

FOR IMMEDIATE RELEASE

Rising demand for content rich cellular services will catalyze 3G adoption in India, finds Netscribes

Netscribes (India) Pvt. Ltd, launches 3G Market in India - 2011 report covering a market with strong growth potential. It is a part of Netscribes' Telecommunications Series.

Mumbai, India – September 20, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *3G Market in India - 2011*. Rapidly growing demand for content rich mobile application & services will accelerate 3G adoption in India.

The report begins with an introduction section comprising brief description of 3G, its technologies & 3.5G. It also features a comparative study across cellular technologies including 2G, 3G, 3.5G & 4G. Further the cellular network evolution section covers a retrospective of key cellular network technologies & events over the years. The section also shows a basic 3G infrastructure for reader's understanding of how it works. The section ends with features of 3G which describes key distinctive characteristics of third generation network.

It is followed by market overview section indicating the growth of overall cellular market in India, current & predicted 3G market with rural & urban breakup. It also provides an overview of 3G spectrum auction held in India in 2010 with spectrum earnings & auction norms.

Next section elaborates the scopes of 3G in India with expected sales figure of value added service (VAS) & forecasted usage of 3G. It also throws light on scopes of 3G in enterprise & SMBs, healthcare and education sector. Then 3G hardware such as 3G USB modem, 3G Router & compatible devices, mobiles, smartphones & Tablets are briefly discussed.

The report continues with drivers & challenges section elaborating various furtherance & impediments for 3G adoption in India.

The section is followed by the 3G telecom players section profiling the TRAI (Telecom Regulatory Authority of India) authorized 3G service providers in India. It provides each of the companies' corporate & 3G spectrum information, rural-urban subscriber breakup, 3G products etc.

Next, key trends related to third generation network technology are mentioned.

It is followed by the section strategic recommendation, which is derived after a comprehensive analysis of market & its future potential.

The report concludes with an appendix section covering 3G players & circles their licensed to, along with average revenue per user (ARPU) in each of those circles.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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