

PC sales surge 27% in Sept quarter: IDC

Notebook sales growth outpaces desktops by more than three times

Our Bureau

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Fueled by economic recovery and improving sentiments, the sale of personal computers in the country grossed almost 28 lakh units during September quarter 2010, nearly 27 per cent higher than the corresponding period previous year.

Seen sequentially, the quarter-on-quarter growth of 18 per cent beat expectations, research firm IDC India said.

While desktops PC sales logged 15 per cent growth year-on-year, even as notebook sales growth outpaced that of desktops by more than three times. The sale of notebook computers grew 52 per cent year-on-year.

DELL TOPS THE LIST

Desktop PCs accounted for nearly 60 per cent of total PC sales (16.7 lakh units), and notebook sales crossed 11.1

Positive sign

Desktop PC sales up 15 per cent year-on-year; notebook growth at 52 per cent

Higher-than-expected growth underlines economic recovery, improving consumer sentiments

Large enterprises ramp up IT infrastructure spends, boosting desktop sales

lakh units for the just ended quarter. According to IDC, in the overall PC market (notebooks and desktops combined), Dell retained the market dominance with an increased market share of 16.7 per cent. HP (13.7 per cent) and Acer (10.6 per cent) retained the second and third spots, respectively, but their market shares dipped.

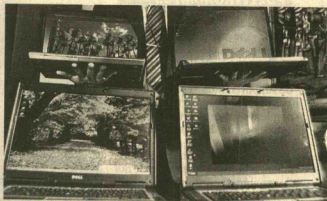
"In terms of desktop PC sales, Dell clinched the top position in the India PC market for the first time with a share of 9.8 per cent, followed by HP and Acer in second and third spots, respectively, during third quarter," IDC said. The

pecking order was the same for notebook PCs.

"Normally, the July-September quarter shows a sales growth driven by both the consumer and commercial segments. A double-digit sequential growth of 18 per cent in India PC sales in September quarter, points to the strength of the economic recovery and an increasingly positive consumer sentiment," stated Mr Anirban Banerjee, Associate Vice-President - Research, IDC India.

IMPROVING ECONOMY

Large enterprises responded to the improving global eco-



nomics, ramping up IT infrastructure spending and gave further fillip to desktop PC market. "With the momentum likely to continue in December quarter, the release of revised rate contracts for government sector buying should further bolster the prospects of the commercial PC segment," said Mr Sumanta Mukherjee, Lead PC Analyst, IDC India.

IDC said that launch of mul-

ti-colour models, combined with aggressive promotions and bundling schemes augmented consumer PC spend, especially in the portables segment. But the rate of growth of mini notebook PC shipments dipped marginally in September quarter, pointing towards the need for vendors to add on functionalities to meet consumer demand.

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