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Don’t blink or you’ll miss something....
It's a New Intelligent Multi-screen World!
There are 6.8 BILLION people on the planet.

4 BILLION of them use a mobile phone.

Only 3.5 BILLION of them use a toothbrush.

http://60secondmarketer.com/blog/2011/10/18/more-mobile-phones-than-toothbrushes/
80% use mobile during miscellaneous downtime.
76% use mobile while waiting in queues or for appointments.
62% use their mobile while watching television...
59% sometimes visit a site on mobile.

...and follow up on the PC.

mobile is also used to time shift...
Governments are also reaching out to their citizens, using mobile devices as an efficient channel.

*Smart phones and tablets* have brought rich, digital content to the fingertips of consumers.

*Mobile banking* has emerged as one of the most innovative products in the financial services industry.

*Shoppers* are increasingly using their mobile devices for everything from browsing to comparing to buying products.

*Governments* are also reaching out to their citizens, using mobile devices as an efficient channel.
India is the 3rd largest Smartphone market in the world
But big isn’t big enough!
Number of Smart Phone users in India

CAGR = 91%

2012: 29mn
2013: 67mn
2014: 116mn
2015: 171mn
2016: 383mn

Source: IDC, Avendus estimates
>200 million Internet users in India

110 million access Internet using their mobile devices

Of which...

Over 40% of searches on Google originate from mobile devices

Mobile data traffic is ~9% of total Internet Traffic

In Rural India, 70% of the active internet users also access internet using mobile phones, while 32% use internet only through mobile.
90% use social media on Mobile

30% of Facebook India users are mobile only users

50% use mobile internet for Social Networking and Chatting only

LinkedIn ranks India among its Top 4 growth markets for mobile usage

26% of Indian mobile web user are on some kind of mobile device/tablet WHILE WATCHING TV
When the rate of change outside your organization outpaces the rate of change inside your organization, the end is near!

- Jack Welch
So what does all of this mean for business?

- Real-time engagement with customer across the relationship lifecycle
- Enhanced reach and access to customer
- Unified brand experience across multiple screens
- Mobile Commerce - A retail outlet in customer’s pocket