**Abstract**

Communication is one of the most important of life. Eighty percent of our active hours are spent in communicating verbally, listening, reading and writing. Mobile communication is one such achievement of the late 20th century, which has truly revolutionized the way human being, communicates with one another. It proposes to provide universal connectivity without retracting mobility. The system in process of bringing about a big change in the scenario by transforming the world in to a global village in the true sense. Moreover life of any products depends on the consumers attitudes, preferences, behavioral intentions and satisfaction. Towards dual sim mobile sets and their performance with regards to existing brands