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NEW REVENUE STREAM

New Delhi: Mobile-to-mobile services could become the new revenue churning for Indian telecom operators who are experiencing a fall in average revenue per user from voice and with 3G data services stuttering to take off. In the M2M service, the mobile phone acts as a credit/debit card as well as an instrument to play videos and music. According to a report by Tonse Telecom,

a Bangalore-based research, analysis and telecom consulting firm, the M2M ecosystem is beginning to grow globally, triggered by drivers such as state electricity agencies, courier services and health and agro industries. Tonse estimates that by 2014-15, M2M data revenues will contribute 5.97 per cent of projected total mobile VAS revenues. According to an Internet and Mobile Asso-

ciation of India report, the mobile VAS market in India could be ₹671 billion market by 2015. It could potentially generate a revenue of \$1.8 billion for operators, including activation fees, device rentals and data revenues, indicates the report. But Sridhar Pai, senior analyst with Tonse, says: "It has huge potential, but we are far from achieving the volumes for such services in India."

The New Indian Express, Feb 2012

Operators Should Tap Mobile-to-Mobile Services for New Revenue Stream

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could potentially generate a revenue of \$1.8 billion for operators, including activation fees, device rentals and data revenues, indicates the report. But Sridhar Pai, senior analyst with Tonse, says: "It has huge potential, but we are far from achieving the volumes for such services in India." India will reach a base of 25 million M2M devices, assuming that all data services are available and vertical applications take off.