



## THE RE-COMMERCE TIMES

**INDUSTRY INSIGHTS  
ON SECOND HAND  
SMARTPHONE  
MARKET IN INDIA**

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"Millions of used smartphones change hands every year in India and yet there are no industry reports providing key metrics. This is our attempt to bridging that gap".

Mandeep Manocha,  
CEO | Cashify.



"As a Market Leader, it's our responsibility to demystify the second hand smartphone domain for our readers and to see it from a new dynamic perspective".

Nakul Kumar,  
COO | Cashify.



"With rapid growth in smartphone adoption, the mobile screen has become the primary user engagement tool. Innovative mobile solutions would be the fastest way to organize the second hand market".

Amit Sethi,  
CTO | Cashify.



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In 2015, India surpassed US by crossing 100 million mark in the total smartphone sales by clocking a sale of 118 million units. By the end of this year, India is expected to become the second largest smartphone market after China as smartphone sales are anticipated to reach 150 million units resulting in double digit percentage contribution to global sales.

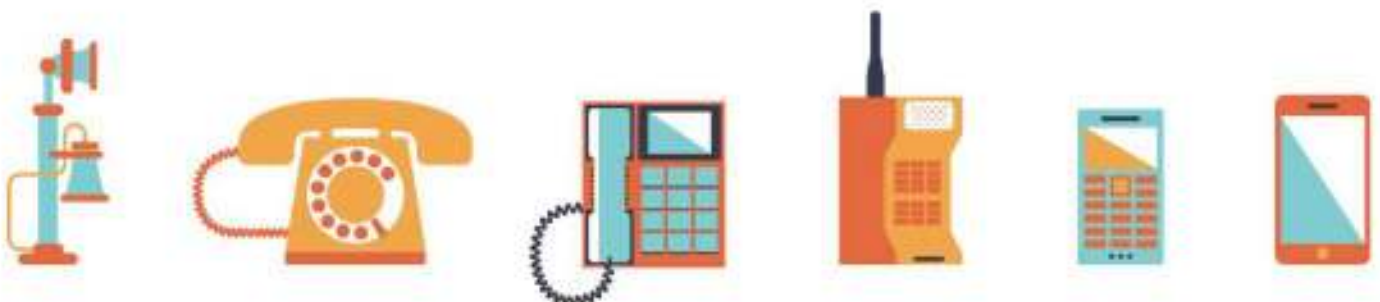
In terms of total count, Cisco has predicted in a recent study that India will reach 990 million smartphone users by 2020. This means that the higher the sales of new smartphones, higher will be the number of used smartphones getting traded in the second hand smartphone market. Moreover, with average lifecycle of smartphones dipping YoY from 18 months to 14 months, the number of smartphones coming to second hand market has increased multifold.

All the above mentioned stats give rise to an eminent question and at the same time make one curious as to what happens to these used mobiles when they are replaced with new ones. As per Cashify research, 40% of the new smartphone sales take place when customers upgrade or switch from their used device to a new device. Another 20% of the old smartphones lie with customers who are expected to have more than one device and hence can be termed as "e-waste backup" lying in their drawers. More often than not, most of these smartphones never end up being used, become old and end up contributing to tonnes of e-waste produced annually in India.

Not realizing the worth of smartphones and their reusable elements whose life can be extended if put into right hands, millions of phones are dumped in open areas that further puts the environment at a major risk. Having understood the potential of used smartphones, online portals like Cashify have come forward to enable customers to dispose their old or used smartphones in the right manner.

Rising population, per capita income and increasing smartphone sales have served as the critical components giving a major boost to the second hand smartphone market. Thus, in order to bring the second hand smartphone industry into the limelight, Cashify has initiated a first hand report, Re-Commerce Times.

This report discloses the contents of second hand market and showcases how the second hand market is being organized with various brands & millions of smartphones rolling back in the chain. Combining various trends with interesting facts that present the potential of second hand smartphone market as a whole, Re-Commerce Times is our first attempt towards making a change and doing our bit towards a better environment.



