

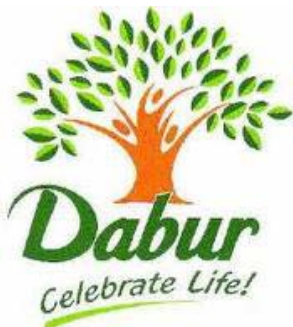
In this issue

- V - Studies of the month
- V – Facts
- Industry News
- ValueFirst in news
- The Mobile Enterprise



"It has helped us reach out to remote employees very effectively. We can rely on Velocity."

...Piramal Healthcare Pvt. Ltd.



THE MOBILE ENTERPRISE

Monthly Newsletter

January 2010

V - Studies of the month

M - Powering Piramal Healthcare Pvt. Ltd.

Piramal Healthcare Pvt. Ltd. is a globally integrated healthcare company with a successful growth track record since 1988. It is entirely dedicated to the drugs and health care sector which fulfills unmet medical needs across the world.

It is engaged in the manufacturing of special medicines for significant diseases such as AIDS and cancer, apart from the general drugs produced for treating cardiovascular, diabetes and neurological problems.

[Read Full Case Study...](#)

M - Powering Dabur India Limited

Dabur India Limited is the fourth largest FMCG Company in India. Building on a legacy of quality and experience for 125 years, Dabur operates in key consumer product categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care & Food. Brand Dabur has stood for goodness through a natural lifestyle.

[Read Full Case Study...](#)

M - Powering Aditya Birla Minacs

Aditya Birla Minacs is a global leader in providing customized business process outsourcing (BPO) solutions focused on five core areas of capability:

- Customer relationship management/contact centers
- Minacs Marketing Solutions
- Knowledge and process outsourcing
- Finance and Accounting outsourcing
- IT

[Read Full Case Study...](#)

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V - Facts

Wireless Predictions 2010 for India

- 1)** India 3G auction happens finally – but faces corruption charges and slow uptake in the consumer space. Ministry of Telecom will still make boatloads of money in 3G auction as large carriers have no choice but to get into a bidding war to get the limited 3G spectrum for future growth.
- 2)** 3G Devices continue to lag – only select few devices can benefit from 3G. 3G Devices start catching up in 2011 finally on a broader scale.
- 3)** India 3G Rate Plan Pricing and expensive 3G devices keeps the lid on fast 3G adoption. However smart phones take off big time in upper middle class and corporate segments.
- 4)** Price wars in Indian Mobile sector accelerate. Carriers press TRAI to intervene but government keeps out of it. Carriers try to differentiate using innovative new Mobile Media, VAS and Apps.
- 5)** India continues to add new Mobile Subscribers at the rate of 8-10 million a month. Next phase of mobile adoption is in Tier 2 and Tier 3 cities but revenue growth is slower in these areas due to limited financial ability of consumers.
- 6)** Rural Mobile on a mass scale remains a distant dream for carriers next year at least. Rural consumers will come online in larger numbers in another 2-3 years.
- 7)** The Big 5 Carriers (Airtel, Vodaphone, Reliance, Idea, Tata) continue to innovate with new Mobile Media models and VAS services. Smaller but fast growing carriers like Tata Docomo or Aircel try to differentiate by playing on niche market segments (like prepaid or multi-member family households) or with new innovative pricing schemes (remember Tata Docomo was the first carrier to introduce the 1 p / sec pricing forcing all other carriers to drop their prices).
- 8)** Mobile VAS firms face cut-throat competition due to massive market fragmentation. A few big and fast-moving Mobile VAS firms survive and acquire the weaker ones.
- 9)** Serious Foreign money continues to pour into Indian wireless sector in all segments including the Carriers, Mobile Apps, VAS, IT, Network Management, Back-office services, Consulting and so on.

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Industry News

Signing of Memorandum between TRAI and Ministry of Internal Affairs and Communications, Japan

New Delhi, January 6, 2010: A Memorandum has been signed between the Telecom Regulatory Authority of India (TRAI) and Ministry of Internal Affairs and Communications, Japan (MIC) on 6th January 2010. The Memorandum was signed by Dr. J.S. Sarma, Chairman TRAI and Hon'ble Mr. HARAGUCHI Kazuhiro, Minister for Internal Affairs and Communications of JAPAN.

[Read full news....](#)

ValueFirst in the news



Do you think the price war is responsible for the downfall in telecom stocks in India?

"Yes the telecom price war is having huge impact on telecom financials and also as a consequence affecting their stock price...."

[Read full news....](#)



ValueFirst acquires Cellnext

NEW DELHI: Mobile VAS player ValueFirst on Wednesday announced the acquisition of Escorts Group's mobile value added ...

[Read full news....](#)



Acquisition Updates: ValueFirst – Cellnext

The acquisition deals seems to be happening in plenty in the last few days and most of them are in the mobile space! ...

[Read full news....](#)

The Mobile Enterprise

A Comprehensive Resource on Enterprise mobility solutions

The Mobile Enterprise, a monthly newsletter from ValueFirst, is aimed at providing information that businesses need, to keep themselves up-to-date with trends and developments in technology around the enterprise mobile messaging and mobile marketing spheres.

Readers can download case studies and whitepapers from www.vfirst.com/sms-case-study.php

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