

Project Dissertation Report on

MARKETING STRATEGIES OF TELECOM COMPANIES IN INDIA

Submitted by

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CERTIFICATE

This is to certify that the work titled '**Marketing Strategies of Telecom Companies in India**' as part of the final year Major Research Project submitted by Pradhumn Dhakad in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

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DECLARATION

I hereby declare that the work titled '**Marketing Strategies of Telecom Companies in India**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the guidance of Prof. Abhinav Chaudhary is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and has not copied from anywhere else. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

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I am obliged and indebted to Delhi School of Management, Delhi Technological University for giving me an opportunity to work on this project. I would like to express my gratitude toward all the honorable faculty members for sharing their experience and guidance on this project.

I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

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ABSTRACT

The marketing mix of India's top telecom service providers is compared in this study. Telecom companies are engaged in a vigorous price war to capture significant market share and maintain their dominance in the industry. Reliance Jio, for example, is one of these service providers that has gained a significant market share, the largest subscriber base, and also leads in terms of overall customer satisfaction. So this research is a study of all around analysis of Indian telecom environment and other stakeholders involved which are companies, government, vendor and OTT services providers. Different set of data and report have been used to assess and compare telecom operator in telecom industry. Various variables like average revenue per user, subscribers, call drop rate, reachability, efficiency of services are taken into consideration to find the best performing company in telecom industry.

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Chapter 1

INTRODUCTION

1.1 Background

In present situation of COVID-19 when web access is an absolute necessity for everybody to go to classes, going to meet and in this developing work from home culture among working experts, brilliant specialized gadgets coming to in hands of a more noteworthy number of clients, digitalization is headed to its brilliant period because of COVID-19 effect and work from home culture expanding across organizations and government.

It affects the telecom specialist organizations while dealing with both operational and key choices inside and out for productivity in tasks. In current circumstance, the whole telecom industry is battling to keep up their income and benefits with the rapidly changing unique market climate and developing innovative headways that is from 4G to 5G inside the business. In their versatility to embrace digitalization, the telecom specialist organizations have begun making little strides by attempted infrastructural advancement need and coordinating innovation by moving up to fifth era innovation. There is an arising need for telecom organizations to change their business measures so that it keeps up overall revenues and income, hold piece of the pie in market, and grow their capacity by giving fast and dependable media transmission administrations in India.

- According to Telecom Regulatory Authority of India, all out number of phone (remote and wire-line joined) supporter arrived at 1167.81 million before the finish of August, 2020.

- India's phone supporter base has additionally developed. (CAGR) Cumulative Annual Growth Rate of 19.16 percent, coming to 1164 million in FY 2020-21
- India has become the second biggest media transmission market in world with second most elevated number of web clients on the planet.

Telecom Scenario in India

As per an examination led by Google India and AT Kearney through an exploration it is discovered that, with more than 540 million portable Internet clients as of now, India will consider a to be versatile infiltration as the web client base will get 560 million by end of 2021. It was assessed that in next three years, advanced cell entrance will develop to contact 970 million clients by 2025 and the quantity of clients who execute online will grow up to multiple times to 800 million by 2025. This additionally suggests that way of life will be the biggest online class continuously 2024.

As a feature of this examination in current situation, information gathered, evaluated and delivered by Telecom Regulatory Authority of India (TRAI) gets significant. As per its report distributed in January 2020, India had 512.26 million web supporters till the finish of June 2018. This shows that a critical development of huge offer from an aggregate of 40 million web associations was recorded over the most recent a half year in FY 2020 from April-December period.

4 Ps of marketing - The four Ps of marketing are the key factors or a key model that is involved in the traditional view of marketing tangible products or intangible services. The 4 Ps are namely Product, Place, Price, and Promotion. They are often attributed to the traditional marketing mix and are constrained by factors, both external and internal in the overall business environment, and their

interaction with one another.

