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# Local Smartphone Manufacturing Volume Grows 7% YoY

'Made in India' smartphone shipments grew 7% YoY in Q1 2022 to reach over 48 million units, according to the latest research from Counterpoint's Make in India service.



The local smartphone manufacturing ecosystem stayed resilient amid global component shortages.

Commenting on the local manufacturing ecosystem, Senior Research Analyst Prachir Singh said, "Smartphone manufacturing is increasing in India. In 2021, the shipments of 'Made in India' smartphones crossed 190 million units. The increasing smartphone demand in India as well as increasing exports are the major reasons for the continued growth. Support has also come from the Indian government's various initiatives to increase local manufacturing. However, the manufacturing of feature phones declined 41% YoY in Q1 2022 due

to falling demand for the past few quarters."

On the manufacturing landscape and strategies, Singh said, "In the smartphone segment, the third-party EMS (electronic manufacturing services) providers captured 42% share in local manufacturing, registering 4% YoY growth in terms of shipments. Bharat FIH was the top EMS provider in Q1 2022, followed by Dixon Technologies. However, in-house manufacturing capabilities have also grown. In-house smartphone manufacturing share crossed 58% during the quarter. OPPO led the 'Made in India' smartphone shipments with a 22% share, followed closely by Samsung at 21%. In the feature phone segment, however, EMS' share crossed 68% in Q1 2022. Lava led the 'Made in India' feature phone shipments with a 21% share. Among the third-party EMS providers, Flex, Bharat FIH and Dixon Technologies led the feature phone segment."

On the Indian government's initiatives, Research Analyst Priya Joseph said, "The government's focus has been to make India a manufacturing hub. It has taken a lot of initiatives in this

direction. The Production Linked Incentive (PLI) scheme for mobile handsets proved to be an accelerator for local manufacturing. Similar PLI schemes have been introduced by the government in other strategic sectors, such as solar, semiconductors, automotive and electronic products. In the current times of uncertainties triggered by the pandemic, war and other factors, the government feels it is important to have a resilient economy that can sustain such shocks. Signing up for the recent Indo-Pacific Economic Framework for Prosperity (IPEF) is one such example of the government's intention to make clear its goal of becoming the next tech hub."

Going forward, we believe India's handset manufacturing will grow 4% YoY in 2022. Also, the increasing local value addition will drive the idea of "Aatmanirbhar Bharat" (Self-reliant India). The government is focusing a lot on increasing localization, and with the Semiconductor PLI, it aims to make India a prominent destination for semiconductor and electronics manufacturing.

## Global Server Revenues to Grow 17% YoY in 2022

The global server market's revenue will grow 17% YoY in 2022 to reach \$111.7 billion, according to



Counterpoint's Global Server Sales Tracker. From

an enterprise perspective, transformation to hybrid cloud and upgrades of existing infrastructure to handle increased workloads will provide growth impetus after a pause during the COVID-19 pandemic. 5G, automotive, cloud gaming and high-performance computing will remain the key drivers for cloud service providers in data center expansion.

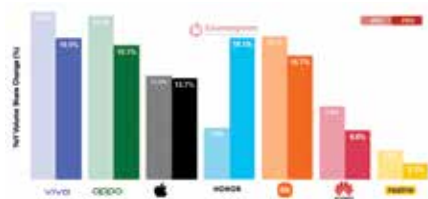
The market is evolving with the introduction of "As-a-Service" and "pay per use" models by server companies, like Pointnext from HPE, APEX from Dell and TruScale from Lenovo. The

business model pivot has been enjoying great success due to more flexibility given to the customer at minimum capital expenses due to the emergence of workload-based infrastructure.

Looking at the overall market, Research Analyst Akshara Bassi said, "In an inflationary but extremely dynamic environment, companies are looking to strengthen their infrastructure as they prepare for Web 3.0 demands from the infrastructure end. Companies are diversifying their IT infrastructure to meet the needs of data evolution and making customers cloud-ready."

## China Smartphone Sales During 618 Fell 10% YoY Amid COVID-19, Slowdown

This year's 618 e-commerce festival in China, which ran from May 31 to June 18, came amid gradual lifting of COVID-19 lockdowns in two of China's largest cities. The e-commerce festival's performance is an important indicator for predict-



ing consumer sentiment in China. As was the case last year, TMALL chose not to reveal its 618 figures for 2022. The other e-commerce behemoth, JD, recorded a GMV of RMB 379.3 billion (~\$56.6 billion), an increase of 10.3% compared to 2021. Nonetheless, this was the slowest growth ever for the 618 event.

Commenting on the smartphone segment's performance during the 618 festival, Research Analyst Mengmeng Zhang said, "Discounts and promotions during the 618 period helped lift China's smartphone market from its low in April and May. Smartphone sales during the first week

of 618 (May 30-June 5) were up 32% compared to May 23-May 29. However, total smartphone sales during the 618 period were still down about 10% compared to last year, indicating that the overall consumer appetite for smartphones was hurt by the repeated COVID-19 waves and a slowing economy."

Commenting on the key vendors' performance, Associate Director Ethan Qi said, "HONOR surpassed vivo by a very slight margin to lead the market during this year's 618 and was the only major OEM to register positive growth. Coming from a low base as well as a competitive portfolio covering a wide price band, HONOR posted an impressive growth of 148% during this period compared to last year. HONOR also utilized this e-commerce festival to successfully launch its latest HONOR 70 series, which immediately made it to the top 10 bestseller list."

**Note: OPPO includes OnePlus; Xiaomi includes Redmi; vivo includes iQOO**

**Source: Counterpoint Weekly Tracking Service** OPPO and vivo moved down one spot to the second and third spots respectively in terms of market share when compared to 2021. New offerings

in the mid-tier segment, such as the Reno 8 and vivo S15, helped drive vivo and OPPO sales.

Xiaomi's market share also declined this year, pulling the brand down to the fourth spot. As a traditional online brand, Xiaomi continues to invest heavily in e-commerce festivals and claimed to give out RMB 1 billion (~\$0.15 billion) in subsidies for this year's 618 event. Besides, Xiaomi's online promotional activities are better aligned with its offline stores this year. Similar to vivo and OPPO, Xiaomi's best sales contributor this year was a mid-end offering – Redmi K50. The Redmi K50 was one of the best value-for-money smartphones at the RMB 2,000 (~\$300) price point, powered by the MediaTek 8100 chip, 2k display with 120Hz refresh rate and 5500 mAh battery capacity.

Apple ranked fifth while maintaining stable market share during this year's 618. Despite a decline in sales from last year, Apple was the clear winner in the high-end segment during this year's 618. Apple has nearly no competition in this segment after Huawei's losses. The deep discounts offered by Apple also made the iPhone 13 series very attractive. Platforms gave out as much as RMB 1,000 off on select iPhone 13 models.

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# How India Held its Own Amid Global Chaos

At a time when the global economy is stressed, India has been able to hold its own and don the mantle of being the fastest growing major economy in the world.



Despite multiple challenges to growth, first the pandemic and then the war in Ukraine and all their concomitant macroeconomic shocks, India is poised to resume its journey towards becoming a \$5-trillion economy. At this juncture, it is pertinent to take stock of the government's initiatives that are slowly unlocking India's potential.

Over the past eight years, the government has made many pro-growth interventions at an unprecedented pace. An impressive agenda of economic reforms and social programmes has been unfurled. Policies extend to multiple sectors of the economy and their implementation has been of high priority.

