

Mobile Value Added Services (MVAS) Market in India, By [VAS Types (Consumer, Enterprise, Network), Delivery Platforms (SMS, CRBT, IVR, WAP), Users (Students, Business) Regions, Verticals (mEntertainment, mCommerce, mBanking, mEducation, mHealth, mGovernance, mAgriculture)] – Trends & Forecast: 2015–2020

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Abstracts

Internet penetration in India has increased over the years and it has largely been possible due to enhanced quality services by telecom operators at competitive rates. Increasing quality of handsets at affordable rates, quality services by telecom providers, need of information, entertainment and M-commerce are driving the growth of mobile value added services. As the Indian consumers have upgraded themselves to smartphones, popular values added services (VAS) such as short service message, astrology updates, news alerts and weather updates have been replaced by applications which have sophisticated features to meet consumer demands. Mobile-Commerce, Mobile-Governance, Mobile-Health and Mobile-Education are the future of mobile value added services (M-VAS) market in India. Some of the major market players of mobile value added service market in India are Vodafone, Airtel, and BSNL. The report provides unique insights into and in-depth analysis of mobile value added services market in India, drivers and restraints as well as growth opportunities. It also contains analysis and forecasted revenues, competitive landscape, company profiles and industry trends.

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