

Booming Rural Mobile Market in India

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Abstracts

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Indian mobile market has witnessed continuous growth for the past few years. The country saw addition of around 192 Million subscribers in its mobile subscriber base during 2009-10, with penetration approaching saturation in urban India. With this, mobile operators in the country are now vying rural India as their next area for growth in the near future. Meanwhile, numerous mobile handset manufacturers have been working to cover the untapped rural mobile market, which will be the major driver for Indian mobile market in coming years.

According to our latest study, "Booming Rural Mobile Market in India", the mobile market in rural India has significant potential with number of subscribers anticipated to grow at a CAGR of around 35% during FY 2012 - FY 2014. The report thoroughly discusses factors that will drive the growth of rural mobile market during the forecast period.

Our research highlights that the success mantra for rural mobile market in India lies in the operators' service pricing models coupled with the availability of low cost handsets that support affordable access for rural areas. It is forecasted that the sales of mobile handsets in rural India will grow at CAGR of around 19% during 2011-12 - 2013-14. Availability of low-cost battery efficient handsets will drive the future sales in this segment.

This report covers various aspects of the Indian rural mobile market. It provides detail analysis of the rural mobile market in terms of total subscribers, subscribers by technology, and service providers. Each section sufficiently explains the current and

future market trends, and developments in the Indian rural mobile market. Our research foresees immense opportunities for various industry players including mobile operators and handset manufacturers.

Besides, we have comprehensively analyzed emerging trends, such as green telecommunication, solar powered phones, which are expected to prevail in near future also. This will help clients understand the present and future outlook of the mobile market and developments across the country. The study also evaluates various strategies that will boost the rural mobile market in India.

Contents

1. ANALYST VIEW

2. MOBILE INDUSTRY IN INDIA - CURRENT SCENARIO

2.1 By Subscribers

2.1.1 Urban

2.1.2 Rural

2.2 By Technology

2.2.1 GSM

2.2.2 CDMA

2.3 By Service Providers

2.4 By Circle/State

3. RURAL INDIA - MOBILE INDUSTRY

3.1 By Technology

3.1.1 GSM

3.1.2 CDMA

3.2 By Handset Sales

3.2.1 Touch Screen

3.2.2 Multiple SIM

3.2.3 Internet Enabled

3.2.4 Camera Enabled

3.3 3G Potential

3.4 Infrastructure Development

3.5 Value Added Services

4. INDUSTRY TRENDS

4.1 Development of Solar Powered Phones

4.2 Strategic Collaborations

4.3 Low Cost Handset Manufacturing

4.4 Telemedicine

4.5 Infrastructure Sharing

4.6 Green Telecommunication

5. CONSUMER PREFERENCES

5.1 Instruments Features

5.2 Adoption Barriers

5.3 Aspects of Communication Devices

6. INDUSTRY ROADBLOCKS

7. GOVERNMENT INITIATIVES

8. MOBILE HANDSET MANUFACTURERS

8.1 Nokia OYJ

8.2 LG Electronics

8.3 Sony Ericsson Mobile Communications

8.4 Micormax

8.5 Samsung Electronics Co., Ltd.

List Of Figures

LIST OF FIGURES:

