THE GROWTH OF MOBILE INDUSTRY AND MOBILE BANKING IN INDIA

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Introduction

Indian Banking companies were now figuring out how to do it their way and this had "changed the dynamics of the Banking industry". Mobile marketing campaigns that truly allow them to meet and exceed their marketing objectives. As mobile devices continue to evolve with new and powerful technologies there are new and exciting opportunities for marketers this paper aims in discussing the mobile marketing.

Key words: Indian mobile industry, Growth in Mobile Banking, Mobile Banking Usage:

As far as mobile marketing, India is similar to the rest of the world, but still very different. For instance, the channel is not very different and the objective is the same - to build a brand, acquire customers and retain them. But how we implement the same is different because of social and economic parameters.

Future Indian Mobile:

<table>
<thead>
<tr>
<th>Year</th>
<th>% 2010</th>
<th>% 2011</th>
<th>% 2012</th>
<th>% 2013 (mid)</th>
<th>% 2013 (end)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>40.87%</td>
<td></td>
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<tr>
<td>2011</td>
<td>49.92%</td>
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<td>2012</td>
<td></td>
<td>57.99%</td>
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<td></td>
<td></td>
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<tr>
<td>2013 (mid)</td>
<td>62.54%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2013 (end)</td>
<td>69.35%</td>
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</tbody>
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It is forecast that the number of subscribers could reach as high as 868.47 million reaching at 69.35% penetration by 2013.
Growth in Mobile Banking Subscribers, 2000 to 2013
2000- 2013
Units (Millions)

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banked Population</td>
<td>410</td>
<td>530</td>
</tr>
<tr>
<td>Mobile Subscriber Base</td>
<td>380</td>
<td>630</td>
</tr>
<tr>
<td>Registered M-Banking Customers</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>Active M-Banking Customers</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

Source: mobile market simplified 2013. Business today

Mobile Banking Usage:
- Annual growth 51.8%,
- 1.96 million Internet users use mobile banking
- 16.4 million active mobile Internet Consumer 12% of the total mobile internet users in top 8 metros of the Country

Source: mobile market simplified 2013. Business today

Mobile Banking Is Easily the Next Big Thing

Huge Subscriber Base:
The mobile subscriber base of 800+ million that is growing day by day is a clear indication of the bright future. This is essentially due to the high adoption of mobile phones in India.

Smarter Smart phones:
Increasing usage of smartphones is directly correlated to the growth in mobile banking.

Easy Accessibility:
For banks, mobile banking has become the most promising medium of reaching out to their customers because of the ability to provide services at any time or place in the world.
Mobile Applications:
Application-based banking is the most efficient way of mobile banking as it is more convenient and user friendly than the regular methods of SMS banking and net banking.

Affordability:
Smartphones in today’s times start from as low as 1500 INR, which in effect opens up to a large untapped Indian market. Mobile Manufacturing companies in India are also planning to launch cheap smartphone’s by the end of year 2011 which will cost 2000 rupees approximately to front end users.

Limitations of Broadband:
Broadband is limited to connectivity and has still not reached a lot of places in India where mobile phones have been dominating. Also the affordability of computers is far lesser compared to mobile phones.

The era of mobile is here and we are lucky to witness the way it has seen a sea change and evolved to be an inseparable part of our lives. Today, it is inherently difficult to separate a man and his mobile. According to the FICCI–KPMG Media & Entertainment 2013 report, the rapid increase in mobile and wireless connections is driving the growth of internet penetration in India and its key beneficiaries are new media segments, including internet advertising, online classifieds, and gaming.

The Mobile Marketing Association (MMA) has over the years observed how this thought process has led to the emergence of a sophisticated mobile ecosystem that is making way for different kinds of business models to thrive – all in the course of fuelling mobile marketing, a terminology that is yet to find its true form even in the most developed markets. The exchange4media Group, given its domain expertise in advertising across media, has looked at the mobile advertising space with similar lens. The mobile ad spend figure in India is Rs 300 crore in 2013. Last year’s report revealed the figure to be Rs 180 crore, with a projected growth of Rs 250 crore for 2013 that has exceeded by no less than Rs 50 crore. Moreover, mobile ad spends are slated to grow over 43 per cent to reach Rs 430 crore in 2014. A lot of growth of mobile ad spends is also driven by Small Medium Businesses, which is not being adequately tracked. The industry needs develop methodologies to take into account the contribution of SMBs towards this growth Mobile, till even some time ago, has predominantly been used as a medium of engagement, and not reach. With more than 950 million consumers in India, who can be reached with video, audio or gaming content on their phones in an extremely personalised manner, this medium is now being utilised as a reach medium as well.

Source: According to the MMA report, powered by exchange4media

Conclusion:
India is not only one of the fastest growing mobile populations on the planet, it’s also home to the mobile marketing trends of the future. India now has over 777 million mobile subscribers. So there is a huge opportunity for the smart phone manufacturers to tap the Indian market potential. There will be two main factors that will decide how soon the smart phones proliferate: The price of the handset and cost of Data usage.
References


