

Bharti Airtel has announced that it will increase its price offerings in the month beginning December, 2019. Earlier, Vodafone Idea had also issued a similar statement citing that it will suitably increase the prices of its tariffs effective December 1.

“We understand that TRAI is likely to initiate a consultation for bringing rationality in pricing in the Indian mobile sector which has been operating at prices that have been eroding the viability of the sector.” notes Airtel in a press statement.

Meanwhile, Vodafone Idea has stated that mobile data charges in India are by far the cheapest in the world even as the demand for mobile data services continues to grow rapidly.

Airtel has further stated that the telecom sector is highly capital intensive with fast changing technology cycles that require continuing investments. It is, therefore, extremely important that the industry remains viable to support the vision of Digital India.

“The acute financial stress in the telecom sector has been acknowledged by all stakeholders and a high level Committee of Secretaries (CoS) headed by the Cabinet Secretary is looking into providing appropriate relief.”, reads the Vodafone Idea statement.

Both the telcos however have not given details of the quantum of price hike that can be expected.

The move comes after both the incumbents have reported adverse losses during QE September 2019, on account of making provision for AGR related liabilities. Earlier in a major setback to telcos, the Supreme Court in October 2019 had upheld the definition of AGR as prescribed by DoT. This has resulted into massive arrears for both Airtel and Vodafone Idea.

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