducherry Others Market by Brand, 2021- 2032

TABLE NO. 95. : Puducherry Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	8.20	8.77	9.89	11.61	11.50	12.71
Xiaomi	6.51	6.76	7.86	9.38	9.33	10.28
Apple	3.07	3.15	.3.39	4.06	4.25	4.61
Others	44.34	46.78	53.64	61.90	62.70	68.65
Total	62.12	65.46	74.79	86.96	87.79	96.25

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 96. : Puducherry Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	14.15	15.73	17.47	19.37	21.46	23.74	**10.98%**
Xiaomi	11.41	12.65	14.01	15.49	17.11	18.88	**10.67%**
Apple	5.04	5.51	6.01	6.54	7.11	7.73	**8.98%**
Others	75.76	83.49	91.90	101.03	110.94	121.66	**10.01%**
Total	106.36	117.38	129.39	142.44	156.63	172.00	**10.16%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.33. Rest of India Digital Devices Market by Product, 2021- 2032

TABLE NO. 97. : Rest of India Digital Devices Market Revenue, By Product, 2021 – 2026 (INR crore)						
Product	2021	2022	2023	2024	2025	2026
Smartphone	1,79,936.18	1,96,871.65	2,14,730.36	2,40,268.89	2,72,489.36	3,02,305.67
Tablets	23,846.90	26,277.69	28,091.71	32,556.18	35,808.36	38,597.04
Smartwatches	23,574.74	25,805.02	28,185.81	32,026.03	36,707.15	40,393.97
Laptop and Computers	44,189.38	48,427.63	52,826.53	59,670.29	68,101.68	75,201.05
Earphones and Headphones	29,858.90	33,326.96	37,523.44	41,374.89	49,285.04	55,369.93
Charging & Connectivity	27,188.02	29,731.87	30,611.81	33,490.59	42,354.82	48,484.10
Others	30,545.93	33,681.22	37,311.18	42,220.55	42,196.62	46,043.25
Total	3,59,140.05	3,94,122.04	4,29,280.82	4,81,607.41	5,46,943.03	6,06,395.02

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 98. : Rest of India Digital Devices Market Revenue, By Product, 2027 – 2032 (INR crore)							
Product	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Smartphone	3,32,517.24	3,65,315.94	4,00,875.07	4,39,374.49	4,80,856.60	5,25,392.30	**9.65%**
Tablets	42,029.58	45,707.70	49,642.67	53,845.64	58,310.11	63,032.75	**8.52%**
Smartwatches	45,476.94	51,114.27	57,355.88	64,254.89	71,846.30	80,170.13	**12.10%**
Laptop and Computers	81,797.97	88,855.25	96,392.52	1,04,428.96	1,12,949.36	1,21,944.56	**8.39%**
Earphones and Headphones	61,632.25	68,513.82	76,064.99	84,339.00	93,364.04	1,03,174.38	**10.93%**
Charging & Connectivity	53,716.84	59,441.78	65,696.61	72,520.97	79,932.51	87,953.91	**10.44%**
Others	50,495.23	55,311.43	60,514.43	66,127.46	72,152.80	78,596.87	**9.32%**
Total	6,67,666.05	7,34,260.19	8,06,542.17	8,84,891.41	9,69,411.72	10,60,264.90	**9.76%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.34. Rest of India Smartphone Market by Brand, 2021- 2032

TABLE NO. 99. : Rest of India Smartphone Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	34,619.72	38,862.47	44,535.08	52,234.46	63,326.53	69,651.23
Apple	29,455.55	35,180.96	43,740.57	57,352.18	74,580.33	87,275.64
vivo	27,800.14	29,826.06	32,102.19	34,718.86	38,012.27	41,567.04
Others	88,060.76	93,002.17	94,352.52	95,963.39	96,570.23	1,03,811.77
Total	1,79,936.18	1,96,871.65	2,14,730.36	2,40,268.89	2,72,489.36	3,02,305.67

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 100. : Rest of India Smartphone Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	75,946.94	82,707.53	89,956.37	97,716.89	1,05,980.80	1,14,745.68	8.68%
Apple	99,322.89	1,12,773.02	1,27,758.88	1,42,225.51	1,58,057.55	1,75,323.40	12.33%
vivo	45,056.09	48,769.69	52,715.08	57,338.38	62,270.94	67,512.92	8.42%
Others	1,12,191.32	1,21,065.70	1,30,444.75	1,42,093.71	1,54,547.31	1,67,810.31	8.33%
Total	3,32,517.24	3,65,315.94	4,00,875.07	4,39,374.49	4,80,856.60	5,25,392.30	9.65%

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.35. Rest of India Tablets Market by Brand, 2021- 2032

TABLE NO. 101. : Rest of India Tablets Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	9,250.21	10,219.39	10,910.82	12,683.89	13,933.26	15,095.54
Apple	5,501.48	6,108.19	6,572.26	7,551.64	8,290.96	9,052.44
Lenovo	4,020.59	4,435.67	4,791.07	5,475.46	6,003.37	6,432.31
Others	5,074.62	5,514.43	5,817.57	6,845.20	7,580.77	8,016.75
Total	23,846.90	26,277.69	28,091.71	32,556.18	35,808.36	38,597.04

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 102. : Rest of India Tablets Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	16,522.09	18,059.40	19,713.41	21,490.13	23,388.55	25,408.89	**9.07%**
Apple	9,983.59	10,994.40	12,089.83	13,274.95	14,550.54	15,918.11	**9.86%**
Lenovo	6,962.32	7,525.90	8,124.16	8,758.14	9,425.99	10,126.39	**7.86%**
Others	8,561.59	9,128.00	9,715.26	10,322.42	10,945.03	11,579.36	**6.32%**
Total	42,029.58	45,707.70	49,642.67	53,845.64	58,310.11	63,032.75	**8.52%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.36. Rest of India Smartwatches Market by Brand, 2021- 2032

TABLE NO. 103. : Rest of India Smartwatches Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Noise	6,249.66	6,877.55	7,592.41	8,578.81	9,986.91	10,929.40
boAt	5,650.87	6,178.63	6,632.30	7,479.23	8,862.43	9,792.96
Apple	1,749.25	1,894.39	2,111.44	2,488.79	2,804.85	3,074.45
Others	9,924.97	10,854.45	11,849.65	13,479.19	15,052.95	16,597.17
Total	23,574.74	25,805.02	28,185.81	32,026.03	36,707.15	40,393.97

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 104. : Rest of India Smartwatches Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Noise	12,236.48	13,676.65	15,260.68	16,999.92	18,900.61	20,970.10	**11.47%**
boAt	11,070.73	12,494.17	14,077.20	15,834.72	17,777.37	19,917.15	**12.56%**
Apple	3,447.68	3,859.72	4,313.83	4,813.44	5,360.57	5,957.57	**11.66%**
Others	18,722.05	21,083.73	23,704.17	26,606.81	29,807.76	33,325.30	**12.32%**
Total	45,476.94	51,114.27	57,355.88	64,254.89	71,846.30	80,170.13	**12.10%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.37. Rest of India Laptop and Computers Market by Brand, 2021- 2032

TABLE NO. 105. : Rest of India Laptop and Computers Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
HP	12,417.22	13,544.24	14,791.69	16,667.09	19,044.28	20,991.98
Lenovo	10,181.23	11,262.33	12,189.19	13,641.28	15,444.85	17,092.52
Apple	3,619.11	4,006.90	4,344.45	4,943.99	5,608.52	6,230.79
Others	17,971.82	19,614.16	21,501.19	24,417.93	28,004.03	30,885.76
Total	44,189.38	48,427.63	52,826.53	59,670.29	68,101.68	75,201.05

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 106. : Rest of India Laptop and Computers Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
HP	22,792.58	24,714.62	26,762.88	28,941.94	31,246.85	33,674.35	**8.20%**
Lenovo	18,632.84	20,284.85	22,053.74	23,944.62	25,954.75	28,082.74	**8.63%**
Apple	6,818.28	7,450.97	8,131.20	8,861.33	9,640.80	10,469.56	**9.03%**
Others	33,554.28	36,404.81	39,444.70	42,681.07	46,106.96	49,717.91	**8.26%**
Total	81,797.97	88,855.25	96,392.52	1,04,428.96	1,12,949.36	1,21,944.56	**8.39%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.38. Rest of India Earphones and Headphones Market by Brand, 2021- 2032

TABLE NO. 107. : Rest of India Earphones and Headphones Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
boAt	8,330.63	9,354.88	10,420.26	11,584.97	13,060.53	14,645.35
Xiaomi	4,484.81	5,053.03	5,796.25	6,329.12	7,746.13	8,813.23
Apple	3,254.62	3,623.81	3,925.19	4,254.83	5,457.63	6,159.13
Others	13,788.84	15,295.24	17,381.74	19,205.97	23,020.74	25,752.22
Total	29,858.90	33,326.96	37,523.44	41,374.89	49,285.04	55,369.93

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 108. : Rest of India Earphones and Headphones Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
boAt	16,270.91	18,053.39	20,005.09	22,138.99	24,461.38	26,980.10	**10.72%**
Xiaomi	9,933.27	11,179.40	12,563.65	14,098.95	15,794.40	17,660.36	**12.28%**
Apple	6,886.55	7,689.72	8,575.27	9,550.22	10,618.86	11,786.24	**11.42%**
Others	28,541.52	31,591.30	34,920.98	38,550.84	42,489.41	46,747.68	**10.45%**
Total	61,632.25	68,513.82	76,064.99	84,339.00	93,364.04	1,03,174.38	**10.93%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.39. Rest of India Charging & Connectivity Market by Brand, 2021- 2032

TABLE NO. 109. : Rest of India Charging & Connectivity Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Ambrane	4,252.74	4,620.91	4,772.98	5,128.60	6,506.94	7,521.31
boAt	3,332.55	3,696.33	3,851.93	4,147.19	5,227.07	6,007.73
Apple	1,131.02	1,242.79	1,333.17	1,379.31	1,721.84	1,980.71
Others	18,471.71	20,171.84	20,653.73	22,835.49	28,898.97	32,974.35
Total	27,188.02	29,731.87	30,611.81	33,490.59	42,354.82	48,484.10

