

India Mobile 2009 Multiple Connection Mobile Users

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Abstracts

Telecom has been one of the most rapidly growing categories in the last few years in the Indian urban consumption space. The impact it has created in the consumer lifestyles during this time is unparalleled. One can now see almost every second urban Indian snuggled with his or her mobile phone wherever one goes under the urban skies, and see people from all almost all hues and shades of life doing so, whether they are executives, businessmen, shop owners, students, housewives, drivers, carpenters, masons, helps & maids and maybe even rickshaw pullers.

Contents

INTRODUCTION

METHODOLOGY

Overview

The Scope and Sampling - Land Survey

Sample Achievement

The Scope and Sampling – Consumer Panel Profile

The Scope and Sampling – Combining the Two Sample Sets

The Scope and Sampling – In-Depth Mobile Usage Behavior and Brand Preferences

Questionnaire Designing and Reporting

EXECUTIVE SUMMARY

KEY FINDINGS

The MCMU Market Overview

The MCMU Demographics and Socio-Economic Status

Mobile Handset Usage

Mobile Handset Brand Preferences

Mobile Service Usage

Mobile Service Brand Preferences

Landline Phone Ownerships and Usage

INDEX: CHARTS

INDEX: TABLES

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