

# 4G Services Survey

We live in a time where mobile services are very important for our daily lives – be it business or personal. Today mobiles have become a way of living for most of us. With the onset of 4G technology in India, mobile data services have been revolutionized.

Karvy Insights had conducted a survey among Karvy-ites to understand their opinions on the various Mobile technologies available today in India. Some interesting highlights from the survey are given below.

2 in 5 have started using Jio in last 3-6 months – with satisfaction score of 79 which is marginally higher than Airtel



4G



More than 4-in-5 aware of 4G technology in India – almost 3/4th use 4G services

More than 3/4th of the respondents had family members using 4G as well - led by Airtel (43%) and followed by Jio (39%)



Airtel & Jio vying for the Top spot for best services & highest satisfaction among respondents

3 in 5 have been using 4G for more than 6 months – Airtel users more loyal with 55% using Airtel 4G for more than a year



Currently, 4G space dominated by Airtel – Jio is a close second by building share in last 6 months driven by higher satisfaction