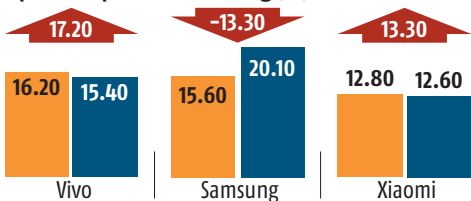


Smartphone shipments grew 11.5% in Q1 CY24

TOP 3 INDIAN SMARTPHONE MAKERS

■ Q1 '24 ■ Q1 '23 ■ Y-o-Y chg (%)



Source: IDC Quarterly Mobile Phone Tracker, May 2024

SHIVANI SHINDE

Mumbai, 14 May

India's smartphone market grew by 11.5 per cent in the first quarter of calendar year (CY) 2024 on a year-on-year basis to 34 million units. This is the third consecutive quarter of growth in shipments, International Data Corporation's (IDC) Worldwide Quarterly Mobile Phone Tracker said.

However, the firm expects the overall growth for smartphones to be in mid-single digits for 2024.

"The first few months of the year have provided momentum for the smartphone market in India. However, the second half of the year will be crucial. IDC estimates a modest overall annual growth in the mid-single digits for 2024," says Navkendar Singh, Associate Vice President, Devices Research, IDC.