

Computer sales in India up 24 percent in July-September quarter

In another sign of recovery in Indian industry, the sales of personal computers in the country were up 24 percent in the quarter ended Sep 30 and touched 2.19 million units, according to leading market research firm IDC.

'The July-September quarter experienced strong boost from new found consumer confidence that reflected in increased demand during the festive season,' said Kapil Dev Singh, country manager of IDC India.

'Overall consumer personal computer sales recorded a 28-percent growth, quarter-on-quarter. This performance underlines the recovery in the India personal computer market,' Singh said, releasing the survey.

The IDC survey shows that desktops accounted for nearly two-third of the total sales of personal computers and grew 15.2 percent to 1.46 million, while notebook sales expanded faster at 46.4 percent to cross the 700,000-unit mark.

In desktops, HP retained its top position with a market share of 12.2 percent, followed by HCL and Acer, while in the notebook segment, too, HP retained the top spot with a market share 27 percent, followed by Dell and Acer.

'Commercial personal computer sales can be expected to steadily improve as the economy recovers,' said Sumanta Mukherjee, analyst with IDC India.

'Even though the consumer personal computer segment recorded a faster 28 percent growth, industry will need to watch how the recovery in consumer PC shipments unfolds in the quarters ahead.'

The analyst said the emerging mini-notebook personal computer segment, however, needed to evolve in terms of processing power, graphics capabilities, innovation and functionality to compete with mainstream notebooks.

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