The following are an elaboration of the 4 Ps:

Product – A product is either a tangible good or intangible service that fulfills a particular or collective need or wants of the consumers. A marketer must have a clear understanding of what the product is and its unique selling point before actually marketing it. The product should appeal to the customer, bringing in trust that their needs will be fulfilled by it.

Price – Once a detailed perception of the product offering is set, next is preparing the appropriate pricing strategies. Price strategies will deeply impact companies' profit margins, supply and demand, and future marketing strategy and its evolution. Conceptual-wise, like in the product model, brands might need to be positioned differently according to varying price points.

Promotion – Next comes promotion of the product or service. Promotion considers many alternatives the marketing agencies broadcast or propagate product information that is relevant to customers & can be used to individuate the product or service. Promotion involves several elements like PR (public relations), social and digital media marketing, advertising, SEO, SEM, video and email marketing, etc.

Place – Having the correct product, priced appropriately, in the correct place, at the right time makes or breaks the success of the product or service. It's imperative to estimate and determine the ideal sites that can convert probable and capable clients into actual clients. It is also about choosing the right crowd wherein the product can make a huge impact and can bring about loyalty with the consumers towards the product or service and brings about success to the business.



Figure 1.1: Four Ps and 7 Ps of the traditional marketing mix.

Source- Google images

There is another variation to the traditional marketing mix which has an addition of three new Ps and those are process, people and physical evidence. This mix is now called as the 'Services Marketing Mix'. To elaborate further:

Physical evidence – it is the materialistic segment of the service or the material cues. The examples are company logos, signs, website, business reports and visiting cards, etc.

People – People are a crucial part of any kind of experience or service. They play a significant aspect in the marketing of any services and product as they are the ones that generate the sales by purchasing the product which converts to revenue.

Process – Process here means as a method or mode to achieve an outcome or goal. It is achieved through the interface between the customer and the business and observing the steps required to deal with both entities in stages or series, throughout the process.

4 As of marketing – This is a relatively new concept related to the marketing mix which mainly aims at rural marketing. The approach is anticipated to be more customer-oriented.

The 4 As are:

Affordability – It does not mean cheaper products. The meaning implied here is to influence the targeted client or consumer by gratifying their demands. The commodity or service should be within the buying capacity for the consumer. The revenue earned in rural markets is from various ways, this fact should be kept in mind while designing the product or service.

Availability – One of the greatest problems in the rural market is to reach and provide the product to the consumer or retailer due to several challenges such as transportation, distribution, or any other issue in logistics. Even if the products are well promoted, if there is any delay in the product reaching the rural market, there is a potential loss of the customers.

Awareness – The product or service should capture the mind share, that is, it should reach the customer's mindset and make a positive impact on them. The main way of broadcasting the information or to grasp the attention of the consumer is through the advertisements on channels like Television, Radio, and Outdoor or public-engaging correspondence. This has to be devised so that the message of the product is delivered to the masses in a feasible way that is economical to the business as well. Apart from this, things like the product's color, packaging, product/company logo, tag lines and slogan, etc., can also be used as an advantage to target the customer and create attractiveness towards the product.

Acceptability – The consumer should be made to think that their desired product can be acquired or purchased by investing money on that. They should perceive that the product’s design is suited to their needs and requirements and a great solution is delivered to the customer. They should feel that some value is given or added to them, and the purpose for which the product being planned for purchase should be served. The ease of utilizing the product or service has to be felt by the consumers and there should not be any hesitation to go for it.



Figure 1.2: Four As of the modern marketing mix

Source- Google images

From the below figure, we can understand how the 4 Ps and 4 As can be translated in other terms and which factor is similar which. As per the understanding, 4 As are more customer centric than 4 Ps.

