



## Broadband Internet Adoption in India

January 2012

# Executive Summary

## Market

- Broadband internet market size in India is estimated to be around x1 mn in terms of subscriber base as on 20--
- Government of India is hopeful of achieving the target of x2 mn broadband internet connections by 20-- and x3 mn by the end of 20--
- Global market size of broadband internet in terms of subscriber base was x4 mn as on 20--

## Drivers & Challenges

### Drivers:

- Burgeoning PC Penetration
- Increase in Disposable Income
- Soaring Enterprise Demand
- Increasing Demand for Rich Web Contents and Social Networking
- Affordability of Broadband Services

### Challenges:

- 3G Mobile Broadband
- Lack of Regional Language Support

## Trends & Developments

- Trend1
- Trend2
- Trend3

## Competition

Major Players		
Player1	Player2	Player3
Player4	Player5	Player6



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## • Introduction

- Market Overview
- Scope in India
- Drivers & Challenges
- Broadband Service Providers
- Trends & Developments
- Vendor Opportunities
- Strategic Recommendations
- Survey on Broadband Usage



# Introduction

## Broadband Internet Overview

- Broadband is the general expression for high bandwidth internet connection capable of more than x1 Kbps of speed
- Broadband was first launched in country1 in 20-- providing a complete different experience to Internet, coming from dial-up internet connections that typically operated on x2 Kbps modems
- Broadband internet speed in other countries such as country1, country2, country3, country4 and others, are a lot higher than the defined lower limit, going all the way up to x3 Mbps on the average
  - Telecom Regulatory Authority of India (TRAI) has proposed raising the definition of broadband to x4 Mbps in India
- Broadband internet has opened new avenues for area1, area2, area3 and area4

## Major Internet Access Technologies

Technology	Description
AccessTechnology1	aaaaaaaaaaaaa bbbbbbbbbbbbbb
AccessTechnology2	aaaaaaaaaaaaa bbbbbbbbbbbbbb
AccessTechnology3	bbbbbbbbbbbbbb
AccessTechnology4	aaaaaaaaaaaaa
AccessTechnology5	bbbbbbbbbbbbbb

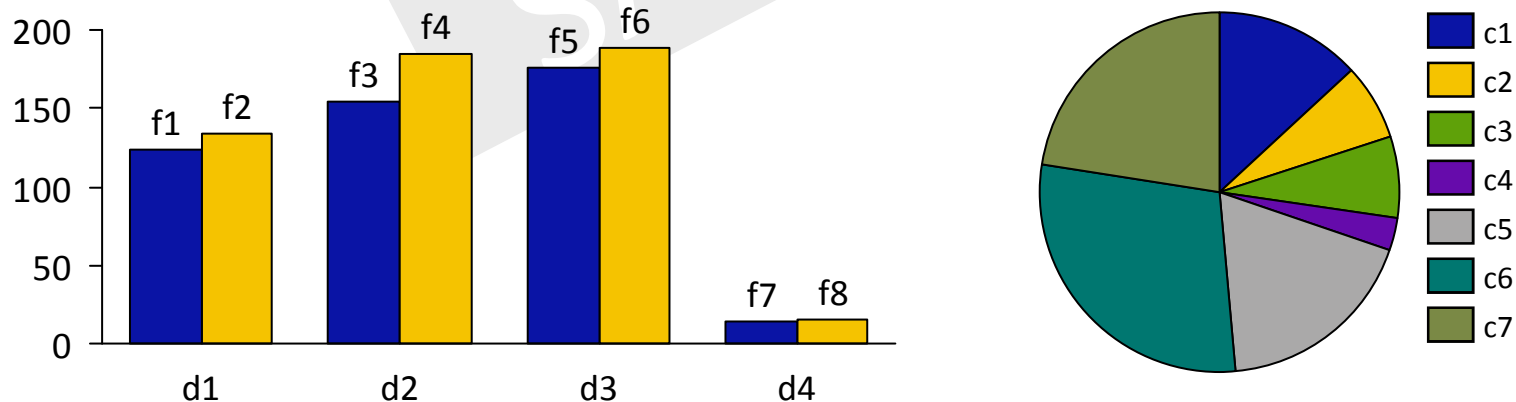


# Global broadband market size is x1 of total internet market indicating huge growth prospect

## Market Overview – Global

- Global market size of broadband internet is x2 mn in terms of subscriber base, as on 20--
  - Number of internet user reached x3 bn milestone globally in the end of 20--
- Globally, Broadband internet market has seen significant growth in quite a few countries whereas in some the penetration level still remains low and trivial
  - In terms of annual growth, countries such as Serbia, Thailand & Belarus achieved x4% or more growth between 20-- and 20--
- Globally, technology1 is the leading broadband technology used by majority of the consumers followed by technology2 accounting for x5% and x6% respectively of the entire broadband subscription technology base
  - In countries like Country1 usage of technology3 is dominant followed by technology4 which is the leading technology in country2, whereas in countries like country3, usage of technology5 is higher

