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India to see steep surge in mobile data usage

Arjun Choudhury, November 11, 2011 (New Delhi)

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Mobile data use in India has risen nearly 35 per cent between June 2011 to September 2011, according to a new report from IMRB. Analysts say, wider availability and reasonable pricing, resulted in the sharp rise, and expect the usage numbers to cross 41 million by the end of this year.

"The devices are getting affordable. Manufacturers are doing a great job of giving these devices at a cost,

which enable people to buy them from places other than the metros. Today it's within the reach of everyone to buy these devices," said Tarun Abhichandani, group business director at IMRB.

According to IMRB, the total number of active internet users on mobile phones stood at 26 million in March 2011, the number of users increased to 35 million in September 2011 and is expected to touch the 41 million mark by the end of December this year. Industries foresee it as a growing trend in the near future.

"I have always been very bullish about the prospects of internet and broadband in this country. I feel the latent demand exists, and once people experience the power of the internet, they cannot go back," said Srinivasa Addepalli, senior vice-president at Corporate Strategy and Communications, Tata Communications.

The 3G services which was launched towards the end of 2010, has been gaining popularity amongst users. With significantly better speeds and a host of new features, it aims for an improved mobile internet penetration, in the Indian market.

Wider availability and affordable pricing are two factors driving the mobile phone boom in India. Experts predict the 3G services to contribute towards greater mobile internet adoption and growth.

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