CHAPTER-1

TELECOMMUNICATION

Telecommunication is – according to *Article 1.3* of the International Telecommunication Union's (ITU) Radio Regulations (RR) – defined as "Any transmission, emission or reception of signs, signals, writings, images and sounds or intelligence of any nature by wire, radio, optical or other electromagnetic systems." This definition is also identical to that contained in the Annex to the Constitution and Convention of the International Telecommunication Union (Geneva, 1992).

Telecommunication occurs when the exchange of information between two or more entities (communication) includes the use of technology. Communication technology uses channels to transmit information (as electrical signals), either over a physical medium (such as signal cables), or in the form of electromagnetic waves. The word is often used in its plural form, telecommunications, because it involves many different technologies.

Early means of communicating over a distance included visual signals, such as beacons, smoke signals, semaphore telegraphs, signal flags, and optical heliographs.[7] Other examples of pre-modern long-distance communication included audio messages such as coded drumbeats, lung-blown horns, and loud whistles. Modern technologies for long-distance communication usually involve electrical and electromagnetic technologies, such as telegraph, telephone, and teleprinter, networks, radio, microwave transmission, fiber optics, and communications satellites.

A revolution in wireless communication began in the first decade of the 20th century with the pioneering developments in radio communications by Guglielmo Marconi, who won the Nobel Prize in Physics in 1909. Other highly notable pioneering inventors and developers in the field of electrical and electronic telecommunications include Charles Wheatstone and Samuel Morse (telegraph),Alexander Graham Bell (telephone), Edwin Armstrong, and Lee de Forest (radio), as well as Vladimir K. Zworykin, John Logie Baird and Philo Farnsworth (television).

1.1. Global Telecommunication

Globalization, liberalization and privatization are the three most spoken words in today"s world. These initiatives paved way for all-round reforms, especially in developing economies, like India. These countries realized that development of effective and efficien means of communications and information technology is important to push them onto the path of development. The growth of the telecom sector in India during post-liberalization has been phenomenal. This research aims to throw light on the factors that contributed to growth in the segment and presents an insight on the present status of the industry.India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's gross domestic product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of foreign direct investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

1.1.1. Market Size

Driven by strong adoption of data consumption on handheld devices, the total mobile services market revenue in India is expected to touch US$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 per cent between 2014 and 2017, according to research firm IDC.

India's mobile subscriber base is expected to cross 500 million! subscribers by the end of FY2015 from 453 million subscribers at the end of FY2014.

According to a study by GSMA, smartphones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest smartphone market.

The broadband services user-base in India is expected to grow to 250 million connections by 2017, according to GSMA.India added the highest number of net mobile phone subscriptions of 13 million during the third quarter of 2015@.

International Data Corporation (IDC) predicts India to overtake US as the second-largest smartphone market globally by 2017 and to maintain high growth rate over the next few years as people switch to smartphones and gradually upgrade to 4G.

In spite of only 5 per cent increase in mobile connections in 2015, overall expenditure on mobile services in India is expected to increase to US$ 21.4 billion in 2015, led by 15 per cent growth in data services expenditure, as per research firm Gartner.The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smartphone sales and rising internet usage.

1.1.2. Investment

With daily increasing subscriber base, there have been a lot of investments and developments in the sector. The industry has attracted FDI worth US$ 17.7 billion during the period April 2000 to September 2015, according to the data released by Department of Industrial Policy and Promotion (DIPP).

Some of the major developments in the recent past are:

1. Walmart India Private Limited's president has shown interest in opening its chain of stores in Haryana, while Micromax has also offered to set up a mobile handset manufacturing unit in the National Capital Region (NCR).

2. Vodacom SA, a subsidiary of Vodafone Plc, has entered into an agreement with Tata Communications Ltd to buy the fixed-line assets of TataComm's South African telecom subsidiary Neotel Pty Ltd.

3. Bharti Airtel has planned to invest Rs 60,000 crore (US$ 9.02 billion) over a period of three years with a view to boost its telecom network capacity thereby improving the quality of voice and data services to its customers.

4. Reliance Communications Ltd, India's fourth largest mobile services provider, has agreed to acquire Sistema Shyam TeleServices Ltd (SSTL), the local unit of Russian company Sistema JSFC, in a deal valued at Rs 4,500 crore (US$ 687 million), which includes payments to the government for spectrum allotted to Sistema.

1.2. Telecommunication in India

India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone). It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. It has the world's third-largest Internet user-base. According to the Department of Telecommunication of India (DoT), as on March 2015, India has 302.35 million internet connections.[8] Major sectors of the Indian telecommunication industry are telephony, internet and television broadcast Industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centres, media gateways andsignalling gateways at the core, interconnected by a wide variety of transmission systems using fibre-optics or Microwave radio relaynetworks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fibre and wireless technologies. DTH, a relatively new broadcasting technology has attained significant popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India. Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world. India possesses a diversified communications system, which links all parts of the country by telephone, Internet, radio, television and satellite.

Indian telecom industry underwent a high pace of market liberalisation and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million

subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world's second-largest mobile phone user base with over 929.37 million users as of May 2012. It has the world's second-largest Internet user-base with over 300 million as of June 2015.

The total revenue of the Indian telecom sector grew by 7% to 2832 billion (US$42 billion) for 2010–11 financial year, while revenues from telecom equipment segment stood at 1170 billion (US$17 billion).

Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programs for the rural folk of India

1.3. Focus of the study

In the 2000s, telecommunications (telecom) company Bharti Airtel Limited (BAL) was the market leader in the Indian telecom market. It had established itself as the leader in the market by differentiating itself with its focus on building a strong brand through innovation in sales, marketing, and customer service, and an innovative cost effective business model. Analysts also credited BAL with negotiating the regulatory hurdles in this emerging market and competition very effectively. This enabled it to become profitable despite the Indian telecom market having the lowest tariffs in the world.

Since 2007, BAL had been facing serious threats to its leadership position. On the one hand, there was the onslaught from global players such as Vodafone and Virgin Mobile, and on the other, the threat from established Indian companies such as Reliance Communications Ltd., Tata Teleservices Ltd., and the state-owned Bharat Sanchar Nigam Ltd (BSNL). Moreover, the market was expected to witness the entry of some more Indian and foreign companies. BAL had responded to investing heavily in expanding its network, technology, and marketing. It was trying to cover all segments of the population -from the tech-savvy youth population who coveted the latest value-added services (VAS) to the Bottom of the Pyramid segment who would be satisfied with a low-cost offering.

In early 2008, BAL, which still dominated the Indian telecom market and was the world's tenth largest telecom company, was also readying itself to replicate its success story in some other emerging markets

OVERVIEW OF INDIAN TELECOM SECTOR

Indian telecom sector is more than 165 years old. Telecommunications was first introduced in India in 1851 when the first operational land lines were laid by the government near Kolkata (then Calcutta), although telephone services were formally introduced in India much later in 1881. Further, in 1883, telephone services were merged with the postal system. In 1947, after India attained independence, all foreign telecommunication companies were nationalised to form the Posts, Telephone and Telegraph (PTT), a body that was governed by the Ministry of Communication. The Indian telecom sector was entirely under government ownership until 1984, when the private sector was allowed in telecommunication equipment manufacturing only. The government concretised its earlier efforts towards developing R&D in the sector by setting up an autonomous body – Centre for Development of Telematics (C-DOT) in 1984 to develop state-of-the-art telecommunication technology to meet the growing needs of the Indian t6elecommunication network. The actual evolution of the industry started after the Government separated the Department of Post and Telegraph in 1985 by setting up the Department of Posts and the Department of Telecommunications (DoT).

