

major project report

by Sonia Gupta

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Report on
“Comparative Study on Reliance Jio & Airtel”

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MAY 2019**

CERTIFICATE OF THE SUPERVISOR

This is to certify that this major research report, submitted to USME, DTU- East Delhi Campus has been carried out under my guidance.

All help received from various sources have been duly acknowledged.

Date

Sign of supervisor

I inform that this major research work is performed by me and has been carried out by the means of proper data analysis doing research and proper data analysis. I also confirm it has not been directly copied from any source. All sources have been referred and cited properly.

Date

Sonia Gupta

Signature

2K17/MBA/755

ACKNOWLEDGEMENT

The completion of any project requires innumerable amount of help or guidance from a number of respective people. To widen the perspective of anything, it is extremely important to work under the right guidance. I am extremely thankful to each and every person I encountered and learnt through them how to work in real world and helped me to complete this report.

I feel immense gratitude for my college department mentor, Industrial guides, fellow interns, my friends and lastly my parents who timely motivated and guided me throughout the overall tenure of my internship to learn daily and face every new challenge during an assessment.

It was a great opportunity to work in a reputed organization and to learn how things works in an uniform industry and to polish my analytical, communicative and artistic abilities and working under company projects did widen my industrial exposure and experience.

Sonia Gupta

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INTRODUCTION

The following work is performed about the idea of increasing opposition in telecommunication industry. Reliance Jio & Airtel are the largest rivals of telecommunication industry.

Industry Profile: Mobile communication is one of the largest factor in affecting the growth and speed of existence in today's scenario. Presently it's easy to get connected to anywhere in the world with the help of a button of laptop. An effective point that it needs as an useful way of societal progress. As one can understand human beings have a different mentality, many have a positive outlook & some have negative outlook.

Cellular cell Services: It is one of the quickest developing & worrying communication available for application. Presently, this showcases a constantly growing % of all new phone services in the arena. More than forty five million subscribers in international & approximately fifty percent subscribers are located in USA.

(GSM): It is a unique association of an organisation, with a sincerely worldwide reach, offering a complete variety of enterprise and technical services to its participants. As the wi-fi family is driving forward its vision of seamless, infinite, global of no wire verbal exchange.

Company profile: Reliance Jio

Organisation has released its 4G broadband offerings in the course of India within 2016 financial year 9(first region). It became stated that it will be coming in the markets in 12th month of 2015 which was to be done after analyzing some reports. Mukesh Ambani, the owner of Reliance industry has been providing information about Jio's 4G technology offerings in different meetings.

Products & provided services

RELIANCE JIO 4G BROADBAND

Organisation did released its high speed offerings in India in the 1st phase in monetary year of 2016.

The services are facts & audio offerings along with text messaging, stay television, films call for, information, live musicals and online platforms for payments.

Business enterprise is having a coverage area of more than two lakh fifty thousand kilometer.

Along its service licensee, It can even live television distributor of different channels and could provide these to its community.

Pan-India Spectrum

Further than Jio's advanced contributions discharge, the owner has led the organistaion entered into a wider spectrum to introduce ¹ Anil Ambani-subsidized Reliance Communications. The sharing deal is for 800 MHz band across seven circles aside from the 10 circles for which Jio already owns.

It's imaginative and prescient in favor of the country is of internet and visual offerings are not just any luxurious thing, instead it is the primary requirement which is utilized way too much as a medium of informational sources by consumers and small agencies . Tasks has laid out in match with Indian Government's campaign of making the country digital imaginative and prescient to the people.

Jio apps

In the month of May, year 2016, the company has launched a variety of mobile applications on android and IOS platforms in the name of their 4G services. As the applications are available to down load for absolutely each and every individual, but the individual requires a Jio sim card to take the benefits of those offerings.

1

Preview offer- jio **FOR HP LAPTOPS:**

- 3 Months Free Unlimited 4G Internet (Connected with 31 Devices)
- 3 Months Free Unlimited Calling (At any community)
- 3 Months Free Unlimited SMS
- Life time Roaming Free (All India)
- Registration in E-mail is compulsory
- Available in Reliance keep and Digital mini express store.

Benefits of JIO 4G plans

- Unlimited Data, Calls and SMS unfastened till 31st December 2016.
- Data fee at cheaper rates (Rs 10/GB).
- No roaming prices, across India, any network.
- No Roaming charges any community, all India.