Thousands of requests to sell used smartphones are generated on a daily basis. Brands sold the maximum number of times in the past six months, top six acceptable brands have been ranked in order here.



Samsung is ranked as the most acceptable brand as it registered the highest demand in second hand market for the last 2 quarters. It captures over 30% of the total used smartphones sold in the second hand market. **#1**



**#2** Apple holds a great buyback value due to its brand perception and being on the 2nd rank. It accounts for 16% of total used smartphones traded.



Motorola secured third position with a contribution of over 9%. Due to its brand legacy, Motorola has been able to gain market share offline in the second hand market even when the new phone is sold exclusively online. **#3**



**#4** Micromax ranks fourth with a contribution of about 9% of the total used smartphones sold. With low price & good specifications, Micromax brand is now widely accepted by the Indian consumer.



Despite the drop in new handset sales and constant loss in smartphone division, Sony still maintains a good brand perception and is at the fifth spot with 8% share in the second hand market. **#5**



**06** HTC ranks sixth with 7% contribution to the second hand market. With the new launches of mid-level smartphones, this Taiwanese brand looks forward to gain higher market share in the second hand market.

*Since every one smartphone out of five new smartphones sold in India belongs to Samsung, it is expected that Samsung will continue to dominate the second hand market in the later half of 2016.*

*New Brands like OnePlus, Xiaomi, Lenovo and Kolo, due to their low price tags combined with great features will have greater movement in the second hand market in coming days.*



Various models have been transacted on Cashify for the past six months that have contributed to putting their brands ahead in the race. These are six leading models ranked in order on the basis of maximum unique requests generated to sell used smartphones.



Also, models with the configuration of 4 to 5 inches of screen size, 1 GB RAM and 8MP rear camera have been the most successful value-for-money phones in the second hand market.

Since Samsung is the overall leader in the smartphone market as well as second hand market, one of its smartphones will continue to be the best transacting model in the second half of 2016 as well.



Used smartphones are being sold from more than 55+ cities on Cashify. Amongst these, top markets have been ranked based on the total requests generated to sell used smartphones in second hand market. Further, these cities have been analyzed in reference to their population, per capita income, market share and the truth index.

### GURGAON TECH GEEKS

Gurgaon has been an eye-opener for rest of the cities. With a geeky population which is about 15 times smaller than Delhi, Gurgaon has the 3rd highest per capita income in India. It generates 7% requests to sell used smartphones which is only 3 times lesser than Delhi and ranks 8th in the second hand smartphone market and scores 79% on the truth index.



### DELHI TECH DEVOTEES

Delhites are devotees when it comes to upgrading smartphones as it reflects from the 19% of requests generated to sell used smartphones. Related directly to its soaring population, Delhi's per capita income has shown a steady growth rate as well. Hence, Delhi emerges as the top market for second hand smartphones and its truth index seems impressive as 80% people give right information.



- Population (POP) is Per 2011 Census Report.
- Truth Index (TI) refers to the percentage of people providing the right information about their used smartphones.
- Per Capita Income (PCI) is Lakh per annum in Q1 2015.
- Market Share (MS) refers to the percentage of requests for selling used smartphones out of 50 Indian cities.

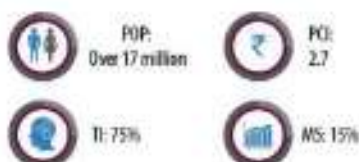
### MUMBAI TECH MASTERS

The City of Dreams is populated equally to Delhi but the requests to sell second hand smartphones have taken a backseat. A mere 11% of sell requests put Mumbai at third spot for which its PCI can also be a major reason. Apart from this, Mumbai is behind Delhi & is on par with Bangalore as far as truth index is concerned wherein it scores 74% in the second hand smartphone market.



### BANGLORE TECH BULLIES

Bangaloreans are chasing the numbers like bullies with 15% of requests generated to sell used smartphones. The Indian Silicon Valley is at the 2nd spot as its population as well as number of requests generated are 1.3 times less when compared to Delhi. Not too far behind in the PCI index and scoring 75% in the truth index, Bangalore is going to bully the second hand smartphone market.



