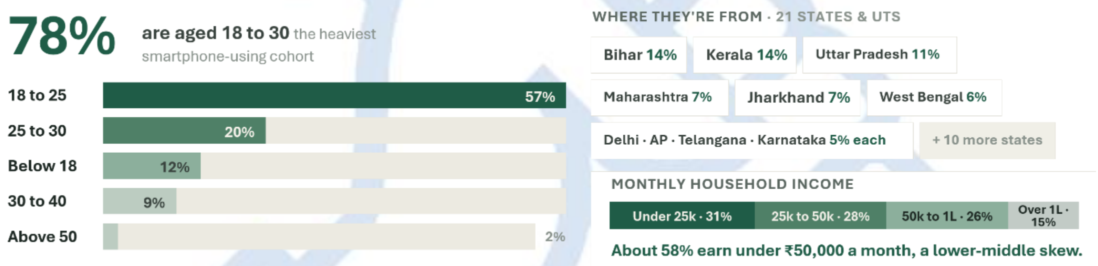
NEW INDIAN CONSUMER INITIATIVE
(An Indicc Initiative)

New Indian Consumer Initiative- An Indicc Initiative has organised a series of events that were aimed at understanding consumer behaviour in the repair economy, as well as to raise consumer awareness regarding the Right to Repair.

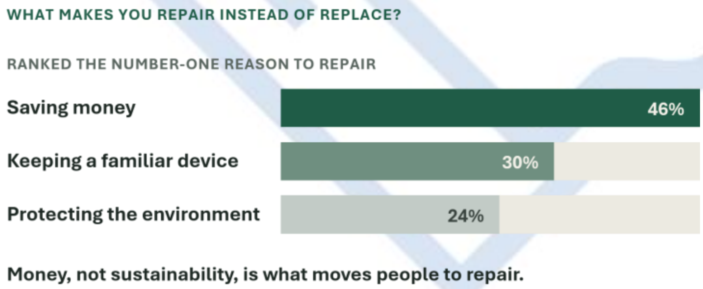
Consumer Insights: Findings from Consumer Survey by NICI

To better understand consumer repair behaviour in India, NICI conducted a survey of 100 consumers from 21 Indian states. The respondent profile was predominantly young, with 57.1% in the 18–25 age group and 20.4% in the 25–30 age group, reflecting the demographic that also records the highest smartphone usage in India. Around 45% of respondents reported a monthly family income below Rs. 50,000, with approximately half of this group earning less than Rs. 25,000. The findings suggest that affordability plays a significant role in repair decisions, with saving money emerging as a key motivation for choosing repair over replacement, particularly among lower-income households.

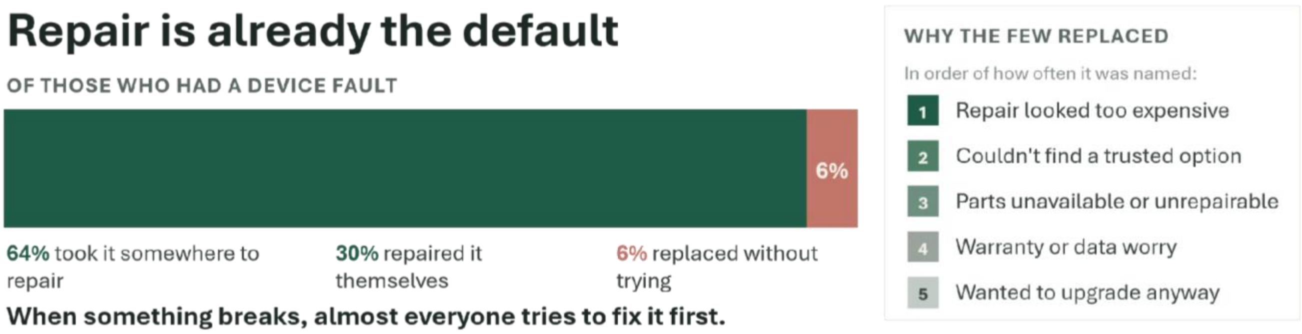
AGE, GEOGRAPHY & INCOME



WHAT MAKES YOU REPAIR INSTEAD OF REPLACE?