COMPANY PROFILE : AIRTEL



Airtel India is number one providers of mobile network & 2nd issuer to provide constant mobile networks in India, and it is also an provider of dongles and TV subscriptions offering. Organization has being maintained by utilizing some auxiliaries under Bharti Airtel, Bharti Hexacom & Bharti Telemedia introducing Dongles steady operations and Bharti Infratel giving mobile latent foundation transporter, for eg, mobile corporation contraption and its towers. Airtel is headed by Sunil Bharti Mittal & is a part of Bharti Enterprises. It is the only telecommunication company in our country which has been awarded with Cisco Gold certification.

Products & Services

Telephone media Offerings



Gathering provides fast services with the best in class network. With benefits in Eighty seven urban areas, it helps you to keep into contact together with companions and peers.

Expert solutions that optimize cost



Organizations are continually dealing with enhancing cost by decreasing innovation spend, overseeing administration sectors & exhibiting the service estimation about the data & correspondence innovation. Their arrangement has wonderfully upgraded expenses with the help of streamline work processes & services forms crosswise over undertakings.

Digital TV services



Find mysterious way of advanced amusement by choosing this network. From its sound to picture quality, the best and broadest assortment of provided sub-channels & software engineers one of the Greatest on-request views on Airtel Live, your television seeing knowledge developing for eternity by the means of Airtel Digital TV.

Empowering enterprises with intelligent networks

Services start-finish complete answers system availability, Airtel's Canny Systems Arrangement engage your business through redid arrangements and expanded inclusion

Making business seamless

Increment your income, decline every single working cost and upgrade your business adroitness with airtel Cloud and Oversight Arrangements. Its consistent incorporation changes your business forms and opens the genuine capability of your association and workers, enabling you to take advantage of new income sources.

Media centre

Bharti Airtel finishes auxiliary closeout to about more than ten percent shares.



LITERATURE REVIEW

Government Initiatives

The legislature has optimized changes in the telecom area and keeps on being proactive in giving space to development for telecom organizations. Some of the other real activities taken by the administration are as per the following:

The Government of India has allocated Rs 10,000 crore (US\$ 1.5 billion) for rolling out optical fiber-based broadband network across 150,000 cumulative gram panchayats (GP) and Rs 3,000 crore (US\$ 450 million) for laying optical fiber cable (OFC) and procuring equipment for the Network For Spectrum (NFS) project in 2017-18.

- ✓ DOT has changed the license of telecom operations which will allow sharing of active telecom infrastructure like antenna, feeder cable and transmission systems between operators, thereby lowering the costs of operations and leading to faster rollout of networks.
- ✓ The central government's ambitious project to set up a broadband network in rural India, and has also imagined central and state governments to turn into the principle customers in this venture.

RESEARCH METHODOLOGY

We utilize a specific strategy for research with regards to our examination contemplate and clarify why we are utilizing a specific strategy or procedure and why we are definitely using other with the goal that examination results are equipped for being assessed either by the scientist himself or by others.

.

RESEARCH DESIGN

It is an investigate configuration is absolutely and essentially the casing work of plan for an examination that guides. Marketing research structures can be grouped based on the principal objectives of the research.

Our research design is exploratory and descriptive.

Research Design in Case of Descriptive Research

Various researches of marketing depend or utilize these plans. This design has been centered around precise depiction of factors available in the issue.

This type of plan/design endeavor to locate a total and precise depiction of an issue circumstance by giving determined techniques to choosing the wellsprings of data and the system for gathering information from these sources. The information is gathered in such a way, that the questionable idea of circumstances and logical results relationship in the marvel is decreased to most extreme degree.

RESEARCH

➤ Jio Networking

The aggressive power of the mobile business in country is the most elevated on planet & been prompted continued decreased acknowledgment for the specialist cooperation. Aggressive weight & merciless estimating has brought about falling ARPU.

Continuous high members of competitors in mobile industry, it is putting more stress on the taxes. That's why mobile organizations may need to think about further decrease in ARPUs, going ahead.

A higher-than-anticipated decrease in ARPU represents a danger of decrease in edges of specialist co-ops.

Simultaneously mobile administrators has been paying concentration to consistently expanding the minute usage counter the supported decrease in ARPU.

Infrastructure of mobile industry

Lack of telecom framework in semi-provincial and rustic regions could be one of the significant obstructions in tapping the immense country potential market, going ahead.

