

Assessment of the MVAS Industry in Rural India

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Abstracts

Executive Summary

India will witness the high growth in mobile subscriptions from semi-urban and rural areas. While the penetration of mobile phones in rural India is increasing steadily, there still exists a large gap in this segment. With the penetration and affordability of 3G services increasing in India, the mobile value added services (MVAS) market is likely to witness significant growth. The expansion of MVAS sector is likely to modify the dynamics of the telecom industry by providing opportunities across the value chain to the service providers and empowering users. In rural areas that lack fundamental health and educational services, MVAS can support the livelihood of farmers, by providing banking services, farming tips, educational facilities, etc. Thus, MVAS can be an effective measure to advance the inclusive growth of India.

The industry's growth is driven by factors such as increasing affordability, rising convergence of content and entertainment and growing need for mobile entertainment & social networking. However the industry is struggling with challenges such as revenue sharing, high content costs and the low awareness of value added services in rural India.

Why should the report be purchased?

Our report 'Assessment of the MVAS Industry in Rural India' highlights key opportunity areas of the MVAS industry in rural India. It analyses the challenges being faced by the industry that can hamper its future growth. The report also studies the value chain of the Indian MVAS segment. A detailed study of key players in the market has also been presented.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been 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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About Smart Research Insights (SRI)

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

Contents

1. OVERVIEW: INDIA MVAS INDUSTRY

- a. Performance Assessment
- b. Consumer Segmentation

2. ANALYSING THE VALUE CHAIN AND REVENUE MODEL

3. PROSPECTS OF MVAS

- a. mBanking
- b. mHealth
- c. mEducation
- d. Others – mGovernance, mEntertainment, mInformation Services

4. COMPETITIVE LANDSCAPE

- a. Hungama Mobile
- b. One97
- c. OnMobile
- d. Comviva
- e. Mauj
- f. IMImobile

5. FUTURE OUTLOOK

6. RESEARCH METHODOLOGY

7. ABOUT SMART RESEARCH INSIGHTS

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