Since the number of mobile users in India expected to reach upto 990 million by 2020 and the average selling price of smartphones are plummeting, it is anticipated that by the next quarter, Hyderabad Tech Honchos, Pune Tech Pundits & Noida Tech Nerds will be the emerging markets to look forward to in the second hand smartphone market.

### CHENNAI TECH CHAMPS

Chennai's numbers are the most surprising among all markets. Ranking fourth as a second hand market, the city's per capita income is the lowest and its population is five times smaller than Delhi in spite of which Chennai generates 8% of requests to sell secondhand phones. Ironically, the Gateway of South India is behind all other markets at only 69% people are true in giving valid information.



# WHY USED SMARTPHONES ARE SOLD?



**Speed**  
A user of 2 bit camera expects a smartphone to deliver top-class speed and soft performance. Over a period of time, when the smartphone loses its precision, it is sold off immediately.

**Power Key**  
Since the proximity of power key is closer to the release key, users end up pressing power key most of the times. Therefore, chances of selling the used smartphones due to faulty power key are higher.

**Upgrade**  
The third most popular reason to sell used smartphones is due to the need of upgrading. Most of the flagship phones & new mobile launches are better than the current smartphones owned by users, which makes upgrading a logic proposition.

**Battery**  
As smartphones are loaded with tonnes of apps, the battery drains out faster. Putting the phone on charge for a long time & keeping it connected to power bank constantly, damages the battery. But users aren't with an option but to sell the used smartphone.

**Storage**  
Majority of the users complain about insufficient storage on their smartphones. Due to this, users cannot rely on their smartphones, hence, upgrading comes into picture.

*To a large extent, most of the used smartphones are sold by customers who are looking forward to upgrade to better technology. Other customers are those who switch to a new smartphone once their backup smartphone has served full notice period. Based purely on the customer feedback, these are the top reasons as to why users sell their used smartphones.*

## WHY CASHIFY YOUR USED SMARTPHONES?

*There are few major advantages as to why customers prefer to sell their used smartphones on Cashify. Derived directly from the testimonials & feedback, these are the top values that users embrace for Cashifying their used smartphones.*

### HASSLE FREE

With minimalistic details, zero spamming, no bargaining, no posting ads and assured sale, the customer-friendly services of Cashify is the second most loved feature by the customers.

### CONVENIENCE

Synchronous with Cashify, convenience is what customers evidently want. Enabling the customers to sell a used smartphone online, fast & easy for instant cash is the most powerful offering of Cashify so far.

### INSTANT CASH

Cashify may not be the only one giving out cash, but nobody delivers it as promptly as Cashify does and as customers expect. Customers prefer hard cash more than gift vouchers, e-coupons or any other source, which makes it one of the best features of Cashify.

### SPEED

Promising the pickup of used smartphones right from customer's doorstep, Cashify strives to expedite every request within 24 to 48 hours. Such speedy services have gained much fame among the customers.

