

# Emerging Rural Mobile Market in India

<https://marketpublishers.com/r/E966642D2A6EN.html>

Date: June 2009

Pages: 155

Price: US\$ 1,100.00 (Single User License)

ID: E966642D2A6EN

## Abstracts

**Single User PDF Format:** US\$ 1100.00

**Multi-User License:** US\$ 1700.00

**Hard Copy:** US\$ 1400.00

**CD-ROM:** US\$ 1400.00

The Indian mobile market has been continued to witness rapid increase in its subscriber base over the past few years, largely due to the declining mobile tariffs and availability of low cost handsets in the country. The country saw addition of an average of around 10 Million subscribers per month in its mobile subscriber base during 2008 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, a number of 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 on sector called, "Emerging 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 32% during 2009 to 2012. The report thoroughly discusses about the factor which will drive the growth of rural mobile market over the forecasted 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 sales of mobile handsets in rural India will grow at CAGR of around 17% from 2009 to 2012. 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 gives detailed 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 this, we have also comprehensively analyzed the mobile market in metros and in various circles, rural mobile penetration in different states helping the clients to understand the mobile market trends 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
- 2.2 By Technology
- 2.3 By Service Providers
- 2.4 By Growth Potential: Urban vs Rural

### **3. RURAL INDIA - MOBILE INDUSTRY**

- 3.1 Mobile Communication for Lifestyle Transformation
- 3.2 Factors Driving Rural Mobile Industry
- 3.3 Strategies for Rural Mobile Industry

### **4. RURAL INDIA - MAGNETIZING MOBILE INDUSTRY**

- 4.1 Untapped Rural Market
- 4.2 Mobile Infrastructure Development
- 4.3 Low Cost Handset Manufacturing
- 4.4 3G Infrastructure Development
- 4.5 Content and Application Development
- 4.6 Value-added Services
- 4.7 Network Equipments
  - 4.7.1 Mobile Towers
- 4.8 Infrastructure Sharing
- 4.9 Internet Connectivity

### **5. RURAL MOBILE DEVELOPMENT ROADBLOCKS**

### **6. RURAL INDIA - FUTURE OUTLOOK OF MOBILE INDUSTRY**

- 6.1 By Subscribers
- 6.2 By Segment
- 6.3 By Penetration
- 6.4 By Handset Sales
- 6.5 By Circle/State

- 6.5.1 Metros
- 6.5.2 Category A
- 6.5.3 Category B
- 6.5.4 Category C
- 6.5.5 Circle/State with Maximum Potential

## **7. GOVERNMENT REGULATIONS**

## **8. COMPANY ANALYSIS - KEY PLAYERS**

- 8.1 Mobile Handset Manufacturers
  - 8.1.1 Nokia OYJ
  - 8.1.2 LG Electronics
  - 8.1.3 Sony Ericsson Mobile Communications
  - 8.1.4 Motorola, Inc.
  - 8.1.5 Samsung Electronics Co., Ltd.
  - 8.1.6 Haier
  - 8.1.7 Huawei
- 8.2 Mobile Service Providers
  - 8.2.1 Bharti Airtel Ltd.
  - 8.2.2 Bharat Sanchar Nigam Ltd.
  - 8.2.3 Reliance Communications Ltd.
  - 8.2.4 Vodafone
  - 8.2.5 Tata Teleservices Ltd.
  - 8.2.6 Idea Cellular Ltd.
  - 8.2.7 Aircel Cellular Ltd.
  - 8.2.8 Spice Communications Private Ltd.
  - 8.2.9 MTNL
  - 8.2.10 BPL Mobile Communications Ltd.
  - 8.2.11 HFCL Infotel Ltd.
  - 8.2.12 Shyam Telecom Ltd.