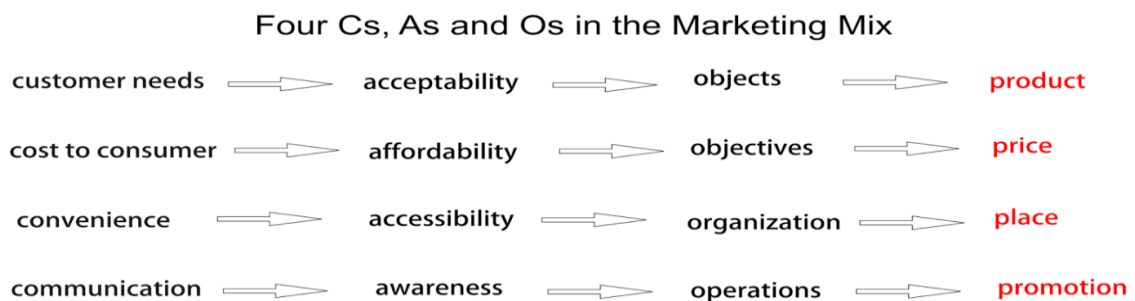


Figure 1.3: Comparison between the 3 different marketing mixes

Source: Google Images

1.2 Objectives of the Research

The major objectives for carrying out the research work are:

- To understand the role of the 4 Ps and 4 As of the marketing mix.
- To understand which marketing mix is more sustainable in telecom sector.
- To find out whether any particular factor in the marketing mix has more impact in Telecom Industry.

1.3 Scope of the Research

The Telecom Industry is a vast market of opportunities that is growing exponentially in India. Many companies are exploring this market for its potential and cost-effectiveness. This research aims to study the factors affecting the marketing approach and the customer opinion regarding the marketing mixes applied.

1.4 Structure of the Research

Chapter 1 discusses the introduction, followed by chapter 2 that brings out a review of the existing literature about the marketing trends and observation regarding the telecom companies and different marketing mixes. Chapter 3 presents the research methodology discussing the tool and techniques used. Chapter 4 brings out the analysis followed by chapter 5 recommendations and conclusion. Finally, chapter 6 presents the limitations and scope of future research.

Chapter 2

LITERATURE REVIEW

According to the perspective on Arindam (2006) and according to his investigation organizations like Vodafone, Idea, Airtel, Reliance Communication and so on will be on the rising revenue of unfamiliar financial backers in Indian telecom industry. Different reasons of multiplying development can be expanding supporters base, rising handsets prerequisite among center and rich class, high development bend of media transmission administrations clients, changing administrative approaches, helpful FDI limits in telecom area.

Narinder (2008) according to his view, the telecom innovation is advancing and changing quickly on the planet as individuals in India request more portable administrations with higher data transmission and with approach of new imaginative administrations given by administrators like network anyplace, multi-openness, Interoperability and consistent availability with a wide range of conventions and norms. For this quickly evolving situation, telecom administrators need to put resources into range and foundation part to adapt to changes going inside the business

According to Kumar (2017), with a foundation of over 0.8 billion endorsers, the Indian telecom sector is the world's second largest. Furthermore, in terms of endorsers and market value, the business has emerged as possibly the most creative and fastest growing sector in the country.

According to Shastri (2016), India is also regarded as the world's fourth largest application-based economy. It is commonly stated that there are two primary reasons for India's rapid development in the telecom sector.

Above all, the reason is related to rising consumer demand in the country, which is being fueled by a rapidly growing population within the economy. Clients or individuals in the Indian market are currently anticipating a telecom specialist organisation that can offer administrations, for example, quick web accessibility and effective versatile organisation at reasonable costs that are reasonable and advantageous to mass clients.

Gaurav Kumar (2017), on the other hand, has invalidated this case by contending that it is a direct result of expanding rivalry inside the telecom area from section of Jio, which has constrained current market players like Airtel and Vodafone Idea to offer high calibre web and voice administrations at low costs to support in the telecom commercial centre.

Aside from fierce competition, the Indian government's approaches and administrative structure body (TRAI) has also played an important role in supporting the development rate of the Indian telecom industry or area. It has been observed that TRAI's arrangements have resulted in more activity and larger consolidations within the entire telecom industry, as organisations were directed by TRAI and requested to improve their systems and administrations in the best way possible (Amarawat 2017). The central government has been steadfast in its commitment to the telecom industry, which has resulted in smooth progress, with everything being equal, and improvements inside the telecom area.

