



cutting through complexity

Mobile India 2014

Session 4: Mobile Social Media

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Management Consulting



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Don't blink or you'll miss something....



*It's a New Intelligent
Multi-screen World!*

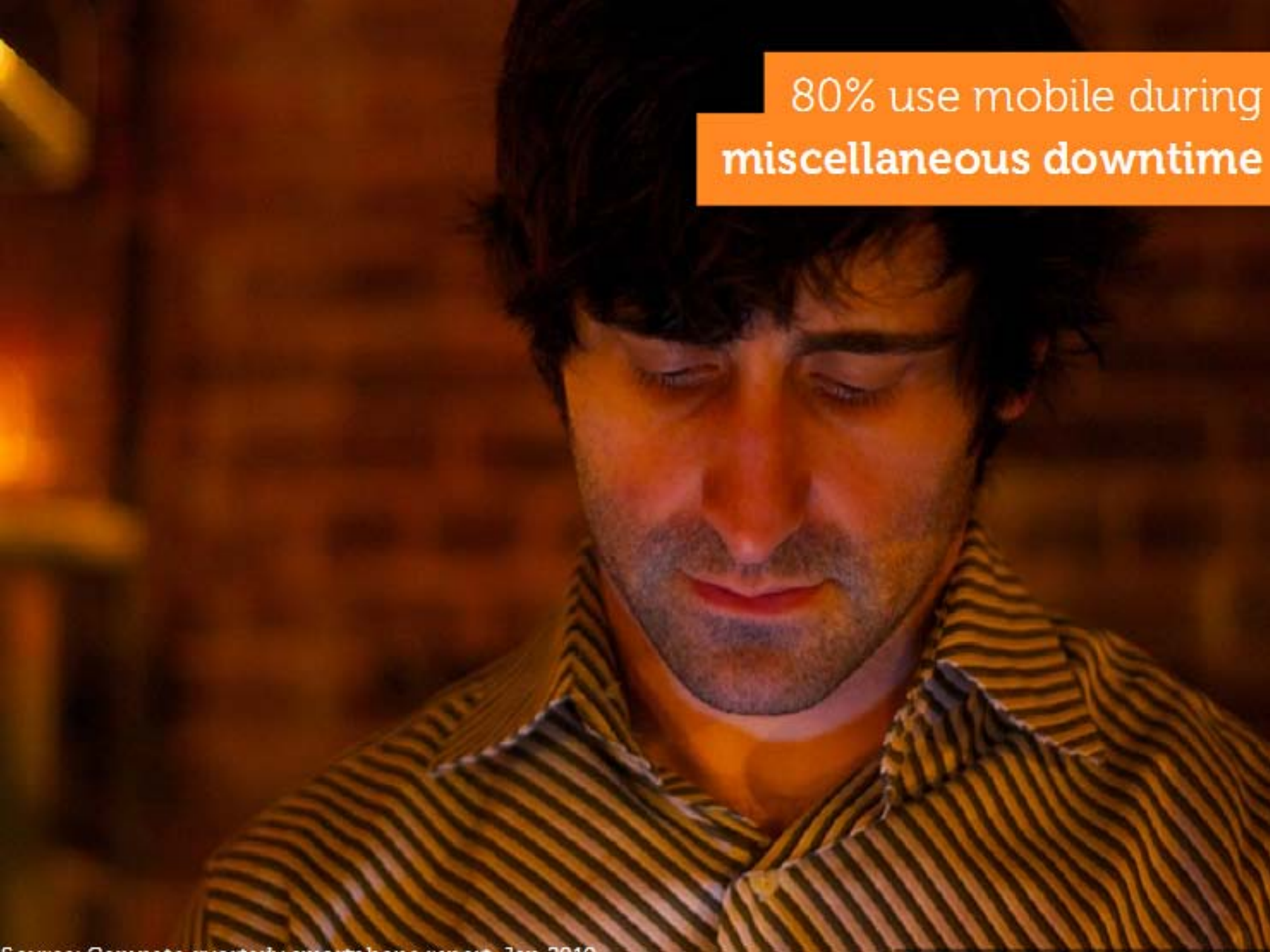




There are **6.8 BILLION** people on the planet.

