

The Telecom Regulatory Authority of India (TRAI) has released an analytical report on 'Wireless Data Services in India'. The report provides a broad perspective of wireless data services in the country and presents the key parameters and growth trends in terms of usage, subscribers, market share, revenue and average cost to subscriber over the past four years.

As per the report, the total number of wireless data subscribers increased from 424.02 million during end 2017 to 578.20 million during end 2018, with a yearly growth rate of 36.36 per cent. The number of wireless data subscribers was 281.58 million during end 2014. The volume of total wireless data usage increased from 20,092 million GB during 2017 to 46,404 million GB during 2018, witnessing yearly growth of 131 per cent. The total revenue collected from wireless data usage was stood at Rs 546.71 billion (excluding rental revenue) in 2018 as compared to Rs 388.82 billion in 2017.

The report states that 4G data technology has become the market leader in wireless data usage in a short period of time. The share of 4G data usage in total volume of wireless data usage has been 86.85 per cent during the year 2018.

The average cost to subscriber for per GB wireless data usage was Rs 11.78 per GB during 2018 as compared to Rs19.35 per GB during 2017. The report states that the average cost to subscriber for wireless data was Rs 226 per GB during the year 2015 i.e. before the introduction of 4G long-term evolution (LTE) technology. Moreover, the average revenue per wireless data subscribers (data ARPU) per month increased from Rs79.98 in 2017 to Rs 90.61 in 2018. It was recorded at Rs71.25 per wireless data subscriber per month in 2014.

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