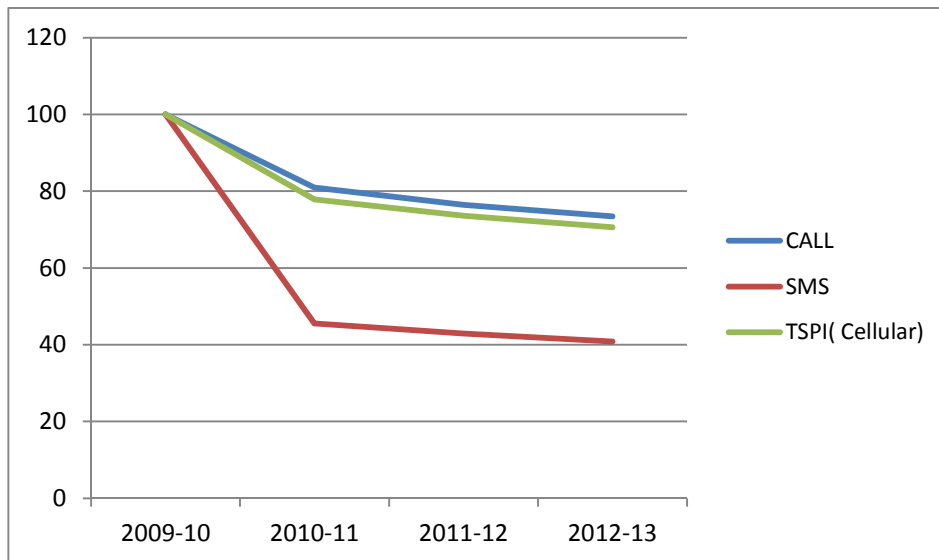


Trends in Telecom (Cellular) Service Price Index [TSPI (Cellular)]



Telecom services is a dynamic sector where the service output undergoes changes rapidly. The sector is expected to always be as dynamic and it is challenging to keep pace with changes in the service bouquet of this sector. This index attempts to capture the change in prices w.r.t the essential services of Cellular providers i.e CALLS & SMS.

A glance at the Average yearly indices (table below) shows that the Telecom (Cellular) Service Price Index shows a continuous decline in the average indices over the years. The decline is steep from the year 2009-10 to 2010-11, indicating a significant decline in the prices in that year.

However, the years 2011-12 and 2012-13 also show a declining trend for telecom services though the fall is not as sharp as compared to year 2010-11. Individually CALLS & SMS depict exactly similar trends, though from the table below it can be seen that the fall in SMS prices is sharper than the call prices in year 2010-11.

Year	CALL	SMS	TSPI(Cellular)
2009-10	100	100	100
2010-11	80.93	45.54	77.88
2011-12	76.46	42.89	73.56
2012-13	73.40	40.79	70.59