Europe calling: IT firms vie for big pie

With the onset of Covid-19, companies in Europe calling: IT firms vie for big pie

In a submission to the Telecom Regulator of India (TRAI), Vodafone has told the TRAI that there is a one-to-one correspondence ratio between the traffic on its Premium plan and non-REDX customers, which means that there is no impact on the quality of service being provided to other subscribers. The operator also reminded the TRAI of the Telecom Regulatory Authority of India’s (TRAI) order in August 2017 that all telecom operators must implement their traffic management practices in a way that is not prejudicial to the interests of any customer. The TRAI has forwarded the Vodafone’s submission to the TRAI for perusal.

No panic, please

“Are we worried? No need. We are closely monitoring the situation and following all the guidelines from the health department. Right from the beginning, we have been issuing regular updates to our associates. Apart from this, we will continue to be in touch with our contractors, suppliers and suppliers to tackle the coronavirus crisis at the earliest,” the spokesperson said.

Currently, India has the largest COVID-19 caseload in the world, with over 9 million cases as of June 10, 2020. India has been following a strict lockdown to contain the spread of the virus. However, the lockdown has led to a significant decrease in the economic activity, which has caused a sharp drop in the demand for mobile data.

As a result, Vodafone has been operating in a highly competitive market, with multiple operators offering competitive tariffs. Customers are now more price-conscious than ever, and operators are facing intense pressure to offer value for money.

This is a challenging time for the telecom industry, and Vodafone is not alone in facing these challenges. Operators across the globe are grappling with the same issues, and many are trying to find innovative ways to ensure continued service and support during these trying times.
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