

# Telecommunications Industry in India – PEST Framework Analysis

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## Abstracts

Telecom is the fastest growing industry in India. The country also continues to be one of the fastest growing telecom markets in the world. Reforms introduced by successive Indian governments over the last decade have dramatically changed the nature of telecommunications in the country.

Aruvian Research analyzes the Telecommunications Industry in India in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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