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Statistics of Mobile - Data Usage from September 2016 to June 2017 in India

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Abstract

Globalization has brought tremendous and drastic changes in the field of mobile communications and usage scenario. Mobile or Smartphone usage has took its form from Urban Cities to small tier towns and rural villages . As a result of this increasing phenomena , there are wide range of users mobile phones for various applications like Internet banking , online purchases , e-wallets , Booking tickets , ordering food online etc. This article is based on the usage scenario of the mobile users taken from September 2016 to June 2017 and their impacts.

Keywords: Smartphone, Internet Banking.

1. INTRODUCTION AND OVERVIEW

The second fiscal of the year 2016 is said to be the landmark year in the Indian telecom sector industry. With many sectors were awaited for consolidations leading to increasing pressure on share on profitability, competition for spectrum trading and favorable M&A policy. Government of India made a spectrum auction that took place in August 2016. For a total spectrum of 2,355 megahertz (MHz) across seven bands , 40% of the spectrum got sold out with no in 700MHz and 900MHz band. The reason for this was the telecom operators bidding selectively for covering their coverage gaps for 4G services. The year 2016 has made entry for Greenfield 4G operator by introducing aggressive tariff plans, with free voice calls and low-cost data. As a result, the leading operators have launched their 4G services in select circles to increase the data growth. Traditionally telecom sectors in India were voice driven

India is one of the largest Smartphone markets in the world in terms of volume.

According to Ovum, India’s smart phone penetration stood at 24% of total connections in 2015. With the declining prices of smartphones, the data usage has also increased. Thanks for the 4G technology. As a result, the average data consumption per user is increasing.

Between Fiscal year 13 and 16, mobile banking transactions have increased at a CAGR of 90% and 306%, respectively and in addition to that the digital payments is increasing in leaps and bounds in India and thereby transforming India to a digital economy. Mobile wallet transactions have increased from 0.4% in FY13 to 4% in FY16, and are expected to grow significantly in future.

2. MOBILE TARIFFS AND THEIR IMPACTS IN 2017

With entry of new operator and by introducing the disruptive free offers for voice and data packs, the mobile sector witnessed innovative tariff structures. To compete with new operator, major operators have started offering unlimited voice calls to any networks with price ranging from Rs.350 and so on. The same aspects were brought out for the year 2017.

Free Voice calling and free 1GB/Day data usage has the biggest impact on the operators. As a result, operators are providing freebies to retain their customers. Revenue in data growth has declined. In addition, voice and data are expected to drop significantly over the next few quarters. Overall, margins are expected to further decline by 250 to 300 basis points in 2017 and continue in 2018 as well.

Impacts:

1. The price per GB is declining. For higher data denominations over 2GB, the price cuts had been up to 67%, while for data recharges of 1GB or lower, price cuts of up to 45% had been initiated.
2. The costs for spectrum auctions in 2010 was Rs.3.5 lakh crore and Rs.2.6 lakh crore in the Fiscal Year 2016.As a result, the debt level increased to Rs.4.2 trillion(apprx.) in the FY 2016.
3. Financial distress of the operators has affected their profitability.

3. STATISTICS OF WIRELESS SUBSCRIBERS

The total number of wireless subscribers in India from Sep. 2016 to April 2017 is shown in table 1.

Table 1: Statistics of Wireless Subscribers

Telecom Subscription Data As on Sep.30,2016	**Particulars**	**Wireless**
	Total Telephone Subscribers (Million)	1049.74
	Net Addition in September, 2016 (Million)	20.86
	Urban Telephone Subscribers (Million)	603.80
	Net Addition in September, 2016 (Million)	17.91
	Rural Telephone Subscribers (Million)	445.94
	Net Addition in September, 2016 (Million)	2.95
	Broadband Subscribers (Million)	174.47
Telecom Subscription Data As on Dec.31,2016	**Particulars**	**Wireless**
	Total Telephone Subscribers (Million)	1,127.37
	Urban Telephone Subscribers (Million)	662.60
	Rural Telephone Subscribers (Million)	464.78
	Broadband Subscribers (Million)	236.09
Telecom Subscription Data As on Mar 31,2017	**Particulars**	**Wireless**
	Total Telephone Subscribers (Million)	1,170.18
	Urban Telephone Subscribers (Million)	672.42
	Rural Telephone Subscribers (Million)	497.76
	Broadband Subscribers (Million)	276.52
Telecom Subscription Data As on April 30,2017	**Particulars**	**Wireless**
	Total Telephone Subscribers (Million)	1,174.60
	Urban Telephone Subscribers (Million)	675.48
	Rural Telephone Subscribers (Million)	499.12
	Broadband Subscribers (Million)	265.98

4. ACQUISITION AND MERGERS

Some of the major factors for mergers and acquisition (M&A) in the telecom sector include: sector convergence, impact of digital technology on their business model and acquiring talent among others.