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 110. : Rest of India Charging & Connectivity Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Ambrane	8,413.63	9,399.49	10,487.11	11,685.25	12,999.37	14,435.81	**11.48%**
boAt	6,682.99	7,424.95	8,239.10	9,131.22	10,104.38	11,162.35	**10.88%**
Apple	2,205.23	2,452.14	2,723.31	3,020.70	3,345.40	3,698.71	**10.97%**
Others	36,414.99	40,165.20	44,247.09	48,683.80	53,483.36	58,657.03	**10.08%**
Total	53,716.84	59,441.78	65,696.61	72,520.97	79,932.51	87,953.91	**10.44%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

6.40. Rest of India Others Market by Brand, 2021- 2032

TABLE NO. 111. : Rest of India Others Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	4,032.06	4,513.28	4,933.65	5,637.70	5,528.36	6,078.36
Xiaomi	3,201.21	3,478.62	3,922.39	4,554.98	4,484.19	4,915.99
Apple	1,512.02	1,621.51	1,692.55	1,972.67	2,043.29	2,206.53
Others	21,800.63	24,067.80	26,762.60	30,055.20	30,140.79	32,842.37
Total	30,545.93	33,681.22	37,311.18	42,220.55	42,196.62	46,043.25

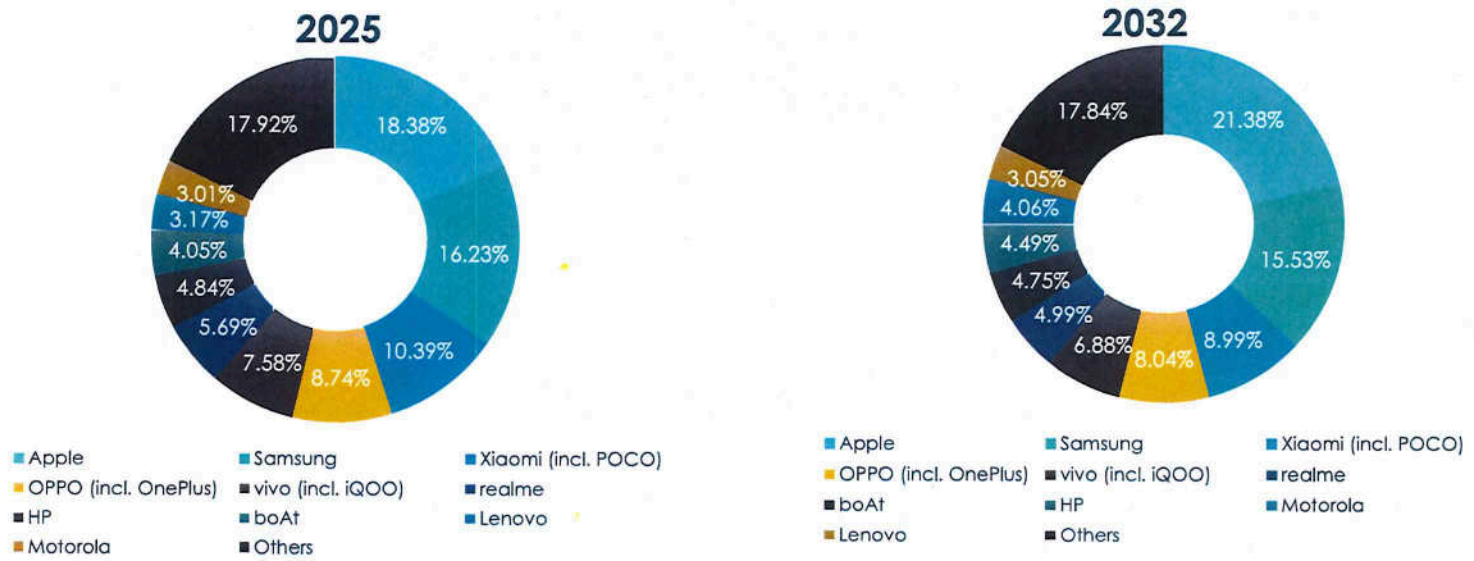
Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

TABLE NO. 112. : Rest of India Others Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	6,716.58	7,412.52	8,170.31	8,994.27	9,885.96	10,847.48	**10.13%**
Xiaomi	5,416.57	5,960.85	6,551.83	7,192.61	7,884.06	8,627.49	**9.83%**
Apple	2,394.64	2,595.38	2,809.26	3,036.77	3,277.40	3,530.81	**8.15%**
Others	35,967.44	39,342.68	42,983.03	46,903.81	51,105.39	55,591.09	**9.17%**
Total	50,495.23	55,311.43	60,514.43	66,127.46	72,152.80	78,596.87	**9.32%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Chapter No. 7 : India Digital Devices Market Analysis, Insights & Forecast, by Brand

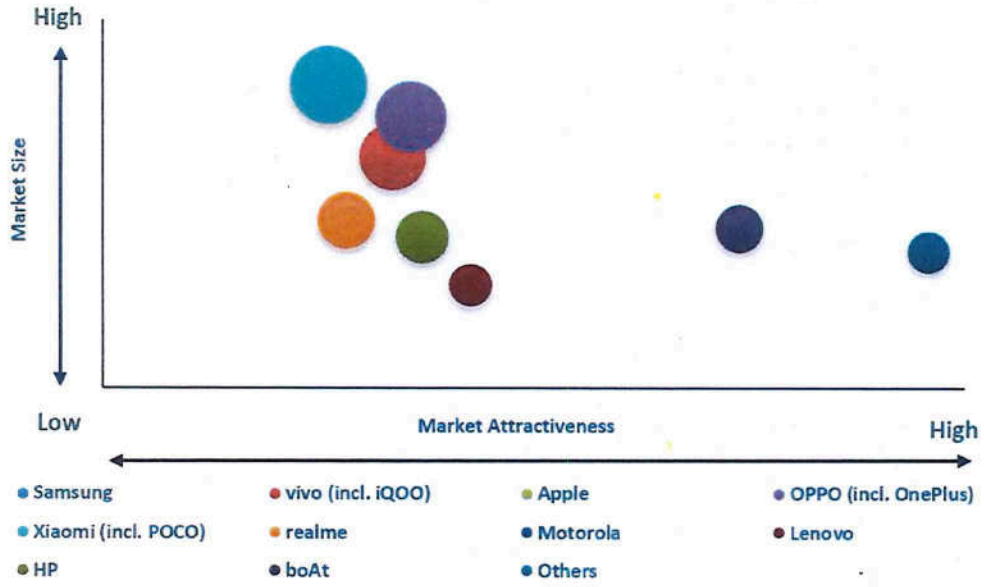
FIG NO. 1. India Digital Devices Market Revenue Share, By Brand, 2025 & 2032



Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

2025	2032
Apple leads the market with an 18.38% share, followed by Samsung at 16.23% and Xiaomi (including POCO) at 10.39%. OPPO (including OnePlus) accounts for 8.74%, while vivo (including iQOO) holds 7.58%. Other notable players include realme at 5.69%, HP at 4.84%, boAt at 4.05%, Lenovo at 3.17%, and Motorola at 3.01%. The Others category represents 17.92% of the market.	Apple is expected to further strengthen its leadership, reaching 21.38%, while Samsung is projected at 15.53%. Xiaomi is expected to account for 8.99%, followed by OPPO (including OnePlus) at 8.04% and vivo (including iQOO) at 6.88%. boAt and Motorola are projected to increase their shares to 4.75% and 4.06%, respectively, while the Others category is expected to account for 17.84%.

FIG NO. 2. India Digital Devices Market Attractiveness Analysis, By Brand



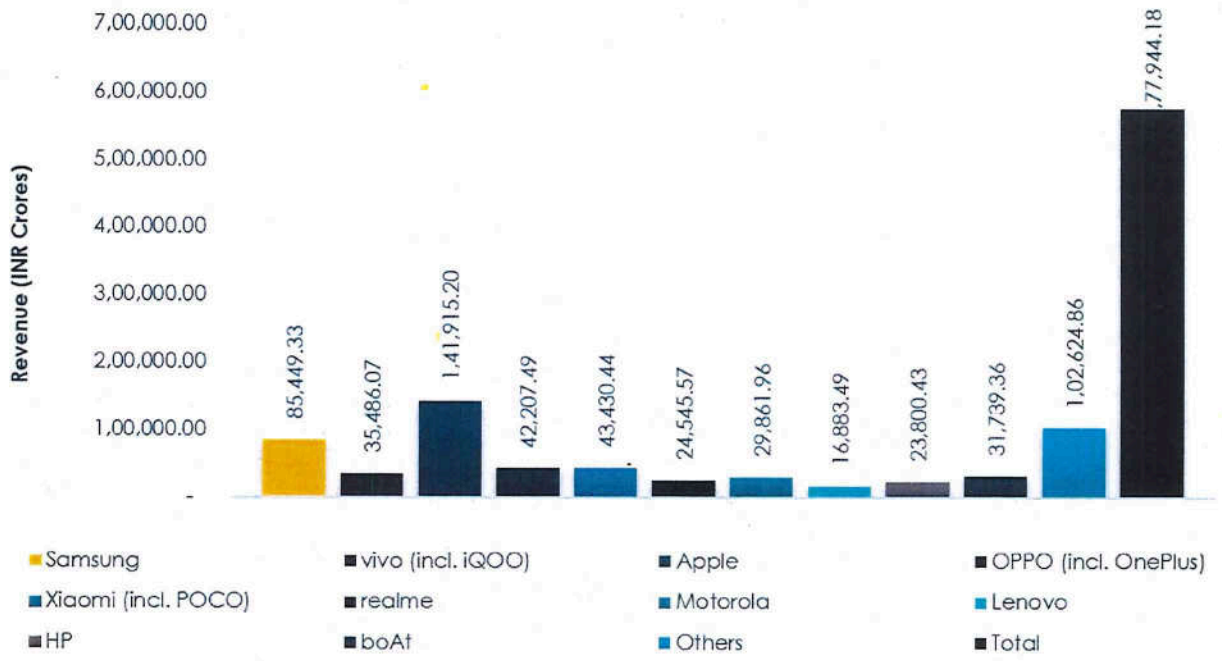
Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Apple is the Leading Global Digital Device Manufacturer. It is the most attractive brand due to its premium positioning, strong customer loyalty, and integrated ecosystem. Rising domestic manufacturing and high repeat purchases strengthen long-term opportunities for distributors. Samsung also remains highly attractive with the largest market presence.

