

TELECOM INDUSTRY IN INDIA & CHANGES IN IT'S MARKET STRUCTURE DURING PRE & POST REFORM PERIOD

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ABSTRACT

Indian telecom industry is the second largest in the world after china in the mobile market due to the adaptation of updated technologies, regulatory mechanism, and the latest innovations& its contribution in GDP of India is more than fifty five percent. In this backdrop an attempt has been made in the present study to ascertain the Changes in the market structure of telecom Industry during the pre & post reform period & sellers concentration during the post reform period in India. The present study is based on secondary sources& seller's concentration has been measured by using Herfindahl Index. Changes in the market structure have been experienced in the telecom Industry. The number of firms and their size distribution (of subscribers) have grown tremendously in fixed and mobile market but the scale of mobile services has grown relatively at a faster rate. Changes in market structure from monopoly to oligopoly has increased the level of competitiveness in the telecom market. The change in technology from 2G to 3G will further revolutionize the telecom industry of India.

KEY WORDS: Market Structure, Post Reform, Telecom Industry, Telecom Regulatory Authority of India.

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