

Mobile Telephony in India 2015: Scenarios

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By 2015 Indian wireless telecom industry would grow to 700mn subscribers. Most of the small players would be absorbed by few large companies through acquisition. New FDI would call for investing in large enterprises rather than forming new entities. Indian market will witness presence of few large companies providing highly varied and complex services.

Though most of the revenue would continue to come from Voice services but Data services would also become a significant contributor to the growth of telecom operators. Companies would try to reach remotest areas as the urban and semi urban market would come to a state of saturation. Increasing competition would force companies to find new ways to optimize their current processes. Labour would become expensive and phone will become still cheaper for labourers to buy.

High penetration of mobile telephony would make phone an essential commodity and 'another means of sustenance'. 'Another means' because, economic growth would drive huge migration within the country. People will go to farthest areas in search of new opportunities. The only source to remain connected with the known ones will be through wireless communication, as other medium of communication like internet would not be adopted by rural household because of low literacy levels and complex operation. Also the weary minds of working class would try to attain sense of relaxation by talking to their family members/friends.

Remote learning will become a key area to find newer avenues of growth as mobile phone would almost commoditize. Also government would try to come out with policies which push remote learning as the need to gain new knowledge across masses, is the indispensable need of a developing society.

On the other side phone manufacturers would try to optimize their cost because of increasing expenditure on manual labour. New R&D in mobile phone would try to address the issues of sustainability and health hazards. Companies will spend heavily on use of innovative materials to cut down costs and to protect ecology.

The commoditization of phone would lead to up surging of demand for customized products and services. Phone manufacturers would try to satisfy consumer's wants by developing products that can be personalized according to consumers needs whereas phone operators

would provide [personalized services](#) which can be easily altered according to the [users calling habits](#).

One major area which is remained unexplored on the Indian soil is the introduction of '[short-circuit](#)' [GSM or satellite network](#). Phone operators have been using the tower technology and telecom tower business is on the upswing despite the hard hit recession. It is possible that phone manufacturers would bring in new technology (*advanced version of /replacement of Bluetooth*) where [phone can sense](#) by itself that how far the receiver of the call is and automatically takes decision whether call should be taken via operator's network or through Bluetooth/new technology.

Though the phone has already become an entertainment device, the introduction of 3G by end of 2010 will further enhance the area of [entertainment consumption](#). Services like watching videos, news and gaming would come sooner than later but people would demand more ways of interaction like multiplayer gaming where people sitting at far places compete with each other or vote through a '[DIVISION BELL](#)'.

With the development of houses; so called [Smart Homes](#), phone will become an important source to know about status of homes. Phone will become an important checkpoint from where you can garner all the necessities which are short of stocks.

One major characteristic of a growing economy is increased consumption. Given the fact that Indian youth will outnumber every other country and the middle class here is growing at rapid pace, their consumption of mobile phones and services by them will have strong impact on the telecom environment. One major driver of consumption is the banking scenario. A [consumption promoting banking policies](#) can further accelerate the cycle of growth. Though it's hard to find the direct effect of consumption promoting banking policies on mobile phone users but surely its impact would not be adverse.