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TELECOM REGULATORY AUTHORITY OF INDIA

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For Immediate release

Website:- www.trai.gov.in

“Wireless Data Service in India – An analytical Report”

TRAI today released the report namely **“Wireless Data Service in India – An Analytical Report”**. This Report provides a broad perspective of the Wireless Data Services in India and presents the Key Parameters and growth trends in Wireless Data Usage, Wireless Data Subscribers, Market Share in Wireless Data Services, Wireless Data Revenue, Average cost to subscriber for Wireless Data etc. The information available in this Report is largely based on the data/information provided by the telecom service providers to the Telecom Regulatory Authority of India.

Executive Summary of the Report is enclosed. The complete Report is available on TRAI’s website (www.trai.gov.in under the link <http://www.trai.gov.in/release-publication/reports/performance-indicators-reports>). Any suggestion or any clarification pertaining to this report, undersigned (Shri S. K. Mishra, Pr. Advisor (F&EA), TRAI) may be contacted on Tel. +91-11-23221856, Fax. +91-11-23235249 and e-mail: skmishra.trai@nic.in.

Authorized to issue



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“Wireless Data Service in India – An analytical Report”

Executive Summary

This Report presents the Key Parameters and growth trends of Wireless Data Usage, Wireless Data Subscribers, Market Share in Wireless Data Services, Wireless Data Revenue, Average cost to subscriber for Wireless Data etc. in last four years.

Last four years have witnessed unprecedented growth in wireless data usage for communication and entertainment. With the entry of new a TSP using Long Term Evolution (LTE)/4G technology and also the consequent gradual adaptation of this technology by the leading incumbents, data usage has grown sharply and it is expected to grow further in future also. Upgradation of mobile networks from 2G to 4G in large parts of the country along with availability of smart phones at relatively affordable prices is driving the mobile internet subscriptions. On one hand, with the steep decline in tariffs of

telecommunication services, the affordability has increased, on the other hand the content, not only in English and Hindi, but in regional languages also, is readily available at affordable price to the consumers. As a result, consumption of data has increased multifold. Access to internet has empowered millions of Indians by giving them access to real-time information, government services, e-markets, and social media. This development is having positive impact on improving their quality of life with digital information.

The rapid evolution of telecommunications services in India has aided the overall economic and social development of the country. It has enabled better connectivity among users and greater use of information and communication technology (ICT) services and emergence of a variety of new business models. Due to length and breadth of the country,

wireless access network is the primary source for such connectivity. Last few years have seen the rapid transformations of the Indian telecom sector with introduction of LTE technology and the resultant intense competition among telecom service providers.

Key indicators of the report are as follows:

- Total number of wireless data subscribers increased from 424.02 million at the end of year 2017 to 578.20 million at the end of the year 2018 with yearly growth rate of 36.36%. The number of wireless data subscribers was 281.58 million at the end of the year 2014.
- The volume of total wireless data usage increased from 20,092 million GB during the year 2017 to 46,404 million GB during the year 2018 with yearly growth of 131%. The volume of total wireless data usage was 828 million GB during the year 2014.
- 4G technology (LTE – Long Term Technology) was introduced in

India during the year 2016. During a short period of time, 4G data technology became the market leader in wireless data usage. The share of 4G data usage in total volume of wireless data usage has been 86.85% during the year 2018.

- Total revenue collected from wireless data usage was Rs. 54,671.44 crore (excluding rental revenue) in the year 2018 as compared to Rs. 38,882 crore in the year 2017.
- The volume of average wireless data usage per wireless data subscriber per month has increased from 4.13 GB during the year 2017 to 7.69 GB during the year 2018.
- The average cost to subscriber for per GB wireless data usage was Rs. 11.78 per GB during the year 2018 as compared to Rs.19.35 per GB during the year 2017. It may be noted that the average cost to subscriber for wireless data was Rs.226 per GB during the year 2015 i.e. before

- introduction of 4G (LTE) technology.
- After the entry of a new telecom player in wireless telecom service with state of the art 4G technology in the year 2016, average cost to subscriber for wireless data has steeply declined during the year 2017 and 2018, due to intense tariff competition in the telecom service sector.
 - Average revenue per wireless data subscribers (data ARPU) per month increased from Rs.79.98 in the year 2017 to Rs.90.61 in the year 2018. It was recorded Rs.71.25 per wireless data subscriber per month in the year 2014.
 - Number of wireless data subscribers has increased year on year and simultaneously, the volume of wireless data usage was increased multifold during the last two years. However, average revenue per wireless data subscriber showed mixed trend during last four years.
 - The year 2016 ushered in a revolution in the way Indians use mobile data owing to the widespread deployment of 4G, but the world is swiftly moving on to even greater levels of data usage with the commercial deployment of 5G technologies in near future.
 - Both the Government of India and the telecom industry have announced that they have initiated preparatory steps for smooth and efficient rollout of 5G for the benefit of the consumers and the overall economic development of the country.