- Figure 2-1: Mobile Subscribers (Million), 2008-09 to 2010-11
- Figure 2-2: Forecast for Mobile Subscribers (Million), 2011-12 to 2013-14
- Figure 2-3: Share of Urban and Rural Population (2010)
- Figure 2-4: Urban Mobile Subscribers (Million), 2008-09 & 2009-10
- Figure 2-5: Rural Mobile Subscribers (Million), 2008-09 to 2010-11
- Figure 2-6: Growth in CDMA and GSM Subscribers (%), 2009-10
- Figure 2-7: Breakup of Mobile Subscribers by Technology (%), 2009-10
- Figure 2-8: GSM Subscribers (Million), 2008-09 & 2009-10
- Figure 2-9: GSM Subscribers by Circle (Million), 2009 & 2010
- Figure 2-10: CDMA Subscribers (Million), 2008-09 & 2009-10
- Figure 2-11: Share of Service Providers in Mobile Subscriber Base (2010)
- Figure 2-12: Share of Service Providers in GSM Mobile Subscriber Base (2009-10)
- Figure 2-13: Share of Service Providers in CDMA Mobile Subscriber Base (2009-10)
- Figure 2-14: Mobile Subscribers in Metros (Million), 2009 & 2010
- Figure 2-15: Mobile Subscribers in Category A' Circle (Million), 2009 & 2010
- Figure 2-16: Mobile Subscribers in Category B' Circle (Million), 2009 & 2010
- Figure 2-17: Mobile Subscribers in Category C' Circle (Million), 2009 & 2010
- Figure 3-1: Share of Urban and Rural Mobile Subscribers (2009-10)
- Figure 3-2: Share of Service Providers in Rural Mobile Subscriber Base (2009-10)
- Figure 3-3: Share of Villages Covered under Mobile Network (Mar 2008)
- Figure 3-4: Average Revenue per User by Technology (₹), Q3 2010
- Figure 3-5: Forecast for Rural Mobile Subscribers (Million), 2011-12 to 2013-14
- Figure 3-6: GSM Subscribers in Rural Areas (Million), 2009-10 & 2010-11
- Figure 3-7: CDMA Subscribers in Rural Areas (Million), 2009-10 & 2010-11
- Figure 3-8: Mobile Handset Sales in Rural Areas (Million), 2008-09 to 2010-11
- Figure 3-9: Forecast for Mobile Handset Sales in Rural Areas (Million), 2011-12 to 2013-14
- Figure 3-10: Touch-Screen Handset Sales in Rural Areas (Million), 2008-09 & 2009-10
- Figure 3-11: Multiple SIM Handset Sales in Rural Areas (Million), 2008-09 & 2009-10
- Figure 3-12: Internet Enabled Handset Sales in Rural Areas (Million), 2008-09 & 2009-10
- Figure 3-13: Camera Enabled Handset Sales in Rural Areas (Million), 2008-09 & 2009-10
- Figure 3-14: 3G Handsets Sales (Million), 2010 & 2013
- Figure 3-15: 3G Subscribers (Million), 2010 & 2013

Figure 3-16: Forecast for Share of 3G Subscribers in Rural Areas (2015)

Figure 3-17: Number of Mobile Towers in Rural Areas ('000), 2010 & 2013

Figure 3-18: Share of MVAS Revenue by GSM/CDMA (2009)

Figure 3-19: Breakup of MVAS Revenue (%), 2010

Figure 3-20: MVAS Users in Rural Areas (Million), 2010 & 2013

Figure 4-1: Percentage of Shared Network Towers in Rural Area (Jun 2008)

Figure 5-1: Important Instrument Features for Rural Consumers (%)

Figure 8-1: Mobile Handset Sales (Billion `), 2008-09 & 2009-10

Figure 8-2: Share of Manufacturers in Mobile Market (2009-10)

List Of Tables

LIST OF TABLES:

Table 2-1: GSM Handset Market Scenario (2002-03 to 2005-06)

Table 2-2: Top CDMA Handset Manufacturers Revenue (Rs Crore), 2004-05 & 2005-06

Table 3-1: Rural Households by Income Group (%), 2009-10

Table 5-1: Key Barriers for Rural Consumers to Adopt Mobile Phones

Table 5-2: Important Aspects of Communication Devices to Rural Consumer

Table 8-1: Nokia - Key Financials (Billion US\$), 2009 & 2010

Table 8-2: Nokia - Strengths and Weaknesses

Table 8-3: LG Electronics Inc. - Key Financials (Billion US\$), 2008 & 2009

Table 8-4: LG Electronics Inc. - Strengths and Weaknesses

Table 8-5: Sony Ericsson Mobile Communications - Key Financials (Billion US\$), 2008 & 2009

Table 8-6: Samsung Electronics Co. Ltd. - Key Financials (Billion US\$), 2008 & 2009

Table 8-7: Samsung Electronics Co. Ltd. - Strengths and Weaknesses

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