The entire evolution of the telecom industry can be classified into three distinct phases.

1. Phase I- Pre-Libralisation Era (1980-89)

2. Phase II- Post Libralisation Era (1990-99)

3. Phase III- Post 2000

Until the late 90s the Government of India held a monopoly on all types of communications – as a result of the Telegraph Act of 1885. As mentioned earlier in the chapter, until the industry was liberalised in the early nineties, it was a heavily government-controlled and small-sized market, Government policies have played a key role in shaping the structure and size of the Telecom industry in India. As a result, the Indian telecom market is one of the most liberalised market in the world with private participation in almost all of its segments.

2.1. Following Major Partners are-:

2.1.1. Bharat Sanchar Nigam Limited

Bharat Sanchar Nigam Ltd. was incorporated on 15th september 2000 . It took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1st October' 2000 on going concern basis.It is one of the largest & leading public sector units providing comprehensive range of telecom services in India.

BSNL has installed Quality Telecom Network in the country & now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages & winning customer's confidence. Today, it has about 43.74 million line basic telephone capacity, 8.83 million WLL capacity, 72.60 million GSM capacity, 37,885 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers, 197 Satellite Stations, 6,86,644 RKm. of OFC, 50,430 RKm. of kmicrowave network connecting 623 districts, 7330 cities/towns & 5.8 lakhs villages .

 BSNL is the only service provider, making focused efforts & planned initiatives to bridge the rural-urban digital divide in ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of the country & operates across India except New Delhi & Mumbai. Whether it is inaccessible areas of Siachen glacier or North-Eastern regions of the country, BSNL serves its customers with a wide bouquet of telecom services namely Wireline, CDMA mobile, GSM mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP, IN Services, FTTH, etc.

BSNL is numero uno of India in all services in its license area. The company offers wide ranging & most transparent tariff schemes designed to suit every customer. BSNL has 90.09 million cellular & 5.06 million WLL customers as on 31.07.2011. 3G Facility has been given to all 2G connections of BSNL. In basic services, BSNL is miles ahead of its rivals, with 24.58 million wireline phone subscribers i.e. 71.93% share of the wireline subscriber base.

BSNL has set up a world class multi-gigabit, multi-protocol convergent IP infrastructure that provides convergent services like voice, data & video through the same Backbone & Broadband

Access Network. At present there are 8.09 million broadband customers. The company has vast experience in planning, installation, network integration & maintenance of switching & transmission networks & also has a world class ISO 9000 certified Telecom Training Institute. During the 2010-11, turnover of BSNL is around Rs. 29,700 Crores.

2.1.2. Tata Teleservices Limited

Tata Communications Limited is a global Telecom Indian business conglomerate Tata Group. The company's infrastructure includes sub-sea, terrestrial communications networks, data centers and it provides fixed line and wireless services. It also holds shares in Neotel in South Africa, Tata Communications Lanka Limited in Sri Lanka and United Telecom in Nepal.[3] Tata Communications also holds stake in Tata Teleservices Limited, the 6th largest mobile service provider in India with 62.57 million subscribers in April 2015.

Ratan N. Tata was appointed as the Chairman of Tata Sons Limited in1991. He is the Chairman of several of the leading Tata group companies including Tata Steel, Tata Motors, Tata Power, Tata Consultancy Services, Tata Tea, Tata Chemicals, Indian Hotels Limited and TTSL. He is also the Chairman of two of the largest private sector promoted philanthropic trusts in India. During his tenure, the Group's revenues have grown over six-fold to Rs. 80,000 crore ($ 17.8 bn.). Mr. Tata's association with Tata group companies began in December 1962. He was assigned to various companies before being appointed Director-in-Charge of the National Radio and Electronics Company Limited (NELCO) in 1971. He was named Chairman of Tata Industries Limited in 1981, where he was responsible for transforming the company into a group strategy think-tank, and was also responsible for the promotion of new ventures in high technology businesses.

He is associated with various organizations in India and abroad, including through Chairmanship of the Government of India's Investment Commission, and membership of the Central Board of the Reserve Bank of India, the International Advisory Boards of Mitsubishi Corporation, the American International Group, J.P.Morgan Chase, the International Investment Council set up by the President of the Republic of South Africa,the Asia Pacific Advisory Committee and membership of the Board of Directors of the New york stock exchange

Trustees of the Ford Foundation and the Programme Board of the Bill and Melinda Gates Foundations' India AIDS Initiative He also chairs the Advisory Board of RAND's Center for Asia Pacific Policy. Mr. Tata received a Bachelor of Science degree in Architecture from Cornell University in 1962. He worked briefly with Jones and Emmons in Los Angeles, California before returning to India in late 1962. He completed the Advanced Management Program at Harvard Business School in 1975.The Government of India honored Mr. Tata with one of its highest civilian awards, the Padma Bhushan, on Republic Day, January 26, 2000. He has also been conferred an honorary doctorate in Business Administration by the Ohio State University, an honorary doctorate in Technology by the Asian Institute of Technology, Bangkok, and an honorary doctorate in Science by the University of Warwick

2.1.3. Reliance Communication

The late Dhirubhai Ambani dreamt of a digital India — an India where the common man would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India's largest private sector company virtually from scratch, had stated as early as 1999: "Make the tools of information and communication available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility."

It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60,000 route kilometres of a pan-India fibre optic backbone. This backbone was commissioned on 28 December 2002, the auspicious occasion of Dhirubhai's 70th birthday, though sadly after his unexpected demise on 6 July 2002.

Reliance Communications has a reliable, high-capacity, integrated (both wireless and wireline) and convergent (voice, data and video) digital network. It is capable of delivering a range of services spanning the entire infocomm (information and communication) value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting.

Today, Reliance Communications is revolutionising the way India communicates and networks, truly bringing about a new way of life (www. rcom.co.in 2015)

Reliance Communications Indian Internet access and telecommunications companyheadquartered in Navi Mumbai, India. It provides CDMA (CDMA2000, 1xRTT, EV-DO), GSM (Voice, 2G, 3G) mobile services, fixed line broadband and voice services, DTH depending upon the areas of operation. Reliance Communications is the fourth largest telecom operator in India with 109.90 million subscribers as of June 2015.[4] Established in 2002, it is a subsidiary of Reliance Anil Dhirubhai Ambani Group. Reliance Communication IT Support is provided by Reliance Tech Services and Telecom network is maintained and operated byEricsson, transmission towers are maintained by its subsidiary Reliance Infratel. Launched the most popular monsoon hangama and changed the mobile market earlier dominated by Max Touch, Airtel, aircel and BPL etc. Reliance Infocomm laid the largest Optic Fibre Cable network in the country in 2003 to 2005, approximately 135,000 km, and touched almost all top broadband cities with the help of their Franchisee's - Local Cable Operators (LCO's). On an average 1900 large LCO's were connected to the Reliance Infocomm network to provide Voice, Data and Video services known as Triple Play on IPTV platform. After the split of the Telecom business venture between Mukesh Ambani and Anil Ambani the telecom business was handed over to Anil Ambani, who later christened the company as "Reliance Communications Limited".

