

Telecom Towers in India 2014



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Netscribes' latest market research report titled Telecom Towers in India 2014 illuminates the dynamics in the domestic tower infrastructure market. Indian telecom sector is the second largest sector in the world and among the Asian emerging economies. Amongst the 886.3 bn wireless subscribers in India, 66% reside in urban areas and 34% hail from rural areas. With low penetration in the rural areas which accounts for nearly 70% of the country's total population, there remains a huge potential in rural front. The telecom infrastructure primarily consists of telecom tower operation and it takes up around 60-65% of the total infrastructure deployment and management cost.

Rise in disposable income has revolutionized consumers' buying and spending pattern. This has led to unprecedented increase in consumption of telecom services. To support the growing demand for consistent services wide deployment of telecom towers and associated solutions are essential. Rising penetration of telecom services and future introduction of newer generation wireless network will require more telecom tower deployment across the country.

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