

## **Insights - The exploding mobile market in India.**

- ✍ From a mere 5 million subscribers just 4 years ago, India is fast emerging as the fastest growing mobile subscriber market in the world. Arguably, India would overtake China in terms of mobile handset sales by the year 2010. This insight seeks to present an alternate viewpoint to one of the likely impediments to the continued growth of the mobile subscriber base.
- ✍ It is very clear that we "wear" our mobiles. The product category has quickly transcended the functionality of voice calls. Simultaneously, it is also clear that the plain vanilla mobile for voice calls is not going to be the most lucrative. The cosmetics of the mobile as also its enhanced functionality are both receiving increased attention from the handset manufacturers.
- ✍ For the Indian market to explode into 400 or 500 million subscribers from the current, it is a certainty that women must be enlisted in large numbers and across age groups.
- ✍ Yet the predominant attire that women in India adopt is the saree. And the large majority of them do not carry handbags.
- ✍ How will they carry their mobiles? Is there a major design opportunity to enable this?