



Mobile Payments Business in India

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ABSTRACT

*Mobile payments refer to the use of mobile devices such as mobile phones, tablets or phablets to conduct cashless financial transactions on the go. Mobile payments offer a plethora of revenue generating opportunities for cellular mobile service providers. In the near term, the M-payments market would be powered and shaped by financial service drivers, supply-side technology standardisation and also the most important factor i.e. growing consumer acceptance. One of the major findings of this paper is that near-ubiquitous access to 24*7 mobile internet across the country has emerged as the primary driver to the growth of this segment which is hitherto still in the nascent but potentially huge business. This research paper concludes that m-payments will emerge as the next biggest driver of revenue streams within the mobile commerce landscape; which will greatly offset the gradually plateauing share of revenue from voice usage. It is only imperative that mobile service operators take an incremental but an active approach according to their strategic intent, core competencies, and appetite for risk.*

KEYWORDS: Inter-operability, Mobile internet, Mobile service providers, Online payments.

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Sachin Mali has a blended and rich experience of over 15 years in the telecommunications business and is currently an academician since the past 2.5 years. Emerging technologies in the telecom domain and CRM is his forte. During his stint in the industry, he has been into both operational as well as leadership roles spanning various geographies, customer segments as well as technology platforms. He is currently a faculty member teaching marketing and operations management. He is the corresponding author and can be reached at sachinmali_sibar@sinhgad.edu.

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