



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

INDIA MARKET ASSESSMENT & ENTRY LARGE JAPANESE TELCO

Client Description

The client was a large Japanese technology player with multiple businesses including mobile, fixed-line, internet and network infrastructure.

Process

The engagement provided inputs on the market eco-system such as technology, regulation, handset trends, telecom infrastructure and key VAS features. The team also profiled customer characteristics, the entry strategies adopted by other entrants, and an update on deals underway.

Issue/Need

With the opening of the Indian mobile market the client wished to understand the market dynamics and get an overview of key segments.

Deliverables

Market snapshot covering:

- Country profile
- Telecommunications regulations and Spectrum Charges
- Market segments (wireless, Wire-Line, Handsets, Telecom Infrastructure, Internet/ Broadband, VAS)
- Industry dynamics such as Player profiles, current investment opportunities and deals underway.