2.1.4. Bharti Airtel Limited

Bharti Airtel is a provider of telecommunications services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - mobile services, broadband &telephone services (B&T) & enterprise services. The company's mobile services include pre-paid and post-paid tariffs, value-added services, roaming services, Blackberry services, and business solutions. These services are provided under the Airtel brand. The company's broadband and telephone services include those for both residential and business customers. Services comprise DSL Internet access and fixed line telephony. These services are provided under the Airtel Broadband brand. The company's enterprise services include voice services, mobile services, satellite services, managed data and Internet services, managed e-Business services, and managed customized integrated solutions. The company serves over 37 million mobile customers and around one million broadband and telephony customers (airtel.com 2015)

2.1.5. Vodafone Limited

Vodafone India Ltd. is the second largest mobile network operator in India by subscriber base, after Airtel with a market share of 18.42%.[2] It is headquartered in Mumbai, Maharashtra.[3] It has approximately 185 million customers as of June 2015. It offers bothprepaid and postpaid GSM cellular phone coverage throughout India with better presence in the metros. Vodafone India provides services on basis of 900 MHz and 1800 MHz digital GSM technology. Vodafone India launched 3G services in the country in the January–March quarter of 2011 and plans to spend up to $500 million within two years on its 3G networks. It has already launched its 4G services in Mumbai from February 2016 and plans to expands its network to various cities from March 2016 (en.wikipedia.org/wiki/Vodafone_India 2016)

2.1.6. Idea Cellular Limited

Idea Cellular is an Aditya Birla Group Company, India's first truly multinational corporation. Idea is a pan-India integrated GSM operator offering 2G and 3G services, and has its own NLD and ILD operations, and ISP license. Idea has won spectrum to launch 4G services across 10 key markets and has initiated multiple steps towards introduction of 4G LTE services on 1800 MHz, in a phased manner from calendar year 2016 onwards.

With revenue in excess of $5 billion; revenue market share of nearly 18.2% (as on Q4FY15); and subscriber base of over 165 million, Idea is one of the top 3 mobile operators. Idea is the sixth largest mobile operator in the world, based on number of subscribers in single country operations (GSMA Intelligence). Idea carries traffic of over 2 billion minutes a day.

Idea has a deep rooted network across the length and breadth of the country comprising of over 1,49,196 cell sites covering 7,513 towns and 3,63,580 villages as on Q1FY16.

Using the latest in technology, Idea provides world-class service delivery through the most extensive network of customer touch points, comprising of nearly 6,752 Idea touch points. Idea's customer service delivery platform is ISO 9001:2008 certified, making it the only operator in the country to have this standard certification for all 22 service areas and the corporate office.

Idea has consistently stayed ahead of the industry in VLR reporting. Idea's thought leadership on Mobile Number Portability (MNP), with Net Gain of over 14 million customers as on June 30, 2015, has enabled it to stay as the top gainer among other telecom players. Every 4th mobile user who exercises choice through MNP prefers Idea.

Idea has been a pioneer in introducing customized product offerings for segmented customers. It is the first mobile operator to introduce innovative value added services in the Indian telephony market, and has remained ahead of the industry in data product offerings. Driving the growth of mobile broadband in India, Idea services over 37.2 million data users (as on Q1FY16). Today, data contributes over 17.7% of Idea's service's revenue.

Idea has received several national and international recognitions for its path-breaking innovations in mobile telephony products and services. Idea won the prestigious Voice & Data Telecom Leadership Awards 2014 under the Leadership Recognition category "for various successful initiatives and deployments in the areas of Business Services, Internet & Broadband, Business Analytics, Information Security, and Customer Service". It was recognized as "Most Innovative Telecom Service Provider of the Year" and "Mobile Data Service Provider of the Year"by Frost & Sullivan Asia Pacific ICT Awards 2015. It won Dataquest Business Technology Award in Analytics category for the "Implementation of end-to-end Campaign Management solution".

2.2. Market Size

According to the research from IDC, a Compound Annual Growth Rate (CAGR) of 5.2% between 2014 and 2017 has been registered and the total mobile services market revenue in India is expected to touch US$ 37 billion in 2017 because of the strong adoption of data consumption on handheld devices.

According to a study by GSMA, smart phones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest smart phones market.

The broadband services user-base in India is expected to grow to 250 million connections by 2017, according to GSMA.

India saw the fastest growth in new mobile-phone connections with 18 million net additions in the third quarter of 2014, followed by China with 12 million new additions, according to a report by Swedish mobile network equipment maker Ericsson.

International Data Corporation (IDC) predicts India to overtake US as the second-largest smart phone market globally by 2017 and to maintain high growth rate over the next few years as people switch to smart phones and gradually upgrade to 4G.

In spite of only 5 per cent increase in mobile connections in 2015, overall expenditure on mobile services in India is expected to increase to US$ 21.4 billion in 2015, led by 15 per cent growth in data services expenditure, as per research firm Gartner.

The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smart phone sales and rising internet usage. (Media Reports and Press Releases)

2.3. Investment

With daily increasing subscriber base, there have been a lot of investments and developments in the sector. FDI is being attracted by the industry worth US$ 17,058.03 million during the period April 2000 to March 2015, according to the data released by Department of Industrial Policy and Promotion (DIPP).

Some of the major developments in the recent past are:

1. Ericsson has announced the introduction of a new radio system in the Indian market which will provide the necessary infrastructure required by mobile companies in order to provide 5G services in future.
2. Global telecom equipment makers like Ericsson, Nokia networks and Huawei are looking forward to over US$ 1 billion revenue opportunity as mobile phone operators in India roll out high-speed broadband services on the 4G LTE technology across the country.

3. Bharti Airtel has moved up to the third largest mobile operator in the world owing to its 303 million customer across

2.4. Government Initiatives

The government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the other major initiatives taken by the government are as follows:

1. With a view to encourage consolidation in the telecom sector, the Government of India has approved the rules for spectrum trading that will allow telecom companies to buy and sell rights to unused spectrum among themselves. The Union Cabinet chaired by the Prime Minister, Mr. Narendra Modi, gave its approval to the guidelines on spectrum sharing, aimed to improve spectral efficiency and quality of service, based on the recommendations of the Telecom Regulatory Authority of India (TRAI).

2. The Central Government's several initiatives to promote manufacturing in the country, such as 'Make in India' campaign appears to have had a positive impact on mobile handsets manufacturing in the country. Companies like Samsung, Micromax and Spice had been assembling handsets in the country already. Xiaomi and Motorola, along with Lenovo have also started assembly of smart phones in India. Firms like HTC, Asus and Gionee too have shown interest in setting up a manufacturing base in the country.

3. The Government of India plans to roll out free high-speed wifi in 2,500 cities and towns across the country over the next three years. The program entails an investment of up to Rs 7,000 crore (US$ 1.06 billion) and will be implemented by state-owned Bharat Sanchar Nigam Ltd (BSNL). (Airtel.in)

2.5 Challenges:

1. Claim Settlement Issue: When the retailer asks Bharti Airtel for his claim for any reason, but his issue is not being settled for months and years, then he stops working with Airtel until his claim settlement issue is being resolved.

2. General Store: According to the retailer who is the general store keeper does not have enough time to sell SIM cards as it consumes time.

3. Legal Issue: Some retailers have stopped working with Airtel because of some Legal Issues. They have a fear that if some crime has happened using that SIM card which was sold by him even after reviewing customer's identity and other formalities then in that case Police Department takes action against him and Airtel does not show any concern and any help for the retailer.

4. Less Knowledge about SIM card Activation: According to this factor, some retailers are not selling SIM cards because they do not enough knowledge about how the Activation request for SIM cards is being made.

5. Low Demand: According to some retailers, they are not selling SIM cards because of Low Demand of Airtel in the market. This could be because of the high tariff rates as compared to some operators or it may be because of Network issues in some areas.

6. Network Issue: Network issue in some areas is the major factor of low or no sale of Airtel SIM cards.

7. Poor Response: Various retailers have stopped working with Airtel because of the poor response towards them from the Airtel. It may be because of improper interaction with Salesman, Claim settlement issues with the company or unpleasant service from the distributor.

