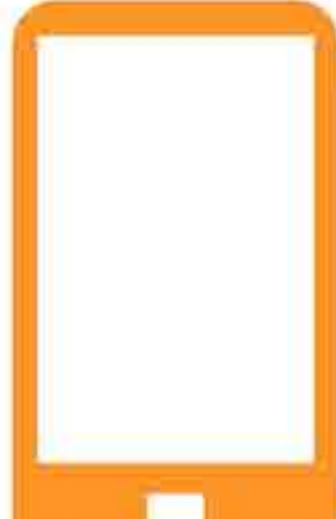




FIRSTOUCH

PILOT STUDY

Region: Morbi (Gujarat)



180 Firstouch A10
devices launched across 45 dealers
in MORBI District on 26th Feb '14

Total phones sold

125
in 18 days



84
phones

connected to Internet

TOP 10 APPS USED ON FIRSTOUCH

(ranked as per their usage)



App Bazaar used more than Google play store

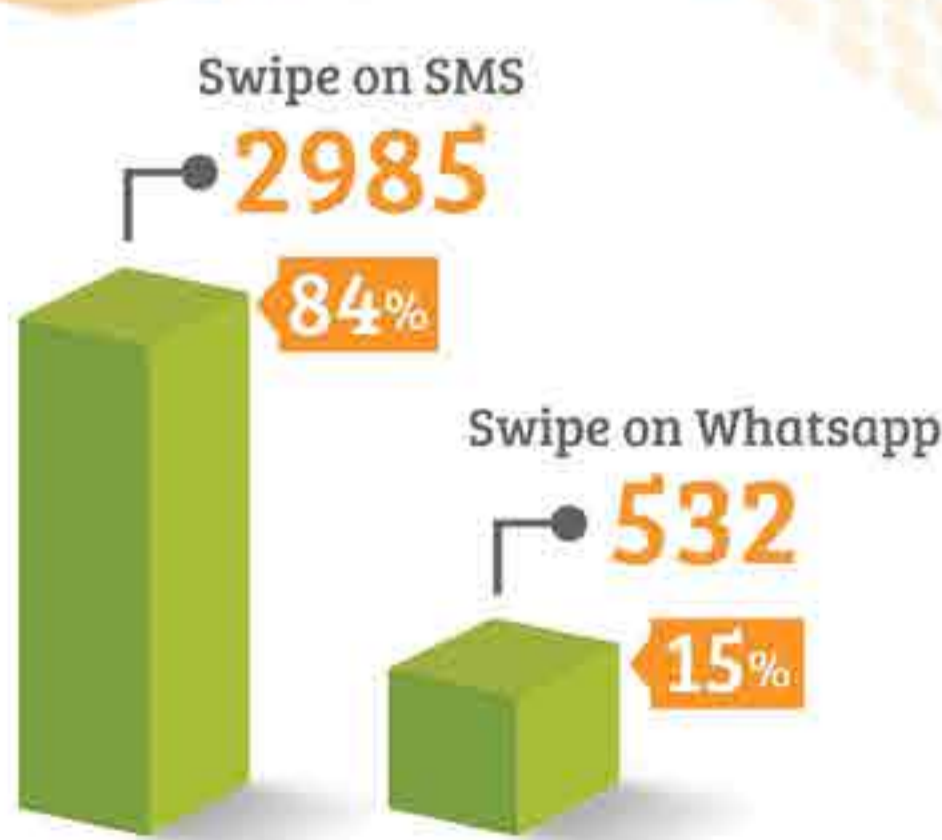
SMS is still preferred way compared to Whatsapp

App Bazaar



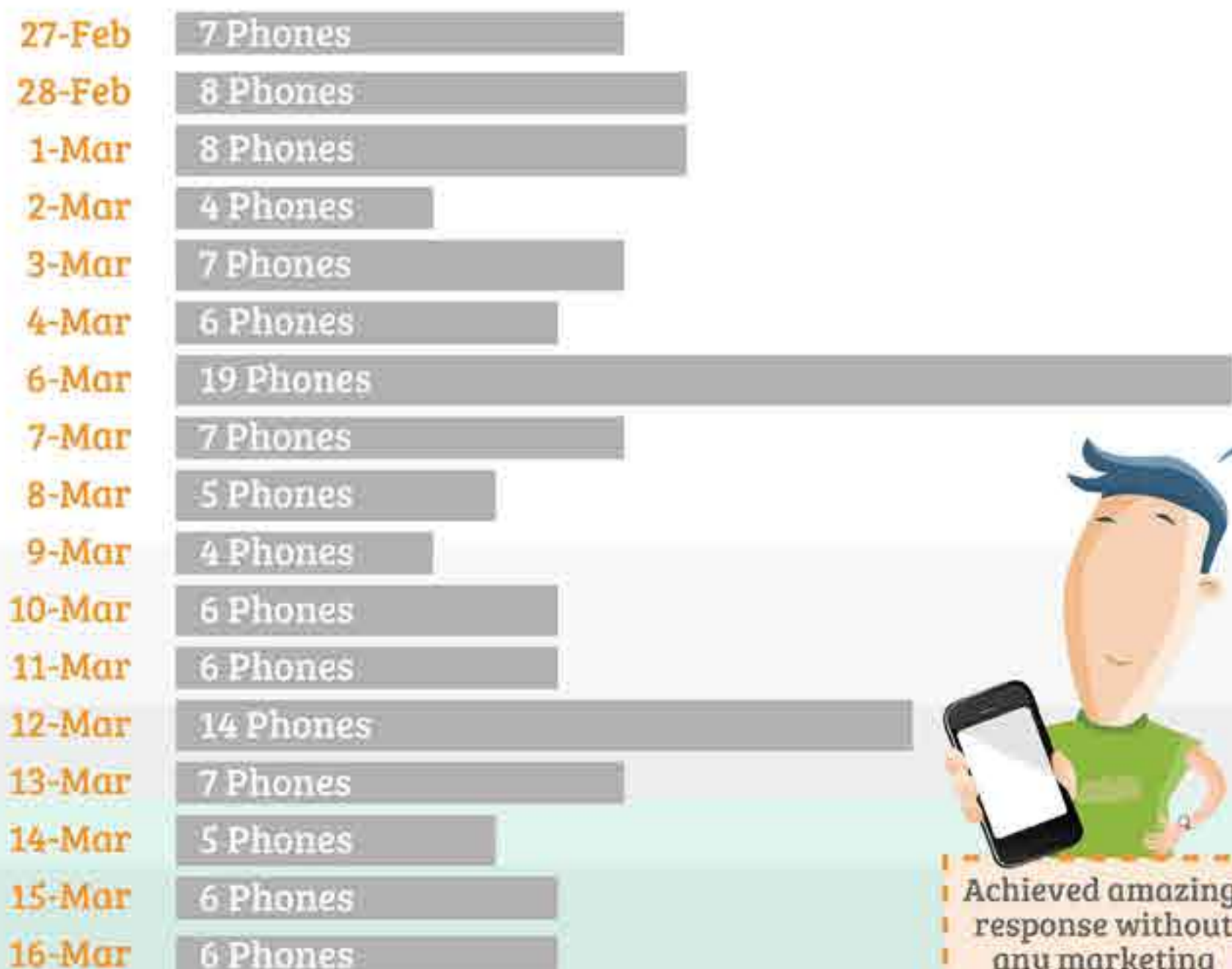
SWIPE TECHNOLOGY

Number of Swipe: 3813
Daily Swipes: 7/user



DAILY PHONE SALE

(Average phone sale: 7 daily)



Achieved amazing response without any marketing