

# The Fast Growing Indian Telecom Industry

<https://marketpublishers.com/r/FA485A2162BEN.html>

Date: December 2014

Pages: 25

Price: US\$ 800.00 (Single User License)

ID: FA485A2162BEN

## Abstracts

### Executive Summary

India is the world's second-largest telecommunications market, with close to 933 million subscribers as of May 2014. Currently with a new government, upcoming 700MHz and 800 MHz auctions and stiff competition, the telecom market is buzzing with activity. While the telecom services revenue grew from INR 212,234 crore in FY 2012-13 to 233,793 in FY 2013-14, the telecom equipment/devices revenue grew from INR 174,955 crore to INR 1955,294 crore during the same period. The wireless segment accounts for close to 97% of the Indian telecom market. Bharti Airtel is the market leader followed by Vodafone and Reliance.

The focus of leading telecom players is shifting towards the rural markets of India, which are being touted as the next key growth drivers for the Indian telecom industry. While the penetration of mobile phones in rural

India is increasing steadily, there still exists a large gap in this segment, representing a potential market for the key players.

Why should the report be purchased?

Our report 'The Fast Growing Indian Telecom Industry' highlights key trends and drivers of the telecom industry in India. The performance of the wireline, wireless and broadband segment has been examined along with an analysis of the challenges being faced by the industry. The present market dynamics along with future prospects has been studied.

### Research Methodology

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. The report is available as single-site single-user license and is available for immediate delivery for soft copy and 3 business days for hard copy, as each hard copy is custom printed for the client.

#### 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.

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