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Vodafone Enters India
with Its Own Name

[Vodafone Brand Enters India](#)

A move to shake the telecom world

Vodafone will be using its own name across [India](#) and continue its expansion in the country. This comes as a follow-up to the company's interest in the area and its purchase of an Indian cellular firm, Hutchison Essar from Hong Kong-based Hutchison Telecommunications International. The leading global mobile provider, [Vodafone](#), has showed a great amount of interest in India for some time now. That's a good choice, if considering the fast development that this country is facing when it comes to mobile communication. The number of telecom subscribers in this country increases by 6 million every month, which sounds like the dream of any operator. Vodafone has spent more than USD 11 million on purchasing Hutchison and making a start for its presence in the country. The company has worked under the former company's name up to this point, when it decided to use its own and gain some notoriety here too. At the time of the purchase, Vodafone said it wants to make Hutch the first mobile provider in India by 2010. The operator has already advanced to third from fourth place since the take over. It looks like Vodafone has done the math and gotten its plan together. The company will focus on rural markets, as these areas feature the greatest evolution. Moreover, they ask for low-end technology and less evolved devices. For this reason, the operator partnered with Chinese [handset](#) maker ZTE for providing low-cost mobile phones to carry in these areas. Another step made by the company for making its name known here was an agreement with Rupert Murdoch's Star TV network. This should bring Vodafone a 24-hour nationwide brand-awareness campaign and the new market's sympathy as well. There are high chances for the operator to pull off this market entrance perfectly, leading to a great boost in profits.