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companies
Idea Cellular

Idea Cellular, the sixth largest operator in the country, has shown its mettle in the recently concluded 3G spectrum and BWA auctions. Though the service provider failed to win 3G spectrum in the Delhi and Mumbai circles, it won in 11 other circles, thereby ensuring its presence in circles that cover a very high proportion (81 per cent) of its total revenues. On the 2G front, Idea has made considerable progress, emerging as a pan-Indian player by end-2009. Going forward, the operator plans to keep pace with the big players by focusing on diversified businesses such as ILD and NLD services, and leveraging 3G technology.



Reliance-GTL Infrastructure deal

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In what has been termed as the largest domestic merger and acquisition deal in recent years, Reliance Communications has entered into an agreement to sell its tower assets to GTL Infrastructure. The combined entity will have a portfolio of over 80,000 telecom towers and is likely to be valued at \$11 billion. Industry analysts expect both RCOM and GTL Infrastructure to benefit from the deal.



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Value-added services currently account for 9-10 per cent of operator revenues. With operators focusing on this market to ease their stretched balance sheets and the imminent launch of 3G services in the country, this industry is likely to grow at a rapid clip over the next few years. A look at key operator strategies and initiatives, the trends in global and Indian markets, and the opportunities and issues in this segment...

a magazine on the
converging telecom industry



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