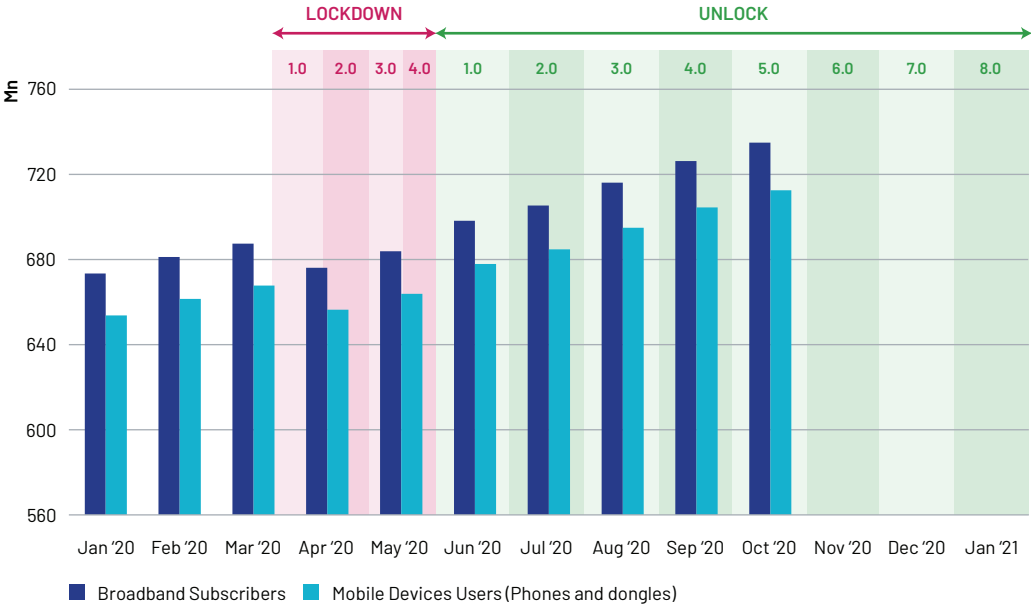


Chart 7: while broadband subscribers increased further

Source: TRAI, Acuity Knowledge Partners



- » Even before the pandemic struck, India was a booming market in terms of smartphone and internet usage
- » With desk-based jobs moving to a work from home (WFH) set-up since the lockdown began, broadband usage has increased considerably
- » According to TRAI, the number of broadband subscribers and mobile device users has increased 1.4% m/m, on average, since May. In October, wired and fixed wireless subscribers grew by 1.8% m/m and 1.6% m/m, respectively
- » With WFH likely to continue for most of 2021, broadband usage is expected to increase further