4 BILLION of them use a mobile phone.

Only **3.5 BILLION** of them use a toothbrush.

A close-up photograph of a man with dark hair and a slight beard, looking down at a mobile device. He is wearing a green and white striped button-down shirt. The background is dark and out of focus, with some warm, ambient lighting. An orange text box is overlaid in the top right corner.

80% use mobile during
miscellaneous downtime



76% use mobile while waiting
in queues or for appointments

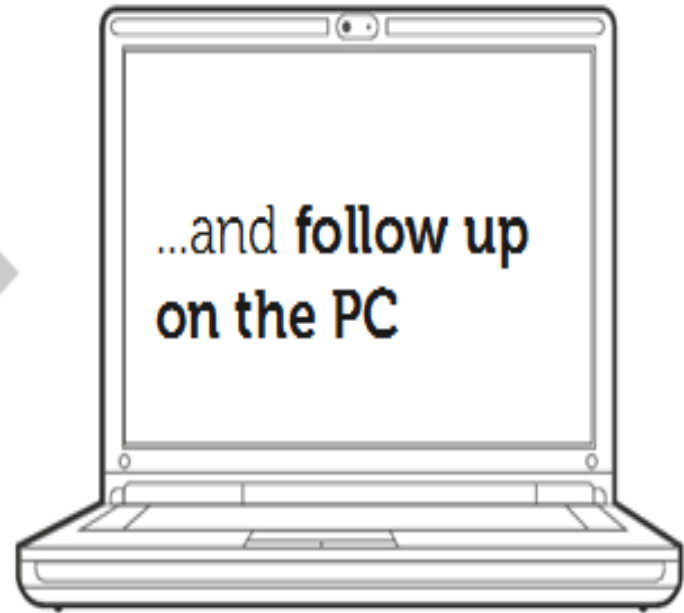
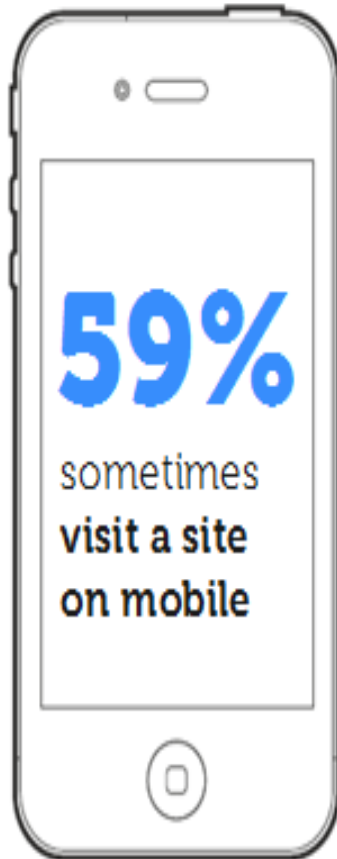
TOP
TED
ION
NG FAST

THE BODY SHOP
LIMITED
EDITION
AND GOING FAST

62% use their mobile while
watching television...



mobile is also used
to time shift...



Mobile devices have changed the way people access digital content....

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.