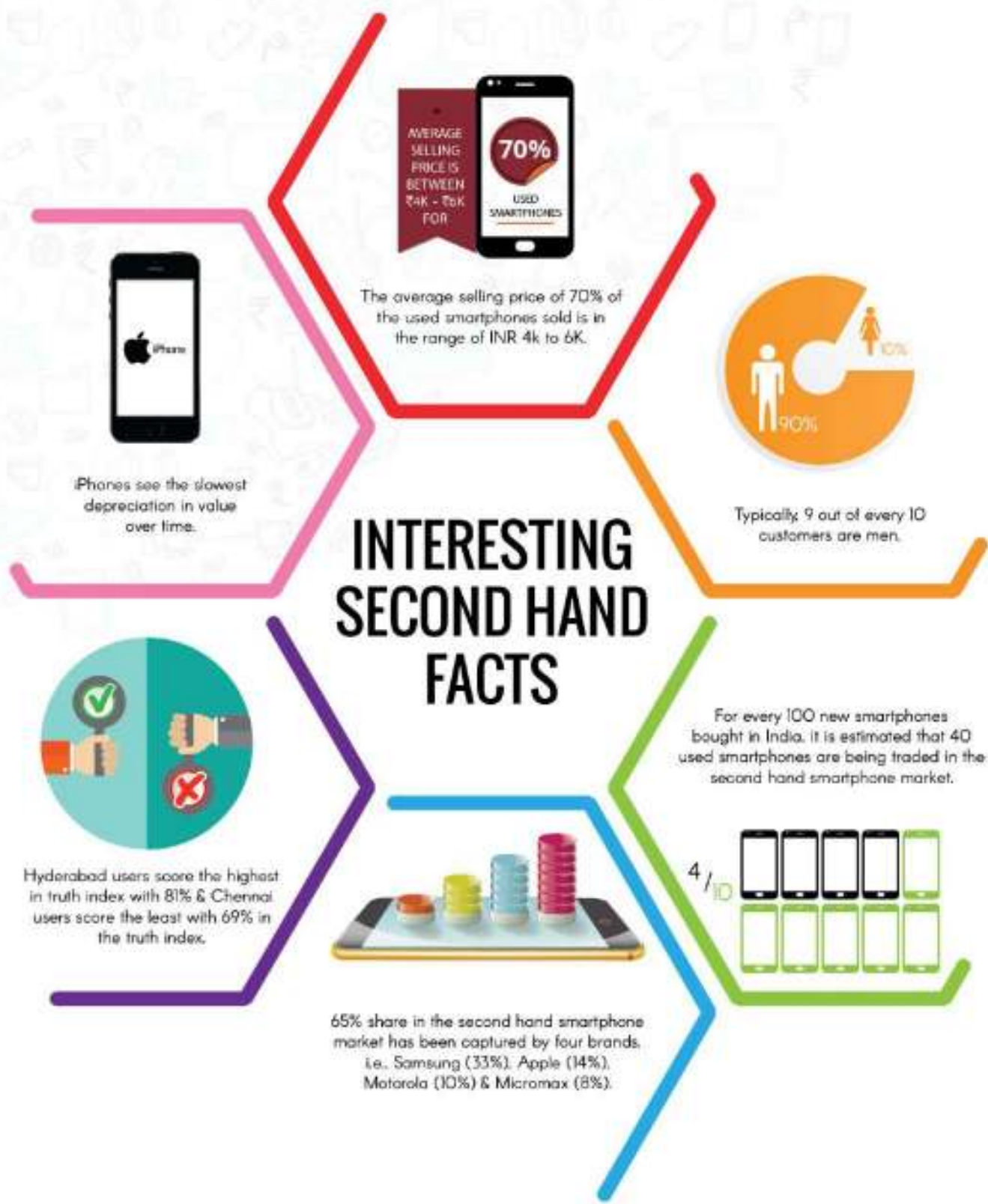
### TIME SAVER


Time is money and Cashify knows that for sure. Offering top-class privacy combined with convenience at customer's disposal, customers save a lot of time by using instant services of Cashify.



*Thus, these are the values that have been put together to make Cashify prosper as an online platform and form the core of Cashify.*







## WHO WE ARE

Cashify, formerly ReGlobe, is a registered trademark of Manak Waste Management Pvt Ltd and was co-founded by Mandeep Manocha and Nakul Kumar early in 2013. Cashify believes in offering a complete solution wherein customers can sell old or used gadgets hassle-free and get instant cash along with free home pick up. From picking up a customer's call to making the final payment, everything at Cashify is aimed at providing the best, most convenient and secure user experience.



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## TYPICAL SELLER ON CASHIFY

Gender-wise, a typical seller on Cashify is a male.

90%

He uses mobile internet.



His age is between 22-36 years.



Lives in a Metropolitan City



Loves to shop online. Offline, shops only from Branded Retail Stores.



He has owned atleast 2 smartphones in the past.



Values Convenience over Price.



Stays upgraded & updated with latest technology.



