

Emerging Rural Mobile Market in India

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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.

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