8. Stamp Issue: Some retailers are not selling SIM cards because Retailer' s Stamp has not been issued yet.

9. Timing Issue: According to some retailers they do not have enough time to sell SIM cards as they are already involved in some other business and in their leisure time they sell recharges only.

BHARTI AIRTEL: COMPANY PROFILE & SERVICE

3.1. Organization Profile

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 307 million customers across its operations at the end of November 2014.

3.1.1. Organization Mission, Vision and Values

At Bharti Airtel, they always put their customers at the heart of what they do. They strive to enhance customer's experience with them and build a lasting relationship with them by delivering better results every time. And this reflects, in Airtel's mission too.

Mission

 Hunger to win customers for life.

Vision

 Its vision to enrich the lives of customers and to win them for life through an exceptional experience.

Values

 Bharti Airtel aims to work towards its vision, driven by their values of AIR- Alive, Inclusive &

Alive

They are alive to the needs of customers. They act with passion, energy and a can-do attitude to help customers realize their dreams. Innovations and entrepreneurial spirit drive Airtel- if it can't be done, they will surely find a way. Inclusive- Airtel is for everyone- champion diversity, recognizing the breadth and depth of communities served by Airtel. They work with them, anticipating, adapting and delivering solutions that enrich their lives. Airtel does this by having an open mind and embracing change.
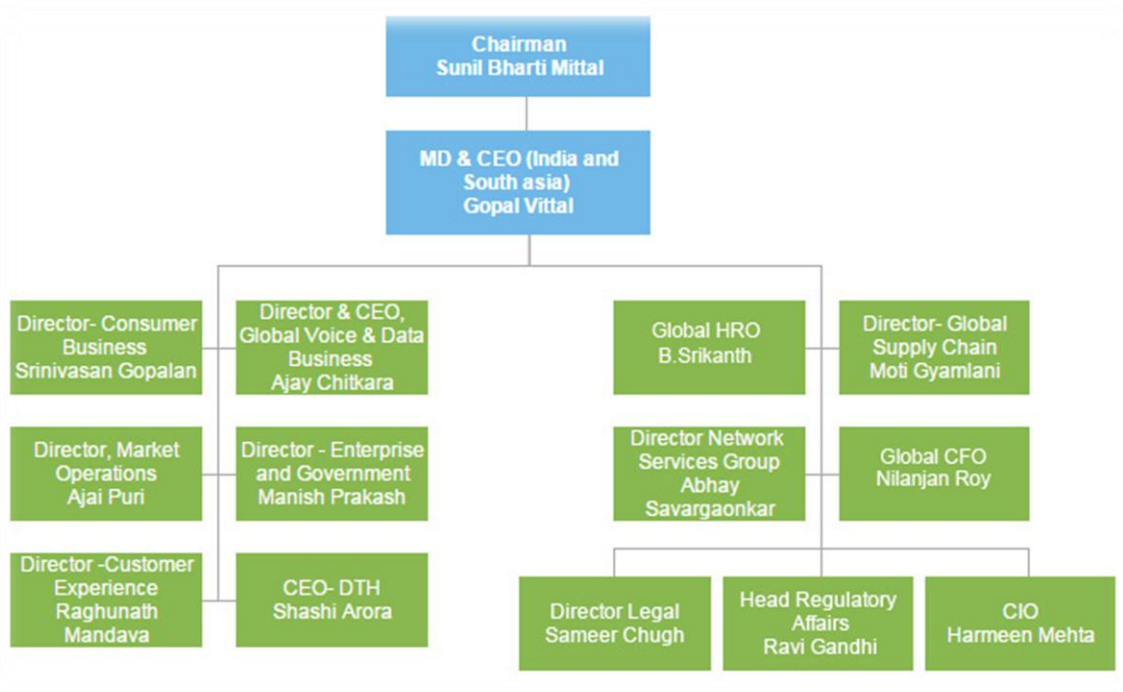
3.1.2. Organization Structure

FIGURE 3.1. : Organization Structure (Source: Airtel.in)

3.1.3 Business Divison

Bharti Airtel Limited has divided its business into :-

1. Mobile Services: Bharti Airtel offers GSM mobile services in all the 22-telecom circles of India and is the largest mobile service provider in the country, based on the number of

customers. Various mobile services provide by Airtel are Prepaid Services, Postpaid Services, Blackberry Services, International Calling, Roaming, Handset offers, Recharge online services, Mobile Number Portability.

2. Tele media Services: The group offers high-speed broadband with the best in class network. With fixed line services in 87 cities, we help you stay in touch with your friends & family and keep you updated round the clock.

3. Airtel Business: Airtel Business provides a broad portfolio of services to large Enterprise, Government, Small & Medium businesses and carrier customers. It is India's leading and most trusted provider of communication and ICT services, offering services that include voice, data, network integration, data center & managed services, enterprise mobile applications and digital media.

4. Cost-optimization : Businesses are constantly working on optimizing cost by reducing technology spend, managing service levels and demonstrating the business value of information and communication technology. Airtel solutions have skillfully optimized costs by streamlining workflows and business processes across enterprises.

5. Productivity Solutions: Businesses strive towards becoming more productive. Airtel Productivity Solutions deliver the promise of 360-degree solutions to businesses by streamlining processes, improving communication, expediting decisions, finding better & cost-effective ways to do business and equipping employees with the right business tools.

6. Mobile Workforce: Businesses of today require solutions that ensure a secure and mobile workspace across devices. Airtel's smart solution has enabled effective mobile workspaces across businesses by providing dependable mobile connectivity across platforms.

7. Business Expansion: Every business requires localised expert solutions to help it grow. Airtel Business Expansion Solutions expertly drive complex, extended networks as well as expandable communication and collaboration making your business grow beyond geographies.

8. Customer Engagement: Digital avenues like mobile, video, and cloud have become crucial as businesses look for new solutions to interact and engage with customers. Airtel Customer Engagement Solutions offer deep consumer insights and help connect better with customers.

9. Business Continuity: Businesses require solutions that help plan for unexpected outages and disruption of critical processes across lines of collaboration. Airtel's Business Continuity Solutions deliver Backup Connectivity, Data, Voice and Mobile Hosting, Storage and Application Management and Security.

10. Digital TV Series : Discover the magical experience of digital entertainment with Airtel. From DVD quality picture and sound, the best and widest variety of channels and programs to the best on-demand content on Airtel Live, your TV viewing experience change forever with digital TV from Airtel. (Airtel.in)
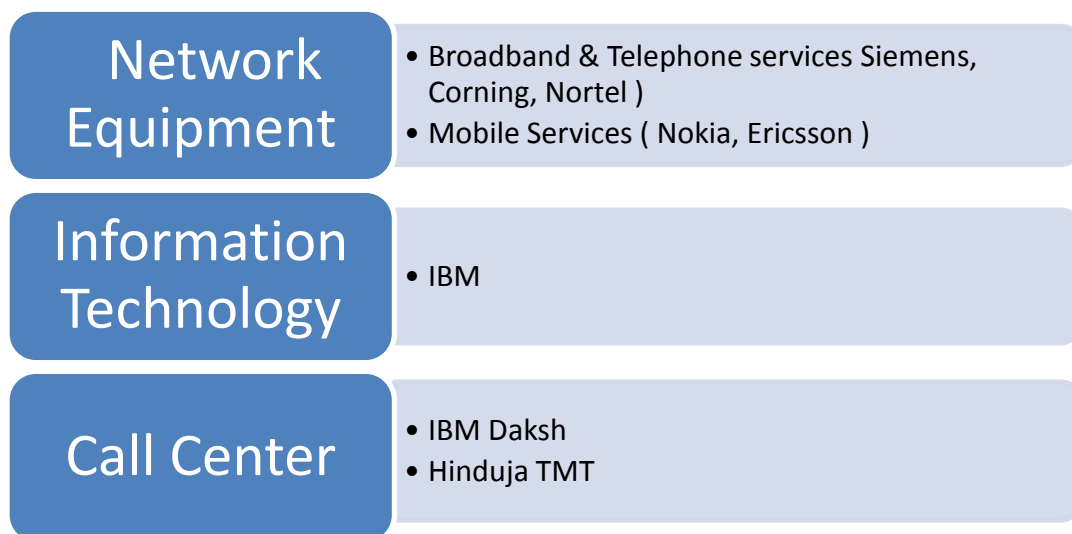
3.1.4. Partners of Bharti Airtel