These bold actions have transformed the economy and helped script a new narrative of 'growth with inclusion'. At a time when the global economy is stressed, India has been able to hold its own and don the mantle of being the fastest growing major economy in the world.

The macroeconomic fundamentals of the Indian economy remain strong. Although India is not insulated from the slowdown in global growth, it is likely to continue as the fastest growing major economy this year as well. Foreign exchange reserves are strong. Performance on exports and FDI continues to be robust. Tax collections remain buoyant, credit offtake is picking up and green shoots of private investments are becoming visible. The coordinated interventions of the government and the Reserve Bank of India should lead to sobering inflation. From an industry perspective, five key prongs of the government's economic strategy stand out—infrastructure, manufacturing, entrepreneurship, sustainability and the social sector.

The first prong, infrastructure building, enhances the efficiency of the economy, creates jobs and attracts private investments. The massive National Infrastructure Pipeline (NIP), comprising more than 9,300 projects worth around \$1.8 trillion, provides a big boost to the expansion

of roads and highways, ports, airports, railways, urban infrastructure, communications, renewable energy, water and sanitation and social infrastructure of health and education.

The digitally-enabled Gati Shakti programme will allow for better planning, coordination, and execution of infrastructure projects across the country. The National Bank for Financing Infrastructure and Development (NaBFID) will help fund the infrastructure plans. Further, the National Monetisation Pipeline (NMP) unlocks government resources in operational assets, which can be invested in the riskier greenfield infrastructure projects.

A modernisation programme for railways is underway, including station upgradation. Besides, the government is working on an ambitious plan to develop India's long coastal network through new ports, coastal development zones, and inland waterway connectivity.

The second prong of the government's strategy is the focus on manufacturing, with the ambition of making India a factory to the world. Indian manufacturing has lacked scale, which is critical for achieving global competitiveness. The Production Linked Incentive Schemes (PLIs) aim to build global champions in 14 identified sectors. The change in the definition of the MSMEs will encourage them to scale up and adopt technology and other modern practices creating a vibrant ecosystem to support the manufacturing of Original Equipment Manufacturers (OEMs).

Reforms such as the codification of labour laws, digitisation and simplification of business regulations, reduction in corporate tax rates and a stable and transparent tax system along with skill development under the Skill India programme strengthen India's manufacturing competitiveness. FDI-related reforms have opened up sectors such as mining, defence, space, nuclear energy and others to international players in a big way. The thrust on exports which has resulted in a record-breaking performance vis-à-vis merchandise exports will also aid manufacturing in India. In addition to the 14 PLIs, the semiconductor mission would be a game changer, as they are the building blocks of all electronics.

## EDITORIAL

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The third prong is promoting entrepreneurship by channelising the energy of India's youth. Credit must be given to government policies that the country is leading in the emergence of start-ups. We have the third largest start-up ecosystem today. The number of unicorns in the country has touched a hundred which is a testimony to the spirit of entrepreneurship in the country. Start-ups not only create employment but are also hotbeds of innovation and technology disruptions.

The fourth prong is sustainability. India has not just been focusing on growth and development but has been doing so in a sustainable manner. India's Panchamrit has set ambitious targets for reducing its carbon footprint, expanding renewable energy and achieving net zero by 2070.

The fifth prong is the rapid progress of the social sector. The Centre has initiated various social security schemes and streamlined the delivery of public goods and services. Schemes such as Jan Dhan Yojana, Ujjwala Yojana, Kisan Samman Nidhi, Ayushman Bharat Yojana, Gareeb Kalyan Yojana, Swachh Bharat Yojana, Awas Yojana, and Jal Jivan Mission are laudable initiatives which have led to citizen empowerment.

The government schemes are delivering housing, sanitation, electricity, water, cooking gas, education and healthcare to the most vulnerable in society. This silent revolution will not only make India a more equitable society but will also expand India's consumer base making growth more broad-based and resilient. The stocktaking of the government's initiatives would be incomplete without a mention of its adept management of the pandemic.

On the economic front, the Centre's targeted fiscal interventions, and continued reforms supported the recovery. On the health front, India undertook the world's largest Covid-19 vaccination, using indigenously manufactured vaccines, and even supplied them and other medical products to other countries.

Given the exemplary vision displayed by the present government and the resolve to implement the same, India is well on the path to be the next big driving force in the world.

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# India struggling in managing fiscal deficit and sustaining growth: Nirmala Sitharaman



In its monthly economic report, the finance ministry said that India faces multiple near-term challenges like managing its fiscal deficit, sustaining economic growth, reining in inflation and con-

taining the current account deficit while maintaining a fair value of its currency.

India's fiscal deficit escalated in the pandemic as revenues plunged while spending was boosted on health and welfare measures. Economists expect the fiscal deficit for FY23 may exceed the target of 6.4 percent by as much as 50 basis points.

The ministry said, "Many countries around the world, including and especially developed countries, face similar challenges. India is relatively better placed to weather these challenges because of its financial sector stability and its vaccination success in enabling the economy to

open up."

"Increase in the fiscal deficit may cause the current account deficit to widen, compounding the effect of costlier imports, and weaken the value of the rupee thereby further aggravating external imbalances, creating the risk (admittedly low, at this time) of a cycle of wider deficits and a weaker currency," it added.

Indian financial markets have tanked in recent weeks amid concerns over growth and inflation, and tracking global markets. Meanwhile, the rupee has hit record lows against the dollar, while bond yields have shot up.

## MAIT Announces New President For 2022-24

MAIT – India's apex Industry body empowering IT, Telecom & Electronics H/W Industry. MAIT's members include Large & MSME Companies and Industries from the domain of OEM's, ODMs, EMS, Design Houses, Recyclers, PROs, Testing Laboratories, and Sub-sectoral Associations



MAIT held its 39th AGM which was attended by CXOs from the Electronics, IT, and Telecom industries. Speaking on the occasion Nitin Kunkolienker, outgoing President MAIT thanked the Govt. of India for its progressive policies

in support of electronics, IT, and Telecom hardware manufacturing. He wished the new MAIT Governing Council for the period 2022-2024 the very best.

Raj Kumar Rishi, VP, and MD – CSB, India of Dell International Services India Pvt Ltd has been elected as the 28th President of MAIT, Amrit Jiwan, General Counsel & Director, Company Secretary, Legal & Regulatory Division, Canon India Pvt Ltd and Sanjay Lodha, MD, Netweb Technologies India Pvt Ltd have been elected as Vice Presidents of MAIT. Further, Nitin Kunkolienker, Director and Board Member, Synegra EMS Ltd has been appointed as President Emeritus of MAIT.

## Bosch India inaugurates its first smart campus

Bosch, a leading supplier of technology and services, is expanding its AIoT activities in India by transforming its headquarters in Adugodi, Ben-



galuru, into a new smart campus called Spark.NXT. Over the last five years, Bosch has invested INR 800 crores in developing the campus, which has the capacity to potentially house 10,000 associates. The 76-acre site is Bosch's first smart campus in India and features multiple smart solutions based on sustainability, security, and user experience for associates, visitors, and facility management.

"It is a special year for both India and Bosch India, as the nation celebrates 75 years of Independence and Bosch celebrates a century of its presence in India. 100 years ago, Bosch came to India as a German company and now it is as much Indian as German. This is a great example of German engineering and Indian energy," said Hon'ble Prime Minister Shri Narendra Modi in his inaugural address.