According to Pandey (2015), the Indian government has made nearly every conceivable change to aid and support the exhibition and development of the telecom sector.

The assertion can be supported by the fact that the central government has developed smart procedures with the goal of ensuring easy availability of telecom equipment to telecom organisations in India. Furthermore, the Indian government's plans are coordinated by being a facilitator and a proactive government and developing a reasonable administrative structure with the goal of ensuring that clients in the telecom business are given the best quality of administrations.

According to Sonal (2018), the administrations provided by Reliance Jio were exceptional and dependable, such as quick web and simple availability, which attracted more individuals and existing clients of organisations such as Idea, Vodafone, BSNL, Airtel, and others in the telecom industry. Reliance Jio's strategy centred on providing quick and 4G data at low costs in comparison to its rival, and the system assisted the organisation in completing a massive infiltration of clients in the Indian market. Reliance Jio's duty plans were moderate, and during the initial stage, they were by all accounts more ridiculous than its competitors.

The entry of Reliance Jio resembled a Tsunami to the whole telecom business, as the organisation began giving free administrations, for example, free voice calls and web. Reliance Jio's business model was so good for customers that it made it difficult for existing business sector administrators to keep their remaining customers.

On the other hand, Meghna (2016) has stated that Reliance Jio's strategy looks to be unrealistic because it isn't possible for any telecom business to create huge profits by supplying free and creative online and voice services.

However, Reliance Jio's plan of action has been supported with a speculation of more than Rs. 150000 crore, which has helped the organisation with the smooth expansion of all activities even after initially supplying free administrations and goods to buyers.

The distinction between the plans of action of Indian telecom organisations, for example, Idea, Vodafone, BSNL, Airtel, and Reliance Jio is that various organisations have voice customers susceptible to 2G or 3G organisation, however Reliance Jio at this time does not have a large number of voice customers. That is why Reliance Jio has nothing to lose by providing free phone calls to its customers, and this has also assisted by giving Jio a significant advantage over other specialist firms in the market (Sanchit 2018). Reliance Jio's average revenue per customer (ARPU) is very high, which has further aided the firm.

Chapter 3

RESEARCH METHODOLOGY

The research is a non-experimental, descriptive study with an attempt to understand the factors affecting the defined objectives. This chapter deals with the research methodology and briefly discusses the tools and techniques adopted for the study.

3.1 Data Coverage

For this examination auxiliary information gathered from the references recorded in the investigation. Information was gotten from the Telecom Regulatory Authority of India (TRAI), Department of Telecommunication (DoT) and various reports from GOI and other optional sources. Distinctive telecom reports, papers, magazines and diaries were alluded for social occasion of data. Data was likewise gathered by holding meetings and surveys with learned people utilized at various level. An Analysis of the Indian Telecom Industry of different telecom organizations of India. To accomplish the goals of the examination, year-wise yearly development endorser of the business in its different sections, rate portion of telecom administrators each year were determined.

3.2 Tools & Techniques

The collected data from TRAI and Annual Report of Telecom Companies was classified and tabulated in MS-Excel for analysis and interpretation. The graphical representation is done using MS-Excel, Power BI.

3.3 Concluding Remark

This chapter dealt with the tools and techniques discussing the research methodology for the study. The next chapter discusses about the data collected and its analysis based on various reports and data collected from TRAI portal.

Chapter 4

DATA COLLECTION AND ANALYSIS

Marketing Mix of Airtel, Reliance Jio and BSNL

Airtel

Bharti Airtel Limited is an Indian worldwide media communications Company based in New Delhi, India. Airtel's business lines incorporate portable administrations, information administrations, broadband, prepared to air administrations and advanced administrations. Bharti Airtel's versatile organization administrations use GSM organization, which is a fixed remote innovation for network, circulated across significant telecom circles with practically all telecom players utilizes this innovation in India. Airtel is an unmistakable part in giving 2G, 3G administrations and have forcefully carried out its 4G administrations in last 4-5 years and have as of late began VoLTE administrations across its organization.