Network Equipment	• Broadband & Telephone services Siemens, Corning, Nortel) • Mobile Services (Nokia, Ericsson)
Information Technology	• IBM
Call Center	• IBM Daksh • Hinduja TMT

FIGURE 3.2: Partners of Bharti Airtel

3.1.5. Key functions of Audit Committee at Bharti Airtel

1. The key functions of the Audit Committee include the following:

2. Oversight of the Company's financial reporting process and the disclosure of its financial information, to ensure that the financial statements are true and accurate and provide sufficient information.

3. Recommending to the Board, the appointment, re-appointment and, if required, the replacement or removal of the statutory auditor and the fixation of their audit fees.

4. Approval of payment to statutory auditors for any other services rendered by the statutory auditors.

5. Major accounting entries involving estimates based on the exercise of judgment by management.

6. Significant adjustments made in the financial statements arising out of audit findings.

7. Compliance with listing and other legal requirements relating to financial statements.

8. Disclosure of any related party transactions.

9. Qualifications in the draft audit report.

10. Reviewing, with the management, the quarterly financial statements before submission to the Board for approval.

11. Reviewing, with the management, performance of statutory and internal auditors, adequacy of the internal control systems.

12. Approve the appointment, re-appointment and removal of Chief Financial Officer of the Company.

13. Reviewing the adequacy of internal audit function including the structure of the internal audit department, staffing and seniority of the official heading the department, availability and deployment of resources to complete their responsibilities and the performance of the out-sourced audit activity. (Airtel.in)

3.1.6. Key functions of HR and Nomination committee at Bharti Airtel

1. Attraction and Retention strategies for employees.

2. Determine the compensation (including salaries and salary adjustments, incentives / benefits, bonuses) and Performance targets of the Chairman, Managing Director & CEO (International) and Joint Managing Director & CEO (India).

3. Review employee development strategies.

4. Assess the learning and development needs of the directors and recommend learning opportunities which can be used by directors to meet their needs for development.

5. Review its Terms of Reference on an annual basis and recommend any changes to the Board.

6. Review all human resource related issues including succession plan of key personnel.

7. The Committee shall also consider any other key issues / matters as may be referred by the Board or as may be necessary in view of clause 49 of the listing agreement or any other statutory provisions. (Airtel.in)

3.1.7. Key functions of Corporate Social Responsibility at Bharti Airtel

1. Formulate, monitor and recommend to the Board CSR Policy and the activities to be undertaken by the Company;
2. Recommend the amount of expenditure to be incurred on the activities undertaken;
3. Review the performance of the Company in the area of CSR;
4. Evaluate social impact of the Company's CSR Activities;
5. Review the Company's disclosure of CSR matters including any annual social responsibility report;
6. Review the following, with the management, before submission to the Board for approval: The Business Responsibility Report (BRR);CSR Report; and Annual Sustainability Report
7. Formulate and implement of the BR policies with the consultation of the respective stakeholders;
8. Establish a monitoring mechanism to ensure that the funds contributed by the Company are spent by Bharti Foundation or any other charitable organization to which the Company makes contribution, for the intended purpose only;
9. Approve the appointment or re-appointment of directors responsible for Business Responsibility;
10. Consider other functions, as defined by the Board, or as may be stipulated under any law, rule or regulation including the listing agreement, Corporate Social Responsibility Voluntary Guidelines 2009 and the Companies Act, 2013. (Airtel.in)

3.1.8. Rewards, Awards and Recognitions

1. In the year of 2014-2015, Bharti Airtel got various awards and recognitions. Some of them are listed below. Bharti Airtel won top honors at the prestigious 2014 Frost & Sullivan India Information & Communications Technology (ICT) Awards. Airtel won 3

awards: Enterprise Telecom Service Provider of the Year, Large Enterprise Segment, Enterprise Telecom Service Provider of the Year, SMB (Corporate) Segment, and Enterprise 3G Service Provider of the Year under the Enterprise Telecom Services" category for its exemplary growth and performance.

2. Bharti Airtel was honored with the Dun & Bradstreet (D&B) Corporate award in the Telecom Services sector at the D&B Manappuram Finance Corporate Awards 2014 in Mumbai

3. Srikanth, Global CFO, Bharti Airtel Ltd, was honored with the "Best Performing CFO in the Telecom Sector" award at the 8th edition of India's most coveted awards for the finest CFOs the CNBC TV18 CFO Award 2013

4. Airtel Ranked "No.1 Service Brand" in the annual Brand Equity Most ' Trusted Brands Survey 2014.

5. Bharti Airtel won "Top Treasury Team Asia 2014" in Adam Smith Awards Asia 2014

6. Airtel won the Best Treasury Team in Asia Pacific at the Finance Asia Corporate Treasurer Awards 2014

7. Airtel won the "Best Mobile Product" for Wynk Music under Telecom Service Providers Category and "My Favourite Service Provider" award under the Pubic Poll Awards Category at

8. Airtel won the "Enterprise Mobile App 2014" award for Airtel mGovernance solution and "Unified Communication Solution" award for Biznet video solution at the Aegis Graham Bell Awards the biggest Innovation Award in the field of Telecom, Internet, Media & Entertainment (TIME). (Airtel.in)

RESEARCH METHODOLOGY

4.1. Need of the study

With the help of this study one could predict that what could be the possible factors are there which may affect the sale of SIM cards from the retailer's outlet who are already selling top up recharges. With the results of other project, it may help the higher officials of Airtel to understand where are loopholes in their system and what strategic actions and measures should be taken by them to eradicate those problems.

As this study also focused on the time slot when most of the SIM cards are being sold by the retailers in the whole day, so Airtel is planning to increase its form collection time .Earlier the SIM card activation form collection time was till 6 P.M. but with this study Airtel is planning to increase its SIM card activation form collection time that is till 7 P.M. This would give an advantage to the customer as they get an assurance of activation of their new SIM cards on the same very day on which he bought SIM. In other way, it will also help Airtel to increase their customer base.

This study also helped Airtel in launching of their new project Airtel 4G scheme and 4G dongle device. After analyzing the need of internet and increasing number of internet users, this study would help Airtel to easily tap those markets where number of SIM card activations is high on a daily basis and where the acceptance of Airtel service provider is high.

4.2. Scope of the Study

This study is covering various factors and reasons that are affecting the sale of SIM cards from some retailer's outlets who are already selling top up recharges.

At the very first stage of the project a questionnaire was designed which consists a set of 10 questions and the survey was being conducted. In this survey primary data was collected and then finally an analysis of the collected data was done.

