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Mobile Value Added Services in India 2012 by Bharatbook

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India houses 811.6 bn cellular subscribers. This huge subscriber base is split in 66:34 between rural and urban users respectively. With falling prices of mobile voice calls and text messages, telecom operators are turning to additional services which are offered to customers; such services are called Mobile Value Added Services or MVAS. With diverse demography, lifestyle and consumer preferences amongst urban, sub-urban and rural consumers across the country, MVAS are destined to generate high returns, if deployed correctly. Worldâ€™s third largest sector, Indian Telecom sector is betting big on MVAS segment with wide variety of products in variable price range. MVAS adoption is polished to increase by manifold with increasing numbers of mobile devices and rising demand for mobile contents across India.

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Rise in disposable income has revolutionized consumerâ€™s buying and spending trend towards PC, mobile devices, communication equipments and services. It has catalyzed the trend of smartphone & featurephone which enhances the scope for MVAS with mobile apps and rich mobile content. â€œDespite of low ARPU in India, telecom operators will earn significant amount of revenue through various segments of MVASâ€• says Mr. Kalyan Banga, Product Manager at Netscribes.

The report begins with â€˜Introductionâ€™ section covering overview of Mobile Value Added Services which provides basic idea of the segment, characteristics of MVAS products and fundamental MVAS Value Chain which describes the basic flow of MVS services from content owner or VAS service provider to end-user.Market Report

For more information kindly visit :

Mobile Value Added Services in India 2012

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