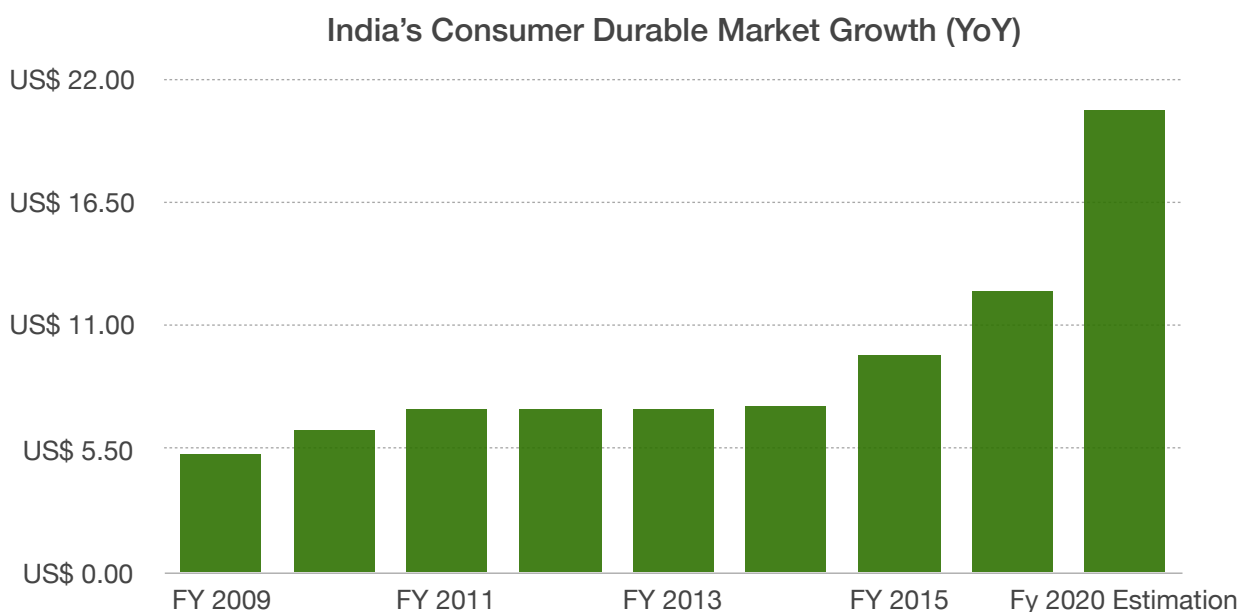


Indian Consumer Durable Sales Prediction for Fy 2016 by Chitragana.com

Consumer durable sales for offline and online retail is moving with significant growth. The consumer durable sales recorded \$9.7B in FY 2015 and recent IBEF research expected the growth of e-commerce and offline consumer durable revenue to be jumped \$12.5B in FY 2016. The consumer durable market supposed to grown by 13% CAGR from FY 2005 to FY 2020. Another research found SAMSUNG Electronics is leading the consumer durable market in current FY 2015.

CONSUMER DURABLE MARKET GROWTH (\$ BILLION)	
FY 2009	US\$ 5.20
FY 2010	US\$ 6.30
FY 2011	US\$ 7.30
FY 2012	US\$ 7.30
FY 2013	US\$ 7.30
FY 2014	US\$ 7.40
FY 2015	US\$ 9.70
Fy 2016 Estimation	US\$ 12.50
Fy 2020 Estimation	US\$ 20.60



eCommerce Consultant at Chitragana said the rural demand is reduced in last few financial quarters. The rural market will add 33% stack is the consumer durable growth and the urban area will lead the demand data by 67% in India. The eCommerce expected to add 3.45% share in total consumer durable in FY 2016, around 5.25% share will by modern retail and the traditional offline retail expected to to add 91.3% sales in total consumer durable sales in FY 2016.

MARKET SHARE BY VARIOUS RETAIL CHANNELS	
eCommerce	3.45%
Modern Retail	5.25%
Offline Traditional Retail	91.3%
TOTAL	100%

Consumer Durable Sales Channel Market Share