To understand the SIM sale pattern we divided our time slot for the sale of SIM cards in three categories. Either the sale of SIM cards is high in the morning time or in the evening time or it occurs anytime depending on three factors. Those factors are:

1. Customer Demand
2. Time dependency
3. Season and whether conditions

To identify the best service provider in the market among all of the network operators. Services may be in terms of :

1. Services provided by the distributor to retailer
2. Timely LAPU recharge system
3. Timely SIM Cards Activation form collection
4. Daily visit of Salesman and Form Collector
5. Timely visit of TSM of the respective area

With these information a rating scale is devised to gather the information from the retailer regarding how much will they rate services being provided by Airtel on a scale of 1 to 5.

At the very first stage of this project a questionnaire was designed which consists a set of 9 questions and a survey was conducted. With that survey primary data is collected with the information being provided by the retailers of various markets and recorded.

4.3. Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Broadly there are three categories of research design :

1. Exploratory research
2. Descriptive research
3. Causal research

The type of research design used in this study is **Exploratory research design**. This review provides an overview of **qualitative methods** and designs using examples of research. Note that qualitative researchers frequently employ several methods in a single study.

Basic Qualitative Research Characteristics

1. Design is generally based on a social constructivism perspective.
2. Research problems become research questions based on prior research experience.
3. Sample sizes can be as small as one.
4. Data collection involves interview, observation, and/or archival (content) data.
5. Interpretation is based on a combination of researcher perspective and data collected

4.4. Data Collection & Research Tool

An **personal interview** was chosen to supply the data needed to conduct project. The questionnaire was being asked to retailers in order to collect there responses.

4.5. Population & Sample Size

A population is the total of all the individuals who have certain characteristics and are of interest to a researcher, Hence for this study the SIM recharge retailer & seller were our target audience.

A sample is a subset of the population, which represents the size of population on which the study is being performed. In this study the sample size taken was **240**.

4.6. Sampling Technique

Convenience Sampling was used in this study, A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach

*

DATA ANALYSIS, FINDINGS & INTERPRETATIONS

5.1.Findings and Data Analysis of PROJECT 1:

An analytical study to identify reason of not selling sim cards from outlets who already sell recharges and understand the sim sale pattern

The number of respondents were recorded were : **240**

A1: After analyzing data it is found that **80.83%** of Retailers are selling SIM cards.

A2: Only **2.58%** of the retailers are selling only AIRTEL SIM cards.

A3 : Out of all the retailers who are selling SIM cards**, 1.54%** of them are not selling AIRTEL SIM card

A4 :

S.No.	ISSUE	% of retailers are not selling SIM cards because of respective issue
1	CLAIM SETTLEMENT ISSUE	4.081
2	GENERAL STORE	36.73
3	LEGAL ISSUE	14.28
4	LESS KNOWLEDGE ABOUT SIM CARD ACTIVATION	2.04
5	LOW DEMAND	8.16
6	NETWORK ISSUE	4.08

7	POOR RESPONSE	2.04
8	STAMP ISSUE	8.16
9	TIMING ISSUE	20.40

TABLE 5.1: Issues affecting sale of SIM cards & their impact

% of retailers are not selling SIM cards with respective issue
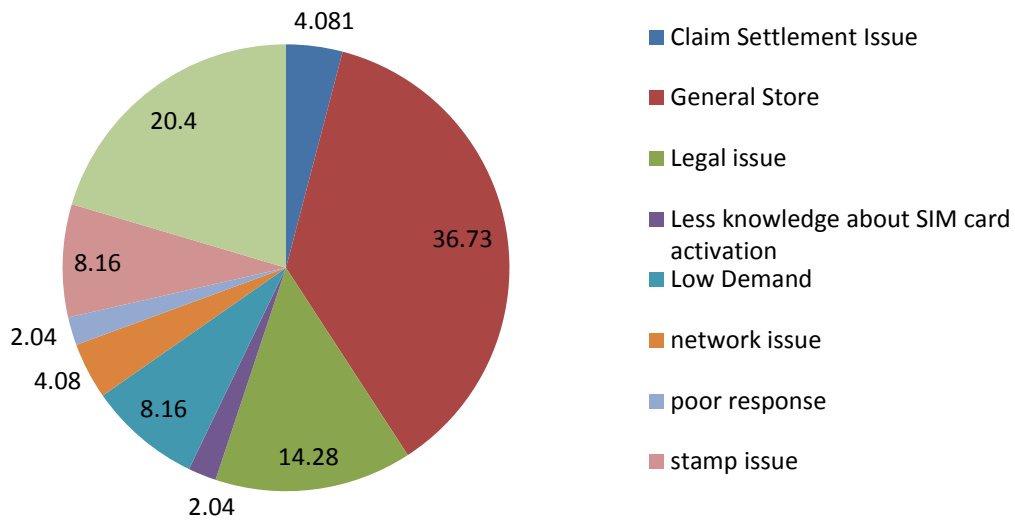

Figure 5.1: Percentage of retailers not selling SIM cards

A5: Only 5.42% of retailers are selling only Airtel recharges.

To understand the SIM sale pattern we divided our time slot for the sale of SIM cards in three categories. Either the sale of SIM cards is high in the morning time or in the evening time or it occurs anytime depending on three factors. Those factors are:

1. Customer Demand
2. Time dependency
3. Season and whether conditions

A6: 53.09% of retailers think that there is no time dependent pattern of sale of SIM cards.

A7: Only 2.06% of retailers think that sale of SIM card is high in the morning.

A8: 44.84% of retailers think that sale of SIM card is high in the evening.

A9: According to those retailers, who think that there is no time dependent pattern of sale of SIM cards,

S.No.	Factor affecting sale of SIM card	% of retailers think this is because of this factor
1	Customer Demand	49.51
2	Time Dependency	44.67
3	Season and Weather Conditions	5.82

Table 5.2:Percentage of retailers consider time independency of respective factors affecting sale of SIM card

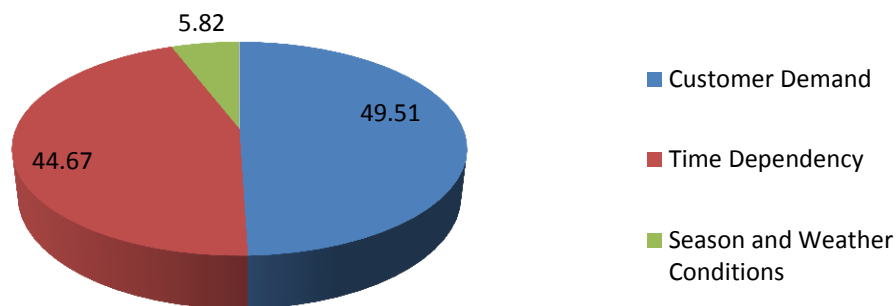## % of retailers think respective factors are the reason for NO Time Depedent pattern of SIM Sale

Figure 5.2: Percentage of retailers think time independent pattern of SIM sale

29

A10: According to those retailers who think sale of SIM card is high in the morning,

S.No.	Factor affecting sale of SIM card	% of retailers think this is because of this factor
1	Customer Demand	75
2	Time Dependency	0
3	Season and Weather Conditions	25

Table 5.3: Percentage of retailers consider morning time affecting sale of SIM card with respect to respective factors

% of retailers think respective factors are the reason for high sale of SIM cards in Morning

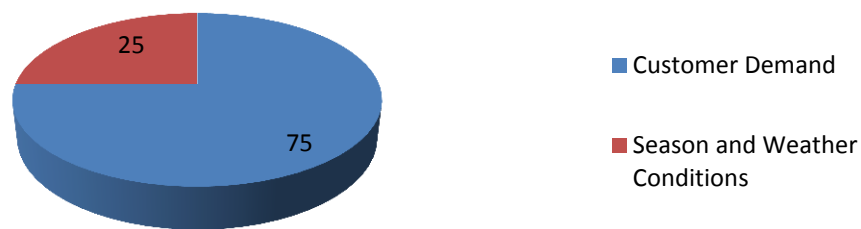- Customer Demand
- Season and Weather Conditions

