

Airtel way ahead in NLD, ILD market

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Bharti Airtel is leveraging from its market leader position in the mobile services space and is extending the leadership to other domains such as National Long Distance (NLD) and International Long Distance (ILD) services as well.

In fact the operator is seen a clear leader over its nearest competitor by as much as 100% in the NLD segment. Bharti Airtel's revenues from NLD services at the end of September 30, 2009 are at Rs 1500.96 crore while the nearest competitor, BSNL has revenues of Rs 828.56 crore.

Others to follow include Reliance Communications which may overtake BSNL soon with revenues of Rs 821.08 crore. Vodafone Essar roped in gross revenues of Rs 494.07 crore. Idea, TTML and TTSL registered revenues of Rs 253.32 crore, Rs 249.92 crore and Rs 170.56 crore respectively.

Operator		Sep'09 (Rs crore)
Reliance Communications	NLD	821.08
	ILD	281.84
Aircel	NLD	58.15
	ILD	58.92
Airtel	NLD	1500.96
	ILD	688.47
Vodafone	NLD	494.07
	ILD	188.98
Idea	NLD	253.32
TTSL	NLD	170.56
TTML	NLD	249.92
	ILD	297.35
Spice	NLD	11.28
	ILD	32.65
AT&T	NLD	1.06
	ILD	99.35
Cable&Wireless	ILD	34.38
BSNL	NLD	828.56
	ILD	233.32
BT	ILD	76.71
Railtel	NLD	57.32
Equant	ILD	58.88
Sify	NLD	33.94
	ILD	21.69
HCL Inifnet	NLD	14.16
Verizon	ILD	56.82

The total revenues from NLD services for the quarter was at Rs 4,380.28 crore.

In case of ILD services, Bharti's dominance is more profound with revenues of Rs 688.47 crore as compared to revenues of Rs 281.14 crore by nearest competitor Reliance Communications. BSNL comes third with revenues of Rs 233.32 crore.

Among the international MNCs in the field, AT&T is at the top with revenues of Rs 99.35 crore. Cable & Wireless could manage revenues of Rs 34.38 crore while British Telecom recorded revenues of Rs 76.71 crore. Equant and Verizon reported revenues of Rs 58.88 crore and Rs 56.82 crore respectively.

ILD players together generated Rs 2,215.27 crore in revenues in the quarter.