

## Case 5

The telecom companies in India comprise a large and ever-expanding industry in the country with huge revenues generated annually and massive base of customers. According to sources in the telecommunication industry in India, there were more than 1,200 million telecom and mobile subscribers in India by the beginning of 2018. As handsets and call rates continue becoming lower, the market share of telecom companies in India is likely to keep growing owing to growing population and globalization. India is considered one of the largest telecom markets in the world and there are many large mobile network companies in India. In addition, the competition between the best telecom companies in India is expected to keep growing as call prices get lower and most of the telecom sector companies in India offer high bandwidth data to attract more customers and expand the market share of telecom companies in India.

The telecom sector companies in India are thriving since the past decade since the emergence of many upcoming telecom companies in India. The top 10 mobile networks in India collectively provide telecommunication service to more than 1,000 million subscribers across the country. Furthermore, the telecommunication industry has a mix of Indian and international mobile network companies. The best telecom brands are investing heavily in expanding their market share of telecom companies in India by broadening their coverage areas and using highly effective marketing strategies. Also, since the introduction of 4G network in India, the consumers of the best telecom companies can access hi-speed connectivity and connect faster to the virtual world across the globe. The upcoming telecom companies will further add more competitiveness to one of the largest telecom markets in the world.

The Indian telecom sector is becoming more competitive each year. With the launch of Reliance Jio, Vodafone-Idea partnership, Bharti Airtel buying Telenor India, and Aircel filing for bankruptcy, the game is now only for big players in the market. The changing consumer base and increase in the use of internet will also play an important role in the Indian market.

The telecommunication industry in India ranks as the second largest telecom market in the world with over 1.2 billion subscribers in 2017. The top telecom companies in India offer one of the lowest call rates in the world owing to high competition in terms of pricing and quality of network services. The telecommunication industry in India is believed to directly employ more than 2 million professionals across the country. The growing population in the country,

rising disposable income and lower voice call tariffs are likely to augment the revenue of the top 10 telecom companies in India for the next five years. Furthermore, the telecom brands in India are forecasted to contribute around \$240 billion to the economy of India by the end of 2022.