## Broadband Market Size, Share & Growth – Major Continents



# Region-wise Broadband Statistics - Global

Regions	Population	Subscriber Base (2000)	Subscriber Base (2011)	Penetration	Percentage Share of Total Subscriber Base – Global
Region1	a1	b1	c1	d1%	e1%
Region2	a2	b2	c2	d2%	e2%
Region3	a3	b3	c3	d3%	e3%
Region4	a4	b4	c4	d4%	e4%
Region5	a5	b5	c5	d5%	e5%
Region6	a6	b6	c6	d6%	e6%
Region7	a7	b7	c7	d7%	e7%

- aaaaaaaaaa
- bbbbbbbbbb
- cccccccccc



# Scope in India - Across Verticals (1/4)

- aaaaaaaaaa
- Bbbbbbbbbb
- Cccccccccc
- dddddddddd
- eeeeeeeeee

Vertical1

- aaaaaaaaaa
- bbbbbbbbbb
- cccccccccc

Vertical2

- aaaaaaaaaa
- bbbbbbbbbb
- cccccccccc

Vertical3

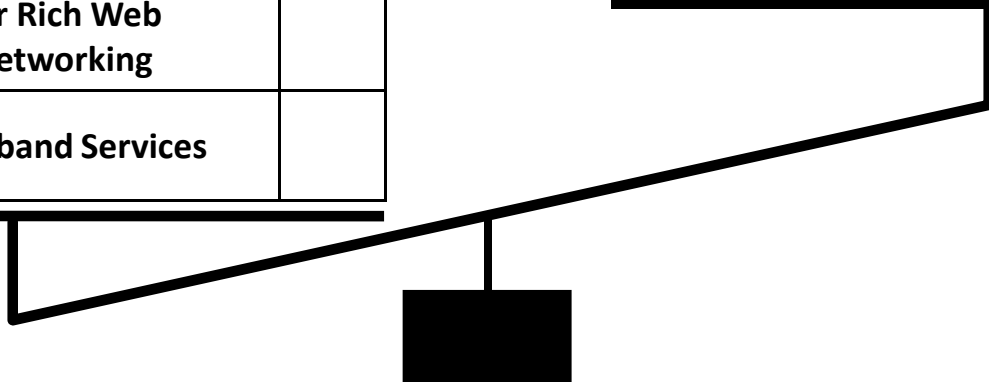
- aaaaaaaaaa
- bbbbbbbbbb
- cccccccccc

# Drivers & Challenges – Summary

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<b>Drivers</b>	
Burgeoning PC Penetration	
Increase in Disposable Income	
Soaring Demand in Enterprises	
Increasing Demand for Rich Web Contents and Social Networking	
Affordability of Broadband Services	

<b>Challenges</b>	
3G Mobile Broadband	
Lack of Regional Language Support	



# Major Broadband Service Providers (-/-)

## Company Snapshot: Company1 (1/2)

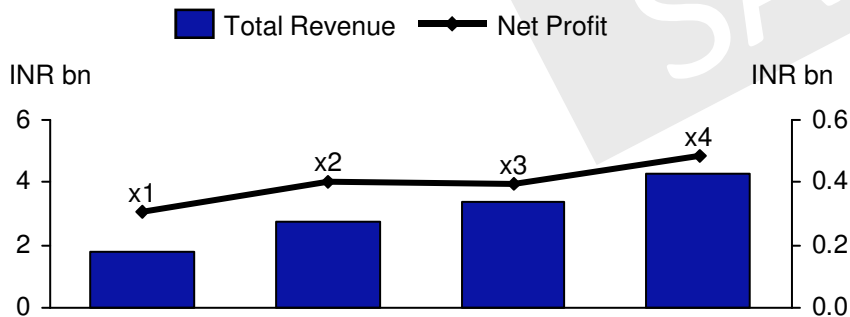
### Corporate Information

<b>Head Quarters</b>	<i>City, Country</i>
<b>Industry</b>	<i>Integrated Telecommunication Services</i>
<b>No. of Employees</b>	----
<b>Website</b>	<i>www.....com</i>

### Business Highlights

- aaaaaaaaaa
- Bbbbbbbbbb
- Cccccccccc
- ddddddddd
- eeeeeeeeeee
- ffffffffffffffff

### Financial Performance



### Key Contacts

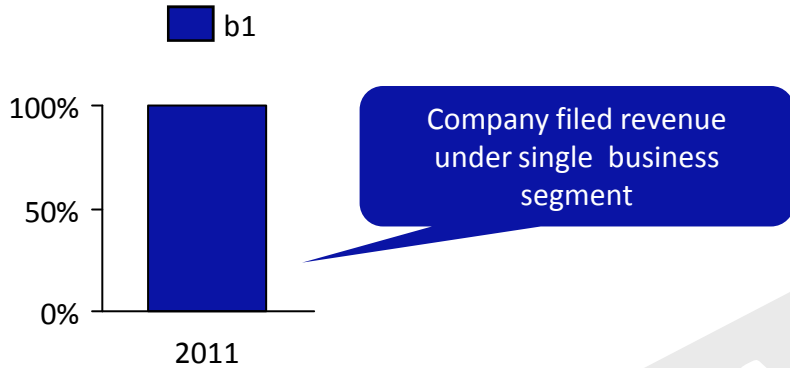
Name	Designation
Mr. X	Chairman and MD
Mr. X	Chief Managing Director
Mr. X	Director of Operations
Mr. X	Executive Director of Finance