Product: In request to hold the biggest endorser base among peers in telecom industry, Airtel has attempted to present enormous number of items and administrations in its promoting blend to keep the clients unblemished with the brand. A portion of its driving items are Prepaid and Post-paid administrations, Value Added Services (VAS) like moment balance request, 24-hour re-energize office, Hello tunes, Ring tones, Ringtones and hi tunes offers, simple post-cover bill installment arrangements, Enterprise Solutions mixed media informing administration, Airtel Live entrance, Airtel Xpress, Wynk music and airtel motion pictures as application stage to surf and watch amusement substance and stream live TV. It had dispatched Airtel Payment Bank to oblige the developing need of web based business and advanced exchanges in India and developing client base for something similar.

Place: It has circulation network which is more extensive whenever contrasted with contenders. Consequently, it brings numerous clients every day as net expansion to Airtel.

Its organization of wholesalers incorporates even independent ventures like general store and physicist outlets which are POS source for sim and re-energize reason. Airtel's 3G assistance is available in every one of the 22 circles across India. It offers 4G administrations is there in all the 22 telecom circles in India, however when the 4G organization isn't free around there, the organization will fall back to 3G and 2G which an issue for Airtel. Airtel has dispatched VoLTE benefits in Jammu Kashmir in 2019 and has become skillet India VoLTE administrator in 2019.

Promotion: Airtel has consistently picked forceful showcasing methodology for its rivals. Its image special methodology goes from conventional print media like Newspaper, magazines to advertising at interpersonal organization locales like Facebook and YouTube. It has great presence in huge scope TV and print publicizing, utilizes huge VIPs who underwrite its administrations to expand the endorser base. The organization has additionally made its unique tune mainstream performer A.R. Rahman. The tune got perhaps the most downloaded tunes in India when it was dispatched in India.

Airtel additionally goes provincial to publicize for its administrations to acquire advantage over other telecom players. Bharti Airtel had marked an organization taking care of agreement with Nokia in before some period to introduce and keep up its 4G administrations in three new circles for a specific period inside India. Nokia's organizing arm as of now serves the 4G administrations for Airtel in 6 circles and have contracted for 5G circles also for future organization and preliminary in India.

Price: For Airtel utilizing serious evaluating technique is essential to hang out in the opposition in the telecom area. Nonetheless, Airtel gives adaptable valuing system relying upon the common economic situations for clients. 'Make my arrangement' is a savvy technique as clients can adjust their arrangement as they see fit by their need and buying power.

Reliance Jio

Reliance Jio Infocomm restricted is an auxiliary organization of Reliance Industries and prevalently known as Jio in India. It offers types of assistance in portable telephonic interchanges, broadband administrations and advanced administrations, real time features, have items like Jio telephone in its business line. Reliance Jio was established in the year 2010 by tycoon Mukesh Ambani. Reliance Jio has a fiber-optic link organization of 2.5 Lakh km in association with link administrators to give more extensive availability individuals to getting broadband administrations in India which is biggest of its sort in India.

Product: Reliance Jio made a disorder in telecom market when it offered 4G LTE remote administrations after its dispatch. It doesn't offer 2G or 3G administrations like Airtel or Vodafone. It gives just VoLTE (Voice over Long Term Evolution) administrations. A portion of its items are Wireless switch Jiofi, Transfer content – Jio Switch, Wallet application – Jio Money Wallet, Cloud-based stage Jio cloud, Jio mages. Jio Saavn to listen music on the web, Jio TV to observe live TV box collaborated stations, Jio Movies to watch motion pictures, Jio Pay to make installment to individuals.

Place: Reliance Jio has all India presence. Jio has its central command base at Navi Mumbai in Maharashtra. It has a solid and exceptionally wide conveyance channel spread across all circles in India including J&K. Reliance Jio the proprietor of various groups in a few circles among the complete 22 circles predominant in India for giving organization.