The specialist co-ops need to acquire a tremendous starting fixed expense to enter rustic administration territories. Further, the same number of rural territories in India need fundamental foundation, for example, street and power, creating telecom framework in these zones include more noteworthy strategic dangers and furthermore broaden the time taken to roll out telecom services. The absence of prepared work force in the provincial region to work and keep up the cell foundation, particularly detached framework, for example, towers, is additionally observed as an obstacle extending telecom administrations to the under entered provincial regions.

Small area are still not very developed

Mobile density of small areas are about fifteen percent to the way that a dominant part of the populace which don't approach telecom administrations. The small areas appears to has been stayed immaculate by the use of mobiles unrest saw over the most recent couple of years. A gigantic 'computerized separate', that has been represented by the huge contrast about seventy four percent between developed and provincial density, emphasizes present reality.

Developed markets achieving an immersion way, mobile specialist co-ops have been infiltrating provincial territories for making the future's development. That's why specialist co-ops coming in rustic environment may observer generous increment in endorsers.

➤ Airtel Networking

When versatile communication started in India 10 years prior, the brand was about goal. Naturally, the objective client was obviously characterized: tip top, up market experts and entrepreneurs. "We positioned Airtel as an aspirational and lifestyle brand, in a way that trivialised the price in the mind of the consumer. It was pitched not only as a versatile administration, yet as something that gave him identification esteem," reviews Hemant Sachdev, head showcasing officer (portability) and executive.

The company's logo was used to be black, capitalized intense bold words; & benchmark was "the ability to stay in contact". "From the very beginning, it was chosen that the brand ought to dependably suggest administration - be it in system, developments, contributions or administrations, organisation which made Airtel advertisements over the previous decade. The slogans underlined that position: "Airtel praises the soul of initiative" & "The principal decision of the corporate pioneers".

Additionally when clients should have been taught; intrigue levels were high, yet clients' introduction to the cell world was constrained. The company took all types of pages promotions available inside papers, noting inquiries such as "what is roaming?", "what is coverage area?" and "how to make international calls".

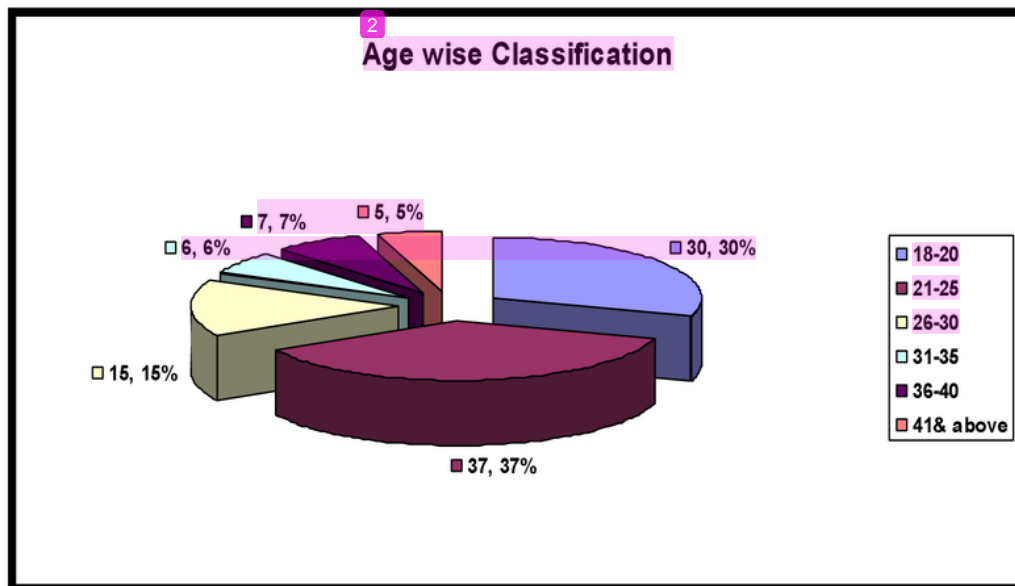
Presently, cell administration administrators can decrease their costs & focus on upcoming client sections. Catchments area, The Company's tagline converted from "power" to "touch tomorrow".