Figure 5.3: Percentage of retailers consider morning time affecting sale of SIM card with respect to respective factors

A11: According to those retailers who think sale of SIM cards is high in the evening

S.No.	Factor affecting sale of SIM card	% of retailers think this is because of this factor
1	Customer Demand	56.32
2	Time Dependency	24.13
3	Season and Weather Conditions	19.54

Table 5.4: Percentage of retailers consider evening time affecting sale of SIM card with respect to respective factor

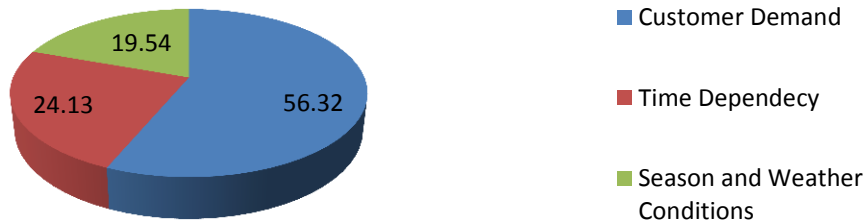# % of retailers think respective factors are the reasons for high sale of SIM cards in Evening

- Customer Demand
- Time Dependecy
- Season and Weather Conditions

Figure 5.4: Percentage of retailers consider evening time affecting sale of SIM card with respect to respective factors

5.2. Findings and Data Analysis of project 2:

An analytical study to identify the best service provider among all of the network operators

With the data collected after conducting the survey an analysis of data was done.

Total number of responses of retailers recorded were 109.

A1:

Network Operator	% of retailers consider respective network operator as BEST in terms of services
Airtel	65.13
Vodafone	24.77
Idea	10.09

Table 5.5: Percentage of retailers consider respective network operator as best in terms of es

% of retailers considers respective Network Operator as Best in terms of services
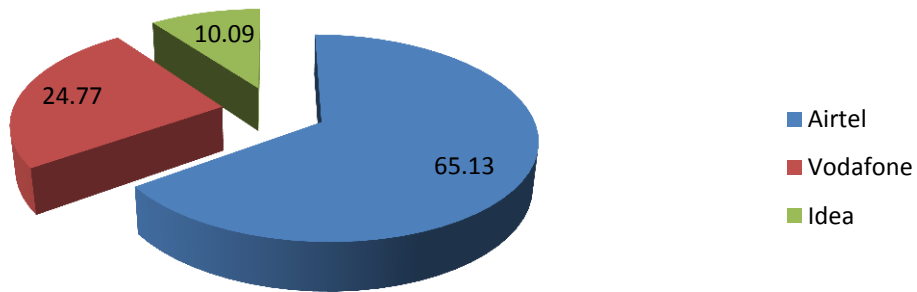

Figure 5.5: Percentage of retailers depicting best network operator in terms of services

A2:

Network Operator	% of retailers considers respective Network Operator gives Fastest Activation
Airtel	69.38
Vodafone	22.44
Idea	8.16

Table 5.6: Percentage of retailers considers respective Network Operator gives fastest activation

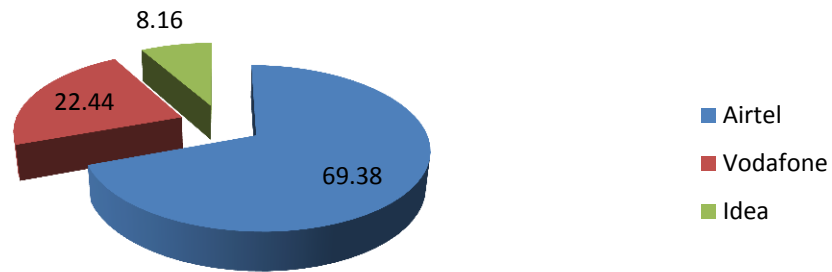## % of retailers considers respective Network Operator gives Fastest Activation

8.16

22.44

69.38

■ Airtel
■ Vodafone
■ Idea

Figure 5.6: Percentage of retailers considers respective Network Operators gives fastest activation

A3:

Up to	% of retailers said PEF pickup happens
5 P.M.	15.3
6 P.M.	16.32
7 P.M.	52.04
Whenever I do Activation	16.32

Table 5.7: Percentage of retailers said PEF pickup happens upto respective time

% of retailers said PEF pickup happens upto

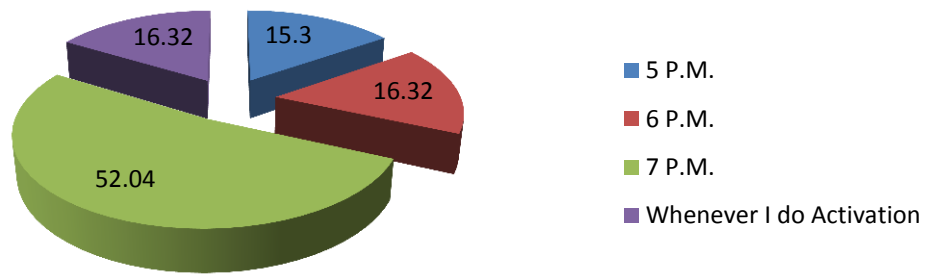**Figure 5.7: Percentage of retailers said PEF pickup happens upto respective time**

A4:

No. of times form collector visits	% of retailers said
1	7.14
2	4.08
3	45.91
Whenever I do activation	42.85

Table 5.8: Percentage of retailers said form collector visits respective no. of times

% of retailers said respective no. of time form collector visits

4.08

7.14
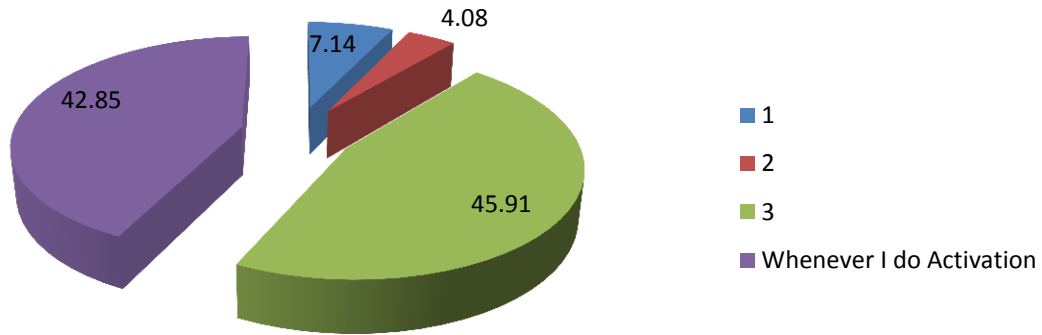
42.85

45.91

■ 1
■ 2
■ 3
■ Whenever I do Activation

Figure 5.8:Percentage of retailers said form collector visits respective no. of times

A5: Only 86.73% of retailers said that form collector always keep asking them to sell Airtel.

A6: Only 13.26% of retailers do not have all denominations of PRCs.

A7: 83.48% of retailers agreed that they always get the solution of their query through distributor backend.