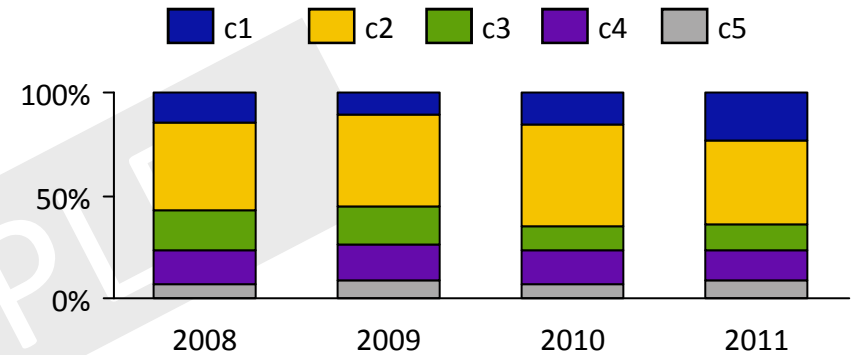
# Major Broadband Service Providers (-/-)

## Company Snapshot: Company1 (2/2)

### Key Business Segments



### Key Geographic Segments



### Broadband Tariffs:

#### General Data Plans

Plan Name	Speed	Download Limit	Monthly Cost
Plan1	s1	1 GB	---
Plan2	s2	Unlimited	---
Plan3	s3	Unlimited	---

#### High Data Usage Plans

Plan Name	Speed	Download Limit	Monthly Cost
Plan4	S4	125 GB	---
Plan5	S5	250 GB	---
Plan6	s6	Unlimited	---



# Some recent developments & trends in mobile apps and its popular application in the domestic market

## Key Trends & Development

Trends & Developments	Description
Development1	<ul style="list-style-type: none"><li>• aaaaaaaaaa</li><li>• bbbbbbbb</li></ul>
Development2	<ul style="list-style-type: none"><li>• aaaaaaaaaa</li><li>• bbbbbbbb</li></ul>
Development3	<ul style="list-style-type: none"><li>• aaaaaaaaaa</li><li>• bbbbbbbb</li></ul>
Development4	<ul style="list-style-type: none"><li>• aaaaaaaaaa</li><li>• bbbbbbbb</li></ul>
Development5	<ul style="list-style-type: none"><li>• aaaaaaaaaa</li><li>• bbbbbbbb</li></ul>



# Opportunity1, Opportunity2 and Opportunity3 provides ample opportunities for broadband players in India

## Vendor Opportunities

### Opportunity1

- aaaaaaaaaa
- Bbbbbbbbbb
- Cccccccccc

### Opportunity2

- aaaaaaaaaa
- Bbbbbbbbbb
- Cccccccccc

### Opportunity3

- aaaaaaaaaa
- Bbbbbbbbbb
- Cccccccccc

SAMPLE



# Strategic Recommendations (-/-)

- *aaaaaaaaaaaaaaaaaaaaaa*
- *bbbbbbbbbbbbbbbbbbbb*

## Strategic Recommendations1

- aaaaaaaaaa
- bbbbbbbb
- cccccccc

## Strategic Recommendations2

- aaaaaaaaaa
- bbbbbbbb
- cccccccc



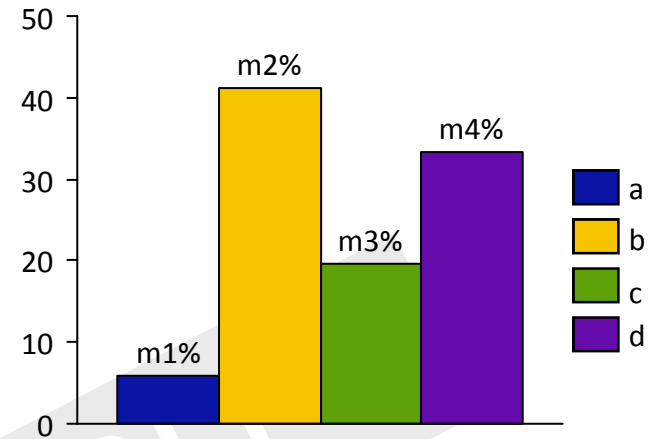
# Survey on Broadband Usage (-/-)

## Question Subject1

Q: xxxxxxxxxxxxxxxxxxxxxx?

Response Option:

- 1) a
- 2) b
- 3) c
- 4) d



## Question Subject2

Q: yyyyyyyyyyyyyyyyyyyy?

Response Option:

- 1) e
- 2) f
- 3) g