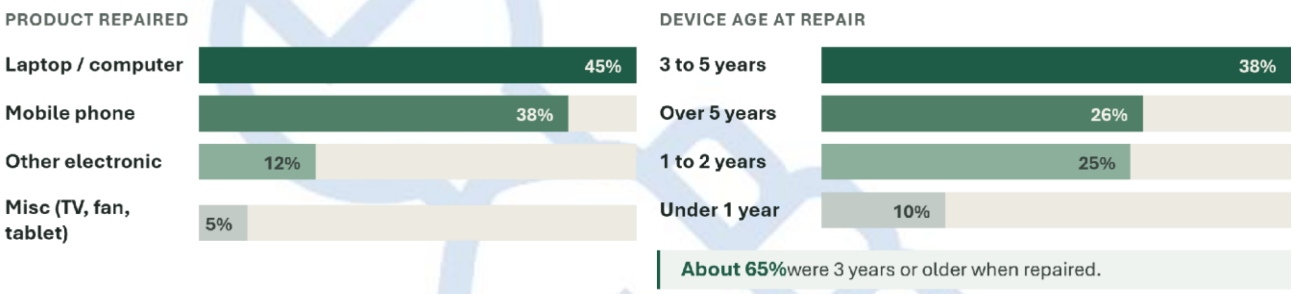
WHEN A DEVICE DEVELOPED A FAULT, WHAT DID YOU DO?



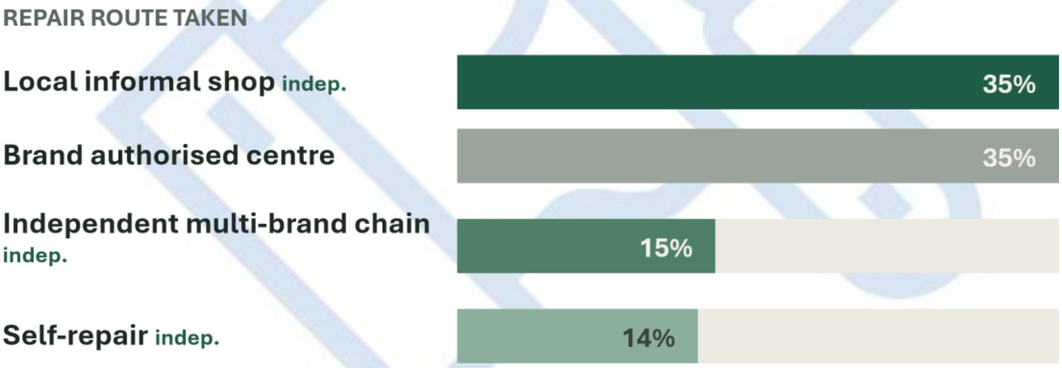
The survey indicates a strong preference for repair. More than half (54%) of respondents chose to repair their devices rather than replace them, while only a small proportion opted directly for replacement. Mobile phones and laptops emerged as the most commonly repaired products. Independent repair shops were the preferred repair channel for most respondents, largely due to lower costs and greater convenience, including faster service and easier accessibility. Although concerns regarding non-genuine parts, warranty implications, and data security persist, a substantial share of respondents reported being comfortable using independent repair providers.

High repair costs and difficulties in obtaining spare parts were identified as major barriers to repair.

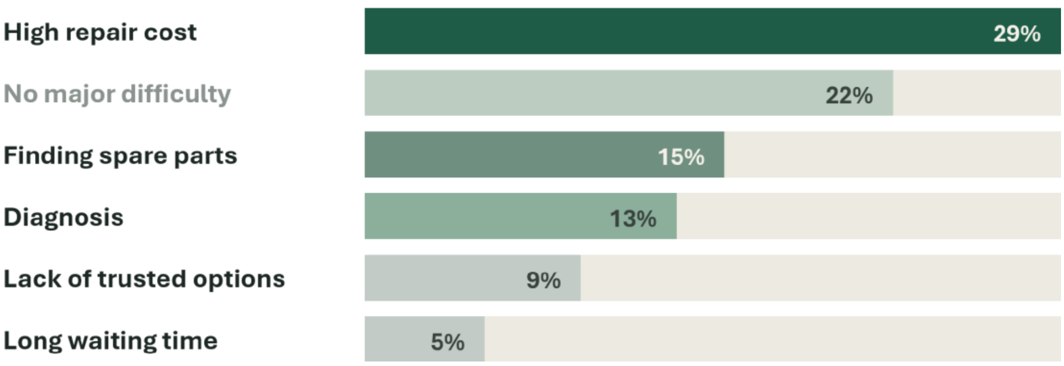
WHICH PRODUCT, AND HOW OLD, WHEN IT NEEDED REPAIR?