Promotion: Reliance Jio has carried out a forceful advertising strategy to make positive brand mindfulness among its clients. It has dispatched promotion crusades on TV, radio, print media and boards, OTT stages and online media stages like Twitter and YouTube. Reliance Jio has additionally chosen a few big names to underwrite its image in its ads and have gotten related with its Jio image. Jio offered 4G administrations alongside its own handset called Jio Phone. This was the extraordinary system to catch telecom supporters, yet in addition shake the handset business in India.

Price: Reliance Jio has focused on clients with cell phones who need modest and great administrations and high web speed with never like offered cost. Reliance Jio has made India a techno-canny and advanced country among different countries by giving the least expensive information. Jio has received a sensible valuing strategy by having value entrance for every one of its items and administrations, at first it dispatched its administrations all free for clients to make disorder in market, acquire clients and after that it began charging ostensible rates for its administrations from clients.

Bharat Sanchar Nigam Limited (BSNL)

BSNL is an Indian state-possessed telecom company established in year 2000 and is India's most seasoned and biggest correspondence specialist co-op. BSNL has a solid help of the Government of India for subsidizing and direction.

Product: Its essential item is Landline and versatile organization administrations. BSNL utilizes GSM based innovation to offer portable types of assistance which have Prepaid and Postpaid Tariff plans, Value Added Services (VAS), Prepaid and postpaid versatile information administrations, International meandering administrations, gadget building accomplices, Broadband, Wi-Fi, Wi-Max broadband, and so on

Place: BSNL offers its types of assistance across Pan India in every one of the 24 circles. It has presence in a large portion of country regions where private players like Airtel and Reliance Jio have not yet reached. Its solidarity is landline associations in India and these clients of landline took up information administrations of BSNL and in the long run BSNL acquired from its essential job of giving landline administrations.

Promotion: BSNL publicizes its administrations through both conventional and present day methods of advancement like TV, print, online stages and hoardings. BSNL advances itself in an exceptionally restricted manner and doesn't have confidence in forceful showcasing. Notwithstanding, because of the increment in wild rivalry in telecom industry it has begun advancement by utilizing new logo for its image, infectious mottos like interfacing India for advancement, utilizing remarkable names to name diverse item and administrations given by BSNL

Price: BSNL offers the broadband support at an extremely modest rate in correlation with its companions in telecom industry and cost of different administrations it gives rely upon the establishment charges. It gives explicit markdown or uncommon proposals to the clients whose use is high in contrast with different clients. BSNL additionally concocts the idea like lifetime cards which assist them with staying associated with the clients and continue to produce income from them.

Table 4.1 Comparison of Marketing Mix of Selected Telecom Players

Telecom Companies	Product	Place	Price	Promotion
Airtel	Prepaid, Postpaid services, Value Added Services like instant balance, caller tune, broadband service, Airtel Movies , easy post-pay bill payment, Digital services, Airtel Live portal, Airtel Payment Bank	It is Present in 22 circles, Highest Subscriber base in rural area.	Flexible pricing mechanism	Marketing that is aggressive and employs both old and contemporary channels. Through television commercials, print media advertisements, social media platforms, celebrity endorsements, and catchy music. Collaboration with handset makers such as Nokia and Apple to cross-promote each other's services.
BSNL	Landline, prepaid and post paid service, data services, broadband, 2G, 3G and 4G	Present in 24 Circles across India	Cheap Price for Landline and Broadband service	Compared to other telecom players, it receives very little advertising. Print and on-call advertising are mostly used for current subscribers.