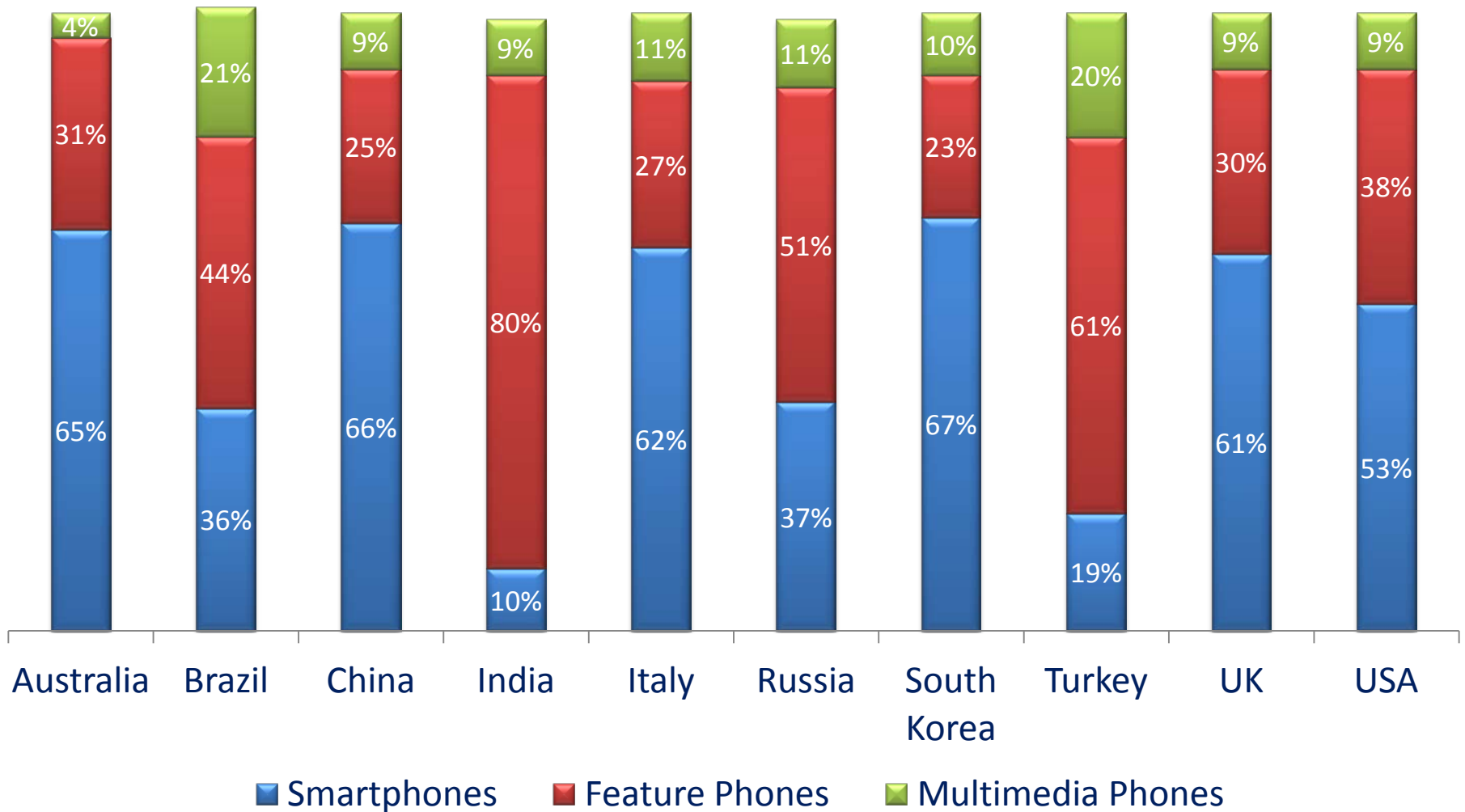
Governments are also reaching out to their citizens, using mobile devices as an efficient channel.