Xiaomi (including POCO), **vivo (including iQOO)**, and **OPPO (including OnePlus)** maintain strong market positions through broad smartphone portfolios and extensive offline reach. **Motorola** is improving its attractiveness with expanding 5G offerings and increasing consumer acceptance.

HP benefits from strong demand for PCs across enterprise, education, and hybrid work, while **boAt**, **realme**, and **Lenovo** cater to specific consumer segments. Overall, brands with strong ecosystems, premium positioning, and robust distribution networks offer the greatest opportunities for distributors.

FIG NO. 3. India Digital Devices Incremental Revenue Growth Opportunity by Brand, 2025 - 2032



Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

INDIA DIGITAL DEVICES MARKET, 2021 – 2032

The India digital devices market is expected to generate substantial incremental revenue opportunities across all major brands between 2025 and 2032, driven by rising digital adoption, premiumization, expanding 5G connectivity, and increasing replacement demand. **Apple and Samsung are** projected to create the highest incremental revenue opportunities, supported by growing domestic manufacturing, expansion of its integrated ecosystem, and strong customer retention, where existing users increasingly upgrade within the Apple portfolio rather than switching to competing platforms. **Samsung** will continue to generate significant incremental revenue through its broad product portfolio, while **Others** collectively represent a sizeable growth opportunity due to the entry of new brands and expansion of niche players.

Among other leading brands, **vivo (including iQOO)**, **Xiaomi (including POCO)**, **OPPO (including OnePlus)**, and **Motorola** are expected to witness healthy incremental growth as 5G adoption accelerates and demand expands across tier-2, tier-3, tier-4 and tier-5 cities. **HP**, **Lenovo**, and **boAt** will also contribute meaningfully, driven by increasing demand for Laptop and Computers, wearables, and connected accessories. Overall, brands with strong ecosystem integration and premium offerings, are expected to capture the highest share of incremental market growth during the forecast period.

INDIA DIGITAL DEVICES MARKET, 2021 – 2032

TABLE NO. 113. : India Digital Devices Market Revenue, By Brand, 2021 – 2026 (INR crore)						
Brand	2021	2022	2023	2024	2025	2026
Samsung	66,179.8	72,562.7	78,726.0	87,692.6	99,123.3	1,08,895.6
Apple	52,223.5	60,464.2	71,576.4	89,561.0	1,12,265.7	1,29,162.6
Xiaomi (incl. POCO)	41,550.0	45,845.8	49,947.2	55,751.4	63,503.3	68,846.0
vivo (incl. iQOO)	36,843.2	38,978.3	41,373.8	43,595.4	46,308.5	50,514.1
OPPO (incl. OnePlus)	36,194.0	39,440.2	42,676.0	47,577.3	53,413.5	58,368.0
realme	23,818.2	25,680.0	27,657.3	30,878.3	34,743.6	37,730.2
HP	19,314.3	21,256.9	23,096.5	25,706.7	29,557.3	32,335.0
boAt	15,500.1	17,537.5	19,273.5	21,363.4	24,753.7	28,038.1
Motorola	12,943.8	13,782.3	14,734.0	16,418.4	18,370.7	21,319.9
Lenovo	12,375.7	13,823.6	15,058.6	16,601.9	19,392.7	21,318.1
Others	88,819.4	94,572.7	98,093.0	1,04,400.8	1,09,497.1	1,18,793.9
Total	4,05,762.1	4,43,944.3	4,82,212.3	5,39,547.4	6,10,929.5	6,75,321.5

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

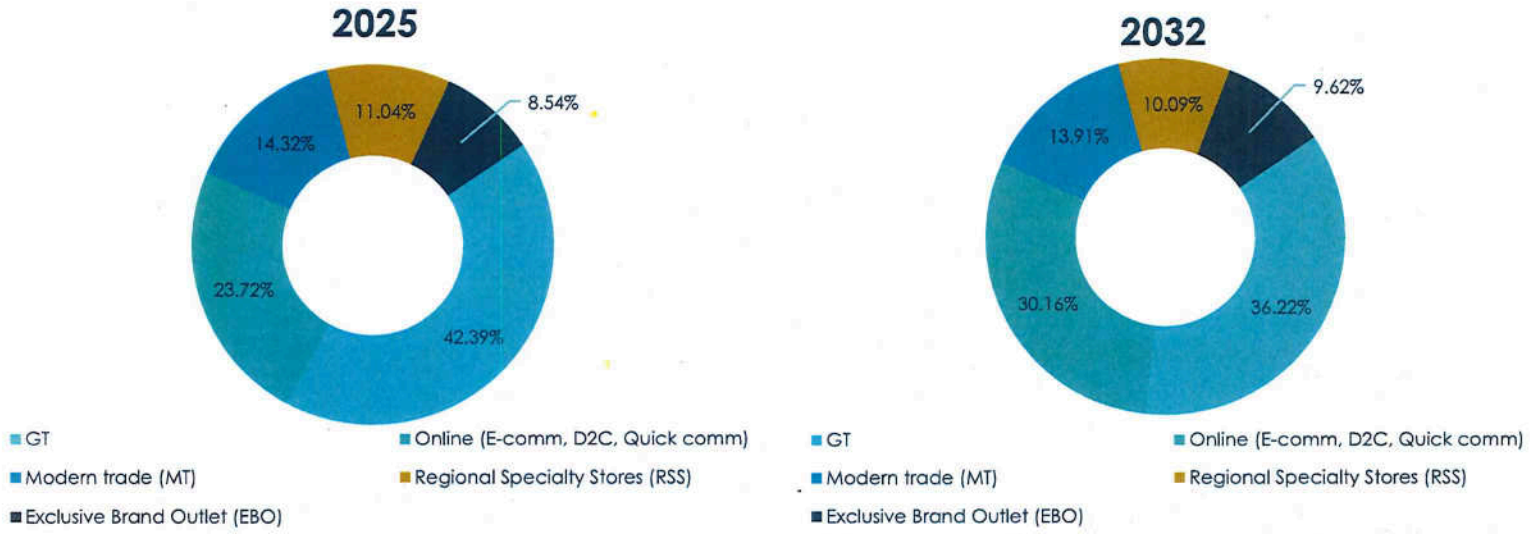
INDIA DIGITAL DEVICES MARKET, 2021 – 2032

TABLE NO. 114. : India Digital Devices Market Revenue, By Brand, 2027 – 2032 (INR crore)							
Brand	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Samsung	1,19,269.6	1,30,472.6	1,42,553.8	1,55,563.4	1,69,552.3	1,84,572.6	**9.19%**
Apple	1,46,096.1	1,64,933.8	1,85,851.3	2,06,580.1	2,29,305.1	2,54,180.9	**11.94%**
Xiaomi (incl. POCO)	74,386.6	80,246.2	86,429.0	92,937.8	99,773.2	1,06,933.8	**7.61%**
vivo (incl. iQOO)	54,927.3	59,644.7	64,678.5	70,040.6	75,742.4	81,794.6	**8.36%**
OPPO (incl. OnePlus)	63,583.1	69,172.9	75,154.8	81,545.8	88,362.4	95,621.0	**8.57%**
realme	40,838.2	44,135.4	47,626.0	51,313.6	55,200.8	59,289.1	**7.82%**
HP	35,264.3	38,409.3	41,780.6	45,388.8	49,244.4	53,357.8	**8.71%**
boAt	31,645.1	35,654.2	40,102.6	45,030.0	50,478.5	56,493.1	**12.38%**
Motorola	24,613.1	28,323.0	32,492.4	37,167.0	42,396.2	48,232.6	**14.58%**
Lenovo	23,363.9	25,575.0	27,961.5	30,533.5	33,301.5	36,276.2	**9.26%**
Others	1,30,284.7	1,42,727.3	1,56,183.6	1,73,173.5	1,91,777.8	2,12,122.0	**10.15%**
Total	7,44,271.8	8,19,294.4	9,00,814.2	9,89,274.1	10,85,134.8	11,88,873.7	**9.88%**

Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

Chapter No. 8 : India Market Analysis, Insights & Forecast, by Sales Channel

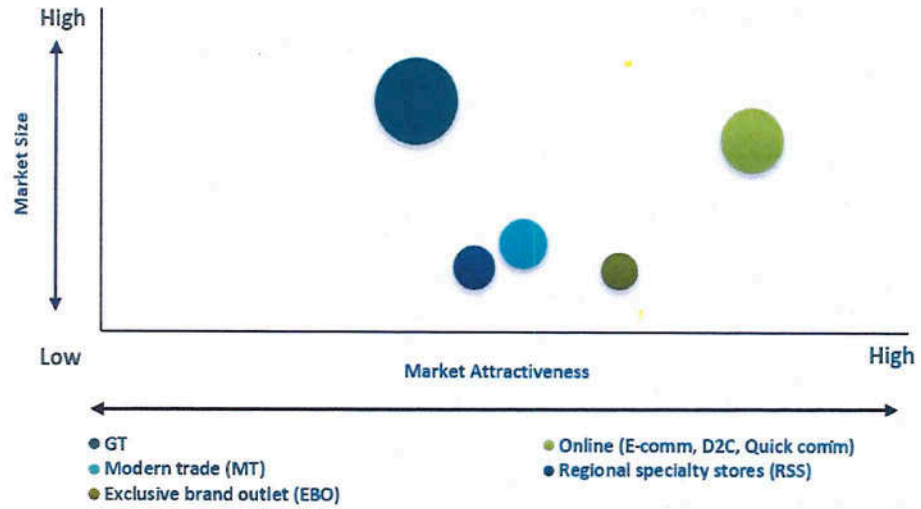
FIG NO. 4. India Digital Devices Market Revenue Share, By Sales Channel, 2025 & 2032



Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

2025	2032
The GT segment is led the market in 2025 due to the strong presence of traditional retail stores, local mobile shops, dealer networks, and neighborhood electronics outlets.	By 2032, the GT segment is expected to retain a significant leadership position as traditional retailers continue to serve semi-urban, rural, and value-conscious consumers.

