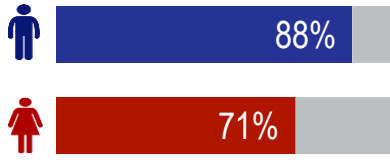


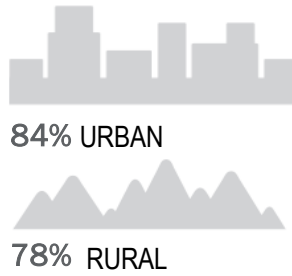


CONNECTIVITY IN INDIA

A MAJORITY OF INDIANS USE MOBILE PHONES



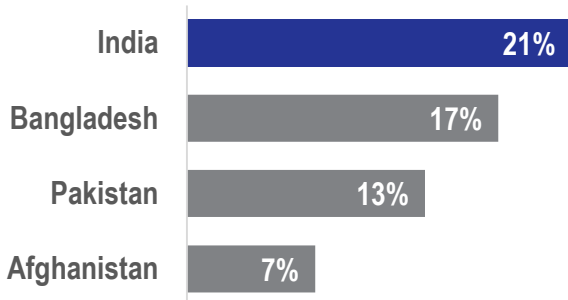
USE MOBILE PHONES



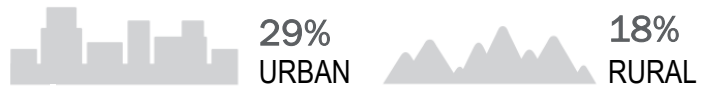
but

71% OF MOBILE USERS **DO NOT** USE INTERNET ON THEIR PHONES

ONLY 2 IN 10 HAVE INTERNET ACCESS, ONE OF THE HIGHEST IN REGION



Men & urban residents are more likely to be online



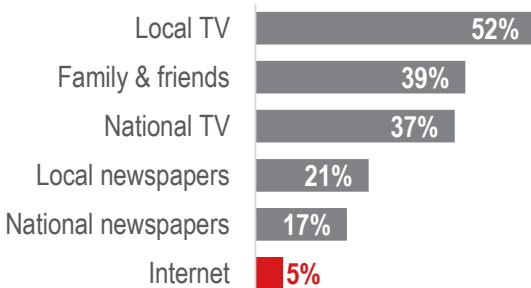
93% of Internet users access the web on their phone

*** THE UNCONNECTED ARE MOST LIKELY TO BE OLDER, GEN-XERS, LESS EDUCATED, & MARRIED**

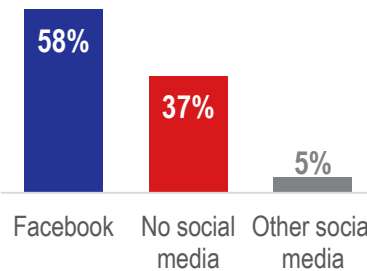
22% access the Internet on desktop or laptop

MOST INTERNET USERS ARE ON FACEBOOK

ONLY 5% TURN TO INTERNET FOR NEWS



(respondents listed top two sources)



GENDER GAP IN FACEBOOK USERS



FACEBOOK USERS ARE YOUNGER, MORE EDUCATED, SINGLE, AND LIVE IN URBAN AREAS

FEW INDIANS MAKE MOBILE PURCHASES

Only 5% of Indians have purchased something online using a mobile phone

and

62% OF MOBILE PURCHASERS PAY WITH **CASH UPON DELIVERY**



MOST ARE MEN & LIVE IN URBAN AREAS

Contact us:

www.d3systems.com

703.388.2450

Info@d3systems.com
hr@d3systems.com
research@d3systems.com

D3 Systems, Inc.

