

# Mobile Value Added Services (MVAS) Market in India - Trends & Forecast, 2015-2020

<https://marketpublishers.com/r/M5DC4C24F94EN.html>

Date: February 2015

Pages: 85

Price: US\$ 2,250.00 (Single User License)

ID: M5DC4C24F94EN

## Abstracts

The Indian Mobile Value-Added Services (MVAS) Market revenue is expected to reach \$23.8 billion by 2020, growing at a CAGR of 18.3%

Rising internet and mobile subscriber base, availability of improved quality handsets at affordable rates, M-commerce, mobile entertainment services are few growth propellants of VAS.

Infoholic Research LLP, a global market research and consulting company, has published a study titled “Indian Mobile Value-Added Services (MVAS) Market in India: Drivers, Restraints, Opportunities, Trends, and Forecasts to 2020”.

Request a sample of this report

The unparalleled internet penetration in India in the last decade has largely been possible due to the superior services offered by telecom operators at competitive rates. The telecom market of India has experienced a gigantic revolution in the past 10 years with subscribers switching to smartphones. The earlier popular value-added services (VAS) such as short message service, astrology updates, news alerts and weather updates have been replaced by sophisticated applications in response to the consumer’s changing needs.

Consumer VAS and Enterprise VAS segment would be the major contributors to the growth of the Mobile VAS Market of India.

Consumer VAS is expected to grow at a faster rate in comparison to enterprise VAS. However, the lack of promotions and proper usage will hinder market growth.

Mobile-Commerce, Mobile-Governance, Mobile-Health and Mobile-Education will have huge promise in the Indian VAS market.

The Indian Mobile Value-Added Services (MVAS) Market is segmented and analyzed by users, delivery platforms, verticals, VAS types and regions.

Healthcare, education, banking, government and commercial enterprises are the major end user verticals. These sectors invest heavily on mobile platforms and are a key source of revenue for service providers.

The key market players are CanvasM Technologies, Comviva Technologies, IMImobile Pvt. Ltd., and OnMobile Global. The report also talks about the companies to watch for such as Mobile2Win and Value First Digital Media.

Purchase a copy of the report on Mobile Value-Added Services Market in India – Trends & Forecast, 2015-2020 at

### Report Highlights

The report covers drivers, restraints and opportunities (DRO) affecting the market growth over the forecast years (2016–2022)

The report provides information related to latest industry and market trends, key stakeholders, industry pest analysis, Porter's Five Forces analysis and competitive landscape

The report covers competitive landscape, which includes mergers & acquisitions, joint ventures & collaborations and competitor comparison analysis

It includes implementation, opportunities and adoption rate of MVAS in various industries

The report includes an end user analysis based on an end-user survey which was successfully conducted across the globe during the time of the study

## Contents

### **1 INDUSTRY OUTLOOK**

- 1.1 Industry Overview
- 1.2 Industry Trends
- 1.3 Pest Analysis

### **2 REPORT OUTLINE**

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

### **3 MARKET SNAPSHOT**

- 3.1 Total Addressable Market (TAM)
- 3.2 Segmented Addressable Market (SAM)

### **4 MARKET OUTLOOK**

- 4.1 Overview
- 4.2 Market Definition
- 4.3 Market Trends
- 4.4 Porter 5 (Five) Forces

### **5 MARKET CHARACTERISTICS**

- 5.1 Evolution
- 5.2 Value Chain
- 5.3 Market Segmentation
- 5.4 Market Dynamics
  - 5.4.1 Drivers
    - 5.4.1.1 Demand for smartphones and tablets
    - 5.4.1.2 Increasing mobile and internet subscriber base
    - 5.4.1.3 Growing entertainment services
  - 5.4.2 Restraints
    - 5.4.2.1 Lack of usages and promotions

- 5.4.2.2 Low penetration in rural areas – Local language content
- 5.4.3 Opportunities
  - 5.4.3.1 Demand for LTE/4G technology in data market
  - 5.4.3.2 Gear up– Low cost handset devices
  - 5.4.3.3 Increasing enterprise and consumer demand
- 5.4.4 DRO – Impact Analysis