Hon'ble Chief Minister Sri. Basavaraj Bommai, the Chief Guest at the ceremony, applauded the work done by Bosch India, especially in Karnataka. He said, "It is a pleasure to be part of the inauguration of Spark.NXT Campus of Bosch India. The company has had its presence in the State for several decades now and it is heartening to host its India's largest smart campus here. Karnataka, primarily Bengaluru has been a technology hub and houses largest number of R&D centres across the globe. This campus is another feather to its cap." "This campus showcases R&D capabilities in both automotive and non-automotive products and services and I hope that this will elevate the city's leadership in the field of technology to a greater level," he further added.

## Wolters Kluwer Continues Global Expansion; Opens Innovation Hub in Chennai, India

Wolters Kluwer (AEX: WKL), a leading global provider of expert solutions, insights and services for professionals, announces the grand opening of its new office in Chennai, India. The ribbon-cutting ceremony will take place at 12:00 pm with leaders from throughout the company in attendance.

Wolters Kluwer has enjoyed a strong presence in India since 2006 with offices in Chennai since 2010. With a rich culture and exceptional talent, Chennai is a key center of excellence for Wolters Kluwer. The company has close ties with the Chennai community that includes a partnership with Sevalaya, a non-governmental organization that serves the rural poor in the area.

Raju Vaidyanathan, Managing Director for Wolters Kluwer ELM Solutions India, said, "As a premier destination for technology talent, not just in India but throughout the world, Wolters Kluwer is constantly looking for more impactful ways of creating



an open environment for our employees to collaborate and innovate. Today's opening of our innovation lab will allow our world-class engineers and developers to thrive and innovate as a team as never imagined before."

## Intel India opens a new design & engineering centre in Bengaluru

Intel India has opened a new state-of-the-art facility in Bengaluru. The new centre has 4.53 lakh sq. ft of space across two towers that can accommodate 2,000 employees. The company said that the new centre will advance cutting-edge design and engineering



work in client, data centre, IoT, graphics, artificial intelligence, and automotive segments.

"As Intel's largest design and engineering centre outside the US, Intel India plays a strategic

role in Intel's growth. It relentlessly focuses on expanding its design and innovation footprint by making significant contributions to Intel's leadership products," added Intel.

The two towers at Ecospace Business Park consist of G+5 floors. They feature facilities such as IoT-based systems like desk booking platforms, an interactive kiosk for occupancy status and floor layouts, real-time room occupancy indicators, etc. One floor of 70,000 sq. ft is dedicated to high-tech R&D labs for silicon design and validation purposes. The facility has many other employee amenities, such as over 50 video-enabled conference rooms, phone booths, collaboration spaces, breakout zones, and lounge areas.





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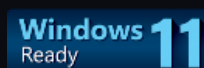
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## GajShield Infotech, announces channel partner meet in Bhubaneswar

GajShield Infotech is a leading user and data protection cybersecurity company, entrusted to protect organizations' most critical data, alongside



being committed to drive digital transformation and growth. The company in association with its partners, delivers intelligence-led security services

that facilitate end-users and businesses to understand, track, deal and prevent cyber threats. With the speedily fluctuating IT security threat landscape, cybersecurity has emerged into one of the most dynamic segments of the IT industry whether measured by demand or technology evolution. With an aim to arm their channel partners in Odisha, with the best in technology by showcasing their innovative products and solutions, GajShield Infotech recently organized its channel partner meet. The one-day event that was held on 10th June 2022 at Empire Hotel, Bhubaneswar witnessed the company's regional partners come under one roof to understand the brand's product category and solutions in which they are most pro-

ficient.

Through displaying their products and solutions, through this partner meet session, the core agenda of GajShield was to target channel partners and increase the reach in Odisha market, thus becoming the most preferred name in the firewall business. Through this meet, the brand intends to facilitate its partners in leveraging and building their expertise in the domain of cyber security, alongside preparing them for the new industry standards with their robust security tools. This will nothing but facilitate in enhancing partner productivity's, enlarge prospects and empower partner success.

## Johnson Controls Inaugurates new OpenBlue Innovation Centre in Hyderabad

Johnson Controls, the global leader for smart, healthy and sustainable buildings, announced the official opening of its new, state-of-the-art, Open-



Blue Innovation Centre for engineering and excellence in Hyderabad.

The Johnson Controls, OpenBlue Innovation Centre in Hyderabad was inaugurated by K. T. Rama Rao, Minister for Municipal Administration & Urban Development, Industries & Commerce, and

Information Technology, Telangana. Attendance included Dave Pulling, Vice President & General Manager, Global Security Products, Johnson Controls, Gopal Paripally, Global VP, Engineering & Technology, Johnson Controls, and Tazmin Pirani, Vice President, Global Engineering for Intrusion products, Johnson Controls.

"The establishment of the Johnson Controls OpenBlue Innovation Centre in Hyderabad, is significant for fostering critical innovation in sustainable technology for building security, and for the state's efforts towards establishing itself as a hub for tech-innovation and talent in India", said Minister K.T. Rama Rao. "We are proud of our collaboration with Johnson Controls and our role in facilitating the setting up of this centre."

This centre, spread across 41,000 sq. ft. at the prestigious Gowra Fountainhead,HITEC city in

Hyderabad, joins the existing network of OpenBlue Innovation Centres in India and further expands Johnson Controls presence in India. The current network already includes Innovation Centres in Pune, Gurgaon, Bangalore and Delhi, India. This OpenBlue Innovation Centre focuses on research and development for security products and is dedicated to transforming customer experiences using intelligent edge devices.

"By deploying new fifth wave technology advances in the form of IoT, AI and 5G, buildings will be reimaged to deliver on decarbonization, sustainability, energy efficiency and renewable energy goals while optimizing performance," said Vijay Sankaran, Johnson Controls chief technology officer. This new centre is aligned with our innovation in building technology and the strong network of Johnson Controls OpenBlue Innovation Centres across the globe."

## Dell Technologies ranks #1 in the Indian x86 mainstream server market for the third consecutive quarter



Dell Technologies emerged as the leader in India's x86 mainstream server market in Q1 2022 with an industry share of 44.9%, the highest share achieved in mainstream servers. According to the IDC Worldwide Quarterly Server Tracker Q1 2022,

June 2022 release Dell Technologies has crossed the 40% mark for the third consecutive quarter in India, continuing a strong leadership position in the x86 mainstream server segment. Additionally, Dell Technologies also revealed strong growth momentum for its storage business, retaining a #1 rank in India with an industry share of 26.2 "We are thrilled to announce that Dell Technolo-

gies has once again been recognized as an industry leader in servers and storage, demonstrating that our solutions resonated very strongly with our customers in India", said Mr. Manish Gupta, Vice President and General Manager, Infrastructure Solutions Group, Dell Technologies India. "With the uptake in the adoption of technologies like cloud computing, virtualization, and big data, businesses need to deploy advanced servers that form the foundation of modern age IT architecture, running multi-workloads from the edge to core to the cloud.

## Redington India collaborates with AWS to drive cloud adoption in India



Redington India Limited, a leading IT Technology provider, today announced that it has entered into a multi-year Strategic Collabora-

tion Agreement (SCA) with Amazon Internet Services Private Limited (AISPL), which undertakes the resale and marketing of Amazon Web Services (AWS) Cloud in India. The deeper engagement with AWS will help Redington India enhance its cloud capabilities to drive growth in existing markets, and expand into Tier 2 and Tier 3 cities through its partners. It will help fuel the adoption of AWS Cloud by small-and-medium businesses (SMBs), scale growth with independent software vendors (ISVs), build unique value propositions in the enterprise segment, and strengthen the focus on public sector covering education, EdTech,

and central and state governments.

