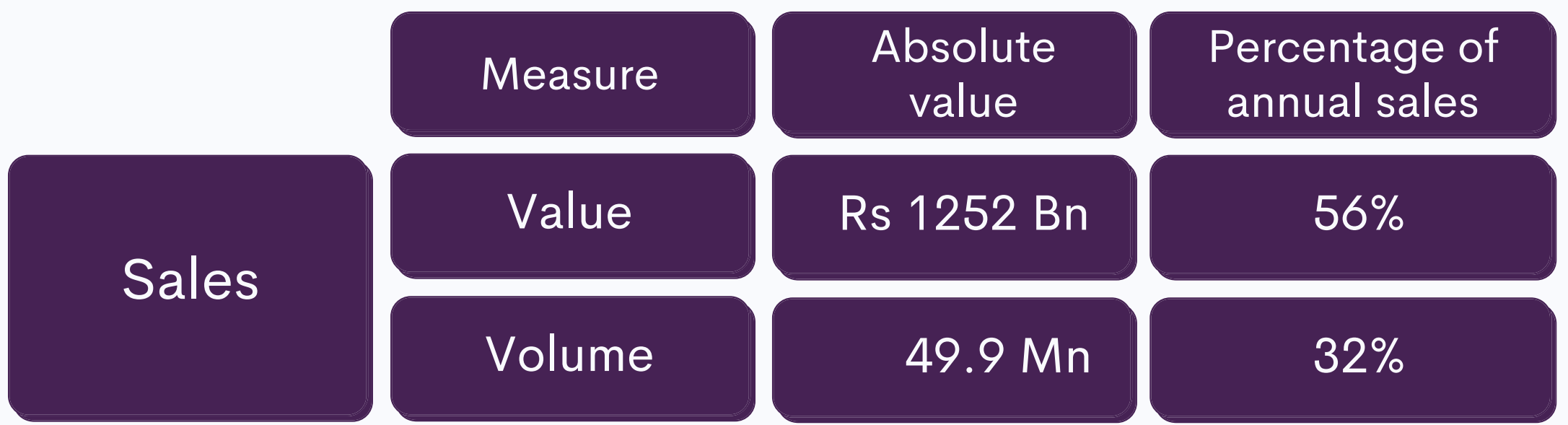


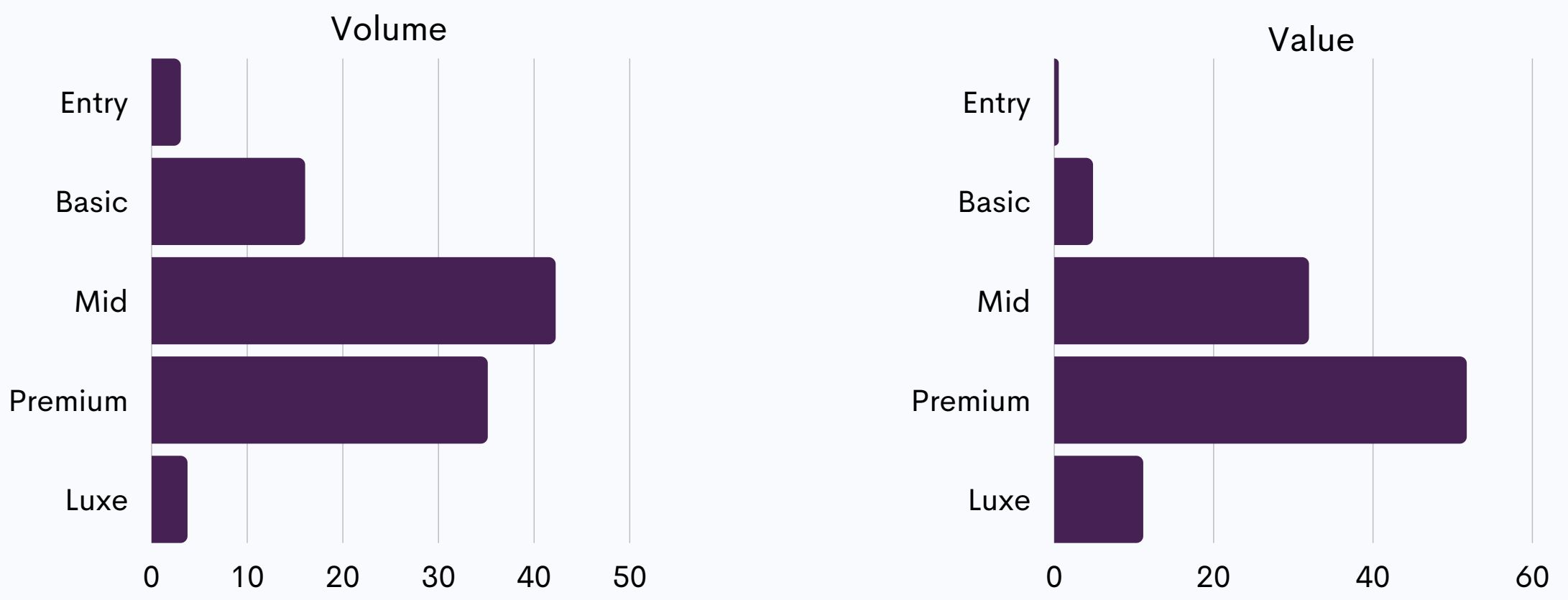
SMARTPHONE FESTIVE SEASON INSIGHTS

Oct - Dec 2021



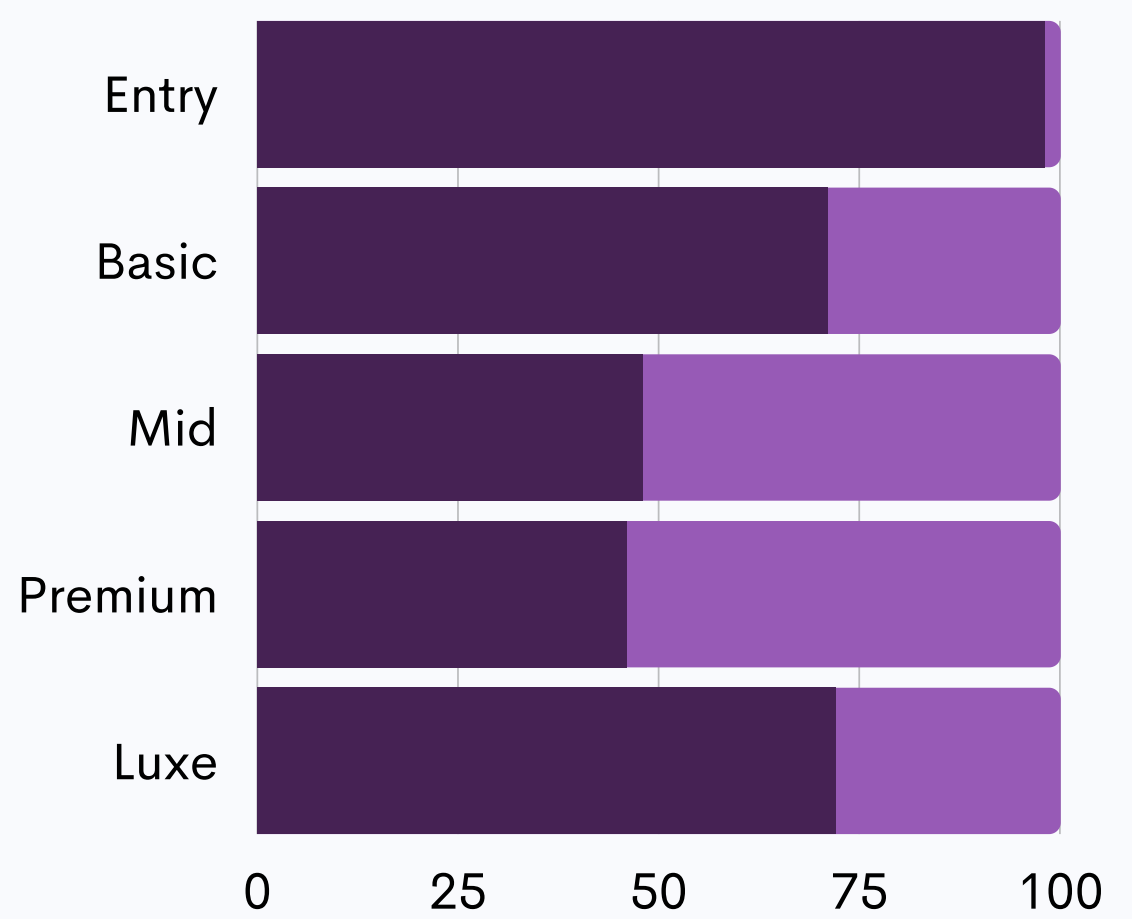
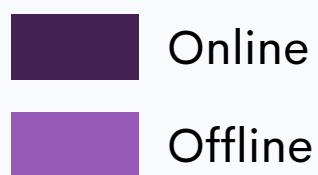
Note - At exchange value of Rs 74 per dollar, total smartphone sales estimated for Oct-Dec 21 are \$16.9 billion

