

Bharti Airtel and Vodafone Idea Limited (VIL) have raised the international roaming tariff for their subscribers by up to 25 per cent in order to boost their revenues and margins. This move comes after the operators unveiled their minimum recharge plans and increased their rates on some tariff plans.

To this end, VIL has hiked its international roaming plans from Rs 500, Rs 2,500, Rs 3,500, and Rs 5,500 to Rs 599, Rs 2,999, Rs 3,999, and Rs 5,999 respectively. On the other hand, Bharti Airtel increased its price plan for 10 days for Singapore, Malaysia, Thailand and Australia, by 25 per cent to Rs 1,499, while it increased its roaming rates to the US, the UK, Europe, Indonesia and the UAE for 10 days, by 20 per cent to Rs 3,599.

Meanwhile, the two operators have been changing their price plans on the domestic front in order to improve their average revenue per user (ARPU). This has resulted in a marginal increase in their ARPUs during the October-December quarter.

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