

Mobile Value Added Services in India 2014

<https://marketpublishers.com/r/MD7A218D242EN.html>

Date: November 2014

Pages: 83

Price: US\$ 950.00 (Single User License)

ID: MD7A218D242EN

Abstracts

The report is sent in 0-2 business days after order is placed.

India houses 886.3 mn cellular subscribers. This huge subscriber base is approximately split in 70:30 between rural and urban users respectively. With falling prices of mobile voice calls and text messages, telecom operators are turning to additional services which are offered to customers; such services are called Mobile Value Added Services or MVAS. With diverse demography, lifestyle and consumer preferences amongst urban, sub-urban and rural consumers across the country, MVAS are destined to generate high returns.

Indian Telecom sector is betting big on MVAS segment with wide variety of products in variable price range. MVAS adoption is polished to increase by manifold with increasing numbers of mobile devices and rising demand for mobile contents across India. With modern mobile platforms mobile VAS is catering to the various needs in infotainment segment. Rise in disposable income has revolutionized consumers' buying and spending pattern towards PC, mobile devices, communication equipment and services. It has catalyzed the trend of smartphone & featurephone which enhances the scope for MVAS with mobile apps and rich mobile content.

Contents

Slide 1: Executive Summary

Macroeconomic Indicators

Slide 2: GDP at Factor Cost: Quarterly (2011-12 – 2014-15), Inflation Rate: Monthly (Jul 2013 – Dec 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Feb 2013 – Jul 2013), Exchange Rate: Half Yearly (Apr 2014 – Sep 2014)

Slide 4: Lending Rate: Annual (2011-12 – 2014-15), Trade Balance: Annual (2010-11 – 2013-14), FDI: Annual (2009-10 – 2012-13)

Introduction

Slide 5: Mobile Value Added Services – Overview, Fundamental MVAS Value Chain

Market Overview

Slide 6-10: Market Overview – Global, Market Overview – India, MVAS Components, MVAS Revenue Sharing Model, Major MVAS Delivery Platforms, SWOT Analysis of MVAS Market in India

Drivers & Challenges

Slide 11: Drivers and Challenges – Summary

Slide 12-20: Drivers

Slide 21: Challenges

Competitive Landscape

Slide 22: Porter's Five Forces Analysis

Slide 23-30: Major Public Players

Slide 31-71: Major Private Players

Market Opportunities

Slide 72-73: Market Opportunity - Potential Verticals

Slide 74: Opportunity in Small and Medium Enterprises (SME)

Slide 75-78: Vendor Opportunities

Strategic Recommendations

Slide 79-81: Recommendations

Appendix

Slide 82: Key Ratios Description

Slide 83: Sources of Information

I would like to order

Product name: Mobile Value Added Services in India 2014

Product link: <https://marketpublishers.com/r/MD7A218D242EN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD7A218D242EN.html>