## **6 VAS TYPES: MARKET SIZE & ANALYSIS**

- 6.1 Overview
- 6.2 Consumer VAS
- 6.3 Enterprise VAS

## **7 DELIVERY PLATFORMS: MARKET SIZE & ANALYSIS**

- 7.1 Overview
- 7.2 SMS
- 7.3 IVR
- 7.4 WAP
- 7.5 Others

## **8 PLAYERS: MARKET SIZE & ANALYSIS**

- 8.1 Overview
- 8.2 Network Providers
- 8.3 Content Providers
- 8.4 Content Aggregators
- 8.5 Technology Enabler

## **9 AREAS: MARKET SIZE & ANALYSIS**

- 9.1 Overview
- 9.2 Urban
- 9.3 Rural

## **10 APPLICATIONS/VERTICALS: MARKET SIZE & ANALYSIS**

- 10.1 Overview
- 10.2 mEntertainment

- 10.2.1 Overview
- 10.2.2 Key Facts
- 10.2.3 Key Drivers, Challenges and Opportunities
- 10.2.4 Key Trends
- 10.3 mCommerce
  - 10.3.1 Overview
  - 10.3.2 Key Facts
  - 10.3.3 Key Drivers, Challenges and Opportunities
  - 10.3.4 Key Trends
- 10.4 mHealth
  - 10.4.1 Overview
  - 10.4.2 Key Facts
  - 10.4.3 Key Drivers, Challenges and Opportunities
- 10.5 mEducation
  - 10.5.1 Overview
  - 10.5.2 Key Facts
  - 10.5.3 Key Drivers, Challenges and Opportunities
  - 10.5.4 Key Trends
- 10.6 mGovernance
- 10.7 mAgriculture

## **11 VENDOR PROFILE**

- 11.1 Vodafone Group Plc
  - 11.1.1 Overview
  - 11.1.2 Business Units
  - 11.1.3 Geographic Revenue
  - 11.1.4 Business Focus
  - 11.1.5 SWOT Analysis
  - 11.1.6 Business Strategies
- 11.2 Bharti Airtel Limited
  - 11.2.1 Overview
  - 11.2.2 Business Units
  - 11.2.3 Geographic Revenue
  - 11.2.4 Business Focus
  - 11.2.5 SWOT Analysis
  - 11.2.6 Business Strategies
- 11.3 IMI Mobile Pvt Ltd
  - 11.3.1 Overview

- 11.3.2 Business Units
- 11.3.3 Geographic Revenue
- 11.3.4 Business Focus
- 11.3.5 SWOT Analysis
- 11.3.6 Business Strategies
- 11.4 OnMobile Global Ltd
  - 11.4.1 Overview
  - 11.4.2 Business Units
  - 11.4.3 Geographic Revenue
  - 11.4.4 Business Focus
  - 11.4.5 SWOT Analysis
  - 11.4.6 Business Strategies
- 11.5 Mahindra Comviva
  - 11.5.1 Overview
  - 11.5.2 Product Portfolios
  - 11.5.3 Geographic Revenue
  - 11.5.4 Business Focus
  - 11.5.5 SWOT Analysis
  - 11.5.6 Business Strategies
- 11.6 Spice Digital Limited
  - 11.6.1 Overview
  - 11.6.2 Business Units
  - 11.6.3 Geographic Revenue
  - 11.6.4 Business Focus
  - 11.6.5 SWOT Analysis
  - 11.6.6 Business Strategies
- 11.7 Reliance Jio
  - 11.7.1 Overview
  - 11.7.2 Business Units
  - 11.7.3 Geographic Revenue
  - 11.7.4 Business Focus
  - 11.7.5 SWOT Analysis
  - 11.7.6 Business Strategies
- 11.8 Predominant Players