AWS will support Redington India and its existing as well as potential partners with business and technical expertise, including training and enablement, solution development, and building technical competency and platform development support to accelerate their growth. Redington India will upskill its partners to cater to end customers with a wide gamut of services from AWS Cloud which include, architectural design, on premise to cloud migrations, proof of concepts, infrastructure optimization, well-architected reviews, remediation, Internet of Things (IoT) services, pre/post-sales support, and much more.



## Microsoft introduces Surface Laptop Go 2 in India

Microsoft India announced the availability of the new Surface Laptop Go 2 via commercial authorized resellers as well as online and retail partners like



Amazon.in and Reliance Digital. The all-new Surface Laptop Go 2 offers updated features and specs that light up the diverse set of experiences that have come to define the Windows 11 PC, all for the starting price of INR 73,999.

Designed for hybrid learning and working experiences, the new Surface Laptop Go 2 delivers the Surface signature premium design, and features in

an ultra-portable format that can easily slide into your bag. Weighing only 1.12 kilograms[1], the device is packed with the power of the Quad-core 11th Gen Intel® Core™ i5 processor. With all-day battery life and fast charging – Surface Laptop Go 2 is the perfect companion for class, the office, the coffee shop, or wherever life takes you.

Jump right into the flow with an effortless lift of the lid, Instant On, and Windows Hello through the fingerprint reader integrated into the power button. Featuring a vibrant 3:2, 12.4" PixelSense™ touch display and an improved HD camera and dual Studio Mics, users can look and sound their best when making video calls. The first-class Surface typing experience is uncompromised with 30% more key travel than a MacBook Air and complemented by the large precision trackpad.

## HP launches gaming laptops under OMEN & Victus Lineups in India

Popular laptop manufacturer HP has launched the new OMEN 16, OMEN 17 and Victus 15 & Victus



16 gaming laptops in India. The HP OMEN 16 & OMEN 17 have a built-in IR thermopile sensor.

OMEN Dynamic Power within OMEN Gaming Hub can precisely detect real-time CPU and GPU capacity and dynamically allocate power between the two, creating extra headroom and optimizing in-game FPS based on current game activity to allow the best

experience possible in any game. The OMEN 16 pricing starts at 1,09,999 and the OMEN 17 will be available in August 2022 from Rs. 1,99,999

The Victus 15 laptop comes with a 12th gen Intel i7/i5 processor with NVIDIA RTX 3050Ti Graphics and offers superior computing power for gaming or multitasking. The Temporal Noise Reduction (TNR) identifies and cleans up noisy areas to deliver grain-free, low-light video quality, Super Resolution Auto Scene Setting. It carries a powerful 12th gen Intel i7/i5 processor with NVIDIA RTX 3050Ti Graphics and offers superior computing power for gaming or multitasking. The laptop will be available from July 2022 from Rs. 67,999

## Acer refreshes its bestselling Aspire 7 Gaming laptop with 12th Gen Intel® Core™ processor

Acer India announced the refresh of their best-selling gaming laptop the Acer of Aspire 7. The newly launched laptop is powered by the latest 12th Generation Intel® Core™ i5 processors and



NVIDIA GeForce GTX graphics for performance in demanding applications and gaming. The performance-grade thermal solutions

maximize efficiency and offers comprehensive connectivity options.

Aimed at those who want a take-anywhere notebook with great performance for gaming, designing, and content creation the Aspire 7 gaming laptops delivers realistic graphics with incredibly

fast performance and cutting-edge new features. Speaking on the launch Sudhir Goel, Chief Business Officer, Acer India, said, "Over the past couple of years, laptops has become ubiquitous tools of productivity and entertainment. With significantly improved internet connectivity and gaming going mainstream, users today demand machines that can handle both tasks effortlessly. Aspire 7 gaming laptop has been the best-selling gaming laptop in our line-up with its powerful performance, understated looks and great price points. The 2022 line-up continues this tradition and we expect our Aspire 7 to be preferred choice for a do-it-all laptop. In this endeavour, we have been actively working with our partners like Flipkart to make available our state-of-the-art technological solutions to millions of customers across the country".

## Newest Precision Powerhouse Features AMD Ryzen Threadripper PRO

Today, getting more done in less time—and seamlessly—is the name of the game. This new high-performance tower offers full-spectrum performance



for a variety of demanding professional applications, powered by the latest

AMD Ryzen™ Threadripper™ PRO processors. The Precision 7865 Tower is maximized for demanding, multi-application workloads and empowers users to tackle intensive, complex workstreams more efficiently. Bridging clock speed (valuable in interactive workflows such as computer-aided design) and multi-core computation (needed for workflows such as rendering or simulation), the Precision 7865 Tower powers data science, graphic design, engineering, imaging, and VR and AI initiatives without compromise.

Designed for engineers, architects, creators and designers who depend on mixed-use workflows, the Precision 7865 Tower comes with up to 64 CPU cores, up to 56TB storage, optional Thunderbolt™ 3, up to 1TB of DDR4 ECC memory with RMT Pro and a full suite of professional graphics options (up to 32GB AMD Radeon™ PRO W6800 or up to 48GB NVIDIA RTX A6000 graphics). The Precision 7865 Tower allows you to create and render simultaneously, without sacrificing performance.

More power shouldn't mean more heat. The newly designed chassis features a hexagonal venting pattern that supports dedicated air channels for critical components.

## ASUS Republic of Gamers Announces Strix XG16 Portable Gaming Monitor

ASUS Republic of Gamers (ROG) announced Strix XG16, a portable 15.6-inch FHD (1920×1080) gaming monitor with a 144 Hz IPS panel and NVIDIA® G-SYNC®-compatibility for smooth, tear-free gaming visuals. Designed for gaming on the go, its built-in high-capacity battery, fold-out kickstand and tripod socket allow gamers to play anywhere. USB-C® and Micro



HDMI® connectivity ensure compatibility with various input sources, ranging from mobile devices to the latest gaming consoles. ROG Strix XG16 is available in black or white color schemes, and XG16AHP models feature the bundled ROG tripod for quick, versatile setup.

### Superfast and smooth visuals

The 15.6-inch FHD IPS panel in ROG Strix XG16 offers exceptionally vivid color. Its 144 Hz refresh rate delivers super smooth visuals while G-SYNC compatibility eliminates screen tearing to provide outstanding gaming experiences.

### Available in black or white

ROG Strix XG16 is the first ROG portable gaming monitor to be offered with an entirely white finish. The monitor is also available with a classic black finish. Both models feature a unique rear cover design that gives each a distinct look.

## Samsung Launches Smart Monitor M8 in India

Samsung, India's largest and most trusted consumer electronics brand, launched the Smart Monitor M8, its latest addition to the Smart Monitor series with an upgraded and stylish design. It is thoughtfully

SAMSUNG



designed for modern-day users who need a product that offers both functionality and entertainment at the same time, enabling them to watch, play and live in style. The new smart monitor comes with a SlimFit Camera for a seamless

video conferencing experience.

The Smart Monitor M8 is from a family of world's first smart monitors that not only offer a PC-less experience for seamless working, but also allow users to enjoy a variety of OTT services, including Netflix, Amazon Prime Video, Disney+ and Apple TV via Wi-Fi without connecting to a PC or TV.

The Smart Monitor M8 allows you to browse the web, edit documents and work on projects, all without the need for a separate PC. With new Workmode, you can also remotely access another PC, use Microsoft 365 programs and even connect to Samsung mobile devices with Samsung DeX for seamless working.

