

Exploring Reserve Price (RP) and Average Revenue Per User (ARPU)

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Abstract: *Indian Telecom market is a huge attraction for the entire world on the context of being the cheapest and the largest telecom market in the world. The sector which allows 100% FDI participation has seen withdrawal of many international players like Vodafone and Telenor. This paper attempts to solve this mystery by using the 5G auctions 2022 as a reference model and its benefits over the 4G Auctions. The Auction model of SMRA has been questioned in this paper and newer effective models like CCA has been proposed. The Power of 5G in enabling India to be a fully developed nation by 2047 has been reemphasized in this paper. Finally what is a sustainable revenue model for the operators and its linkage to the reserve price has been closely examined. Through this I have tried to establish the missed link between ARPUs and the RPs which could be the answer to a decade long spectrum worries for the nation.*

Keywords: Spectrum Auction, SMRA, Reserve Price, Average revenue Per User

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