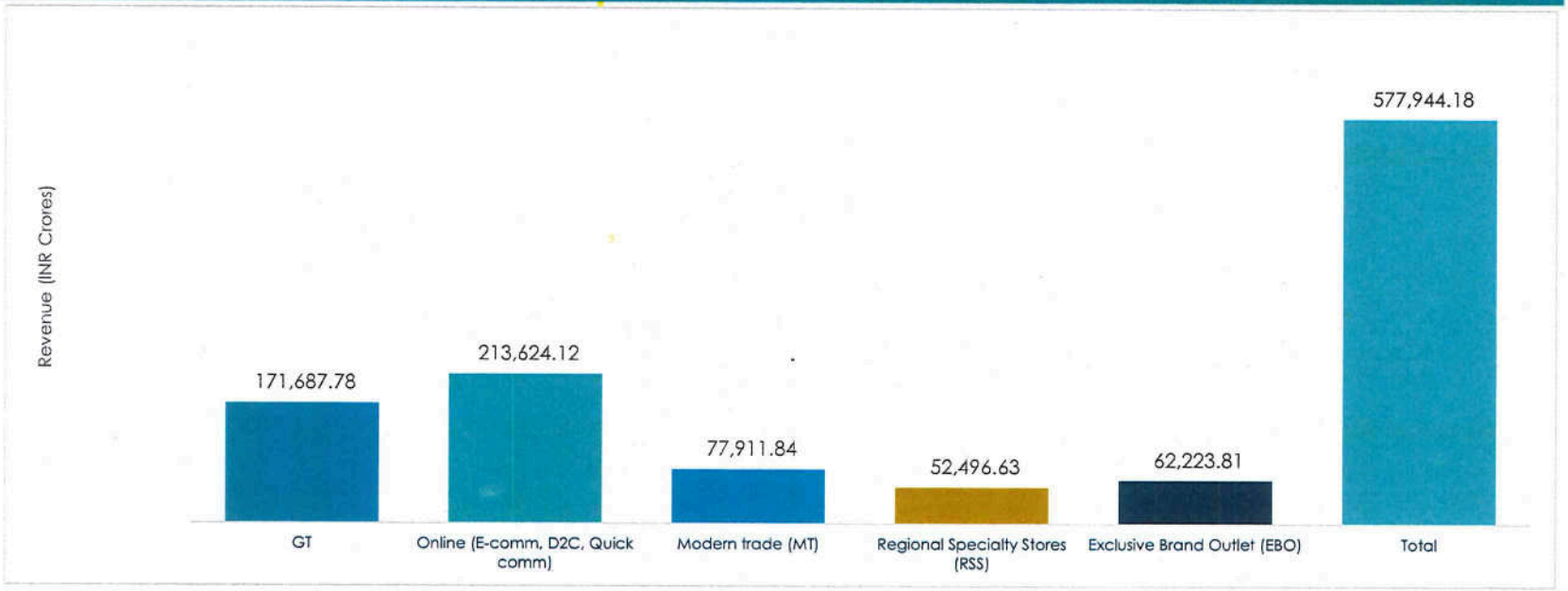
FIG NO. 5. India Digital Devices Incremental Revenue Growth Opportunity by Sales Channel, 2025 - 2032



Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

The GT segment is expected to remain the most attractive sales channel due to the strong presence of traditional retail stores, neighborhood electronics outlets, mobile shops, and dealer networks. Consumers prefer GT for physical product checking, assisted buying, immediate purchase, price negotiation, exchange support, and trust-based transactions, especially for entry-level and mid-range products.
The Online segment is expected to remain highly attractive due to rising adoption of e-commerce, D2C platforms, quick commerce, digital payments, EMI offers, exchange schemes, and doorstep delivery.
The Modern Trade segment is expected to remain attractive in urban and premium retail locations due to its organized store formats, branded display zones, product demonstrations, warranty support, and multi-brand electronics experience.

FIG NO. 6. India Digital Devices Incremental Revenue Growth Opportunity by Sales Channel, 2025 - 2032



Source: IDC, Statista, Counterpoint Research, Primary Research, Credence Research, 2026

INDIA DIGITAL DEVICES MARKET, 2021 – 2032

TABLE NO. 115. : India Digital Devices Market Revenue, By Sales Channel, 2021 – 2026 (INR crore)						
Sales Channel	2021	2022	2023	2024	2025	2026
GT	1,73,142.59	1,88,769.39	2,05,374.04	2,29,080.81	2,58,969.57	2,86,484.44
Online (E-comm, D2C, Quick comm)	96,616.68	1,05,829.95	1,14,356.96	1,29,119.42	1,44,901.25	1,58,944.76
Modern trade (MT)	57,495.20	62,831.13	68,335.66	76,913.99	87,465.50	96,346.70
Regional Specialty Stores (RSS)	44,189.32	48,273.17	52,522.81	59,220.99	67,431.71	74,201.35
Exclusive Brand Outlet (EBO)	34,318.34	38,240.69	41,622.87	45,212.17	52,161.48	59,344.23
Total	4,05,762.12	4,43,944.34	4,82,212.34	5,39,547.38	6,10,929.50	6,75,321.47

INDIA DIGITAL DEVICES MARKET, 2021 – 2032

TABLE NO. 116. : India Digital Devices Market Revenue, By Sales Channel, 2027 – 2032 (INR crore)							
Sales Channel	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
GT	3,08,046.23	3,30,634.03	3,54,226.77	3,78,792.71	4,04,288.36	4,30,657.35	**7.03%**
Online (E-comm, D2C, Quick comm)	1,83,261.10	2,10,706.01	2,41,600.30	2,76,287.19	3,15,132.74	3,58,525.37	**14.52%**
Modern trade (MT)	1,05,741.64	1,15,913.78	1,26,912.16	1,38,787.36	1,51,591.34	1,65,377.34	**9.42%**
Regional Specialty Stores (RSS)	80,660.90	87,562.57	94,923.83	1,02,761.44	1,11,091.32	1,19,928.34	**8.33%**
Exclusive Brand Outlet (EBO)	66,561.93	74,478.00	83,151.12	92,645.44	1,03,031.04	1,14,385.29	**11.56%**
Total	7,44,271.79	8,19,294.39	9,00,814.18	9,89,274.14	10,85,134.80	11,88,873.69	**9.88%**

TABLE NO. 117. : Kerala Digital Devices Market Revenue, By Sales Channel, 2021 – 2026 (INR crore)						
Sales Channel	2021	2022	2023	2024	2025	2026
GT	6,026.31	6,442.77	6,855.54	7,444.46	8,204.72	8,822.61
Online (E-comm, D2C, Quick comm)	4,351.50	4,676.45	4,943.13	5,432.10	5,949.67	6,347.31
Modern trade (MT)	3,312.35	3,552.99	3,776.88	4,133.73	4,578.61	4,906.71
Regional Specialty Stores (RSS)	1,938.12	2,077.68	2,210.05	2,426.07	2,692.97	2,880.90
Exclusive Brand Outlet (EBO)	1,007.97	1,109.99	1,182.22	1,236.39	1,401.41	1,566.78
Total	16,636.25	17,859.88	18,967.82	20,672.76	22,827.38	24,524.30

TABLE NO. 118. : Kerala Digital Devices Market Revenue, By Sales Channel, 2027 – 2032 (INR crore)							
Sales Channel	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
GT	9,405.18	10,005.48	10,621.47	11,250.74	11,890.44	12,537.30	**6.03%**
Online (E-comm, D2C, Quick comm)	7,258.98	8,280.68	9,422.79	10,696.33	12,112.91	13,684.75	**13.66%**
Modern trade (MT)	5,369.36	5,868.55	6,406.41	6,985.10	7,606.86	8,273.92	**9.10%**
Regional Specialty Stores (RSS)	3,121.55	3,377.69	3,649.84	3,938.49	4,244.09	4,567.06	**7.98%**
Exclusive Brand Outlet (EBO)	1,761.52	1,974.49	2,207.19	2,461.26	2,738.51	3,040.93	**11.69%**
Total	26,916.59	29,506.89	32,307.70	35,331.93	38,592.82	42,103.96	**9.43%**

TABLE NO. 119. : Tamil Nadu Digital Devices Market Revenue, By Sales Channel, 2021 – 2026 (INR crore)						
Sales Channel	2021	2022	2023	2024	2025	2026
GT	9,315.81	9,887.08	10,514.24	11,473.88	12,631.29	13,627.92
Online (E-comm, D2C, Quick comm)	7,486.47	7,991.71	8,439.30	9,326.35	10,204.21	10,919.52
Modern trade (MT)	6,758.01	7,201.15	7,647.38	8,410.65	9,303.78	10,005.98
Regional Specialty Stores (RSS)	2,986.98	3,179.93	3,380.37	3,734.76	4,145.04	4,445.93
Exclusive Brand Outlet (EBO)	2,708.18	2,936.56	3,121.94	3,329.68	3,736.91	4,135.23
Total	29,255.45	31,196.43	33,103.23	36,275.31	40,021.23	43,134.58

TABLE NO. 120. : Tamil Nadu Digital Devices Market Revenue, By Sales Channel, 2027 – 2032 (INR crore)							
Sales Channel	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
GT	14,755.72	15,935.98	17,165.33	18,439.26	19,828.60	21,379.50	**7.79%**
Online (E-comm, D2C, Quick comm)	12,747.51	14,839.79	17,228.02	19,946.74	23,122.78	26,884.79	**16.20%**
Modern trade (MT)	11,171.56	12,455.16	13,866.56	15,416.10	17,181.04	19,228.36	**11.50%**
Regional Specialty Stores (RSS)	4,904.15	5,400.75	5,937.91	6,517.81	7,170.31	7,919.33	**10.10%**
Exclusive Brand Outlet (EBO)	4,703.96	5,337.42	6,042.01	6,824.76	7,723.20	8,772.52	**13.35%**
Total	48,282.89	53,969.10	60,239.84	67,144.67	75,025.92	84,184.50	**11.79%**