Reliance Jio	Only 4G, VOLTE, offers unique Jio services for active digitalization.	Presence in 22 circles	Initiated with free services and then started charging nominal price to cover breakeven cost	Jio has an aggressive marketing campaign to raise brand recognition. Promotes advertising campaigns using television, radio, print media, billboards, and social media channels. Provides connections with one's own phone across one's own network, decreasing the overall cost of communication for the ordinary client.
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Data Analysis and Interpretation

The data has been taken from Telecom Regulatory Authority of India (TRAI) portal and various reports available on its platform and on its customer feedback app. It has some set of tools and app which through which customers rates their experience about voice call quality and internet speed in real time and help TRAI collect customer experience customer feedback data along with Network data of telecom companies about call drop, service quality, internet speed and network reach in different reason. The data has been released under public accessibility policy. The data is collected from various telecom service providers, at several locations, network types 3G, 4G, 2G services on different coordinates as standardized by TRAI etc.

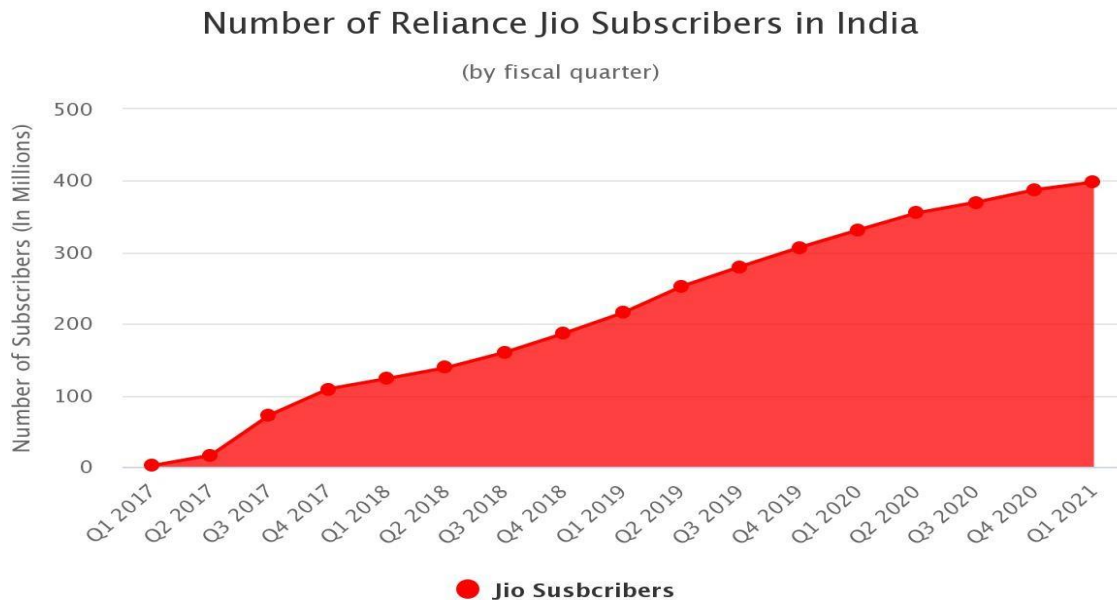


Figure 4.1 Growth of Reliance Jio’s Subscribers in last 4 years

Above Line chart shows the growth of subscribers of Reliance Jio which shows that its growth is magnificent in last 4 years and no telecom company has grown such rapidly the Jio has grown and outperformed all other peers in the telecom industry.