A8: On the scale of 1 to 5, the following pie chart shows rating of Airtel being provided by the retailers

% of retailers rate Airtel in terms of services being provided to them
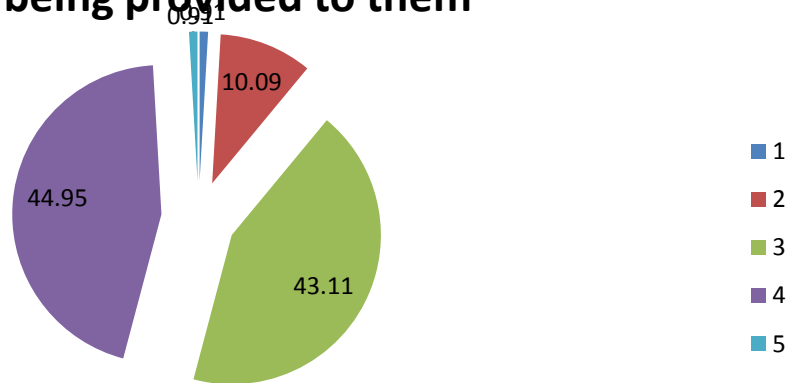

0.91 1
10.09
44.95
43.11

1
2
3
4
5

Figure 5.9: Percentage of retailers rate Airtel as 1-Very Poor, 2- Poor, 3- Moderate, 4- Good, 5- Very Good

LIMITATIONS & RECOMMENDATIONS

6.1. Limitations

The key limitation of the study is the sampling frame owing to time and budget constraints. We cannot generalize the findings of the study as the sample size is pretty small. However, the study can be replicated in other geographic regions with a bigger sample size. Moreover the sampling technique used was convenience sampling, which might not depict the actual picture of the population.

1. Time Period is only for a month
2. Study of this project within specifc market.
3. Share from other telecom channels.
4. Knowledge about other telecom partners
5. Word of Mouth.

.

6.2. Recommendations

1. Proper knowledge transfer to retailers, salesmen, promoters, form collectors, managers and every stakeholder about SIM card activation, new promotional offers, revised data plans and internet packs, top up balances on various denominations of coupons, FRCs and SRCs benefits, conversion of normal SIM to LTE SIM, how to use 4G Dongle device and many more.

2. Timely visit of Higher Officials of Department for auditing in order to understand various problems and issues which are being faced by the retailers and distributors. This would also show an assistance attitude of Airtel towards its customers which strengthens the relationship with the customers.

3. Continuity in providing services from distributor point to retailer by timely providing LAPU recharges and different denominations of coupons to the retailers, daily visit of form collector

to the retailers to collect the forms timely, if any grievance occur at the retailer's end then distributor should solve his query to enhance its relationship with the retailer.

4. If a customer misuses the SIM illegally then retailers should get an assurance that they will be helped and supported by the company if any legal issue occurs and he is not found guilty in case if he is not being involved in that illegal activity.

5. Solution towards Network Issues in various areas should be taken on a priority basis because it would help in reducing the degree of poor response of customers towards Airtel.

6. Time to time Audit should be conducted to understand the problems and challenges are being faced by the retailers.

6.3. Conclusion

With the analysis of the data recorded it is to be concluded that if the factors affecting the selling of SIM cards is carefully analyzed and the requisite actions are taken to improve those factors then the retailers who are not selling SIM cards but already involved in selling recharges will also start selling SIM cards.

1. Claim Settlement Issue- As discussed earlier some of the retailers are not selling SIM cards as the settlement of various types of claims have not been settled by Airtel. The claim may be in terms of not providing proper rewards and incentives which they owe, or it may be in terms of extra talk time on recharging beyond the benchmark set by Airtel, or it may be in terms of not providing extra benefits even after achieving the target of selling SIM cards set by Airtel. According to these retailers, until Airtel is not going to settle their claims they won't sell Airtel SIM cards till then.

2. General Store - Some of the retailers don't sell SIM cards because they don't have much time to spend on the customers who asks for SIM cards activation. In this case Airtel can provide extra benefits to general store keepers on this much activation of SIM cards from his counter.

3. Legal Issue - When customer misuses SIM for any illegal activity then Police Department enquires and interrogates the retailer who sold that SIM card. According to the retailers, even after taking customer's ID copy and being verified by the Verification Department of Airtel the whole blame comes to the retailers' end and in that case, Airtel does not ready to help retailers. This is the major reason why such retailers have stopped selling SIM cards. In this

case, Airtel should provide an assistance to retailers and should keep a timely audit on Verification Department to stop such illegal happens

4. Less knowledge about SIM card activation- Airtel should provide proper training to the retailers who don't understand the method of activating SIM card and what are the important documents needed to be taken from the customer before selling SIM card to him.In some areas the network issues have become a major problem for Airtel and because of this issue a high degree of poor response has been recorded against Airtel.

This could be concluded that retailers are the front desk managers for Airtel. They have the potential to convert any customer towards Airtel desk and increase the customer base and ultimately the revenue for the company. So their assistance should be the primary concern of the organization and should provide exciting rewards and incentives to them

REFERENCES

Aircel.com,. 'Aircel Delhi- Mobile Service Provider, Postpaid & Prepaid Mobile Plans, 3G Services'. N.p., 2015. Web. 16 Nov. 2015.

Airtel.in,. 'Airtel: Prepaid | Postpaid | 4G | DTH | Mobile Services In India'. N.p., 2015. Web. 16 Nov. 2015.

Ideacellular.com,. 'Prepaid & Postpaid 3G Mobile Phone And Data Card Services | Idea Cellular'. N.p., 2015. Web. 16 Nov. 2015

Media Reports and Press Releases, Cellular Operators Authority of India (COAI), Telecom Regulatory Authority of India (TRAI), Department of Telecommunication (DoT), Department of Industrial Policy and Promotion (DIPP*)*

Rcom.co.in,. 'Reliance Communications | Online Recharge | Reliance Mobile - India's Premier GSM CDMA Service Provider'. N.p., 2015. Web. 16 Nov. 2015.

Sahoo, D., & Reddy, A. V. (2014). Retail Outlet Engagement & Expansion Program in Indian Telecom Sector. *i-Manager's Journal on Management*, *9*(1), 12.

Tata Indicom,. 'Tata Indicom :: Tata Indicom'. N.p., 2015. Web. 16 Nov. 2015.

Vodafone.in,. 'Vodafone Delhi & NCR - Prepaid | Postpaid | Callertunes | Mobile Services'. N.p., 2015. Web. 16 Nov. 2015.

ANNEXURE

Table 1 : Questionnaire 1

Question No.	Question
1	Retailer LAPU No.
2	Do you sell SIM cards?
3	Do you sell Airtel SIM cards?
4	Do you sell other network operator SIM cards?
5	Why are you not selling SIM cards?
6	Do you recharge only?
7	Do you recharge Airtel only?
8	Do you recharge other Network Operator ?
9	When sale of SIM cards is high in the whole day?
10	Why sale of SIM cards is high in the evening?

Table 2: Questionnaire 2

Question No.	Question
1	Retailers' Shop Name
2	Which is the best company in terms of services? 1.) Airtel 2.) Vodafone 3.) Idea
3	Which company gives you fastest activation? 1.) Airtel 2.) Vodafone 3.) Idea
4	What is the maximum time up to which PEF pickup happen? 1.) 5 P.M. 2.) 6 P.M. 3.) 7 P.M. 4.) Whenever I do activation
5	How many times form collector visits you? 1.) 1 2.) 2 3.) 3 4.) Whenever I do activation
6	Does the form collector asks you to sell Airtel? 1.) Yes 2.) No
7	Do you have all denomination of PRC? 1.) Yes 2.) No
8	Do you get the solution of your query through distributor's backend? 1.) Yes 2.) No
9	How would you rate your overall experience in terms of services with Airtel? 1.) 1 2.) 2 3.)3 4.)4 5.)5