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Abstracts

In this SnapShot, TCL examines the pricing strategies followed by MNOs in the Indian market, one of the most largest and most competitive markets in the world. There has been continued price erosion for voice services, but now voice usage is also falling. Mobile data usage is increasing, aided by the sale of 3G dongles and smartphone devices, but device penetration remains at relatively low levels. MNOs are now seeking to boost data usage with low cost devices and promotional pricing. But average ARPU rates are still being squeezed.

Contents

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