The center currently was around the unlimited potential outcomes of innovation to make life great and promoting wound up two dimensional: an item determined correspondence that exhibited new contributions

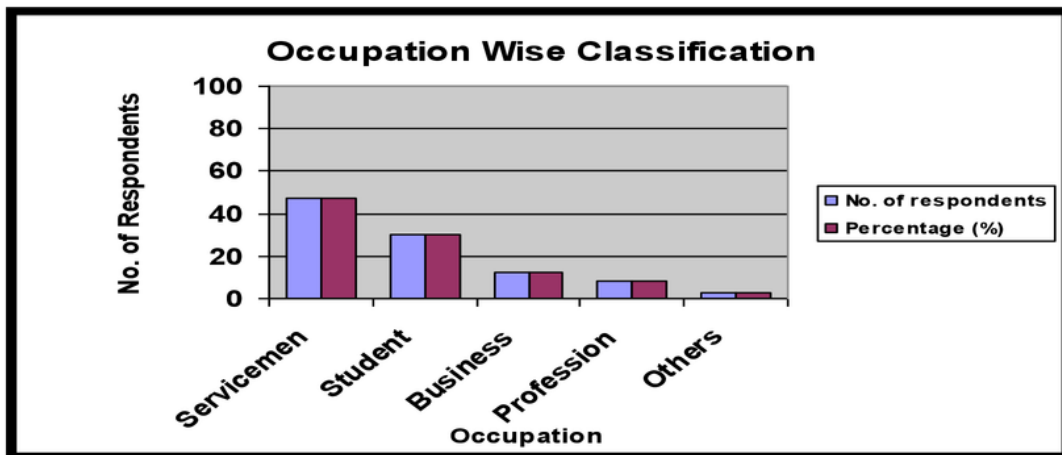
The following year Airtel received the "Convey what needs be" situating, which is likewise its current slogan. Now, the passionate point was transcendent - and distinct, high contrast symbolism to emerge in what was turning into an exceptionally items, swarmed advertise.