TABLE NO. 121. : Puducherry Digital Devices Market Revenue, By Sales Channel, 2021 – 2026 (INR crore)						
Sales Channel	2021	2022	2023	2024	2025	2026
GT	232.57	242.76	273.30	313.74	359.12	400.48
Online (E-comm, D2C, Quick comm)	186.90	196.22	219.36	255.02	290.12	320.89
Modern trade (MT)	168.72	176.81	198.78	229.98	264.52	294.04
Regional Specialty Stores (RSS)	74.57	78.08	87.87	102.12	117.85	130.65
Exclusive Brand Outlet (EBO)	67.61	72.10	81.15	91.05	106.25	121.52
Total	730.37	765.98	860.46	991.90	1,137.86	1,267.58

TABLE NO. 122. : Puducherry Digital Devices Market Revenue, By Sales Channel, 2027 – 2032 (INR crore)							
Sales Channel	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
GT	429.77	460.11	491.39	523.46	556.16	589.27	**6.65%**
Online (E-comm, D2C, Quick comm)	371.28	428.46	493.18	566.26	648.55	741.01	**14.97%**
Modern trade (MT)	325.38	359.61	396.96	437.64	481.90	529.98	**10.32%**
Regional Specialty Stores (RSS)	142.84	155.93	169.98	185.03	201.11	218.28	**8.93%**
Exclusive Brand Outlet (EBO)	137.01	154.10	172.96	193.74	216.62	241.79	**12.15%**
Total	1,406.26	1,558.22	1,724.47	1,906.13	2,104.35	2,320.32	**10.60%**

TABLE NO. 123. : Rest of India Digital Devices Market Revenue, By Sales Channel, 2021 – 2026 (INR crore)						
Sales Channel	2021	2022	2023	2024	2025	2026
GT	1,57,567.90	1,72,196.78	1,87,730.96	2,09,848.73	2,37,774.44	2,63,633.43
Online (E-comm, D2C, Quick comm)	84,591.81	92,965.55	1,00,755.15	1,14,105.95	1,28,457.25	1,41,357.04
Modern trade (MT)	47,256.13	51,900.18	56,712.63	64,139.64	73,318.59	81,139.98
Regional Specialty Stores (RSS)	39,189.64	42,937.48	46,844.51	52,958.03	60,475.84	66,743.87
Exclusive Brand Outlet (EBO)	30,534.58	34,122.05	37,237.57	40,555.06	46,916.91	53,520.70
Total	3,59,140.05	3,94,122.04	4,29,280.82	4,81,607.41	5,46,943.03	6,06,395.02

TABLE NO. 124. : Rest of India Digital Devices Market Revenue, By Sales Channel, 2027 – 2032 (INR crore)							
Sales Channel	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
GT	2,83,455.55	3,04,232.46	3,25,948.58	3,48,579.25	3,72,013.16	3,96,151.29	**7.02%**
Online (E-comm, D2C, Quick comm)	1,62,883.33	1,87,157.08	2,14,456.30	2,45,077.86	2,79,248.50	3,17,214.81	**14.42%**
Modern trade (MT)	88,875.35	97,230.46	1,06,242.24	1,15,948.51	1,26,321.54	1,37,345.08	**9.17%**
Regional Specialty Stores (RSS)	72,492.37	78,628.21	85,166.10	92,120.11	99,475.80	1,07,223.67	**8.22%**
Exclusive Brand Outlet (EBO)	59,959.45	67,011.98	74,728.95	83,165.68	92,352.71	1,02,330.05	**11.41%**
Total	6,67,666.05	7,34,260.19	8,06,542.17	8,84,891.41	9,69,411.72	10,60,264.90	**9.76%**

Chapter No. 9 : Tamil Nadu and Kerala Digital Devices Market Analysis, Insights & Forecast, by District Tier

Tamil Nadu Digital Devices Market by District Tier

TABLE NO. 125. : Tamil Nadu Digital Devices Market by District Tier, 2021 – 2026 (INR crore)

Tier	2021	2022	2023	2024	2025	2026
Tier 1	9,961.5	10,598.4	11,216.5	12,254.3	13,481.8	14,485.2
Tier 2	7,542.1	7,985.4	8,419.8	9,175.2	10,053.7	10,765.2
Tier 3	5,295.2	5,733.0	6,166.8	6,840.1	7,646.9	8,354.3
Tier 4	3,829.5	4,083.9	4,334.0	4,750.0	5,241.4	5,649.9
Tier 5	2,627.1	2,795.8	2,966.1	3,255.7	3,597.5	3,879.9
Total	29,255.45	31,196.43	33,103.23	36,275.31	40,021.23	43,134.58

TABLE NO. 126. : Tamil Nadu Digital Devices Market by District Tier, 2027 – 2032 (INR crore)							
Tier	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Tier 1	16,218.9	18,109.1	20,198.2	22,496.6	25,118.4	28,163.6	**11.72%**
Tier 2	11,976.3	13,305.3	14,742.8	16,311.8	18,091.4	20,148.3	**11.01%**
Tier 3	9,532.5	10,832.1	12,316.6	13,980.1	15,902.4	18,159.4	**13.81%**
Tier 4	6,292.6	7,010.6	7,777.0	8,614.7	9,565.9	10,666.3	**11.17%**
Tier 5	4,262.5	4,712.0	5,205.2	5,741.4	6,347.8	7,046.9	**10.46%**
Total	48,282.89	53,969.10	60,239.84	67,144.67	75,025.92	84,184.50	**11.79%**

Kerala Digital Devices Market by District Tier

TABLE NO. 127. : Kerala Digital Devices Market by District Tier, 2021 – 2026 (INR crore)						
Tier	2021	2022	2023	2024	2025	2026
Tier 1	5,664.6	6,067.5	6,427.0	6,983.6	7,689.7	8,235.6
Tier 2	4,288.8	4,571.6	4,824.4	5,228.8	5,734.4	6,120.6
Tier 3	3,011.2	3,282.1	3,533.5	3,898.1	4,361.6	4,749.9
Tier 4	2,177.7	2,338.1	2,483.4	2,707.0	2,989.6	3,212.3
Tier 5	1,493.9	1,600.6	1,699.5	1,855.4	2,052.0	2,205.9
Total	16,636.25	17,859.88	18,967.82	20,672.76	22,827.38	24,524.30

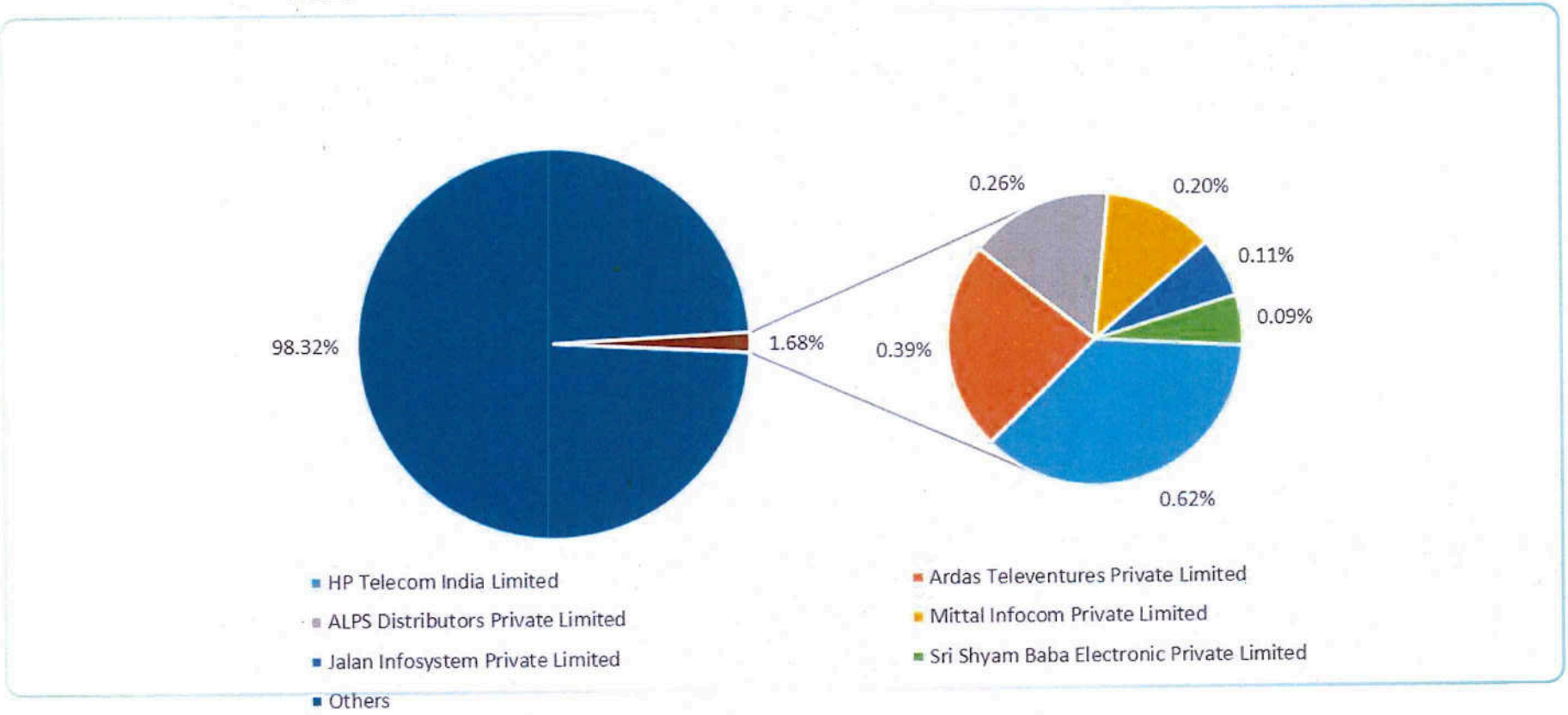
TABLE NO. 128. : Kerala Digital Devices Market by District Tier, 2027 – 2032 (INR crore)							
Tier	2027	2028	2029	2030	2031	2032	CAGR (2026 to 2032)
Tier 1	9,041.7	9,900.9	10,832.7	11,837.8	12,920.7	14,085.7	**9.36%**
Tier 2	6,676.5	7,274.5	7,906.8	8,583.4	9,306.1	10,077.0	**8.66%**
Tier 3	5,314.1	5,922.3	6,605.6	7,356.4	8,180.1	9,082.2	**11.41%**
Tier 4	3,508.0	3,833.0	4,171.0	4,533.1	4,920.6	5,334.6	**8.82%**
Tier 5	2,376.3	2,576.2	2,791.7	3,021.2	3,265.3	3,524.5	**8.12%**
Total	26,916.59	29,506.89	32,307.70	35,331.93	38,592.82	42,103.96	**9.43%**

The district-tier analysis is where the under-penetration opportunity becomes most tangible. In both Kerala and Tamil Nadu, premium digital device's share is concentrated in Tier 1 districts (around 22-25%) and falls steadily through Tier 2 (18-19%), Tier 3 (13-14%), Tier 4 (~9%) and Tier 5 (7% or below). In other words, premium digital device are well established in the metros but sharply underpenetrated across the Tier 2, Tier 3, Tier 4 and Tier 5 districts, where the large majority of the population lives and where device demand is now growing fastest.