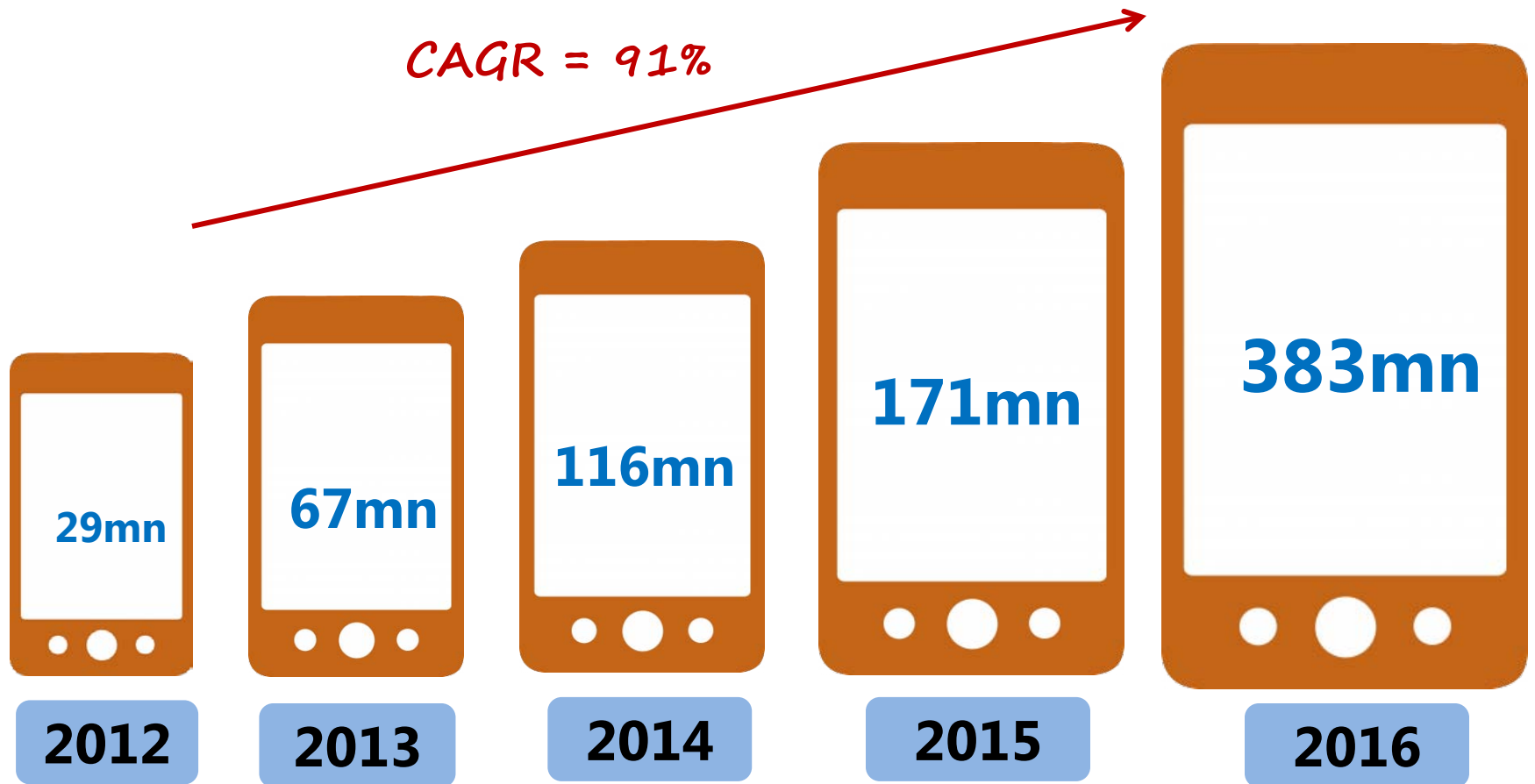


*India is the
3rd largest Smartphone
market in the world*

But big isnt big enough!



Number of Smart Phone users in India



Source: IDC, Avendus estimates

**>200 million
Internet users in
India**

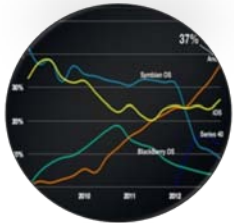


Of which..