Operators are turning their attention to fill the gaps by providing innovative assets and technological experience to their customers.

Mergers and Acquisitions of telecom operators is shown in table 2.

Table 2: Mergers and Acquistions(M&A) in Indian Telecom Sector

SI.No.	M&A	Year
1.	Vodafone – Hutchison Essar	2007
2.	Aditya Birla’s Idea Cellular and Spice Communications	2008
3.	Telenor buys Unitech Wireless	2012
4.	Reliance Industries – Infotel merger	2010
5.	Reliance Communications – Aircel merger	2016
6.	Vodafone – Idea merger	2017
7.	Bharti Airtel-Zain deal	2010
8.	NTT DoCoMo-Tata Tele stake	2008
9.	GTL Infrastructure-Aircel towers.	2010
10.	Maxis Communications and Aircel merger	2006
11.	Airtel-WBSPL	2012
12.	Idea Cellular-Tata	2006
13.	Telenor - Unitech merger	2009
14.	RCOM-MTS	2015

5. MARKET SHARE STATISTICS

The market share statistics as on May 2017 is shown in table 3.

Table 3: Company Wise Market Share as on May 2017

Group Company wise % market share (Subscribers) - May 2017					
Sl. No.	**Name of Company**	**Total Sub Figures**	**Additions in May 2017**	**% Market Share**	**% Growth over previous month**
1	**Bharti Airtel**	278,599,433	2,098,006	29.62%	0.75%
2	**Vodafone**	210,950,938	1,131,435	22.42%	0.54%
3	**IDEA**	196,242,748	190,043	20.86%	0.10%
4	**Aircel**	90,733,532	173,091	9.65%	0.19%
5	**Telenor**	48,020,323	-1,323,830	5.10%	-2.76%
6	**MTNL**	3,623,047	-2,136	0.39%	-0.06%
7	**Rjio**	112,551,631	0	11.96%	0.00%
All India		**940,721,652**	**2,266,609**		**0.24%**

Table 4: All India Cumulative Data As on May 2017

All India	Total No. Of Additions	Total to Date For the Month of Apr-17	Total to Date For the Month of May-17	Total Monthly Additions	% Growth over previous month
		938,053,677	**940,320,286**	**2,266,609**	**0.24%**
		---------------	**2,266,609**		

6. COMPARATIVE STUDY

The Company wise comparison is shown in fig.1to fig.4.