As affordability improves through EMI, exchange and financing schemes, and as digital adoption deepens in smaller towns, premium digital device's share in the lower tiers has substantial room to converge toward the metro levels. The lower-tier districts collectively represent a large, still-uncaptured premium base - a market that is underpenetrated today that has not yet reached it at scale.

ALPS Digital Devices Limited's expansion strategy is focused on the growing adoption of digital devices across underpenetrated Tier 2 to Tier 5 markets. Its established presence across Kerala, Tamil Nadu and Puducherry provides a strong platform to support the broader penetration of premium digital devices beyond major metropolitan centers. As access to digital devices improves and consumer demand for higher-value products increases across smaller cities and districts, the expansion of these markets is expected to provide additional growth opportunities for ALPS Digital Devices Limited.

10.1. Revenue Share of Key General Trade Digital Device Distributors in India, 2025



10.1.1. Revenue Share of Key General Trade Digital Device Distributors in India, 2025

Company	Primary Geography	Revenue in INR crore, 2025	Share %, 2025
HP Telecom India Limited	Gujarat, Madhya Pradesh, Chhattisgarh, Western UP	1,596.15	0.62%
Ardas Tele Ventures Private Limited	Rajasthan	1,007.29	0.39%
ALPS Digital Devices Limited	**Kerala, Tamil Nadu, Puducherry**	**684.76**	**0.26%**
Mittal Infocom Private Limited	Maharashtra & Goa	526.59	0.20%
Jalan Infosystem Private Limited	Eastern India	286.24	0.11%
Sri Shyam Baba Electronic Private Limited	Telangana & Andhra Pradesh	242.54	0.09%

Source: IDC, Statista, Primary Research, Credence Research, 2026

ALPS Digital Devices Limited has emerged as one of the fastest-growing and increasingly influential players in Premium Digital Devices in India, demonstrating a growth trajectory that is substantially ahead of most competing distributors. The company's revenue increased from INR 684.76 crore in FY 2025 to INR 1,159.35 crore in FY 2026, representing a remarkable 69.30% YoY growth so far. This performance is particularly notable against the overall India Digital Devices Market growth of approximately 10.54% during the same period. Among the major digital devices channel partners assessed, ALPS Digital Devices Limited recorded the strongest revenue expansion, significantly exceeding the growth achieved by Jalan Infosystem Private Limited (23.89%), Mittal Infocom Private Limited (20.28%), Ardas Tele Ventures Private Limited (19.10%) and Sri Shyam Baba Electronic Private Limited (12.02%).

Several established distributors experienced relatively modest growth or only marginal changes in their market positions. While HP Telecom India Limited remained the largest individual player, with revenue increasing from INR 1,596.15 crore in FY 2025 to INR 2,391.68 crore in FY 2026, exhibiting the growth of around 49.84%. Compared with several established players that experienced relatively modest growth or only marginal changes in their market positions, ALPS Digital Devices Limited demonstrated a stronger growth trajectory. Supported by 69.30% revenue growth, substantial share gains, and growth significantly above the overall market, the company is strengthening its competitive position. Its strong growth trajectory indicates increasing scale and market presence, allowing it to progressively narrow the gap with established players and emerge as an increasingly relevant participant in India's digital devices market.

10.2. Alps Digital Devices Limited: Key Financial Performance

Key Financial Performance	Fiscal 2026	Fiscal 2025	Fiscal 2024
Revenue from operations	1,15,935.59	68,476.11	58,704.70
EBITDA	2,314.96	1,294.62	1,024.54
EBITDA Margin	2.00%	1.89%	1.75%
PAT	1,653.38	776.74	659.45
PAT Margin	1.43%	1.13%	1.12%
Net Worth	3,615.89	1,962.51	1,086.77
Return on Net Worth	45.73%	39.58%	60.68%
RoCE (%)	31.11%	27.36%	38.29%

*All figures in ₹ lakhs, except margins and ratios (%)

10.3. HP Telecom India Limited: Key Financial Performance

Key Financial Performance	Fiscal 2026	Fiscal 2025	Fiscal 2024
Revenue from operations	2,39,168.63	1,59,615.81	1,05,891.92
EBITDA	4,094.21	2,621.59	-132.41
EBITDA Margin	1.71%	1.64%	-0.13%
PAT	2,548.80	1,257.84	859.06
PAT Margin	1.07%	0.79%	0.81%
Net Worth	10,095.01	7,546.21	2,912.22
Return on Net Worth	25.25%	16.67%	29.50%
RoCE (%)	43.46%	33.31%	66.00%

*All figures in ₹ lakhs, except margins and ratios (%)

Chapter No. 11 : Company Profile

11.1. ALPS Digital Devices Limited

11.1.1. Company Overview

Company Logo	
Website	www.alpsd.in
Establishment	2014
Overview	ALPS Digital Devices Limited, incorporated in 2014 and headquartered in Kochi, Kerala. The company is operating within the digital devices market ecosystem across Kerala, Tamil Nadu and Puducherry, with operations spanning cities including Kochi, Thrissur, Thiruvananthapuram, Kozhikode, Coimbatore, Chennai, Tiruchirappalli and Madurai. Its activities encompass digital device retail ecosystem development, channel enablement, product availability and partner support, connecting leading technology products with a broad network of retail and business customers. Through its regional presence and established channel relationships, ALPS Digital Devices Limited contributes to the availability and market reach of digital devices across the three focus territories.

Location

Door No. Old No 28/73-A, G-63 (New Door No. 55/849/A), Elders Forum Road, Panampilly Nagar, Ernakulam, Ernakulam, Kerala, India, 682036

Competitors

HP Telecom India Limited
Ardas Tele Ventures Private Limited
Mittal Infocom Private Limited
Jalan Infosystem Private Limited
Sri Shyam Baba Electronic Private Limited

Contact Information

Kerala, India

Phone: +91 99958 09758

Email: admin@alpsd.com

11.1.2. Product Portfolio

Product	Description
Smartphone, Tablets, Smartwatches, Laptop and Computers, Earphones and Headphones, Charging & Connectivity and Other Products	Smartphones: Mobile communication devices featuring touchscreen displays, advanced processors, cameras, connectivity capabilities, and operating systems for communication, entertainment, productivity, and internet access. Tablets: Portable touchscreen computing devices designed for web browsing, multimedia consumption, communication, productivity, education, and other everyday applications. Smartwatches: Wearable electronic devices that provide timekeeping, notifications, activity tracking, health and fitness monitoring, communication, and connectivity features. Laptop and Computers: Portable personal computers equipped with processors, displays, memory, storage, wireless connectivity, and integrated input devices for professional, educational, and personal use. Earphones and Headphones: Personal audio devices, including wired and wireless variants, designed for music, media consumption, calls, gaming, and other audio applications. Charging & Connectivity: Power and connectivity accessories, including charging adapters, USB cables, power supplies, and related accessories used for charging, data transfer, and device connectivity. Other Products: Additional consumer technology products and accessories, including TVs, keyboards, mice, styluses, tracking devices, etc.

11.1.3. ALPS Digital Devices Limited - Growth Potential Assessment

ALPS Digital Devices Limited, established in 2014 and headquartered in Kochi, is an authorised channel partner supporting the market presence of a premium digital device brand across Kerala, Tamil Nadu and Puducherry.

Position in Its Core Market

ALPS Digital Devices Limited has established a leading position in Kerala's premium digital devices market, complemented by a significant and expandable presence in Tamil Nadu and Puducherry. This geographic footprint provides the company with a strong and defensible position across three of India's high-potential southern markets.

Region	Fiscal 2026		Fiscal 2025		Fiscal 2024	
	₹ in lakhs	(% of revenue)	₹ in lakhs	(% of revenue)	₹ in lakhs	(% of revenue)
Kerala	88,335.29	76.19%	57,507.82	83.98%	54,227.93	92.37%
Tamil Nadu	26,041.22	22.46%	10,541.46	15.39%	4,462.98	7.60%
Puducherry	1,559.08	1.34%	426.84	0.62%	13.79	0.02%
Total	**1,15,935.59**	**100.00%**	**68,476.11**	**100.00%**	**58,704.70**	**100.00%**

District Tier Level	Fiscal 2026		Fiscal 2025		Fiscal 2024	
	₹ in lakhs	(% of revenue)	₹ in lakhs	(% of revenue)	₹ in lakhs	(% of revenue)
Tier 1	29,030.04	25.04%	12,655.81	18.48%	9,136.79	15.56%
Tier 2	19,184.25	16.55%	14,725.81	21.51%	16,810.48	28.64%
Tier 3	49,750.32	42.91%	30,514.21	44.56%	23,877.46	40.67%
Tier 4	11,905.94	10.27%	6,880.41	10.05%	5,555.33	9.46%
Tier 5	6,065.05	5.23%	3,699.87	5.40%	3,324.64	5.66%
Total	**1,15,935.59**	**100.00%**	**68,476.11**	**100.00%**	**58,704.70**	**100.00%**

Growth Potential

- ALPS Digital Devices Limited focuses exclusively on premium digital devices, representing the highest per-buyer-spend category in the market. As the per-capita expenditure analysis shows, each premium transaction carries three to four times the value of a mass-market sale, allowing revenue to scale rapidly with modest volume gains.
- The premium brand recorded its strongest year in India in 2025 with a record value share, while the premium and super-premium bands remain among the fastest-growing segments of the market. As an authorised channel partner, ALPS Digital Devices Limited is well positioned to benefit directly from this momentum.
- ALPS Digital Devices Limited supports close to 1,100+ active customers operating across 54 districts, providing local demand visibility, fast replenishment, and strong retailer relationships that are difficult for new entrants to replicate.
- Rising disposable incomes, EMI and exchange-offer penetration, expanding premium brand retail and reseller presence in the South, and growing aspirational demand all widen the premium buyer base ALPS serves.
- Beyond premium digital devices, capturing multi-product ecosystem spend per customer and lifting revenue per relationship over time.

