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Indian 3G Mobile Forecast to 2012

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Abstracts

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The Indian mobile market has undergone a revolutionary change over the past few years to become one of the leading mobile markets on the global map. Easy availability of low-priced devices, better network coverage and affordable services are some of the major factors that have boosted its growth and will continue to do the same in future. Wireless teledensity has also risen to the level of around 45% at the end of 2009, but still there is a vast scope for further improvement because of a wide gap in teledensity between urban and rural areas. For instance – the wireless teledensity in urban areas rose to around 112% in the mid 2010, while it stood at 24% in rural areas.

Our research anticipates that the deployment of 3G services on a national scale will play a vital role in bridging this huge gap. According to our new research report “Indian 3G Mobile Forecast to 2012”, the number of 3G mobile subscribers is expected to grow at a CAGR of around 80% between 2011 and 2013 to around 55 Million by the end of the period. Our research provides in-depth analysis of the various factors and issues that will play an important role in the 3G market growth.

Our research projects that the 3G market growth will primarily depend on the deployment of 3G services by the telecom operators. It is expected that operators such as Reliance, Vodafone and Airtel will launch their 3G services by the end of 2010.

Our study anticipates that the country will witness substantial amount of investments in 3G deployments and upgradation of the present telecom infrastructure with the finishing of the auction process. The report provides extensive information of the market potential in terms of 3G subscribers, and studies key areas critical to the successful adoption of

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3G services in India. Besides, the research report provides three-year projections (2011-2013) on various segments like mobile subscribers, Internet subscribers, broadband subscribers, 3G mobile subscribers, 3G broadband subscribers, 3G enabled handsets and 3G enabled modems.

The report has also identified important telecom market players in the country and provides brief overview along with their strengths and weaknesses. These include:

- Mahanagar Telephone Nigam Ltd
- Bharat Sanchar Nigam Ltd
- Bharti Airtel Ltd
- Reliance Communication Ltd
- Vodafone Essar Ltd

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