FINDINGS

1. Age wise classification

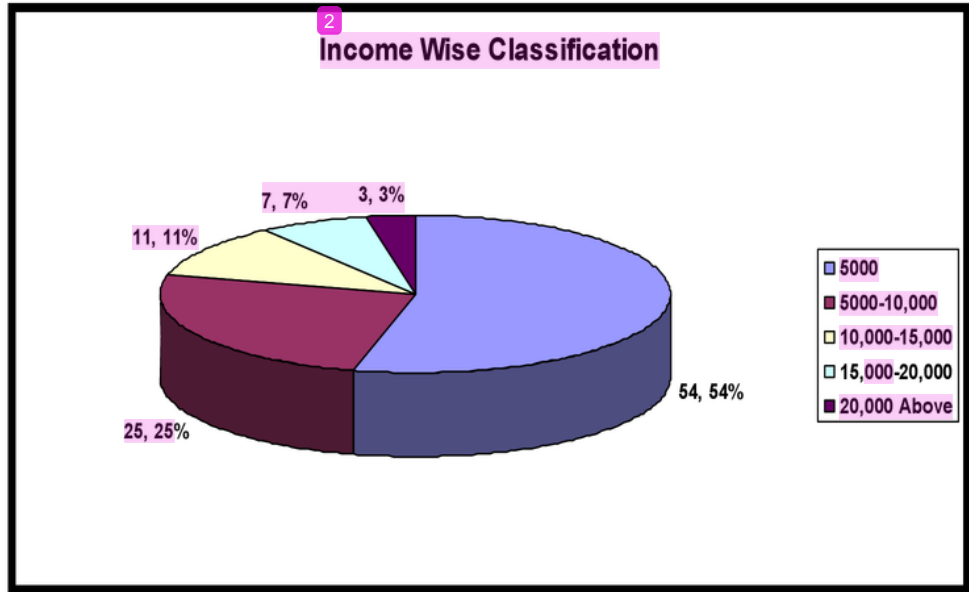


2. Occupation wise classification

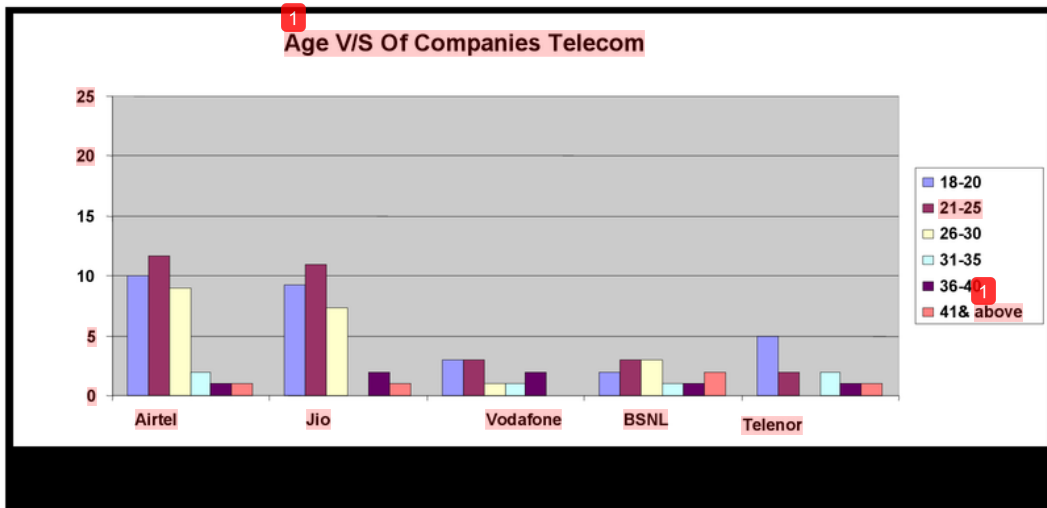


3. Income wise classification

2
Income Wise Classification



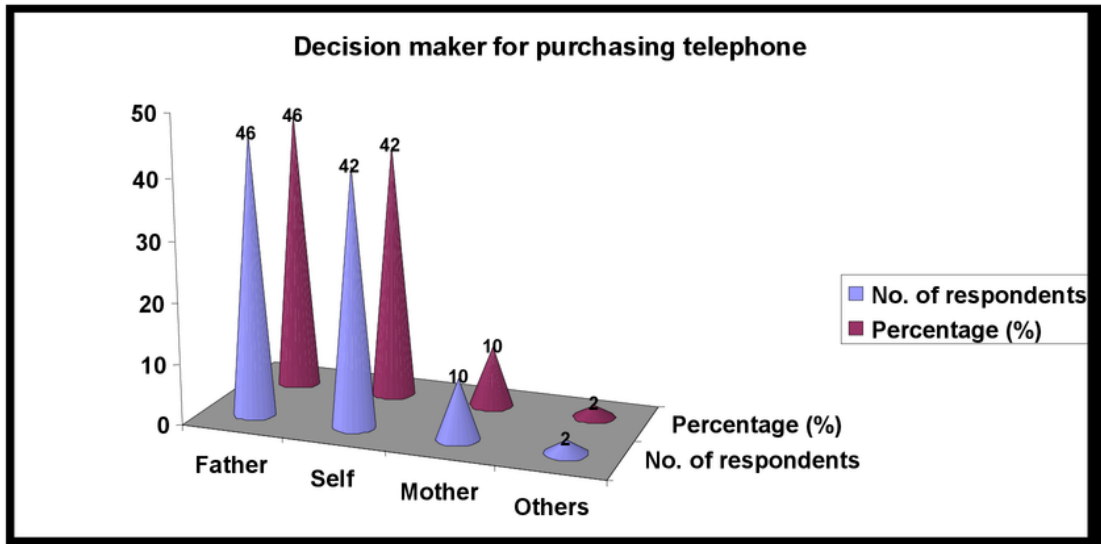
4. Age v/s usage of Companies mobilephone



5 who takes purchase decision?

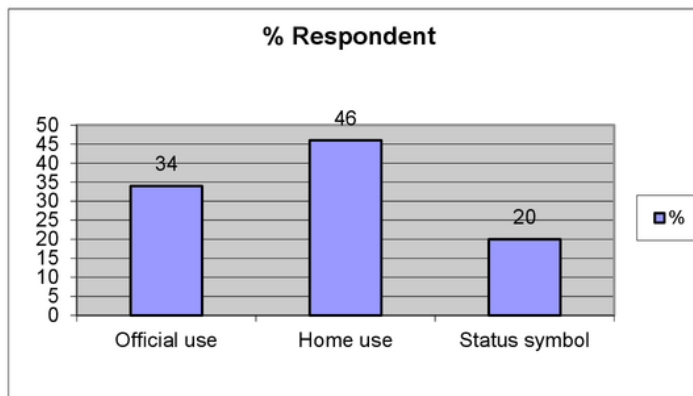
Sources	No. of respondents	Percentage (%)
Father	46	46
Self	42	42
Mother	10	10
Others	02	02

Total	100	100
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6- Purpose to purchase mobile phone