11.1.4. Tier-2 to Tier-5 Expansion Opportunity

ALPS Digital Devices Limited is actively extending its market presence beyond metro and Tier-1 centres into Tier-2 to Tier-5 smaller towns across Kerala, Tamil Nadu and Puducherry. This is precisely the segment that represents the next growth frontier for the India Digital Devices Market, and it represents a large uncatered demand pool that ALPS Digital Devices Limited is structurally well positioned to convert. As premiumisation and brand ecosystem adoption extend beyond the largest cities, the company's established presence across smaller and underserved geographies provides a clear pathway for future growth.

The Size of the Uncatered Opportunity

Kerala, Tamil Nadu and Puducherry together contain several hundred urban centres below the Tier-1, the large majority of which remain thinly served by organised premium-device distribution. ALPS Digital Devices Limited today operates 1,100+ active customers operating across 54 districts, but these are concentrated in the larger towns; the smaller-town and semi-urban layer beneath them is where the headroom lies. The indicative framing below shows why the untapped base is a multiple of the currently addressed one.

Dimension	Currently Addressed	Uncatered / Headroom
Geographic layer	Metro, Tier-1, larger Tier-2 towns	Tier-3, Tier-4, and Tier-5 (small towns / semi-urban belts)
Active Customers	1,100+ active customers operating across 54 districts	Substantial small-town base still to be added
GT Market Share	59% share in Kerala and 15.53% share in Tamil Nadu	Clear runway to lift toward the ~59.28% Kerala benchmark
Buyer type	Existing premium and upgrade buyers	First-time premium and aspirational upgraders

Why ALPS Digital Devices Limited Is Positioned to Capture It

- ALPS Digital Devices Limited already reaches Tier-3 and Tier-4 consumers efficiently through its dealer network; extending the same reach into adjacent smaller towns is an incremental, low-risk expansion rather than a new capability.
- Organised premium and brand-authorised channel partners are sparse in Tier-3 to Tier-5 towns. Establishing dealer relationships and inventory presence early builds a defensible position before national players and online channels deepen there.
- Growing disposable incomes, widespread EMI and exchange-offer penetration, and affordable financing are bringing premium devices within reach of small-town buyers for the first time, expanding the very base ALPS Digital Devices Limited serves.

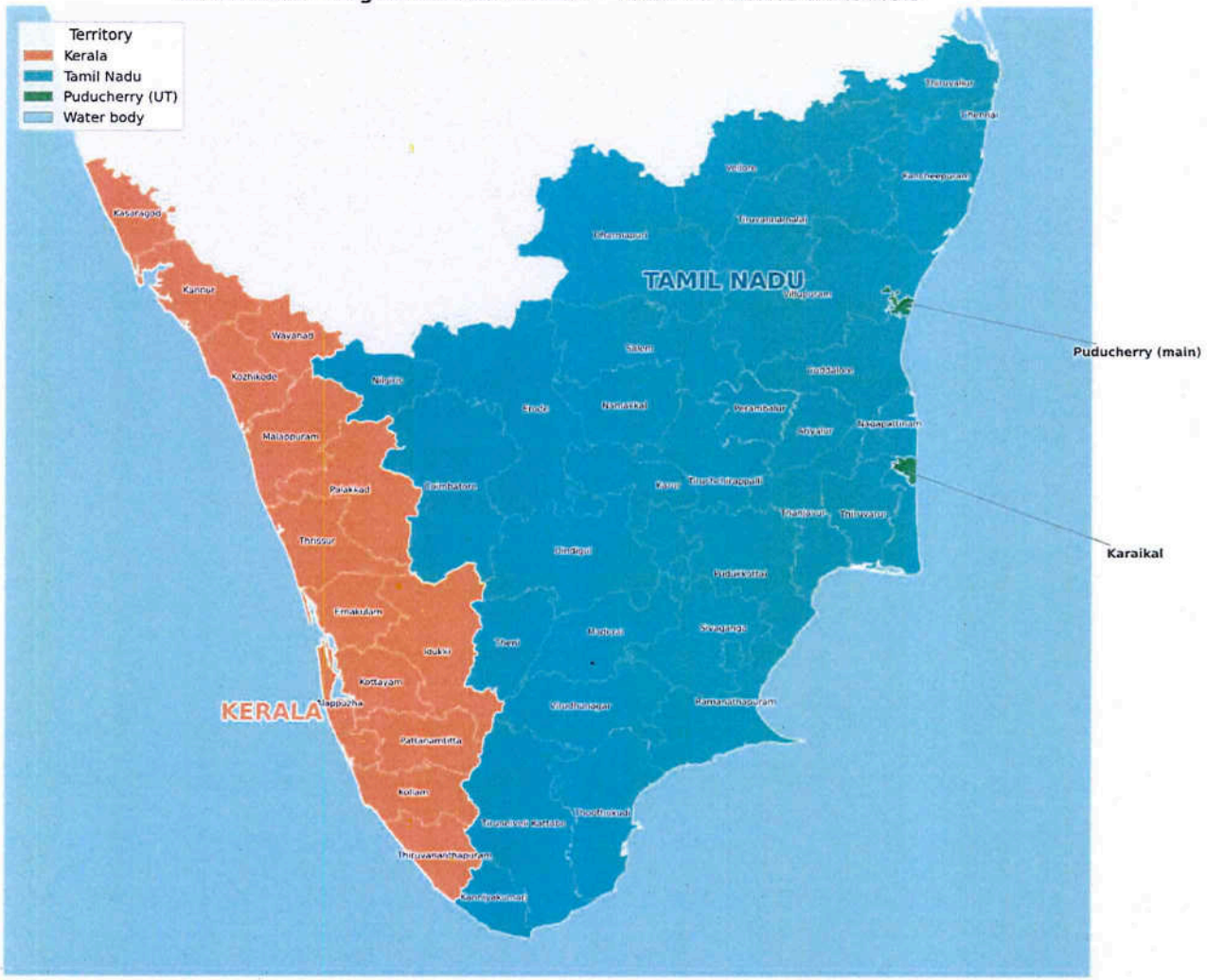
- Affordable 4G/5G, digital payments, online education, e-governance, OTT, and social commerce are lifting device demand fastest in exactly these under-penetrated markets, accelerating both first-time purchases and upgrade cycles.
- Each new premium buyer added in a small town carries three to four times the device spend of a mass-market handset buyer.
- Localised inventory, fast replenishment, in-person demonstration, financing facilitation, and after-sales support are decisive in smaller towns where consumers value trust and service, and are difficult for pure-online channels to replicate.

Expansion Levers and Expected Payoff

- Layering additional customers beneath the existing 1,100+ active customers operating across 54 districts consolidates ALPS Digital Devices Limited's leadership and pre-empts competitors.
- Promoting EMI, exchange, and festive schemes in smaller towns converts aspirational demand into first-time premium purchases faster.

The Tier-2 to Tier-5 layer of Kerala, Tamil Nadu and Puducherry is a large, still-uncatered opportunity. ALPS Digital Devices Limited combines an authorised mandate, a proven small-town reach model, and high value per buyer, positioning it to grow well ahead of the broader market as digital and premium adoption deepens across these under-served geographies.

South India — Digital Devices Market · Focus Territories & Districts



District Tier Classification: Tamil Nadu, Kerala & Puducherry

State / UT	District	Tier	Tier Category
Tamil Nadu	Chennai	Tier 1	Metro / Primary
Tamil Nadu	Coimbatore	Tier 1	Metro / Primary
Tamil Nadu	Chengalpattu	Tier 2	Large city
Tamil Nadu	Kanchipuram	Tier 2	Large city
Tamil Nadu	Madurai	Tier 2	Large city
Tamil Nadu	Tiruppur	Tier 2	Large city
Tamil Nadu	Trichy	Tier 2	Large city
Tamil Nadu	Dindigul	Tier 3	Mid-size town
Tamil Nadu	Erode	Tier 3	Mid-size town
Tamil Nadu	Salem	Tier 3	Mid-size town
Tamil Nadu	Thanjavur	Tier 3	Mid-size town
Tamil Nadu	Thoothukudi	Tier 3	Mid-size town
Tamil Nadu	Tirunelveli	Tier 3	Mid-size town
Tamil Nadu	Tiruvallur	Tier 3	Mid-size town
Tamil Nadu	Vellore	Tier 3	Mid-size town
Tamil Nadu	Cuddalore	Tier 4	Small town / semi-urban
Tamil Nadu	Dharmapuri	Tier 4	Small town / semi-urban
Tamil Nadu	Kanyakumari	Tier 4	Small town / semi-urban
Tamil Nadu	Karur	Tier 4	Small town / semi-urban
Tamil Nadu	Krishnagiri	Tier 4	Small town / semi-urban
Tamil Nadu	Nagapattinam	Tier 4	Small town / semi-urban
Tamil Nadu	Namakkal	Tier 4	Small town / semi-urban
Tamil Nadu	Pudukkottai	Tier 4	Small town / semi-urban
Tamil Nadu	Ranipet	Tier 4	Small town / semi-urban
Tamil Nadu	Sivaganga	Tier 4	Small town / semi-urban
Tamil Nadu	Theni	Tier 4	Small town / semi-urban
Tamil Nadu	Tiruvannamalai	Tier 4	Small town / semi-urban

