

Knowledgefaber carried out a study on 3G services in India, the major aim was to understand what is the current standing in terms of 3G services deployment and usage, what are the factors which are expected to fuel its growth, readiness of service providers as well as consumers for this purpose, and inhibitors for the 3G services in India.

Two case studies of AT&T and NTT Docomo were also discussed so as to understand and derive best practises which can be used in India. To draw more relevant and current examples of 3G deployment, Chinese companies like China Mobile, China Telecom, and China Unicom were also discussed with the details of their 3G operations in China.

After analysing all the information collected and having detailed discussions with industry experts and players, our consultants drew up a roadmap for teleco to follow, so as to have a smooth and speedy roll-out of 3G in India, all the aspect of the services like, pricing, packaging, applications, advertisement, speed of rollout, etc. were covered.

It was also identified that mobile applications can be the deciding factor for success of 3G in India. Top applications from all over the world were discussed to draw inspiration for the Indian market. For example personalized and enterprise applications are two major areas where VAS providers, content players, and telcos should concentrate.

Finally a report was provided covering all of the above, recommendations from knowledgefaber about roll-out to retention phase, as well as what 3G opportunities exist for various stakeholders in the industry and related industries like healthcare (m-health) and banking (m-banking) .