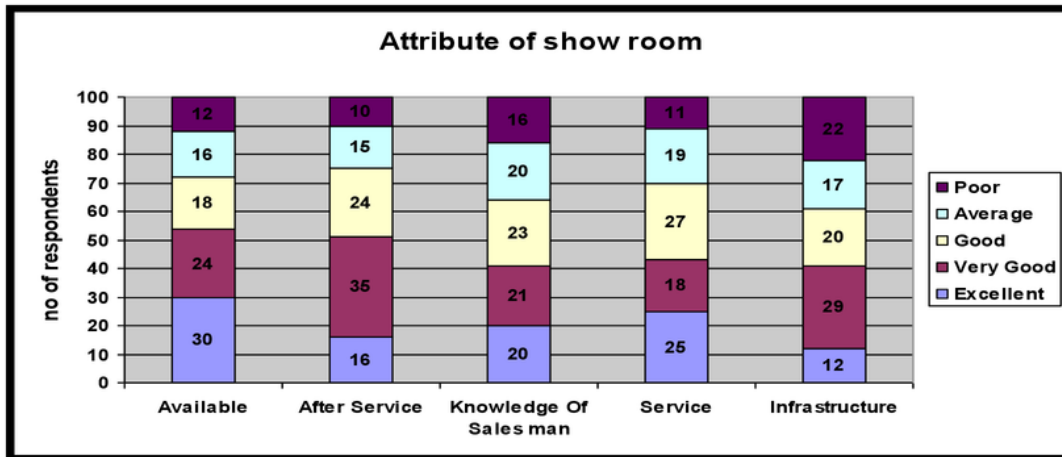
<u>Purpose</u>	<u>No. of Respondent</u>	<u>Percentage</u>
Official use	17	34
Home	23	46
Status symbol	10	20
Total	50	100



- 34% Respondents have the reason to buy to Cell Phone for authority use.
- 46% Respondents have the reason to buy to Cell Phone for off home use.
- 34% Respondents have the reason to buy to Cell Phone for materialistic trifle.

7. RATE THE FOLLOWING ATTRIBUTES OF SHOW ROOM

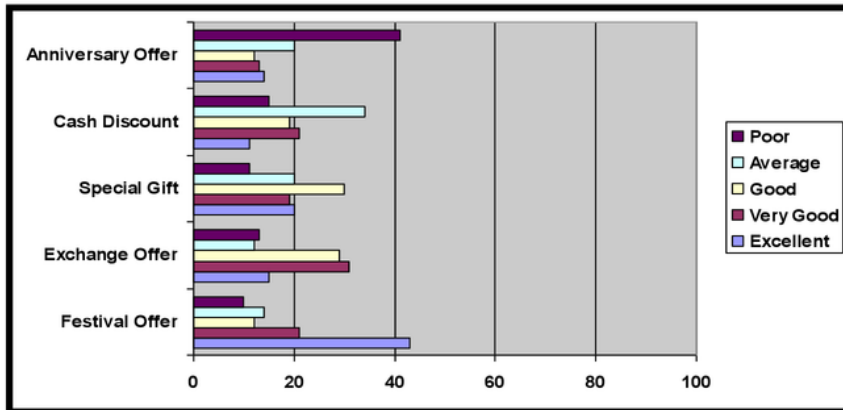
Attributes	Excellent	Very Good	Good	Average	Poor	Total
Available	30	24	18	16	12	100
After Service	16	35	24	15	10	100
Knowledge Of Sales person	20	20	23	20	17	100
Service	22	11	15	19	13	100
Infrastructure	12	10	20	30	48	100
Total	100	100	100	100	100	500



Comment: Above diagram demonstrates that 30 respondents out of 100 are accessible who give Weight age on the excellent and second 35 respondents out of 100 are after service who gives Weight age on the Very Good, 23 respondents are Knowledge of salesman who give Weight age on the good, 27 respondents are service who give Weight age on the good, 29 respondents are

8 RESPONDENTS' RESPONSES ON ATTRIBUTES

Attributes	Excellent	Very Good	Good	Average	Poor	Total
Festival Offer	43	21	12	14	10	100
Exchange Offer	15	31	29	12	13	100
Special Gift	20	14	30	20	16	100
Cash Discount	11	21	19	34	15	100
Anniversary Offer	11	13	10	20	46	100
Total	100	100	100	100	100	500



Comment:-Above graph shows that in festival offer 43 respondents out of 100 are given an excellent, then in exchange offer 31 respondents out of 100 are given a very good rank, in special gift 30 respondents are given a good rank, in cash discount 34 respondents are given an average rank

FINDINGS

During the project we meet various people & trying to find their perception regarding various mobile services in the Delhi (NCR). While studying we find that the main customer or the users of mobile services are the self-employed persons who have their own business & other major users are the college going students.

