

## GROWTH DRIVERS FOR FUTURE

As stated earlier, we are hopeful for better times in the coming year, especially with the new Government taking charge. The telecom industry and the Government need to work together to attract investments and exploit advances in technology. With the success in voice-connectivity being carried forward to data and emerging technologies including cloud computing, we at COAI are aware of the dynamism that will be required and the Regulatory initiatives by the Government and TRAI which will have long term benefits for the industry.

We believe that with positive changes, the telecom industry will see a significant growth from core 3G to 4G, along with increase in network coverage and competition in coming years. Operators are also exploring new business model like mobile money, M2M, surveillance, cloud Storage, OTT messaging, authentication services and mobile advertising.

Telecom and mobile communications are enabling other industry sectors such as banking, energy, education, health etc. We are moving towards making telecom a pivotal industry in enabling industry convergence.

In the coming year, as the number of connected devices and transactions multiple, the market will move to the big data era, where high volume transaction processing, warehousing and analytical capabilities will matter. Big data analytics will provide immense opportunities to enhance customer experience, and thus to differentiate in a highly competitive market. Operators focusing on customer experience through campaigns around better network, speed and innovative products and services will generate substantial incremental revenue, which will lead to long term sustainability.

COAI is committed to working closely with the Government to ensure that the interests of the customers and the investors in the industry are developed, protected and enhanced. We also would be working on the upcoming issues in keeping pace with the world to enhance the effectiveness of the Association as a Thought Leader in the telecom industry and prepare it for continued leadership in the coming year.