## KODAK launches Premium Wireless Charging Accessories for APPLE and ANDROID Smartphones

Bengaluru-based accessories maker and KODAK licensee TekkiTake has announced five new Kodak-branded premium smartphone accessories for APPLE and ANDROID smartphones.



Keeping style and elegance in mind, but without compromising performance, usability, and safety, the new charging accessories are a must-have for everyone who owns a premium smartphone today. The new accessories are meant to serve you at home and can also accompany you on any jour-

ney.

With the active and unpredictable lifestyle that we experience today, keeping your smartphone battery topped up at all times is of utmost necessity. Tagging around a power bank may be fruitful but plugging in and out that charging cable several times an hour (or even a day) can cause damage to your premium smartphone's charging port in no time. Opting for a wireless charger is a smarter move today. TekkiTake presents three premium Kodak-branded Mag-Safe-compatible wireless chargers for APPLE iPhone 12 and above, one wireless charging pad for both APPLE and ANDROID smartphones, and a PD+QC USB wall charger for all those thirsty fast-charging mobiles and tablets.

## Micron Delivers Industry's First 176-Layer NAND SATA SSD for Data Centers

Micron Technology, Inc., (Nasdaq: MU) announced it is shipping the world's first 176-layer NAND



SATA SSD designed for data center workloads. The Micron® 5400 SATA SSD is the most advanced data center SATA SSD available. Built on a proven 11th generation SATA architecture, the Micron 5400 SSD

enables broad use cases, delivers significantly better performance than traditional hard disk drives (HDDs), and extends the life of SATA platforms.

Most Advanced SATA SSD

The Micron 5400 is the most advanced data center SATA SSD on the market, thanks to Micron's innovative 176-layer NAND, which offers proven performance while supporting product availability for years to come. Featuring the industry's broadest portfolio of deployment options, the Micron 5400 allows data center operators to install new servers or upgrade existing servers while continuing to use the SATA interface. Customers can continue to get more from their SATA servers with plenty of performance to saturate typical network bandwidth.<sup>1</sup>

## NETGEAR Unveils M4250 Series Ethernet Switches

NETGEAR, the provider of Wi-Fi solutions has unveiled "M4250 Series Switches" designed and built from the



ground up for the growing audio video over IP (AV over IP) market. These products combine years of networking from leading experts in the professional AV market with an unmatched ease of use, reliability, and

cost savings that benefit all networked AV solutions. The M4250 line of switches also supports more advanced configuration and a robust set of features for many different types of installations. The industry-leading NETGEAR web-based IT GUI along with the console, telnet, and SSH connections and a standard, out-of-band Ethernet port are all available for deeper settings adjustments. Additional features include static, RIP and PIM routing, DHCP server and PTPv2.

## Overclock in Style with Kingston FURY Beast DDR5 RGB

Kingston FURY, the gaming division of Kingston Technology, a world leader in memory products and technology solutions, announced the release of Kingston FURY™ Beast DDR5 RGB memory. The Kingston FURY Beast family boasts the first DDR5 module used to hit 10,004MT/s, this latest addition to the portfolio features enhanced RGB light-



ing effects with a new heat spreader design that provides bright and smooth illumination.

Kingston FURY Beast DDR5 RGB is the perfect solution to customize the style of next-generation DDR5 systems. Intel® XMP 3.0-Ready and Certified, and qualified by the world's leading motherboard manufacturers, Kingston FURY Beast DDR5 RGB lets users build with confidence. With Kingston FURY CTRL2 software, users can choose from a library of preset patterns and effects. Alternatively, users can customize the smooth and vibrant RGB effects to make their system completely unique. All Kingston FURY Beast DDR5 RGB modules feature the patented Kingston FURY Infrared Sync Technology™, which keeps the lighting effects in perfect lockstep.

## SK hynix to Supply Industry's First HBM3 DRAM to NVIDIA

SK hynix Inc. (or "the company", www.skhynix.com) announced that it began mass production of HBM3, the world's best-performing DRAM.

HBM (High Bandwidth Memory): High-value, high-performance memory that vertically interconnects multiple DRAM chips and dramatically increases data processing speed in comparison



to traditional DRAM products. HBM3 DRAM is the 4th generation HBM product, succeeding HBM (1st generation), HBM2 (2nd generation) and HBM2E (3rd generation).

The announcement comes just seven months after the company became the first in the industry to develop HBM3 in October, and is expected to solidify the company's leadership in the premium DRAM market.

With accelerating advancements in cutting-edge technologies such as artificial intelligence and big data, major global tech companies are seeking ways to quickly process rapidly increasing volumes of data. HBM, with significant competitiveness in data processing speed and performance compared with traditional DRAM, is expected to draw broad industry attention and see rising adoption.



# CP PLUS Expands with World's Largest & State-of-the-Art, Futuristic Manufacturing Facility in Andhra Pradesh

CP PLUS, India's leading CCTV brand, began producing surveillance devices locally in India in its Manufacturing facility in Tirupati, Andhra Pradesh 5 years ago. And since then, the brand has enhanced its manufacturing capabilities to reach the plant's maximum production capacity of 1Mn units a month.



Now to meet the growing demand, CP PLUS has put up another manufacturing unit in Kadapa District, Andhra Pradesh. With the production commencing in Q2, 2022-23, this new facility will have 3 times the production capability vis-à-vis the existing capacity i.e. 3Mn Surveillance units per month, which will make it the World's Largest Manufacturing Unit for Surveillance Products, outside China and 3rd largest in the entire world when including China.

The CP PLUS manufacturing facility Kadappa in the state of Andhra Pradesh has been integrated with the world's latest Fuji made state-of-the-art technology SMT Lines and semi-Robotic Assembly & packaging Lines. All production area has been designed with ESD flooring, dust-free and air-conditioned environment to achieve world's best quality of products.

This manufacturing facility has a wide range of Reliability Test Equipment to ensure High quality of products manufactured and also to qualify for various certifications required in Tenders and by Govt. of India organizations like RDSO, AAI, PWD, Indian Navy etc.

Aditya Khemka, Managing Director of CP PLUS

expressed his intentions to further expand the production capacities manifold in the future. "Backed by our R&D proficiency, we have plans in action to further augment our capabilities and become many times larger than the current size to produce 6 Mn units per month in near future to make our brand more and more Atmanirbhar in order to accomplish our PM's dream and to make India truly self-reliant.

In addition, we have 10 acres of additional land for which we have firm plans to develop facilities for Backward Integration in the CCTV domain. CCTV & Recorders' components like Housing, Cables, and Adapters among the others are placed in the first phase of manufacturing which will lead to an actual increase in Local Content in manufacturing and go another mile in the localization and indigenization process of CCTV man-

ufacturing in India!

With visible Govt. support, we do foresee Exports of Surveillance products in near future from this stupendous production facility."

All these areas of high-volume production, Backward Integration & Exports will attribute to a larger employment generation for the country, especially for Women as the brand's current workforce consists of 90% of female workers.

Manufacturing for other domestic and international brands, CP Plus has also become the largest Indian OEM and ODM as well, giving strong competition to Chinese companies and reaching the leading spot in the entire surveillance industry.

CP PLUS is a pioneer Indian brand responsible for leading the security and surveillance industry in the country for many years now. Since its very beginning, CP PLUS has dominated the CCTV industry by introducing affordable solutions and a reliable sense of security to the general public and creating awareness about enhancing public safety. Now, the brand's name itself has become a synonym for CCTV in many parts of the country.

