

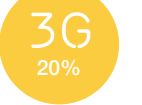
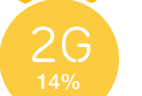
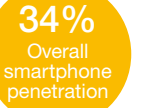
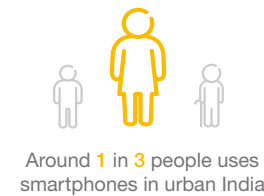
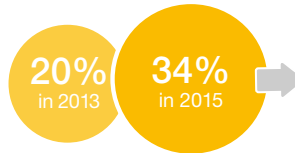
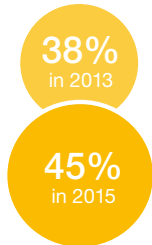
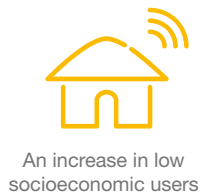
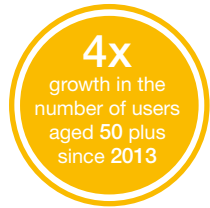
THE CHANGING MOBILE BROADBAND LANDSCAPE



Across urban India, mobile broadband adoption and usage is growing, and user behavior is evolving rapidly. Diverse smartphone mobile internet users differ in their needs, use of services, and expectations of mobile broadband.



1 EVOLVING DEMOGRAPHICS



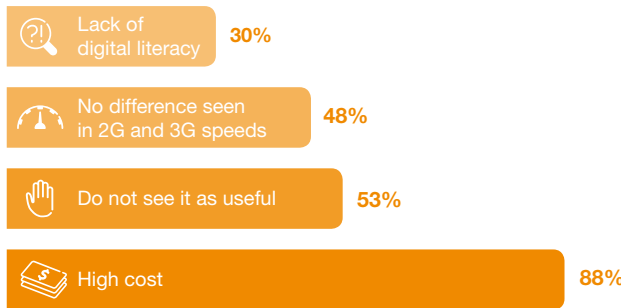
2 GROWING APPETITE FOR SERVICES



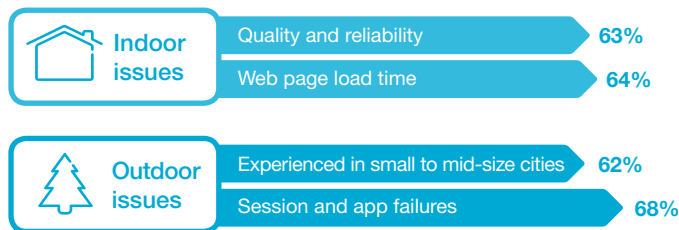
● Most popular smartphone services in India

● However, other services are increasingly being used

3 BARRIERS TO ADOPTION

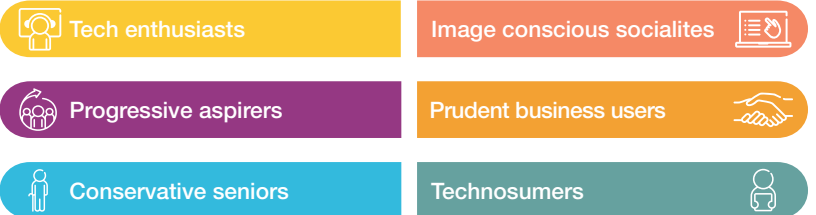


4 LOCATION ALSO BRINGS CHALLENGES



5 DIVERSE USER GROUPS

Mobile broadband consumer groups are hugely varied



DIFFERENT FUTURE NEEDS

With such a diverse audience, there exists great opportunity for Indian providers to look towards creating more personalized offerings for the future.