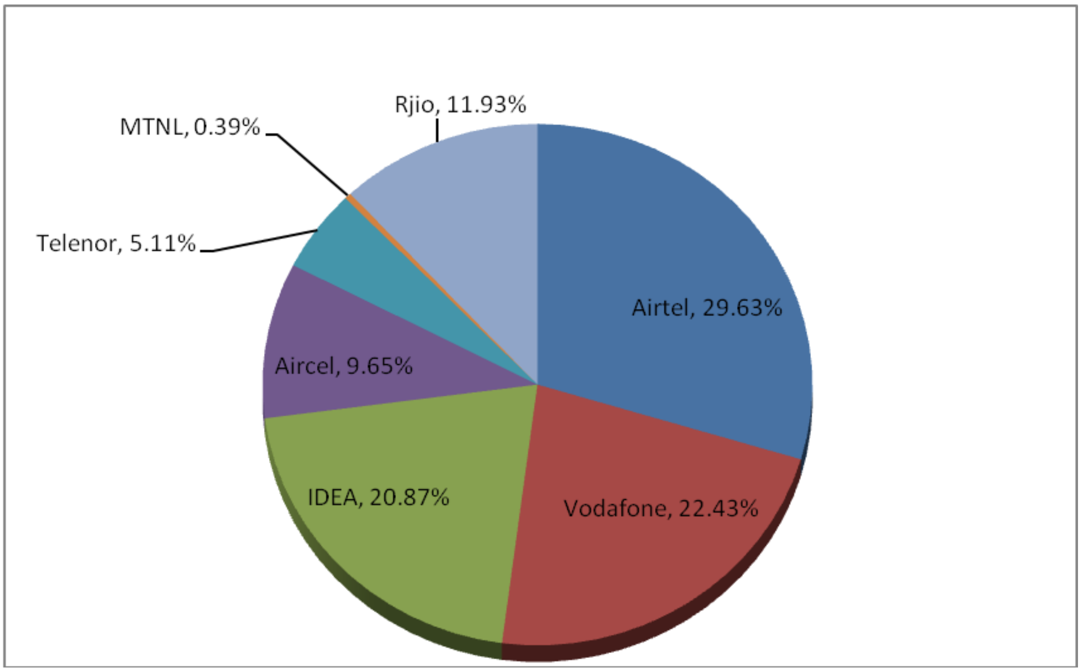

Fig 1: Group Company wise % market share (Subscribers) as of May 2017

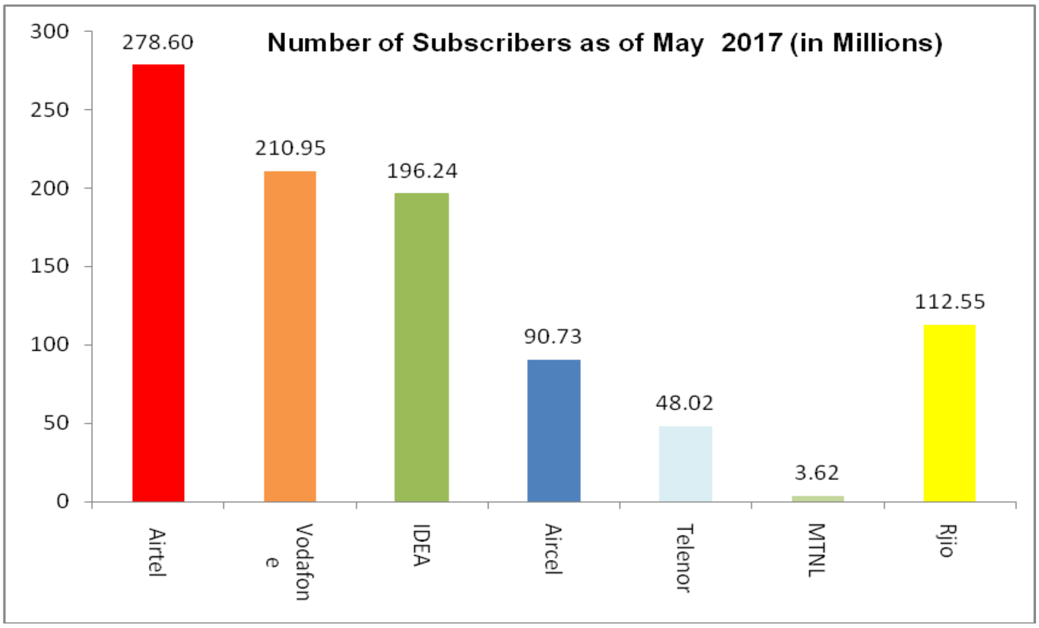

Fig 2: Number of Subscribers as on May 2017

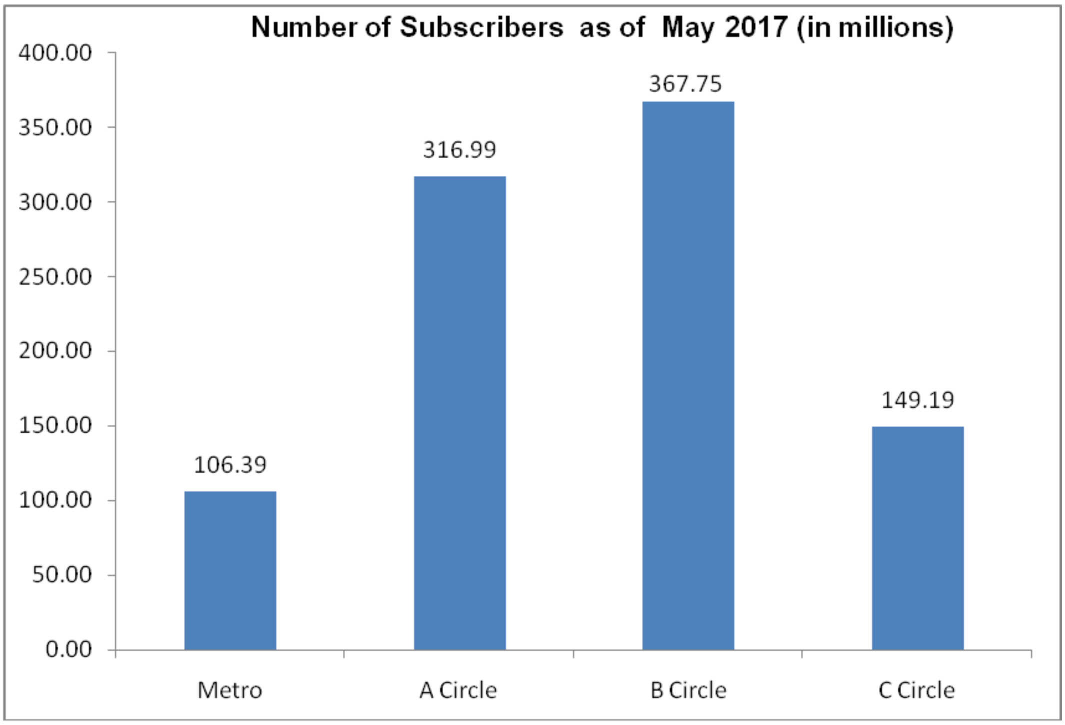

Fig 3: Number of Subscribers (circle wise) as on May 2017

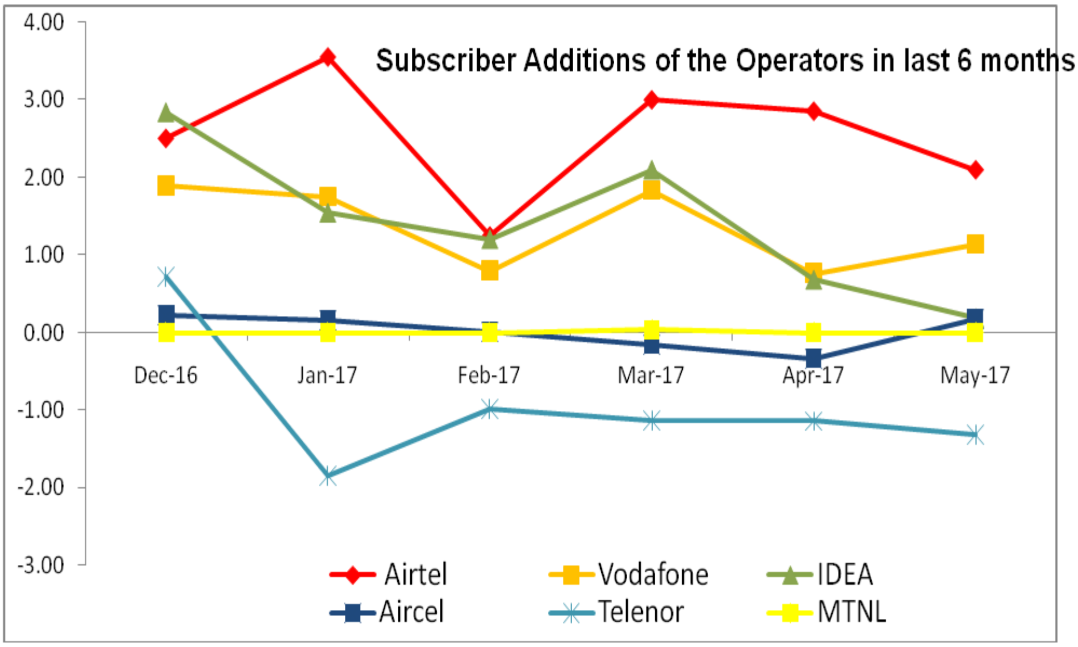

Fig 4: Subscriber additions in last six months

7. CONCLUSION

This paper shows the number of mobile subscribers from September 2016 to April 2017 and data usage for the same period. This shows how all the mobile operators are competing with each other to retain their customers. The above statistics shown in tables are taken from TRAI Website under Press release. Readers interested to know more about the data and statistics can refer to the web links mentioned in references.

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