

Tariff Trends Snapshot 73 - Indian Mobile Pricing

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Abstracts

In SnapShot 73 TCL analyses the changes in the Indian Mobile Market, since the last survey shown in SnapShot 27, published in April 2014. The report contrasts the Indian Mobile Landscape shown in the previous report (using ARPU and subscriber numbers from Q3-13), with current ARPU and subscriber levels.

It also examines the roll out of 3G (and now 4G) services, and the increase in mobile data usage, and the changes in Pre Pay and Post Pay bundles.

Finally, TCL provides examples from the key MNOs of data pricing and usage bundles with the types of MNO promotions available.

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