



Case Study: Emerging Markets Studies III - PC Value Chain in India

Client Description	US based management-consulting firm focusing on developing IT & Telecommunications in emerging market economies
Client's Requirement & Objectives	Understanding the PC Value chain in emerging economies like India
infoAnalytica's Role	<ul style="list-style-type: none">▪ Conducted primary research for understanding the price break up and configuration of assembled and branded PCs in India. Primary inquiry was done by calling up the respective companies and getting the price quotations and configuration.▪ Through secondary research, an attempt was made to understand the PC market in rural and urban India, the supply chain mechanism of branded and non-branded PCs in India and the national tax regulations pertaining to PC market <p>Areas of inquiry included:</p> <ul style="list-style-type: none">▪ General information about the PC market in India▪ Taxes and Tariffs▪ Branded PCs and International Brands selling in India▪ Components providers based in India▪ White box channel – non-branded PCs
Value Proposition	The client acquired important data points and statistics pertaining to the Indian PC market.