

Title: **India Embracing VoIP at a Rapid Pace**

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Mobile VoIP Featured Article

India Embracing VoIP at a Rapid Pace

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India is known for its technical savvy, so it should come as no surprise that the country is adopting voice-over-IP (VoIP) at a rapid rate.

The Indian VoIP market is expected to grow at a 27 percent annual growth rate over the next five years, according to a recent report by India VoIP Market Forecast & Opportunities, and this is due to increased broadband and cellular adoption, in addition to socio-economic factors.

The average Internet speed in India has risen from 1 Mbps in 2012 to 1.3 Mbps today, according to a report by research firm, Netscribes, and increased broadband penetration is a big part of that.

India had 14,310,000 broadband subscribers as of 2012, and number of broadband users is growing fast and should pick up pace thanks to Internet access being a priority of the Indian government. In 2013 alone, the government spent an estimated \$6.9 billion on IT, \$3.7 billion of which was dedicated to broadband.

Mobile VoIP also accounts for much of the growth of VoIP in India. The country posted a 7 percent growth in mobile VoIP minutes in the fourth quarter of 2013, according to the Netscribes report.

Also, Mobile VoIP is becoming increasingly popular as a lower cost way to make calls in a country loaded with cell-phone carrying youth and low incomes. The use of mobile VoIP makes calling more affordable for the average Indian, and most have no qualms using a technology that easily surpasses the call quality many get through their mobile carriers.

Companies such as REVE Systems are positioned well to capitalize on the VoIP demand in India and other countries where cell phones are prevalent but existing phone infrastructure is poor, and where price is a key factor.

The company's iTel Mobile Dialer is a mobile application that works across almost all phones and enables telecom providers to offer branded mobile VoIP to their customers. It includes balance information and address book integration, among other features.

Particularly useful is REVE's firewall and bandwidth optimization technology, which is has rolled into both its iTel Mobile Dialer and its iTel Dialer Plus for VoIP calling. The technology works by both tunneling past firewalls and reducing the data needs for VoIP calling, dramatically cutting the bandwidth needed.

India has embraced VoIP, and firms that enable efficient VoIP calling are set to win.

Edited by **Stefania Viscusi**