

A STUDY ON THE WINDFALL OF TELECOM INDUSTRY DURING THE PANDEMIC 2019-2020

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ABSTRACT

The modern pandemic has painted a wholly new picture of boom for unique sectors, particularly the telecom quarter, which has assumed the feature of a lifeline for businesses and people during quarantine and lockdown. Other than books, magazines, various web sites and newspapers, statistics needs to be accumulated from multiple resources of evidence to understand the importance and evaluation of the telecom enterprise. The observation at discusses the function of India's telecom region in the lockdown duration and internet intake over the lockdown period. In the end, the situation for COVID-19, the marketplace length of the Indian telecom enterprise and the paradigm swift in patron preference.

KEYWORDS: *COVID-19, Pandemic, Telecom Area, Internet Intake, Marketplace Length, Purchaser Choice*