Tamil Nadu	Viluppuram	Tier 4	Small town / semi-urban
Tamil Nadu	Virudhunagar	Tier 4	Small town / semi-urban
Tamil Nadu	Ariyalur	Tier 5	Emerging / rural
Tamil Nadu	Kallakurichi	Tier 5	Emerging / rural
Tamil Nadu	Mayiladuthurai	Tier 5	Emerging / rural
Tamil Nadu	Nilgris	Tier 5	Emerging / rural
Tamil Nadu	Perambalur	Tier 5	Emerging / rural
Tamil Nadu	Ramanathapuram	Tier 5	Emerging / rural
Tamil Nadu	Tenkasi	Tier 5	Emerging / rural
Tamil Nadu	Thiruvarur	Tier 5	Emerging / rural
Tamil Nadu	Tirupathur	Tier 5	Emerging / rural
Kerala	Ernakulam	Tier 1	Metro / Primary
Kerala	Calicut	Tier 2	Large city
Kerala	Thrissur	Tier 2	Large city
Kerala	Trivandrum	Tier 2	Large city
Kerala	Kannur	Tier 3	Mid-size town
Kerala	Kollam	Tier 3	Mid-size town
Kerala	Kottayam	Tier 3	Mid-size town
Kerala	Malappuram	Tier 3	Mid-size town
Kerala	Palakkad	Tier 3	Mid-size town
Kerala	Alappuzha	Tier 4	Small town / semi-urban
Kerala	Pathanamthitta	Tier 4	Small town / semi-urban
Kerala	Idukki	Tier 5	Emerging / rural
Kerala	Kasargode	Tier 5	Emerging / rural
Kerala	Wayanad	Tier 5	Emerging / rural
Puducherry (UT)	Puducherry	Tier 3	Mid-size town
Puducherry (UT)	Karaikal	Tier 5	Emerging / rural

11.2. HP Telecom India Limited

11.2.1. Company Overview

Company Logo	HPTI
Website	www.hvciipl.com
Establishment	2011
Overview	HP Telecom India Limited is an India-based telecommunications and technology products channel partner company established in 2011 and headquartered in Surat, Gujarat. The company operates within the digital devices and connected consumer technology ecosystem, covering smartphones, tablets, laptops, smartwatches, audio devices, mobile accessories and other connected technology products. HPTL works with technology brands, national-level suppliers, retailers and other channel partners to support product availability across multiple markets in India. The company has developed a strong presence in the premium digital devices segment through its association with select brands, supporting products across Smartphones, Tablets, Smartwatches, Laptops, Earphones, Charging & Connectivity Accessories and other products across designated territories. HP Telecom India Limited's market presence covers Gujarat, Madhya Pradesh, Chhattisgarh and Uttar Pradesh, supported by an extensive network of regional channel partners and retail relationships.

Location

Plot No-97, 1st Floor, Om Square, Near Ishwar Farm, BRTS Canal Road, Bhatar, Althan, Surat, Gujarat, India, 395017

Competitors

ALPS Digital Devices Limited, Mittal Infocom Private Limited, Jalan Infosystem Private Limited, Sri Shyambaba Electronic Private Limited and Ardas Tele ventures Private Limited

Contact Information

Surat, Gujarat, India

Phone: 93274 81169

Email: cs@hvciipl.com

11.2.2. Product Portfolio

Product	Description
Product	The company supplier a range of connected devices including Smartphone, Tablets, Smartwatches, Laptops, Earphones, Charging & Connectivity Accessories and Others. These products address consumer demand across communication, entertainment, productivity, health and connected lifestyle applications.

11.3. Ardas Tele Ventures Private Limited

11.3.1. Company Overview

Establishment	2010
Overview	Ardas Tele Ventures Private Limited is an India-based consumer electronics and digital-devices channel partner company established in 2010 and headquartered in Ajmer, Rajasthan. The company is engaged in the wholesale and retail trade of electronic products and operates through warehouse and retail/sales channels. Its active GST registrations and business classifications support its continued presence in India's digital devices ecosystem. The company has a demonstrated presence in the mobile-device business, with activities focused on the sale and market presence of smartphone products. Historical transaction and legal records identify Ardas Tele Ventures Private Limited as a seller of premium smartphones across India, while recent professional activity associated with the company continues to indicate participation in the OEM sales ecosystem.

Location

H. No. 102, Makhija Tower,
Prabhat, Ajmer – 305001,
Rajasthan, India

Competitors

ALPS Digital Devices Limited,
HP Telecom India Limited,
Mittal Infocom Private Limited,
Jalan Infosystem Private
Limited, Sri Shyambaba
Electronic Private Limited

Contact Information

Ajmer, Rajasthan, India

Email: accounts@ardasmail.com

11.3.2. Product Portfolio

Product	Description
Smartphones & Mobile Devices	The company has been involved in the **sale and market presence of premium smartphones**, with historical invoices confirming sales of several models and legal records describing its participation in the premium smartphone business across India.
Mobile Accessories & Others	The company's broader electronics trading and mobile-device operations provide exposure to related electronic products and mobile accessories.

11.4. Mittal Infocom Private Limited

11.4.1. Company Overview

Company Logo	mittal
Website	www.mittalone.com
Establishment	2013
Overview	Mittal Infocom Private Limited is an India-based mobile and digital-device channel partner headquartered in Pune, Maharashtra. The company operates as an authorized channel partner for premium products and has developed an extensive market presence across Maharashtra and Goa, with its designated responsibilities now also covering Mumbai. It supports downstream retail partners through product availability, warehousing, logistics, channel management and sales support. The company has a strong presence in premium brand's consumer-device ecosystem and offers products across smartphones, tablets, laptops, smartwatches and personal-audio categories. Mittal Infocom Private Limited works with more than 1,200 retail partners and operates through seven offices and warehouses, providing it with a significant regional market presence.

Location

Office No. 11 & 12, 4th Floor, Suyog Platinum Tower, Off Mangaldas Road, Beside Hotel Conrad, Bund Garden, Sangamvadi, Pune – 411001, Maharashtra, India

Competitors

ALPS Digital Devices Limited, HP Telecom India Limited, Jalan Infosystem Private Limited, Sri Shyambaba Electronic Private Limited, Ardas Tele Ventures Private Limited

Contact Information

Pune – 411001, Maharashtra, India

Phone: +91 99230 00509

Email: contact@mittalone.com

11.4.2. Product Portfolio

Product	Description
Smartphones & Tablets	Mittal Infocom Private Limited's portfolio includes smartphones and tablets, addressing premium demand across consumer, professional, education and entertainment applications.
Laptops & Personal Computing Devices	The company's portfolio includes laptop products, providing exposure to the premium laptop segment serving students, professionals, creators and enterprise users.
Smartwatches & Wearables	Mittal Infocom Private Limited's portfolio includes smartwatches, extending its presence across the wearable technology segment.
Earphones & Audio Devices	The company's portfolio includes premium wireless earphones and personal audio products, supporting its presence in the personal-audio segment.

11.5. Jalan Infosystem Private Limited

11.5.1. Company Overview

Company Logo	Jalan Infosystem Private Limited
Website	www.jalan.co.in
Establishment	2000
Overview	Jalan Infosystem Private Limited is an India-based technology and telecom products channel partner company established in 2000 and headquartered in Kolkata, West Bengal. The company specializes in smartphones, premium electronics and related digital devices, working with leading technology brands and a broad network of retail partners across Eastern India. Its operations are supported by warehousing, logistics, channel management and retailer-support capabilities. The company has developed strong relationships with consumer technology brands. Jalan Infosystem Private Limited's market presence covers West Bengal, Jharkhand and the Northeast, with branch and warehouse operations historically including Kolkata, Howrah, Midnapore, Asansol, Ranchi and Guwahati. Its current positioning is particularly strong in premium smartphones and consumer electronics.

Location

Diamond Prestige, Unit No. 005 & 006, Ground Floor, 41A, A.J.C. Bose Road, Kolkata – 700017, West Bengal, India

Competitors

ALPS Digital Devices Limited, Mittal Infocom Private Limited, HP Telecom India Limited, Sri Shyambaba Electronic Private Limited, Ardas Tele Ventures Private Limited

Contact Information

Kolkata, West Bengal, India

Phone: 033 6135 4400

Email: info@jalan.co.in

11.5.2. Product Portfolio

Product	Description
Products	Jalan Infosystem Private Limited has a presence across Smartphones, Tablets, Smartwatches, Laptops, Earphones, Charging & Connectivity Accessories and other digital device categories.

11.6. Sri Shyam Baba Electronic Private Limited

11.6.1. Company Overview

Website	www.srishyam.co.in
Establishment	2016
Overview	Sri Shyam Baba Electronic Private Limited is a Hyderabad-based digital devices and consumer electronics channel partner incorporated in 2016. The company operates primarily across Telangana and Andhra Pradesh, supporting the availability and market reach of technology products through dealer, retailer and channel-partner networks. Current GST records classify its activities across wholesale business, retail business, warehouse/depot and sales-office operations. The company has established relationships with major consumer technology brands, with its current corporate profile identifying it as a regional channel partner for these brands in Telangana and Andhra Pradesh. In 2026, the company also expanded its technology portfolio through a new association with HP for Telangana, strengthening its presence beyond mobile devices into personal computing products.

Location

15-7-260 & 15-7-260/E, Osmania Hospital Road, Muslim Jung Bridge, Begum Bazar, Hyderabad – 500012, Telangana, India

Competitors

ALPS Digital Devices Limited, Jalan Infosystem Private Limited, Mittal Infocom Private Limited, HP Telecom India Limited and Ardas Tele Ventures Private Limited

Contact Information

Hyderabad, Telangana, India

Phone: +91 90300 90030

Email: mail@srishyam.co.in

11.6.2. Product Portfolio

Product	Description
Product	The company has presence across Smartphones, Tablets, Smartwatches, Laptops, Earphones, Charging & Connectivity Accessories and other digital device categories.

For Credence Research Inc.
Proprietor

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