

Vodafone India's service revenue has fallen by 31 per cent from €1.38 billion during quarter ended June 2017 to €955 million in corresponding quarter in 2018. When compared to the previous quarter, service revenues declined by 1.4 per cent as monthly data usage quadrupled to 4.6 GB per user on average.

Vodafone India has recorded its lowest-ever average revenue per user (ARPU) at Rs 102 during the reported quarter compared with Rs 105 in the January-March 2018 quarter. The company's total user base at end of June 2018 period stands at 219.7 million, of which 77 million used data, including 30.9 million 4G subscribers.

Vodafone along with Idea, recently paid the government dues of over Rs 72 billion and expects the merger to close in August 2018

The company said that it will continue to focus on the 12 circles that accounted for 90 per cent of its operating income. Vodafone is traditionally stronger in the urban areas, while Idea is stronger in the semi-urban and rural areas.

According to industry analysts, Vodafone India has observed good customer retention despite Reliance Jio's price aggression. The company has been able to hold on to its postpaid ARPU at Rs 432.

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