

# India Telecom Industry Report, 2008



The telephone coverage in India rose to 34.50% in Jan, 2009 from 33.23% in Dec, 2008, indicating huge market potential, especially in rural areas. The cell phone subscribers increased 10.81 million in Dec, 2008 and 15.40 million in Jan, 2009.

Up to the end of Jan, 2009, the total number of cell phone subscribers in India had reached 362.3 million, the fixed phone subscribers dropped to 37.75 million from 37.9 million in Dec, 2008, and the broadband subscribers increased to 5.65 million from 5.45 million.

## India Telecom Subscribers, 2002-2008

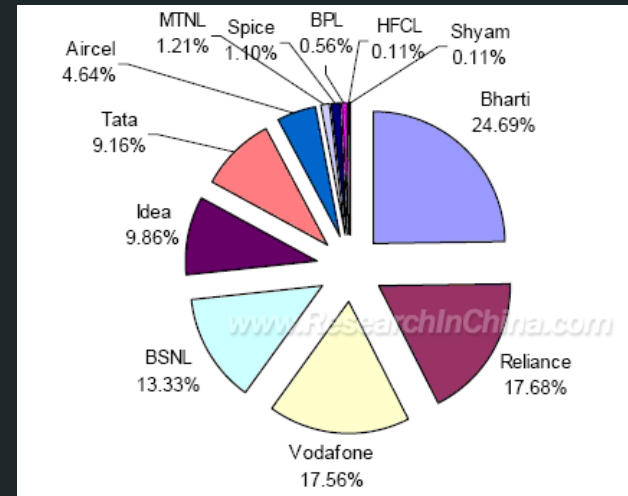


Source: TRAI;ResearchInChina

India has been divided into 19 business regions and four large city service regions in the mobile market, and it had issued 78 licenses to 22 companies. According to the national unified license system, the basic telephone operators also can apply for mobile business.

Currently, there are over 140 GSM and CDMA operators in India, and the fierce competition makes the cell phone expense of subscribers shrink to just one third of the figure in 2003. According to the statistics in the fourth quarter of 2008, the average monthly mobile phone expense per GSM subscriber was about INR220, and INR111 for each CDMA subscriber.

## Market Shares of Key India Mobile Operators, 2008



Source: TRAI;ResearchInChina

In 1998, Indian government issued the open-door policy in the field of Internet, and now more than 400 operators have gotten ISP license.

The report focuses on India telecom market, India telecom industry development strategy and investment, India telecom business and key operators, involving fixed phone, mobile communication and broadband & internet.

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