## **12 COMPANIES TO WATCH FOR**

- 12.1 Mobile2Win Pvt. Ltd
  - 12.1.1 Overview

- 12.1.2 Key Offerings
- 12.1.3 Objectives & Progress
- 12.2 Value First Digital Media Pvt. Ltd
  - 12.2.1 Overview
  - 12.2.2 Key offerings
  - 12.2.3 Objectives & Progress
- 12.3 ACL Mobile Limited
  - 12.3.1 Overview
  - 12.3.2 Key offerings
  - 12.3.3 Objectives & Progress

## **13 COMPETITIVE LANDSCAPE**

- 13.1 Competitor Comparison Analysis
- 13.2 Market Landscape

Annexure

? Acronyms

Plastomer:

Your request has been sent to PlasticsEurope. PlasticsEurope will contact you as soon as possible.

Table 1 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$MILLION)

Table 2 INDIAN MVASS MARKET GROWTH BY VAS TYPE, 2017-2023 (Y-O-Y) %

Table 3 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$BILLION)

Table 4 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$MILLION)

Table 5 INDIAN MVASS MARKET GROWTH BY VAS TYPE, 2017-2023 (\$MILLION)

Table 6 INDIAN MVAS MARKET REVENUE BY REGIONS, 2017-2023 (\$BILLION)

Table 7 INDIAN MVAS MARKET REVENUE BY VERTICALS, 2017-2023 (\$MILLION)

Table 8 INDIAN MVAS MARKET GROWTH BY VERTICALS, 2017-2023 (Y-O-Y) %

Table 9 M-ENTERTAINMENT MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023 (\$MILLION)

Table 10 M-COMMERCE MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023 (\$MILLION)

Table 11 M-BANKING MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023 (\$MILLION)

Table 12 M-HEALTH MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023 (\$MILLION)

Table 13 M-EDUCATION MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023 (\$MILLION)

Table 14 M-GOVERNANCE MVAS MARKET REVENUE BY PLAYER TYPES,  
2017-2023 (\$MILLION)

Table 15 M-AGRICULTURE MVAS MARKET REVENUE BY PLAYER TYPES,  
2017-2023 (\$MILLION)

Table 1 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$MILLION)

Table 2 INDIAN MVASS MARKET GROWTH BY VAS TYPE, 2017-2023 (Y-O-Y) %

Table 3 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$BILLION)

Table 4 INDIAN MVASS MARKET REVENUE BY VAS TYPE, 2017-2023 (\$MILLION)

Table 5 INDIAN MVASS MARKET GROWTH BY VAS TYPE, 2017-2023 (\$MILLION)

Table 6 INDIAN MVAS MARKET REVENUE BY REGIONS, 2017-2023 (\$BILLION)

Table 7 INDIAN MVAS MARKET REVENUE BY VERTICALS, 2017-2023 (\$MILLION)

Table 8 INDIAN MVAS MARKET GROWTH BY VERTICALS, 2017-2023 (Y-O-Y) %

Table 9 M-ENTERTAINMENT MVAS MARKET REVENUE BY PLAYER TYPES,  
2017-2023 (\$MILLION)

Table 10 M-COMMERCE MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023  
(\$MILLION)

Table 11 M-BANKING MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023  
(\$MILLION)

Table 12 M-HEALTH MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023  
(\$MILLION)

Table 13 M-EDUCATION MVAS MARKET REVENUE BY PLAYER TYPES, 2017-2023  
(\$MILLION)

Table 14 M-GOVERNANCE MVAS MARKET REVENUE BY PLAYER TYPES,  
2017-2023 (\$MILLION)

Table 15 M-AGRICULTURE MVAS MARKET REVENUE BY PLAYER TYPES,  
2017-2023 (\$MILLION)



## I would like to order

Product name: Mobile Value Added Services (MVAS) Market in India - Trends & Forecast, 2015-2020

Product link: <https://marketpublishers.com/r/M5DC4C24F94EN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M5DC4C24F94EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970