Being a leading brand in the surveillance industry, CP PLUS has successfully conducted hundreds of government projects, securing railway and police stations, air and sea ports, government institutions, public roads, and even entire smart cities. Currently, CP PLUS is also in talks with the Government of India to introduce the PLI scheme for the Surveillance industry and also about amendments to the Public Safety Act to further improve Electronics Security for India and its public.

The growth and popularity CP PLUS has witnessed every step of the way successfully placed the brand at the forefront of the surveillance industry, so much so that now CP PLUS is not just India's No. 1 surveillance equipment manufacturer but also has the largest production facility for security and surveillance products anywhere outside of China in the whole world.

## Canon India to become a one-stop surveillance solution provider with the launch of its first experience center

Driven by its pursuit in innovation, Canon India, one of the leading imaging companies has opened an



experience center in New Delhi where they would display the complete portfolio of offerings under the Network Video Surveillance (NVS) business. With this launch, Canon aims to become an end-to-end surveillance solutions provider and systems integrator, offering consultancy and services on CCTV surveillance, access control, public addressing, and video analytics, addressing the complete networking and surveillance life cycle. To further

build advanced video solutions in the Indian market, Canon is also bringing together leading surveillance industry players – Axis, Milestone, and BCD, under one umbrella to strengthen their NVS product portfolio.

Speaking about the importance of Network Video Surveillance business, Manabu Yamazaki, President & CEO, Canon India said, "There is no doubt that we are living in an increasingly digital and connected world, where our reliance on technology and data driven innovation is constantly evolving. It is interesting to see how surveillance has become an unavoidable element in the entire digital transformation journey of any organization or sector. As a leading imaging brand in the country, we are elated to diversify and strengthen Canon's business portfolio through our Network Video Surveillance offerings. From bringing together the leading players in the surveillance industry to launching Canon India's

first NVS experience centre, we aim to expand our NVS business and become a one-stop surveillance solution provider for our customers."

Commenting on the launch of the experience centre, Mr. K Bhaskhar, Senior Vice President – BIS Segment, Canon India said, "The seamless integration of digital technology into everyday tasks has helped various sectors to optimize their business offerings. In such a scenario, it is very imperative to have a secure infrastructure that supports digital transformation along with safeguarding assets, thereby growing the demand for surveillance solutions. With the launch of NVS experience center, we aim to offer a live hands-on experience of our solutions for the customers and help them make informed purchase decisions. We are proud to have partnered with the leading players in the surveillance industry and incorporate their innovative portfolio of surveillance products and solutions into our distribution network. With these collaborations, we aim to capitalize on the explosive growth opportunities in this segment and strengthen Canon's footprint in the surveillance business."



## Union Govt committed to fostering innovation and start-ups, including gaming: Rajeev Chandrasekhar

Amid the clamour for a blanket ban on online gaming in Tamil Nadu, the Union Government has



unequivocally reiterated its commitment to fostering innovation and support start-ups in every part of the digital economy, including gaming.

"The government and the Prime Minister Shri Narendra Modi are committed to ensuring that India's economy utilises the energy, passion, determination and hard work of every young India", Rajeev Chandrasekhar, union minister of state for electronics and information technology said while speaking about the future of emerging technology opportunities such as AVGC

(Animation, Visual Effects, Gaming and Comics).

The statement of the union minister assumes significance in the backdrop of recent development in Tamil Nadu with the state government setting up a four-member panel headed by justice K Chandru (retired) to give recommendations for the promulgation of an ordinance to regulate online gaming. Alluding to an inter-ministerial panel being appointed by the union government, Chandrasekhar without giving more details on impending legislation or regulation merely stated "our government is committed to innovation and start-ups in every aspect of digital economy, including everything and not only gaming".

However, his statement that "gaming innovators should not feel they are being restricted in any way" must be reassuring for the start-up online skill gaming ecosystem of the country.

## Tata Technologies has signed a Memorandum of Agreement (MoA) with the Government of Tamil Nadu for a period of 5 years



Tata Technologies, a global engineering and product development digital services company, announced that it has entered into a Memorandum of Agreement (MoA) with the Government of Tamil Nadu for 5 years to transform 71 government Industrial Training Institutes (ITIs) across Tamil Nadu into technology centers with modern infrastructure and training facilities to meet the industry 4.0 standards. Along with the technology transformation of the ITIs, Tata Technologies will also be providing industrial support for trainers' training and ensuring maintenance of the new set-up. The collaboration with the Tamil Nadu government is an extension of Tata Technologies' continued efforts to implement projects of high social impact and complement the nation-building efforts of the government. Post upgradation, these technology centers will not only cater to the advanced skill requirements of students but also act as technology & industrial hubs for the MSMEs. The total proposed investment under this project would be approx. Rs. 2204 crores.

Digital is transforming the manufacturing industry rapidly and organizations are focused on upskilling their employees while investing in technology. Work 4.0 is transpiring against the backdrop of Industry 4.0. Through this convergence of Work 4.0 with Industry 4.0, there is the emergence of Education 4.0, which is aimed at offering students the learning facility on industry-relevant skills and competencies. Tata Technologies is collaborating with the Tamil Nadu government and 20 global industry partners to implement this project by upgrading the overall facilities of these 71 technology centres, developing an Industry 4.0-course curriculum, conducting training programs, and providing equipment and software support at the new centres. The first-of-its-kind project in Tamil Nadu attempts to set a benchmark for technological upgradation of the state ITIs and make them future-ready. The objective is to bridge the gap between academia and industry by a way of establishing modern technology centers to facilitate innovations & skill development of students and industry professionals who can be eventually absorbed as skilled resources in the manufacturing industry, as well as encourage entrepreneurship. The courses at the new centres would upgrade the skills of the basic workforce as per future industry requirements and offer a platform to participants through which they can get placements in the industries. This will also improve the availability of advanced skills required for smart manufacturing across the state and provide the impetus for skill-led manufacturing thereby attracting investments into Tamil Nadu.

## Karnataka Governor Inaugurates State's First Exclusive Park For Disabled Children In Bengaluru

An exclusive play park for disabled children was inaugurated by the Honorable Governor of Karnataka, Thaawarchand Gehlot.

Developed by technology consulting and ser-



vices company Mindtree in collaboration with Bal Bhavan and Smart City, the park will benefit an estimated 2.4 lakh children with special needs because of cerebral palsy, autism, and other disabilities. Spread over one acre of land provided by the Government of Karnataka within Jawahar Bal Bhavan at Cubbon Park, the park — the first of its type in the state — was built at a cost of approximately INR 3 crore under the guidance of health and child development experts, and award-winning design firms.

The park provides a safe, inclusive, and physiotherapeutic place where children with multiple forms of disabilities can play unhindered by

their mobility aids or the risk of accidents, thus improving their agility, wellness, and social skills through community and multisensory experiences. Designed in the shape of a turtle, the park consists of different zones for a wide range of physical, mental, therapeutic, leisure, and touch-and-feel activities.

Thaawarchand Gehlot, Honorable Governor of Karnataka, said, "It is a social and moral imperative to develop inclusive and accessible playgrounds for disabled children. These children and their parents already struggle with numerous obstacles, biases and misconceptions in their effort to lead full and capable lives. Instead of adding to their problems, parks must become a part of the solution by enabling children with disabilities to gain from free and unstructured play just like other children. I congratulate Mindtree, Bal Bhavan and everyone associated with this inspiring initiative for taking the lead in addressing a vital need of disabled children. This exclusive park will provide them with an opportunity to feel happier, healthier and more connected with one another and the world around them, thus developing critical cognitive, emotional and social skills."