Segment wise contribution to sales by value and volume

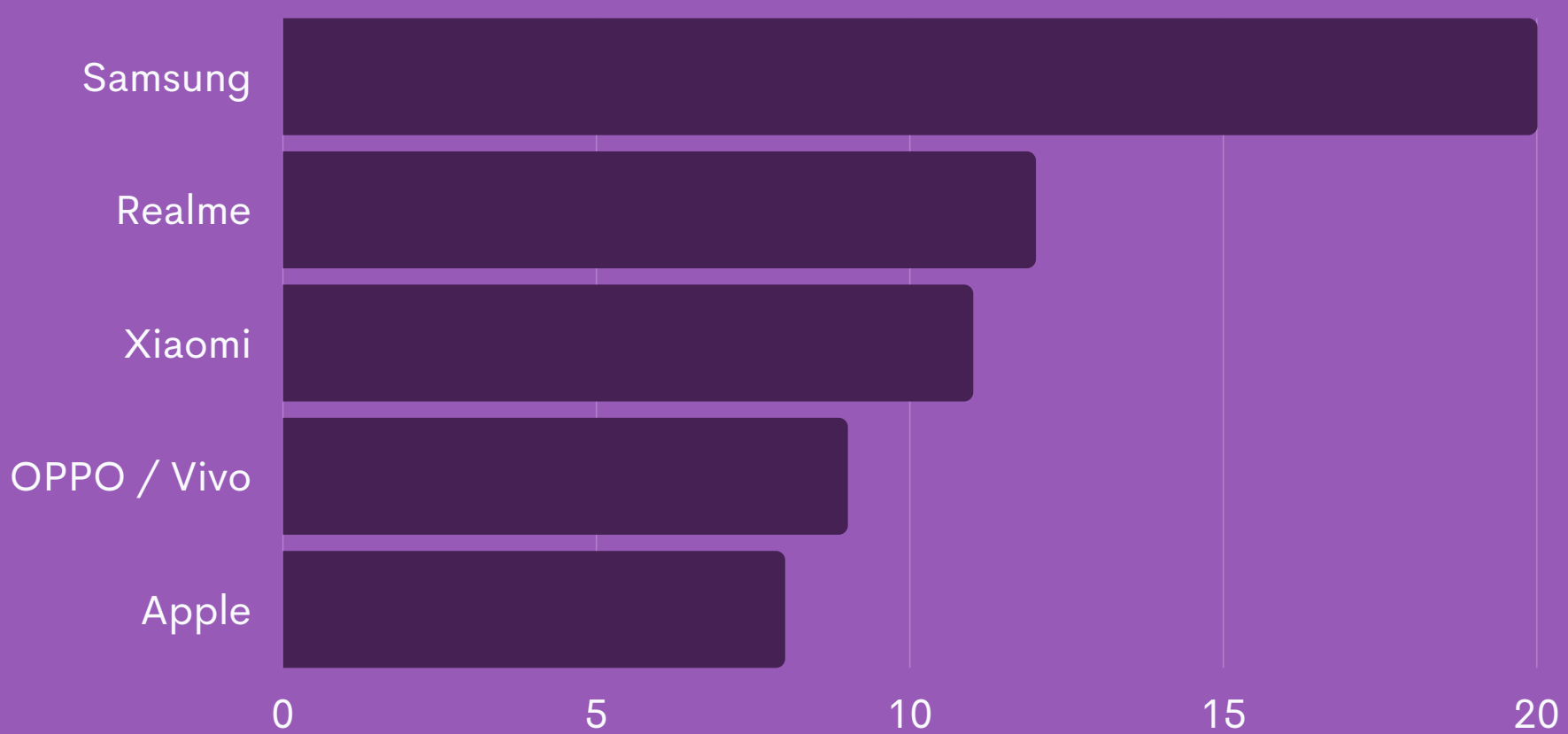
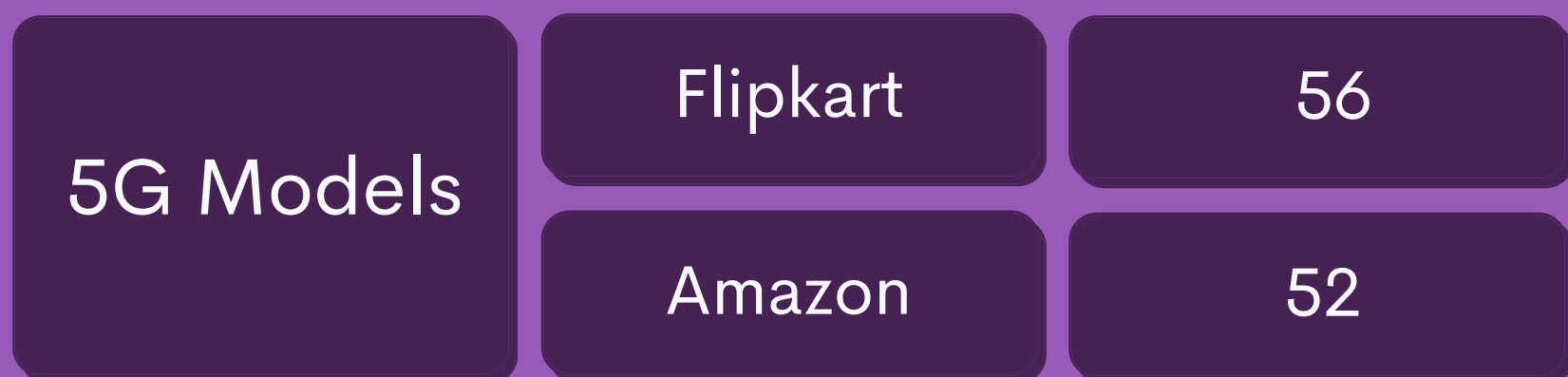


Segment wise channel contribution of volume sales

Online sales are happening in mid and premium segments. This is a shift than previous years where Basic segment would primarily drive the online sales.



The online 5G choice!



Samsung offers the maximum number of 5G smartphones online across different price segments on Amazon as well as Flipkart.