## List Of Figures

### LIST OF FIGURES:

- Figure 2-1: Number of Mobile Subscribers (Million), 2003-04 to 2008-09
- Figure 2-2: Share of Service Providers in Mobile Subscriber Base (%), 2008
- Figure 2-3: Forecast for Number of Mobile Subscribers (Million), 2009-10 to 2012-13
- Figure 2-4: Number of GSM Subscribers (Million), Mar 2007 to Mar 2009
- Figure 2-5: Number of GSM Subscribers by Circle (Million), Mar 2008 & Mar 2009
- Figure 2-6: Number of CDMA Subscribers (Million), Mar 2007 to Mar 2009
- Figure 2-7: Revenue Breakup for GSM Operators (%), 2007-08
- Figure 2-8: Revenue Breakup for CDMA Operators (%), 2007-08
- Figure 2-9: Share of GSM Service Providers in Mobile Subscriber Base (2007)
- Figure 2-10: Share of GSM Service Providers in Mobile Subscriber Base (2008)
- Figure 2-11: Share of CDMA Service Providers in Mobile Subscriber Base (2007)
- Figure 2-12: Share of CDMA Service Providers in Mobile Subscriber Base (2008)
- Figure 2-13: Growth in CDMA and GSM Subscriber Base (%), 2008-09
- Figure 2-14: Breakup of Mobile Subscribers by Technology (%), 2008-09
- Figure 2-15: Number of Urban and Rural Mobile Subscribers (Million), 2008
- Figure 2-16: Share of Service Providers in Rural Mobile Subscriber Base (2008)
- Figure 2-17: Share of Villages Covered under Mobile Network (Mar 2008)
- Figure 2-18: Average Revenue Per User (Rs), Mar 2006 to Mar 2008
- Figure 4-1: Share of Services in VAS Revenue (Jun 2008)
- Figure 4-2: Forecast for Net Requirement of Number of Towers in Rural Area (2010 & 2012)
- Figure 4-3: Percentage of Shared Network Towers in Rural Area (Jun 2008)
- Figure 6-1: Number of Rural Mobile Subscribers (Million), 2007 & 2008
- Figure 6-2: Forecast for Number of Rural Mobile Subscribers (Million), 2009-2012
- Figure 6-3: Forecast for Share of Urban and Rural Mobile Subscribers (2012)
- Figure 6-4: Mobile Penetration (%), 2007, 2010 & 2012
- Figure 6-5: Legal Handset Shipment (Million Units), 2004-2013
- Figure 6-6: Rural Mobile Handset Sales (Million Units), 2008-2012
- Figure 6-7: Number of Mobile Subscribers in Metros (Million), Mar 2008 & Mar 2009
- Figure 6-8: Delhi - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009
- Figure 6-9: Delhi - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009
- Figure 6-10: Mumbai - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009
- Figure 6-11: Mumbai - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-12: Chennai - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-13: Chennai - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-14: Kolkata - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-15: Kolkata - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-16: Number of Mobile Subscribers in Category A' Circle (Million), Mar 2008 & Mar 2009

Figure 6-17: Maharashtra - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-18: Maharashtra - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-19: Gujarat - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-20: Gujarat - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-21: Andhra Pradesh - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-22: Andhra Pradesh - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-23: Karnataka - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-24: Karnataka - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-25: Tamil Nadu - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-26: Tamil Nadu - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-27: Number of Mobile Subscribers in Category B' Circle (Million), Mar 2008 & Mar 2009

Figure 6-28: Kerala - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-29: Kerala - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-30: Punjab - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-31: Punjab - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-32: Haryana - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-33: Haryana - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-34: Uttar Pradesh (West) - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-35: Uttar Pradesh (West) - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-36: Uttar Pradesh (East) - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-37: Uttar Pradesh (East) - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-38: Rajasthan - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-39: Rajasthan - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-40: Madhya Pradesh - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-41: Madhya Pradesh - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-42: West Bengal & Andaman Nicobar - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-43: West Bengal & Andaman Nicobar - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-44: Number of Mobile Subscribers in Category C' Circle (Million), Mar 2008 & Mar 2009

Figure 6-45: Himachal Pradesh - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-46: Himachal Pradesh - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-47: Bihar - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-48: Bihar - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-49: Orissa - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-50: Orissa - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-51: Assam - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-52: Assam - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-53: North East - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-54: North East - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-55: Jammu & Kashmir - Number of Mobile Subscribers (Million), Mar 2008 & Mar 2009

Figure 6-56: Jammu & Kashmir - Number of Mobile Subscribers by Service Provider (Million), Mar 2008 & Mar 2009

Figure 6-57: Growth in Mobile Subscriber Base by Circle (%), Mar 2009

Figure 6-58: Growth of Mobile Subscribers in Top 10 States (%), Mar 2009

Figure 8-1: Mobile Handset Manufacturers Revenue (Rs Crore), 2006-07 & 2007-08



## 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 2-3: Urban and Rural Households by Income Group (%)

Table 2-4: Rural Mobile Penetration in Top 15 States (Jun 2008)

Table 6-1: Rural Thrust of Top Mobile Service Providers

Table 6-2: Infrastructure Sharing by Top Mobile Service Providers

Table 6-3: Mobile Penetration by Circle (%), 2008

Table 8-1: Mobile Handset Manufacturers Revenue (Rs Crore), 2006-07 & 2007-08

## I would like to order

Product name: Emerging Rural Mobile Market in India

Product link: <https://marketpublishers.com/r/E966642D2A6EN.html>

Price: US\$ 1,100.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E966642D2A6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970