

VAS in RURAL markets

Conference on Mobile VAS

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Nature of the Rural Market

- Large Numbers
- Low Density
- Low Purchasing Power
- Weak support infrastructure
- Low VAS awareness (10%) & usage (1%)*



*Teleuse at the Bottom of the Pyramid: Study by Lirneasia

Understanding the Rural Consumer

- Consumers mainly use voice
- SMS is difficult to use due to illiteracy and language problems
- Most consumers cant even use the address book/ contacts feature
- The phone is used mainly for limited purposes:
 - For business/ employment related enquires.
 - To enquire the well-being of relatives in nearby towns.
 - To call for help during an emergency.
- Farmers/fishermen want to know market prices for their produce in cities that are nearby
- Phone is not personal. A household or many families share phones
- Primary & Secondary users
- Intermediated Interaction scenarios



Rural Twist to existing VAS

Examples

- Slicing regional content thinner for entertainment services like CRBT, Mobile Radio, Ringtones, etc
- Voice-based Mobile Advertising with easy Advertiser interface & Local targeting
- News services & Mobile TV with local content

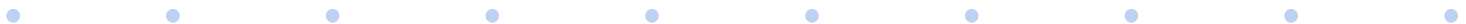




Info Services

Examples

- Mandi prices in local markets
- Weather
- Trains/Bus routes & timings
- Local News
- Investment Tips
- Job opportunities in nearby commercial centers



Transaction Based Services

Examples:

- Microfinance
- Regular M Commerce (B2B & B2C)
 - Train Ticket booking
 - Fertilizers/Pesticides

Critical Services

- Health Care
- M Governence
- Education

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Challenges

- Cost
- Low density; High investment per user
- Consumer education
- Localization (Content & Language)
- Support Infrastructure
- Social structure
- Expectation Management on what is one of the BIGGEST Opportunities!



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Thank You

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