

Indian Mobile 2009

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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.

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