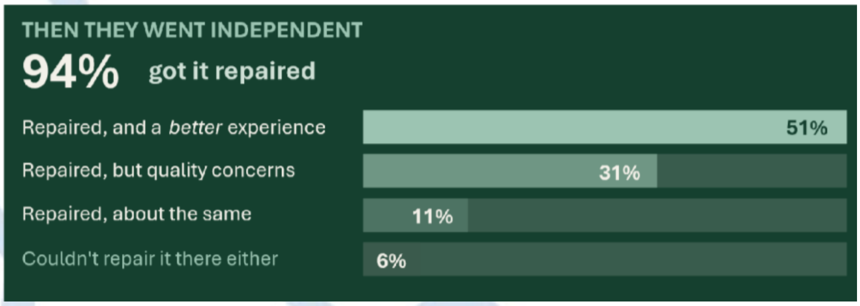
WHERE DID YOU TAKE IT FOR REPAIR?

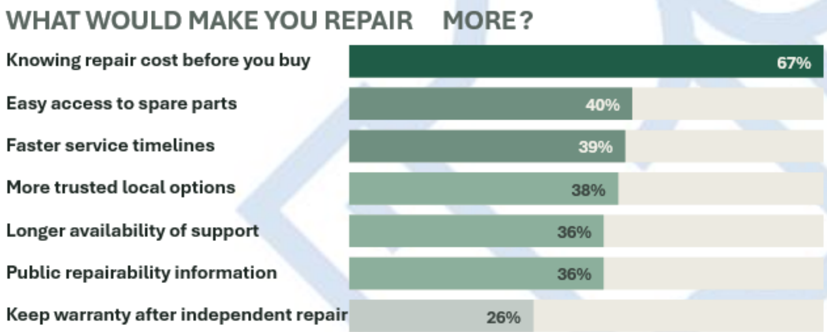


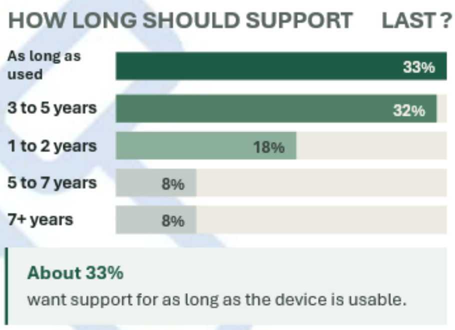
GREATEST DIFFICULTY FACED

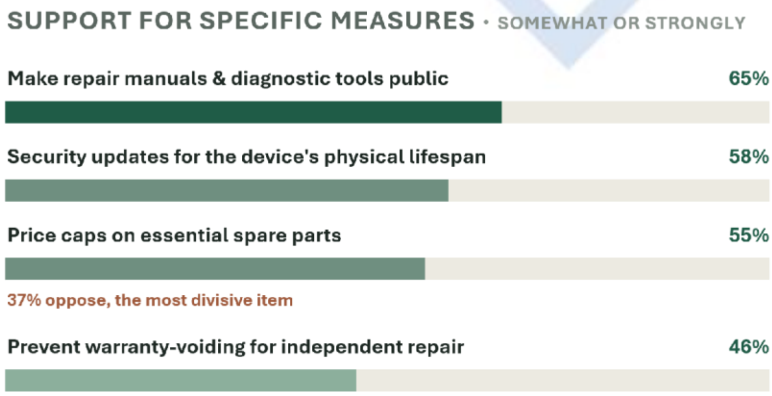


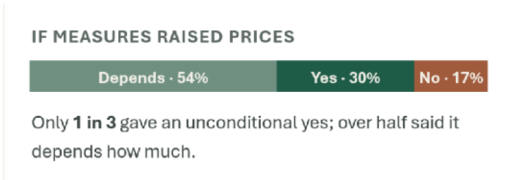
The findings also highlight challenges within the existing repair ecosystem. While nearly half of respondents reported never being refused service by an authorised repair centre, around 40% had experienced refusal, including some who were denied repair services even during the warranty period. Many of those who faced refusal subsequently obtained successful repairs from independent repair shops and reported a better overall experience. Looking ahead, respondents expressed strong support for measures that would make repair easier and more accessible. Greater transparency regarding repair costs before purchase, improved availability of spare parts, faster repair services, and manufacturer support for repairs throughout a product's reasonable lifespan were identified as important priorities. Overall, the survey demonstrates considerable consumer demand for policies that strengthen repairability and expand access to affordable repair options.











THE READ

Support for transparency is broad. Appetite for price controls, and for paying more, is not.