## Telangana govt announces to launch T-Hub 2.0

As per an official release, the Telangana government will be inaugurating business incubator T-Hub



2.0 in Hyderabad. The new building comes with a total built-up area of over 5.82 lakh square feet which makes it the world's largest innovation campus, the second largest

being startup incubator Station F based in France. "This (T-Hub 2.0) will be a microcosm of the innovation ecosystem which will house more than 2,000 startups, corporates, investors, academia, and national and international ecosystem enablers," T-Hub CEO Srinivas Rao Mahankali said.

Established in 2015, T-Hub (Technology Hub) is an innovation hub and ecosystem enabler based out of Hyderabad. In the last six years, T-Hub has evolved from being just a startup incubator to an innovation hub. It has helped to contribute immensely to the Indian innovation ecosystem by institutionalising innovation programmes for startups, corporations, and more, and building a global innovation hub. T-Hub which touched more than 1,800 startups through various programmes and initiatives has evolved from prototyping programmes to crafting institutionalised programmes to support the innovation journey of more than 600 corporates like Facebook, Uber, HCL, Boeing, Microsoft, and Qualcomm.

# Global Wafer Fab Equipment Revenue to Grow 18% in 2022

Global Wafer Fab Equipment (WFE) manufacturers' revenue will grow 18% in 2022 to exceed \$129 billion, according to Counterpoint Research's Wafer Fab Equipment Revenue Tracker. Critical technology transformations, increasing device and manufacturing complexity, aggressive investments in higher semiconductor performance and active investments in production capacity expansion will drive WFE spending in 2022. The chip shortage will continue to be a concern for the WFE supply chain in 2022.

## WFE market outlook looks impressive

- Continuous efforts by foundries to increase wafer output, reduce defects and improve yield.
- Demand exceeding supply.
- Increase in wafer-processing steps to produce diverse and complex applications.
- WFE spending limited by supply in 2021, with unmet demand pushed to 2022 and beyond.
- Long-term secular growth drivers including rising semiconductor content and increasing device complexity remain intact.
- Increased capex allocations by customers.

Commenting on the WFE market, Senior Analyst Ashwath Rao said, "Healthy WFE spending outlook, strong semiconductor demand across segments, rising capital intensity and innovative product portfolio will drive Top 5 WFE manufacturers' revenue past \$100 billion in 2022". At the same time, the availability of components going into WFE subsystems has been hampered due to supply chain disruptions, thereby increasing the equipment lead

time and delaying deliveries. This will impact revenue growth in the first half.



## WFE Market: 2018 – 2021

- WFE revenue in 2021 reached a record high of \$110 billion, an increase of 33% YoY, driven by strength across device segments NAND, DRAM and Foundry/Logic.

Service revenue of the Top 5 suppliers' increased 29% YoY to \$22.2 billion.

- In 2020, growth across all segments of the market led by NAND recovery, Foundry/Logic expansion and a slight increase in DRAM helped achieve overall revenue growth of \$83 billion, an increase of 17% YoY.
- In 2019, digestion of capacity additions by memory customers in a weaker demand environment and acceleration in ramping of new leading-edge nodes by logic customers led to a decrease in growth.



## WFE Market: 2022 Outlook

- 2022 revenues are expected to grow 18% YoY,

with the Top 5 WFE suppliers' revenue surpassing \$100 billion.

- Top 5 suppliers' systems revenue will surpass \$75 billion, an increase of 18% YoY, and service revenue will be at \$27 billion, an increase of 24% YoY.

• Strong growth in services is expected to continue in 2022, mainly driven by a rapidly growing installed base, increasing complexity of systems, tighter time-to-market requirements for customers, and expansion of service opportunities at trailing edge nodes.

- Investment in R&D and increasing capacity both at customers and equipment manufacturers will remain a top priority in 2022.

Rao said, "A huge order book, record backlog and demand exceeding capacity will enable equipment manufacturers to expand their capacity to address the shortages and generate higher revenue growth". A gradual recovery in growth will be observed in the second half of 2022 despite supply chain disruptions due to COVID-19 and heightened geopolitical conflicts. But the impact of cost increase due to labor, components from suppliers and freight charges will lower the gross margin in 2022. Trends such as export regulations between regions will also require close monitoring. Therefore, Q2 growth is expected to be muted.

Priority to manage supply chain constraints in partnership with suppliers and chipmakers will help meet current and future demand by

- Actively adding and improving capacity.
- Assigning engineering resources to improve supply chain flexibility.
- Advancing ecosystem collaboration to fight challenges.
- Meeting device performance and cost targets.

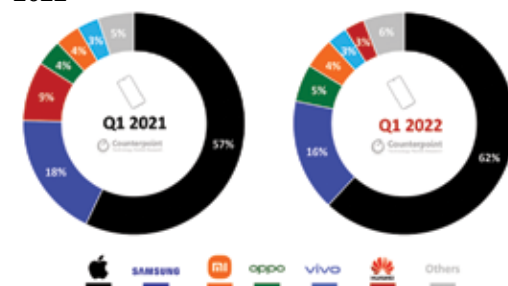
# Apple Takes 62% of Premium Market in Q1 2022

The global premium (US\$400 and above whole-sale ASP) smartphone market sales volume declined 8% YoY during the quarter, but it still performed better than the overall smartphone market, which declined by 10%, according to Counterpoint Research's Market Pulse Service. This is the eighth consecutive quarter in which the premium market has outperformed overall smartphone market growth.

Apple continued to lead the premium market, exceeding 60% share for the second consecutive quarter. This was driven by the iPhone 13 series. The iPhone 13 has been the best-selling model globally each month since October 2021. This was also the highest first quarter share for Apple in the premium segment since Q1 2017.

## Global Premium (US\$400 and above) Smartphone Sales Volume Share, Q1 2021 vs Q1

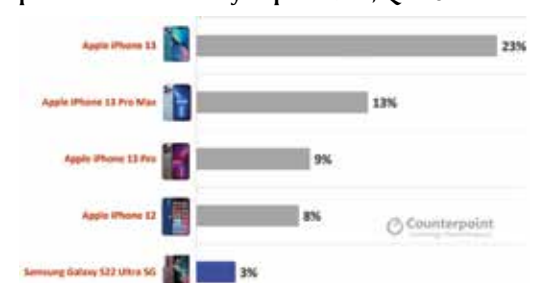
2022



## Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through Volume) Tracker

Samsung's share declined in the segment. This was mainly because of a delayed launch of the Galaxy S22 series as compared to the S21 series launch in 2021. However, the S22 series is performing well overall. The Galaxy S22 Ultra has been a hit combining the best of the S series and the Note series. It was the best-selling android

smartphone in the premium segment in Q1 2022. Global Premium (US\$400 and above) Smartphone Sales Share by Top Models, Q1 2022



## Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through Volume) Tracker

OPPO was the third largest brand in the premium segment. OPPO was followed by Xiaomi and Vivo. The sales contribution of the China market within the premium segment for Xiaomi, OPPO, and Vivo



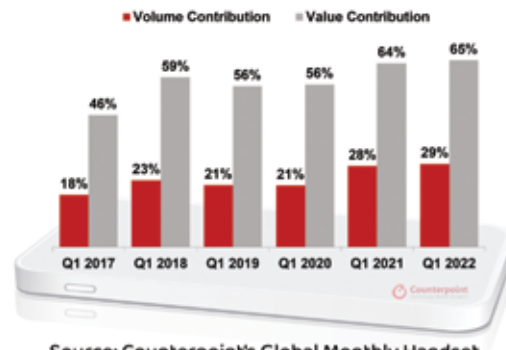
has reduced since 2021.

