

# 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.

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