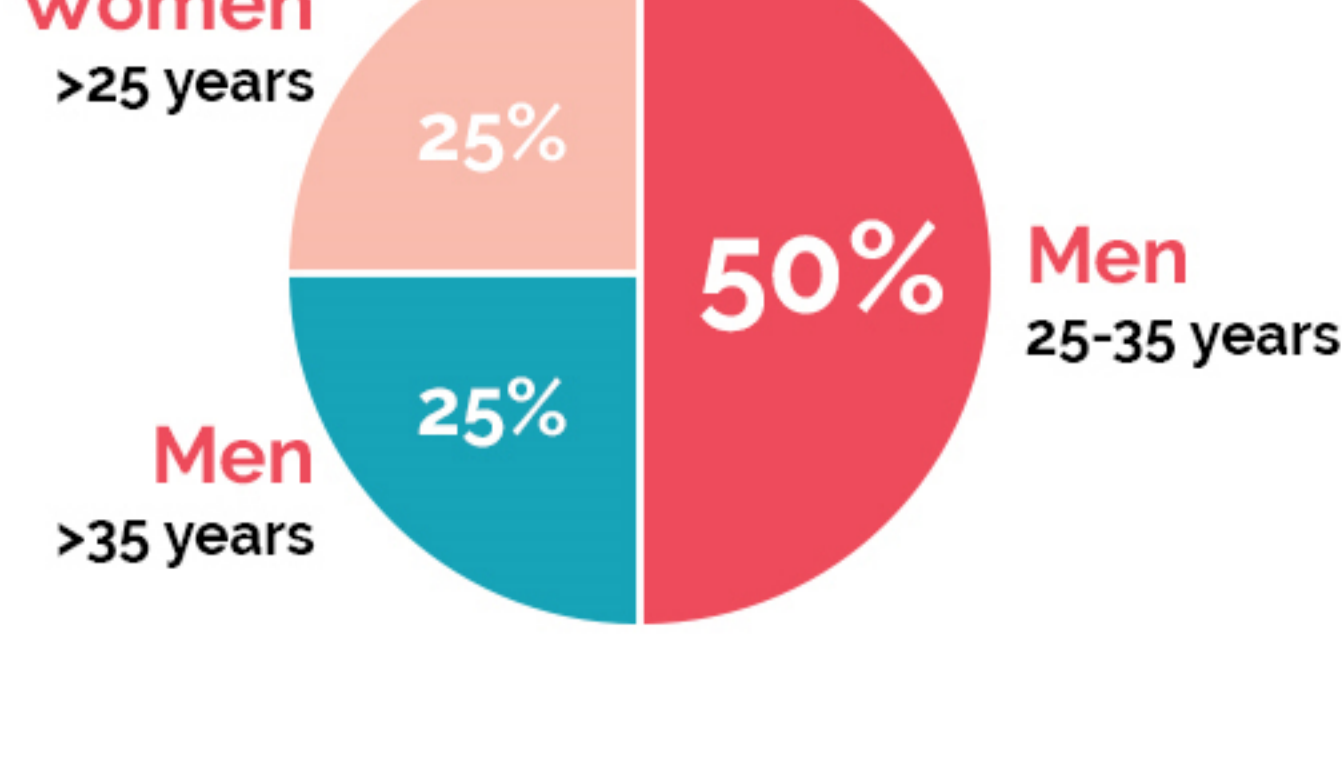


SMART SPEAKERS

India Market Analysis

Buyer Profile



AGE (in years) PERCENTAGE

25 - 30	66.1%
35 - 50	24.9%
> 50 years	1.8%
< 25 years	7.9%

74.8% MEN



24.6% WOMEN

AGE (in years) PERCENTAGE

25 - 30	54.8%
35 - 50	32.0%
> 50 years	1.6%
< 25 years	7.9%



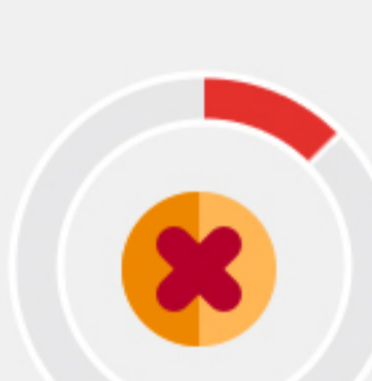
Reasons for Purchase



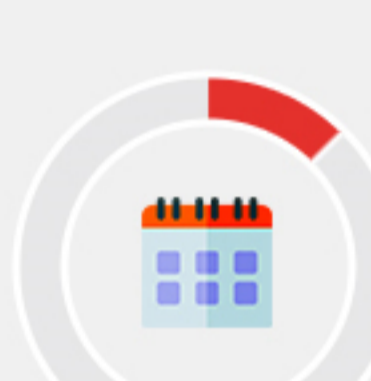
Playing Music 35.3%



Voice Search 17.8%



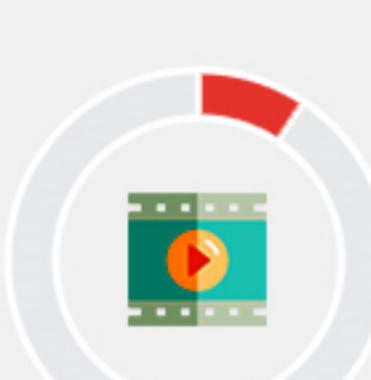
No Reason Given 12.7%



Managing your day 12.5%



News Update 9.5%

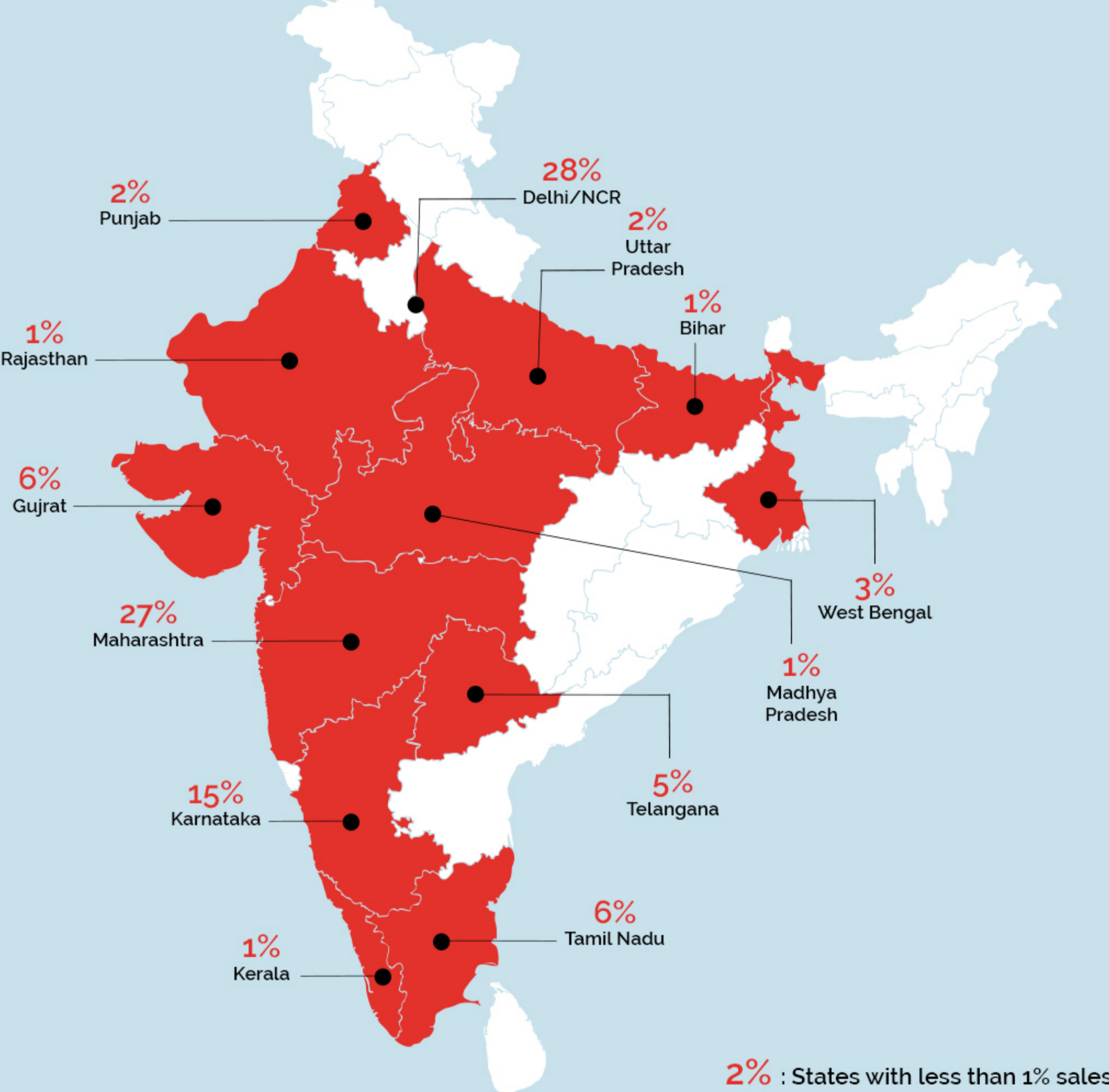


Streaming video over Chromecast 9.3%



Control your home 2.1%

Geographic Pulse



Contribution from Top 3 cities

70%

Delhi	28%
Mumbai	27%
Bengaluru	15%

Top 3 Cities : 70% | Rest : 30%

LFR Category stores contribute to 61% of Total Products Sale.



DELHI

South Delhi	23.17%
Gurgaon	22.61%
West Delhi	22.03%
North Delhi	10.83%
Noida	10.54%
Ghaziabad	5.71%
Faridabad	4.78%
East Delhi	0.33%



MUMBAI

West Mumbai	59.31%
East Mumbai	20.61%
Navi Mumbai	9.72%
South Mumbai	7.83%
North Mumbai	2.53%



BENGALURU

East Bengaluru	43.82%
South Bengaluru	41.06%
West Bengaluru	9.96%
North Bengaluru	5.16%