Chennai Householders Revealed as India's 'Gadget Geeks', According to a New Insights from Mahindra Lifespaces

India's home gadget 'heat map' highlights the presence of various technologies within Indian homes

Mumbai, December 06, 2019: Chennai householders are officially the nation's 'gadget geeks', possessing the highest volume of personal technology and gadgets within their homes, while those from Pune possess the least, according to new study published today.

The light-hearted insight published by Mahindra Lifespace Developers Limited ('MLDL'), the real estate and infrastructure development arm of the Mahindra Group, is part of a new series – Mahindra 'Life-slices' – offering unique insights into Indians' living patterns, lifestyles, and homes.

The inaugural study aimed to understand the future needs of home buyers and the level of adoption of smart-home devices in today's homes. It was undertaken amongst over 1,000 householders in seven cities in India[1]. Respondents were questioned about the presence of various technologies within their homes ranging from smart TVs, smart lighting, and smart watches, to voice-activated devices and air purifiers. Responses were collated and aggregated according to the nature of the technology to calculate a ranking for each householder and, subsequently, each city. The higher the ranking, the greater the concentration of technology and gadgets within the city's homes.

On this basis, from a theoretical maximum of 6,800 points (i.e. if every home in the city possessed each and every type of device), Chennai householders topped the ranking with **4,255 points**. It reflects the highest average presence of innovative smart-home gadgets such as VR glasses, VR headsets, smartwatches, and intelligent systems - Amazon Echo and Google Home. This compares with a national average ranking of **3,191**.

Chennai's ranking reflects the fact that **86% of** local householders own VR glasses (compared to a national average of **50%**), **77%** own smartwatches (vs **43%** national average), and **78%** own wireless charging devices in their homes (**57%**).

These insights are corroborated by other research confirming Chennai's 'Gadget geek' credentials. For instance, Chennai has the highest internet and smart-phone penetration[i] and also exhibits high literacy with respect to technology as compared to other cities. Additionally, as per the latest report by Ookla, Chennai also has the fastest mean download speed for a fixed broadband connection.[iii]

According to the study findings, the 'domestic geek' mantle then passes to Hyderabad recording a score of **3,542 points**, with more than two-thirds (**68%**) of the city's householders owning VR glasses, **71%** owning wireless charging devices, and **76%** owning at least one 'Google Home' device.

Surprisingly, in third place was Bangalore with a score of **3,476,** often described as the 'Silicon Valley of India' and actually containing the highest number of techies and startup businesses. The city has a high influx of millennials in search of white-collar jobs due to the presence of IT and tech companies. This suggests that the tech-savvy nature has created a significant demand for smart devices even within the home space. Its household tech adoption closely follows that of Hyderabad with **63%** Bengaluru householders owning VR glasses, 66% owning smart lighting devices, and **58%** owning wireless charging devices in their homes.

Pune and Mumbai featured lowest on the list of the owners of smart-home devices with **2,083** and **3,013** points respectively. Mumbai stood at the penultimate position as **48%** of householders owning Smartwatches, **41%** owned Amazon Echo, and **48%** owned a smart lighting system at their homes. Pune came last with least tech-savvy householders and only **23%** owned google chrome cast, **31%** owned wireless charging devices, and **27%** owned smartwatches.

Sunil Sharma, Chief Customer Officer, Mahindra Lifespaces, said, "Increasing affordability of data plans & wider choice of data based options – both devices & content, has resulted in most smart home gadgets being Wi-Fi and Bluetooth enabled. People are looking to raise convenience & quality of life by raising the tech levels of their home with the latest and innovative gadgets. The homebuyers are now seeking homes compatible with smart home functions as it eases their living in today's fast-paced world & make it richer."

He went onto add that, although the survey is light-hearted in nature, it offers some interesting and valuable insights on Indian homes and lifestyles.

"These are the first findings from our 'Life-slices' series where we'll be revealing insights and anecdotes about the way Indians live today, their aspirations for the future and how we – within the real estate sector – can best meet them."

A few other highlights:

- Chennai householders owned the highest volume of smart-home gadgets i.e. **Seven**. The poplar devices at homeowners included Smart TV, Smart Lighting, Smartwatches, VR Headset + Glasses and Wireless charging devices
- Bengaluru and Hyderabad have an average of **six** smart-home gadgets per house
- The average number of smart home gadgets in Mumbai was **five** while in Pune it was four
- Pan India, Chennai residents had the highest number of VR Glasses (**86%**) while only **16%** of Gurgaon residents had VR Glasses
- Gurgaon residents had the highest number of air purifiers (**84%**) followed by Bengaluru (**54%**)

Survey methodology:

As per the technological complexity, each gadget was assigned a weightage. The gadgets considered, in the descending order of weightage are as follows, VR glasses, VR Headset, Smart watches, Google Home/Amazon Echo, Amazon fire stick /Google Chrome Cast, Wireless charging devices, Smart Lighting, Projectors/ LED Projectors, Smart TV and Air Purifiers. The weightage was then multiple with the percentage of house holders owning each of these devices.

About Mahindra Lifespace Developers Ltd.

Established in 1994, Mahindra Lifespace Developers Ltd. is the real estate and infrastructure development business of the USD 20.7 billion Mahindra Group, and a pioneer of sustainable urbanisation in India. The Company is committed to transforming India's urban landscape through its residential developments under the 'Mahindra Lifespaces' and 'Happinest' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra World City' brands.

Mahindra Lifespaces is driven by its credo of 'Sell genuinely, Build responsibly, Deliver on time' to develop innovative, customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 25.3 million sq. ft. (2.3 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments / industrial clusters across four locations.

A pioneer of the green homes movement, Mahindra Lifespaces is one of the first real estate companies in India to have committed to the global Science Based Targets initiative (SBTi). The Company's developments are characterised by thoughtful design and a welcoming environment that enhance overall quality of life for both individuals and industries.

Mahindra Lifespaces has been ranked 17th among India's Great Mid-Size Workplaces 2019, by the Great Place To Work Institute.

Learn more about Mahindra Lifespaces at www.mahindralifespaces.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries. Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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[1] This study was conducted by Nielsen (India) Private Limited for Mahindra Lifespace Developers Limited through face-to-face interviews with 1,047 respondents in Gurgaon, Mumbai, Hyderabad, Pune, Bangalore, Chennai, and Jaipur. Interviews were conducted in May/June 2019.

[ii] https://timesofindia.indiatimes.com/city/chennai/despite-high-literacy-and-tech-savvy-public-rail-commuters-in-chennai-have-not-taken-to-atvms/articleshow/68433685.cms
[iii] https://timesofindia.indiatimes.com/business/india-business/hyd-trails-bluru-in-fixed-broadband-download-speeds/articleshow/71729805.cms