

# A Study of India's Telecom Market 2016

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## Abstracts

### Executive Summary

India is the second largest telecommunications market in the world with 1.2 billion subscribers as of 2015. The telecom market has witnessed a strong growth in the past decade and the sector contributes significantly to the Gross Domestic Product of the country.

Revenue generated by the Indian telecom sector in FY 2015 was INR 2,42,900 crore accounting for 1.93% of the GDP. It is projected that by 2020, data revenue contribution will be 35-40% of the total revenue of the telecom operators. This growth is being driven by continuous growth in the data subscribers and usage per subscribers.

Bharti Airtel, Vodafone and Idea are the top three players of the Indian telecom market and together accounted for more than 74% share of the total market at the end of March 2016. However, the entry of Reliance JioInfocomm is expected to affect the market dynamics and the position of the top three players. It is expected that the innovative and lucrative schemes being offered by Jio will be a game changer for the Indian telecom industry.

Why should the report be purchased?

The report 'A Study of India's Telecom Market 2016' highlights key dynamics of India's telecom market. The growing opportunity in the sector has been investigated along with the market drivers and challenges. The initiatives and performance of key players including Bharti Airtel, Vodafone, Reliance Communications, Idea Cellular and Bharat Sanchar Nigam Ltd., along with current market scenario has also been studied. The report contains latest industry leader's opinion.

## Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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