

Next Billion Users

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Who?



W	O	R	K		
	S	H	O	P	
		2	0	1	8

India

- A country with 1.3 billion population
- 460 million Internet users
 - World's second largest Internet user base!
- 30% of entire population is Internet user
 - **Still Growing!**

Low Internet Cost

- Less than \$1/month for unlimited voice & 1GB data
- Less than \$20 for a smartphone
- Across ISPs - Voice & SMS are free
- Pay as you go - for data only!



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MRP	₹ 309/-	₹ 409/-	₹ 509/-	₹ 799/-	₹ 999/-
SECURITY DEPOSIT	₹ 400	₹ 500	₹ 600	₹ 950	₹ 1150
VALIDITY	Bill cycle	Bill cycle	Bill cycle	Bill cycle	Bill cycle
FREE VOICE	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
1. LOCAL	✓	✓	✓	✓	✓
2. STD	✓	✓	✓	✓	✓
3. ROAMING	✓	✓	✓	✓	✓
4. TO ALL OPERATORS	✓	✓	✓	✓	✓
DATA (GB)*	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
1. DATA AT HIGH SPEED	30 GB	20 GB	60 GB	90 GB	60 GB
2. DAILY LIMIT	1 GB	-	2 GB	3 GB	-
SMS	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
1. LOCAL	✓	✓	✓	✓	✓
2. STD	✓	✓	✓	✓	✓
3. ROAMING	✓	✓	✓	✓	✓
4. TO ALL OPERATORS	✓	✓	✓	✓	✓
JIO APPS	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

Challenges



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Mobile First

- Almost 80% of Internet users are mobile users
- Most of them are mobile-only users
- Internet = Apps



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Low Internet Speed

109/123

Internet Speed

	Global Avg. Speed Rank	Download Speed in Mbps	Upload Speed in Mbps
Mobile	109/123	9.01 (22.16)	20.72 (42.71)
Fixed Line	67/130	3.66 (9.01)	16.09 (20.39)

- Number in bracket reflects total countries rank, global average speed.
- Source - <http://www.speedtest.net/global-index/india>



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Language & Literacy Barriers

- 22 “major” official languages including Hindi and English
- 122 major languages and 1599 other languages/dialects
- Only 54% people speak Hindi
- Literacy rate is at 74%

Workaround



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Solutions

- Mobile first approach
 - Google AMP and FB Instant Articles FTW
 - PWA is must for some sites
- Literacy and language barrier
 - Use images and videos more often
 - Be careful with redesign

Thank you!

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