


News monitored for: PricewaterhouseCoopers

**BUDGET INSIGHT OUT**  
2024-25

**THE INDIA STORY**



**TELECOM**

**Key challenges**

- Costly spectrum auctions are straining financial resources of operators
- Sector experiencing financial stress due to debt burdens and low average revenue per user
- Lack of adequate infrastructure in rural areas are hindering connectivity goals
- Substantial investments are required to protect networks and consumer data amid rising cyber threats

**Industry ask**

- Reasonable pricing for spectrum auctions needed
- Incentives for digital literacy and affordable internet access are crucial for achieving universal connectivity
- Seeks rationalisation of GST rates on telecom services and equipment, and a review of import duties
- Incentives for R&D in technologies and indigenous equipment development can further boost innovation and help India become a global leader in telecom technology

**Indian telecom market**

Market size in \$ bn

48.61

2024

76.16

2029

CAGR  
**9.40%**

Note: CAGR refers to compounded annual growth rate; study period: 2019-2029; Base year for estimation: 2023; market concentration: high

**“INDUSTRY STANDS AT A CRITICAL JUNCTURE. ADDRESSING THE NEED FOR STRATEGIC REFORMS THAT PRIORITISE INFRA, SPECTRUM MANAGEMENT, ALONG WITH REGULATORY SIMPLIFICATION, WILL BOLSTER CONNECTIVITY ACROSS URBAN AND RURAL INDIA”**

**VINISH BAWA**  
Partner and Leader  
Telecom Sector,  
PwC India