Foldables are also slowly gaining traction, dominated by Samsung. The sales volume for foldables grew 184% YoY in the premium segment, albeit from a small base, capturing 3% of the total sales volume in the premium segment. More smartphone manufacturers are entering the foldables market segment, and as prices come down, foldables are likely to become more mainstream.

Although sales volume in the premium segment declined YoY it grew in importance, with almost three in 10 smartphones sold coming from the premium segment; its highest-ever first quarter share. And sales value grew slightly (+0.5% YoY) due to an increase in the Average Selling Price (ASP). The premium segment alone accounted for almost two thirds of global smartphone value during the quarter, reaching the highest first-quarter value contribution as well. This also shows the strategic importance of having a presence in the premium segment.

#### Global Premium (US\$400 and above) Share of Total Smartphone Market by Volume & Value, Q1 2017- Q1 2022

This revenue resilience was driven by a 164% YoY sales volume growth in the ultra-premium (US\$>1000) price band, which became the largest contributor to the premium market, both in terms of sales volume as well as value. It was the



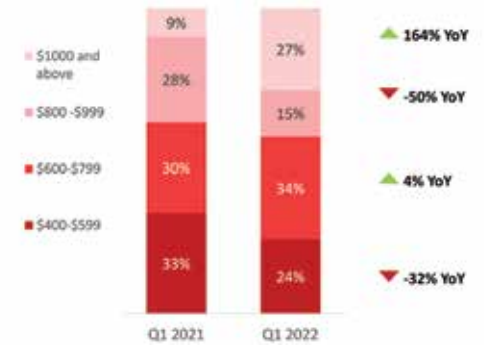
Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through) Tracker

fastest-growing price segment globally as well as in China, Western Europe, and North America.

The volume growth in the ultra-premium segment was driven by Apple and Samsung. The iPhone 13 Pro Max and the iPhone 13 Pro together captured over two-thirds of sales volume within the ultra-premium price segment. This was driven by strong volume growth in the US, China, and Western Europe. In China, the sales in the >US\$1000 price segment grew 176% YoY in Q1 2022. The segment alone captured over one-fifth of China's smartphone market value during the quarter. Apple emerged as the biggest winner from Huawei's decline in the premium market. The premium market in China still holds potential, and will be driven by upgrades, especially by users

from Huawei's large installed base.

#### Global Premium (US\$400 and above) Sales Volume Share by Price Band



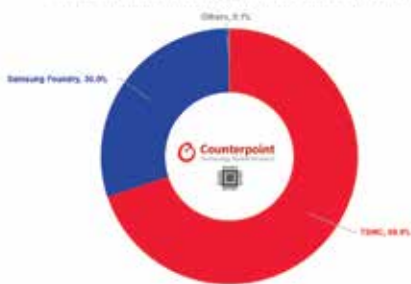
Source: Counterpoint's Global Monthly Handset Model Sales (Sell-through) Tracker

Going forward, we will continue to see smartphone manufacturers trying to gain share in the premium segment. With global inflation rising, the entry-level and lower price band segments are likely to be harder hit. Only through a rise in sales in higher price bands, will manufacturers be able to offset some of the resulting revenue declines. While developed markets dominate the premium market sales, the segment is also becoming important in emerging markets like India and LATAM, as consumers continue to upgrade.

## TSMC Captures 70% Share of the Smartphone AP/SoC and Baseband Shipments in Q1 2022

Global smartphone chipset (SoC/AP+Baseband) shipment declined 5% YoY in Q1 2022 due to seasonality, weaker demand in China amid lockdowns and over shipping from some chipset vendors in Q4 2021, according to the Counterpoint's Foundry and Chipset Tracker. However, this decline was offset by strong growth in the chipset revenues which grew a healthy 23% YoY in Q1 2022, as the chipset mix shifted towards costlier 5G smartphones. TSMC, the world's largest foundry, captured nearly 70% share of manufacturing the key chipsets going into the smartphones from the complete System-on-Chip (SoC) to discrete Application Processors (AP) and cellular modems. Samsung Foundry was the second largest foundry behind TSMC capturing a 30% share of the global smartphone chipsets.

Global Smartphone Chipset (AP/SoC+Baseband) Shipment Share by Foundry Q1 2022



#### Source: Counterpoint's Foundry and AP/SoC service

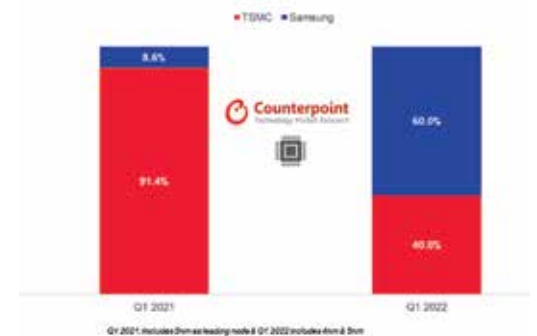
Note: Total shipments include the AP/SoC and discrete baseband

Commenting on the foundry landscape for smart-

phone segment, Senior Research Analyst, Parv Sharma, said, "Foundries are extremely high CAPEX, cutting-edge technology businesses which have led to a duopoly for manufacturing advanced chipsets for smartphones. TSMC and Samsung Foundry together control the entire smartphone chipset market and TSMC is more than double Samsung in terms of manufacturing scale and market share. TSMC CAPEX spending is much higher than the competitors. It will invest \$100 billion between 2021-2023 in 5/4nm and 3nm chip fabrication facilities, WFE, 3D packaging, and ramp up for 5/4nm and 28nm to meet the growing demand. Thus enabling TSMC to capture a large share in the advanced nodes.

TSMC based smartphone chipsets declined 9% annually in Q1 2022. Due to Qualcomm choosing Samsung Foundry for manufacturing X60 baseband and annual decline in the MediaTek smartphone chipset shipments. However, Qualcomm dual sourcing strategy will add more volumes towards TSMC in 2022. Also the ramp-up of the 4nm flagships from Qualcomm, Apple and MediaTek will enable TSMC to further gain share in smartphone chipsets in 2022.

Of the total smartphone chipsets on advanced nodes (4nm, 5nm, 6nm and 7nm), TSMC captured 65%. TSMC entered mass production for its leading 4nm process node with MediaTek's Dimensity 9000 SoC in Q1 2022. TSMC's 4nm node-based smartphone chipset shipments are expected to grow further thanks to Qualcomm's dual sourcing strategy for its future 4nm based Snapdragon 8+ Gen 1 SoC."



Source: Counterpoint's Foundry and AP/SoC service

Commenting on Samsung Foundry's performance, Senior Analyst Jene Park, said, "Samsung Foundry captured around 30% share of the global smartphone chipset shipments thanks to Qualcomm and Samsung Semiconductor's internal Exynos chipset division. Despite relatively lower yield rates for the leading 4nm process node, Samsung Foundry led the leading nodes (4nm & 5nm) smartphone chipset shipments with a healthy 60% share followed by TSMC which captured a 40% share in Q1 2022. The 4nm shipments at Samsung Foundry were driven by Qualcomm Snapdragon 8 Gen 1 which has gained more than 75% share in the Samsung Galaxy S22 series in just one quarter. Samsung Foundry also benefited from refreshed mid-tier 5nm based 5G chipset Exynos 1280 for its higher volume Galaxy A53 and A33 smartphones.

However, the uncertain global macroeconomic climate, potential inventory corrections and dual-sourcing from Qualcomm could put pressure on Samsung Foundry's market share overall as well as leading nodes."



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