



Smartphones emerge as the most popular product category on Amazon.in in Rajasthan

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- Customers from Jaipur, Jodhpur, Alwar, Kota and Udaipur buying most smartphones from Rajasthan on Amazon.in
- Customers from smaller towns like Churu, Hanumangarh, Bundi, Dholpur and Durgapur propelling growth
- Xiaomi, Samsung, OnePlus, Vivo, OPPO and Apple emerge as popular brands for customers in the state

Jaipur, January 09, 2020: [Amazon.in](#) today revealed that smartphones were the most popular category for customers in Rajasthan. Jaipur, Jodhpur, Alwar, Kota, Udaipur and Ajmer are top cities where customers bought most mobile phones. Smaller towns including Churu, Hanumangarh, Bundi, Dholpur and Durgapur are driving further growth for the category in the state. Xiaomi, Samsung, OnePlus, Vivo, OPPO and Apple are some of the leading brands in the state.

In 2019, Mi Redmi 6A was the most popular device among customers as per unit sales. OnePlus 7 remained the most popular premium mobile phone. Most customers asked to 'Notify me' for the launch of Redmi Note 8 series on Amazon.in.

Other popular smartphones in Rajasthan were Samsung Galaxy M20, Samsung Galaxy M30s, OnePlus 7 Pro, Redmi 7, Redmi Note 8, Redmi 6 Pro, Samsung Galaxy M30, Redmi Y3, Redmi 7A, Redmi Y2, Samsung Galaxy M10, Vivo U10 and Xiaomi Mi A3 among others.

Commenting on these trends, **Nishant Sardana, Category Leader – Mobile Phones, Amazon India** said, "*Customers in Rajasthan have enjoyed buying smartphones from brands such as OnePlus, Xiaomi, Samsung, Vivo, OPPO, Apple among others on Amazon.in in the last year. Our partnership with banks, sellers and ecosystem partners have allowed us to consistently offer tremendous value through exchange offers, no-cost EMI, instant bank discounts and more. Customers in the state are using these programs to buy smartphones at great value on Amazon.in. It is also exciting to witness robust demand from smaller towns & cities like Churu, Hanumangarh, Bundi, Dholpur and Durgapur contributing to the growth of this category.*"

Smartphones continue to be one of the largest categories on Amazon.in. With over 2,500 products, Amazon.in offers the widest selection of mobile phones across all popular brands including OnePlus, Xiaomi, Samsung, Apple, Vivo, Nokia, Huawei, Motorola, OPPO, Honor, LG, Meizu, Xolo among others.

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About Amazon.in

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