**110 million access
Internet using
their mobile
devices**



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



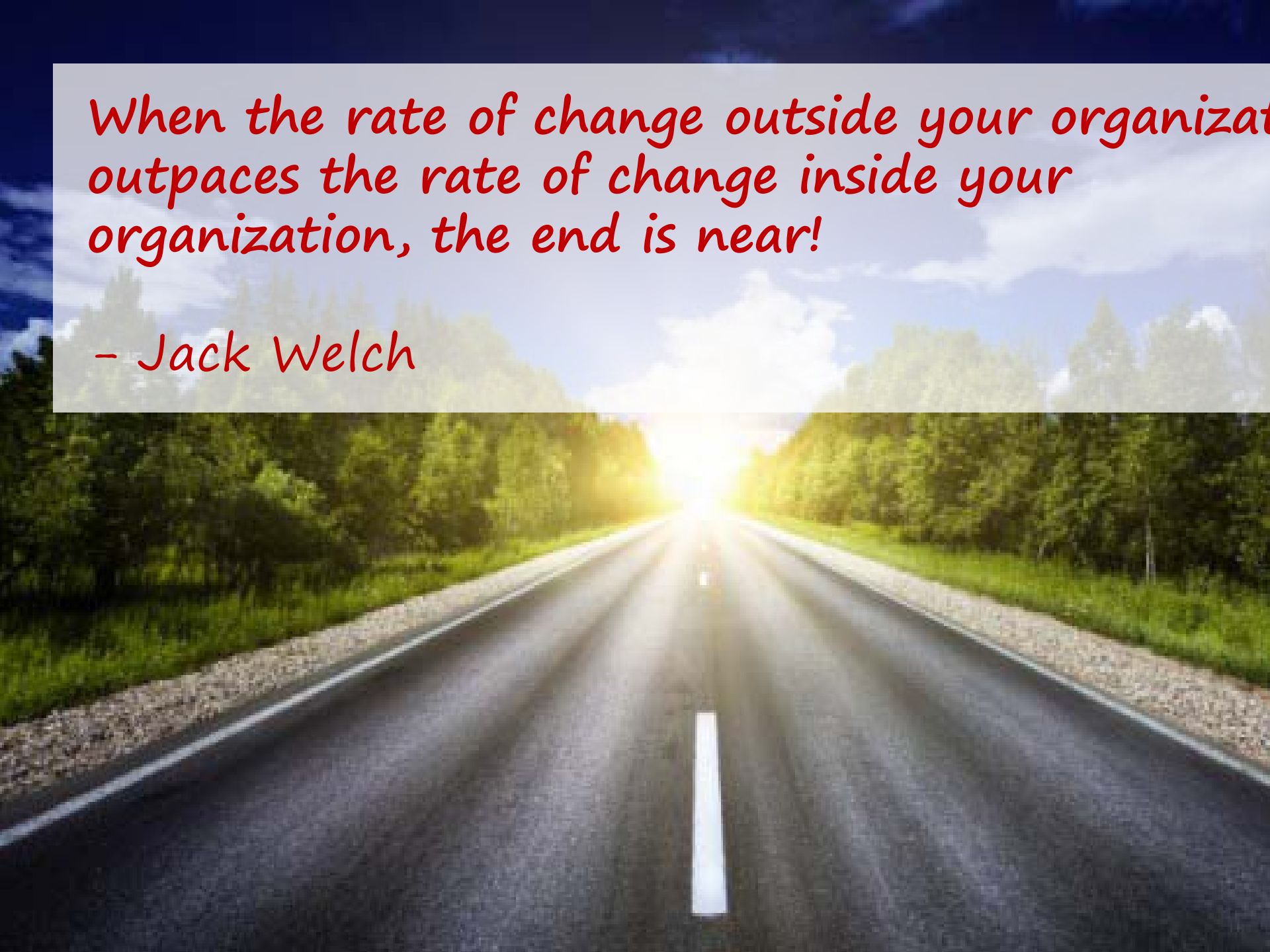
LinkedIn ranks India among its **Top 4 growth markets** for mobile usage

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



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