

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2860**  
TO BE ANSWERED ON 02.08.2017

**APP INSTALLATION AND SMARTPHONE SHARE**

**2860. SHRIMATI K. MARAGATHAM:**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) whether it is true that there has been an increase of 49 per cent in app installation in India since 2014, in contrast to the US and UK that have experienced a 9 per cent and 38 per cent decrease respectively;
- (b) if so, the details thereof;
- (c) whether there would be 46 per cent increase of India's share in the world's smartphone share by 2018; and
- (d) if so, the details thereof, and the reaction of the Government thereto?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI P.P. CHAUDHARY)

(a) and (b): According to Cellular Operators Association of India (COAI), as per a study by Yahoo's Flurry Analytics, usage of mobile applications in India grew by 43% in 2016, with entertainment and finance categories witnessing highest traction, while globally, app usage grew by 11% only. Source: <http://timesofindia.indiatimes.com/trend-tracking/app-usage-in-india-grows-43-study/articleshow/57823591.cms>

(c) and (d): As per Indian Cellular Association (ICA), the estimated smart phone market in India vis-à-vis the world's smart phone market is as under:

| Year  | Indian Smart phone market<br>(Million Nos.) | World's Smart phone<br>market (Million Nos.) | Indian Smart phone<br>market share over World's<br>Smart phone market (%) |
|-------|---|--|---|
| 2016  | 130   | 1470   | 8.8   |
| 2017* | 170   | 1550   | 11.0  |
| 2018* | 210   | 1640   | 12.8  |

\* Estimated

As per the above, India's share in the world's smart phone market is estimated to grow to approx. 12.8% in 2018, compared to 8.8% in 2016, thereby registering a growth of approx. 45%.

Smart phones are one of the key devices for implementation of Government of India's Digital India programme and various financial inclusion initiatives related to digital payments, e-Governance, etc. Several steps have been taken to promote domestic manufacturing of cellular mobile handsets (including smart phones), which *inter-alia* includes imposition of Basic Customs Duty (BCD) of 10% on imports of mobiles phone.

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