## REFERENCES

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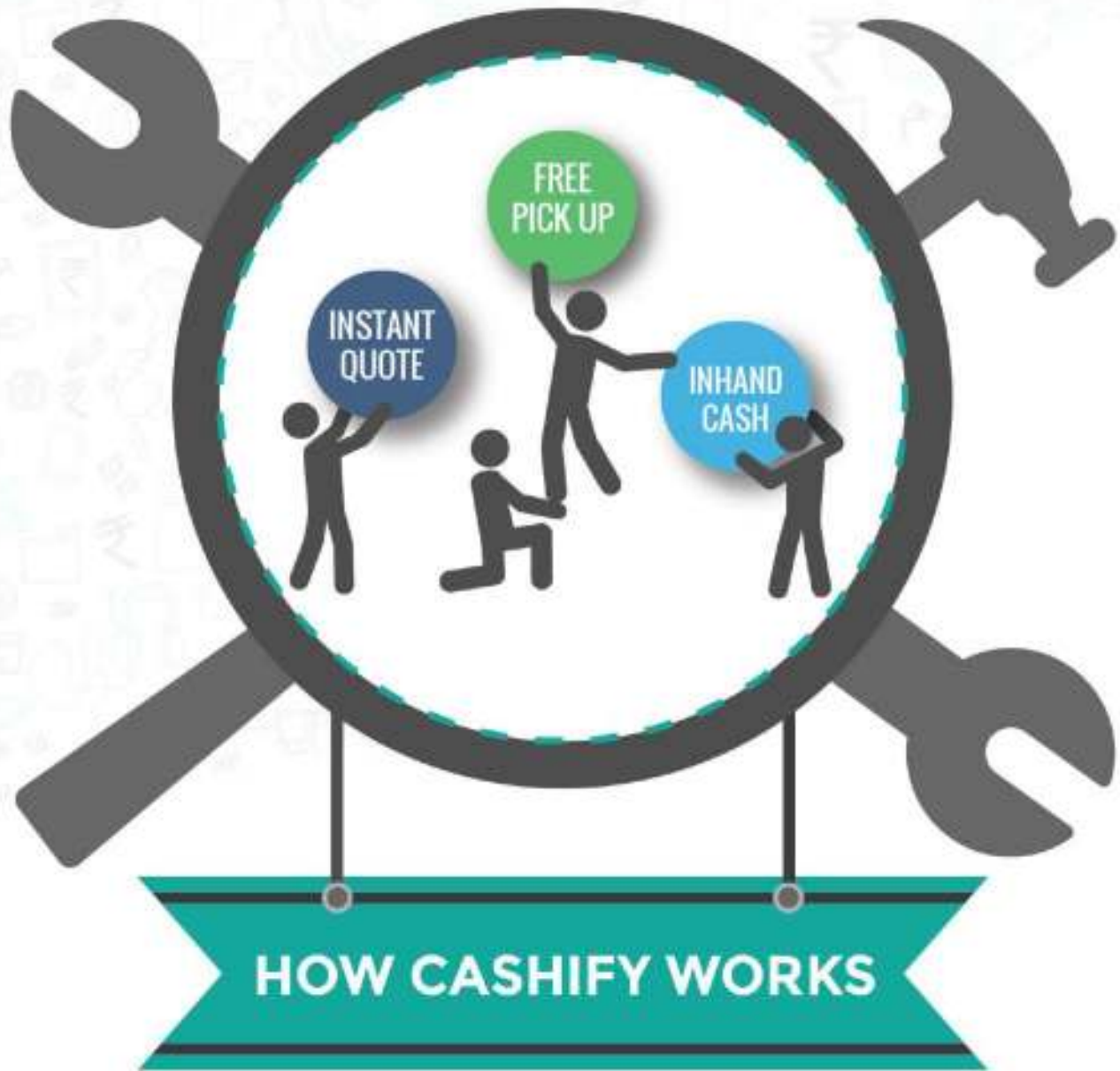
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*Internal Research & Data From Cashify Portal*

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Let's Do This!

Got any suggestions for us? Want to share your feedback or know more about Cashify? Write to us at [ceo@cashify.in](mailto:ceo@cashify.in) & we'd love to chat over a cup of coffee.

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