Jio is the leading mobile service provider in the Sample regions & it is far ahead from their competitors in terms of customers. Which have come a little while ago in the city have catch a decent market. Jio is capturing a lot of market because of its good services in rural area. In beginning it is all around acknowledged by the general

population by its low call rate and a few and great availability. Jio management is not able to make their services available to the general customer.

But the Airtel is also creating an image on the high-class customers by its good network and good quality of voice in the long distance. Airtel is the decision of the high class and the general population who worked in the higher position.

CONCLUSION

This research report is conducted to compare the two biggest competitors in all time in the telecom sector. In this research we find that the both Jio and Airtel are the well-established companies in the market. Customers know about the name of both the organizations. They prefer to buy both.

Airtel is favored by the each class and it set up itself as a superior quality and better specialist organization then its rivals.

But Jio is no fear of it because the young customers are more attracted by it, now the Jio takes over Airtel and now they give the new schemes in the market and for the customers.

Last but not the least, we can say that the both the Airtel and the Jio are going equally to the customer and they choose and at the time of purchasing. The result is that the Jio is better than the Airtel. The customers thinks that the connectivity and network of Airtel is good But Jio services are better than the Airtel.

RECOMMENDATIONS

During the task I discovered bother looked by the clients, which can be expelled by making important strides.

- There, I would like to suggest few point over which top management should think and take corrective action to overcome those drawback due to which Mobile Service providing companies & approved vendor has step by step losing its market position with the goal that the organization must take following measure to recapture its market position.
- Promotion & advancement by neighborhood promotion and on electronic media more as to print media as it is the greatest media to achieve basic client. Organizations ought to likewise begin limited time plans for the client.
- To attract the customer the firms should improve their services by introducing latest technology in the market. & they should also try to increase the range of these signals in the city.
- The companies should try to increase their capacity to solve the connectivity problem.
- The marketing personnel should give complete feedback with logical rejoining from the market to increase service standards.
- For a specific request specific individual ought to be made dependable not a gathering in general this will expand the responsibility of that, person towards the work and would make him feel increasingly capable towards a request.
- Promoting individuals ought to be given motivating forces for each request they convey to the organization. It could be a fix percentage.
- The local persons are appointed more in the field of marketing to attract the customer.

LIMITATIONS FROM THE STUDY

- customers are not aware of new plans
- Cost is the biggest factor in postpaid.
- Very few schemes are available in the prepaid plans
- Low or weak signals.
- They take more time in connectivity.
- Low sales promotion support, company is not paying much attention in advertising plans and schemes.
- Low penetration rate among customers.
- Products and services available to the customers are expensive.
- Services provided by Jio/Airtel are not up to the mark.
- Unawareness to customers about the new plans of Jio/Airtel.

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- www.airtel.in
- www.jio.net.in

ANNEXURE

QUESTIONNAIRE

MARKET SALES SURVEY QUESTIONARE:

Name: **Contact No.:**

Sex: **Address:**
.....

1. What is your profession?

- a) Business
- b) Govt. Service
- c) Private Jobs
- d) Retired
- e) Student

2. Marital Status?

Single [] Married []

3. Monthly House Hold Income (RS)?

5000 [] 5000-15,000 []
15,000-30,000 [] Above []

4. Do you posses a mobile connection?

Yes [] No []

5. Which mobile service you use?

Jio [] Airtel []

Others []

6. How you came to know about your service provider?

Banners [] Magazines []

T.V. [] Friends []

7. Which mobile service you prefer?

Prepaid [] Postpaid []

8. Are you satisfied with your current service provider?

Yes [] No []

9. Which feature of your service provider attracts you more?

Connectivity [] Free SMS []

Price [] Free Chatting []

Free Roaming [] Group Messaging []

10. Do you want to change your service provider in future?

Yes [] No []

11. If yes which service you preferred?

Jio [] Airtel []

Others []

12. Why you preferred this service?

Connectivity []

Free SMS []

Price []

Free Chatting []

Free Roaming []

Group Messaging []

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