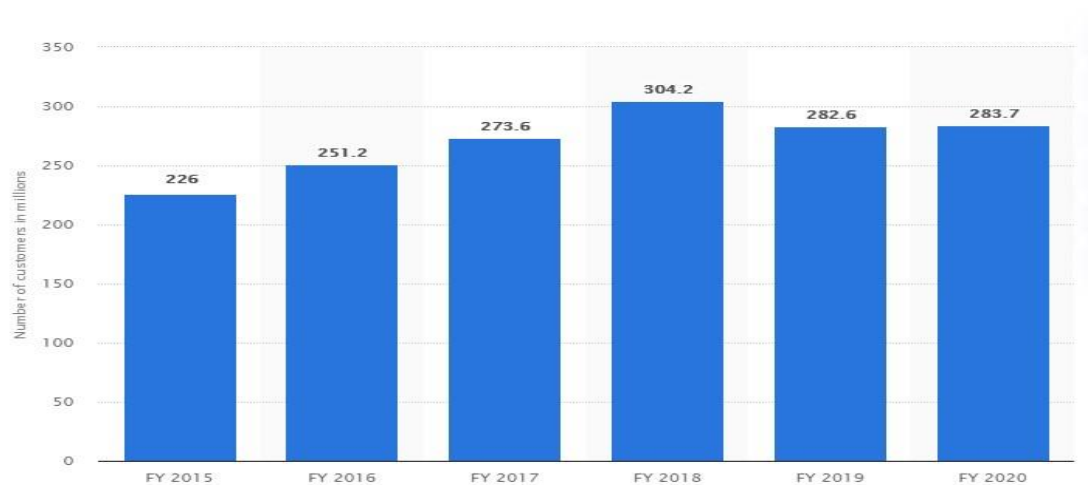


Figure 4.2 Growth of subscriber base of Airtel in last 6 years

Above bar chart shows that Airtel has not been able to garb much subscriber base in last 5 years in comparison to Reliance Jio which has acquired 400 million customers in last 6 year. So Reliance Jio has outperformed in terms of subscriber base in entire telecom sector.

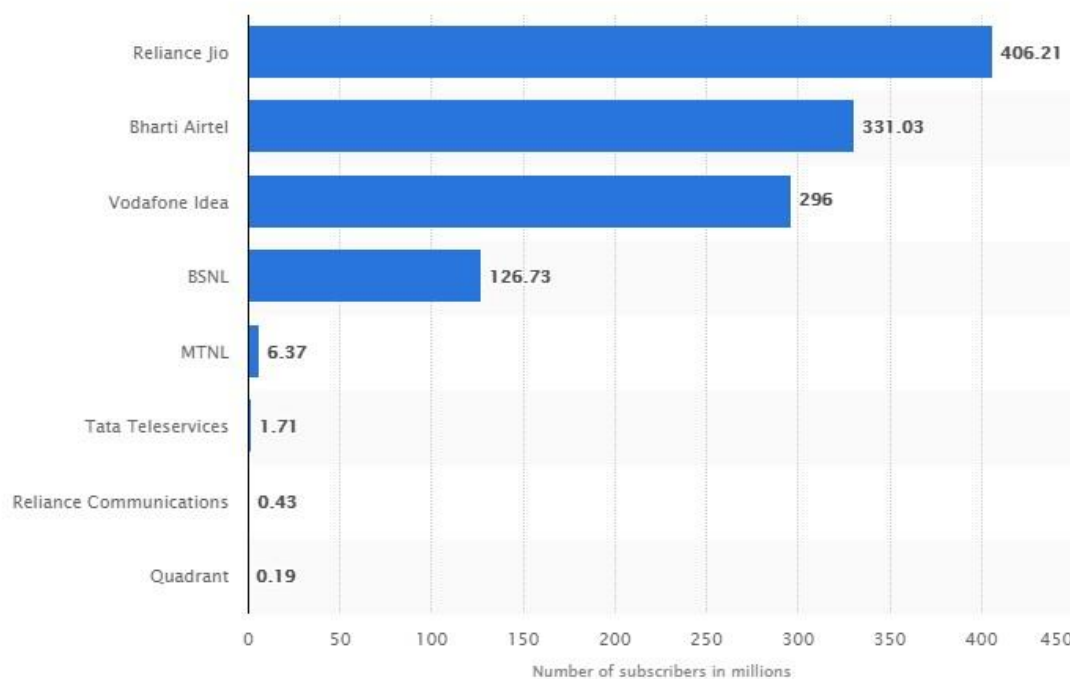


Figure 4.3 Overall Distribution of Customers in Telecom Industry (In 2021)

Above figure shows that Reliance Jio has higher subscribers among all peers in telecom industry. While BSNL has Voda-fone Idea are struggling to survive and acquire customers in comparison to Airtel and Jio.

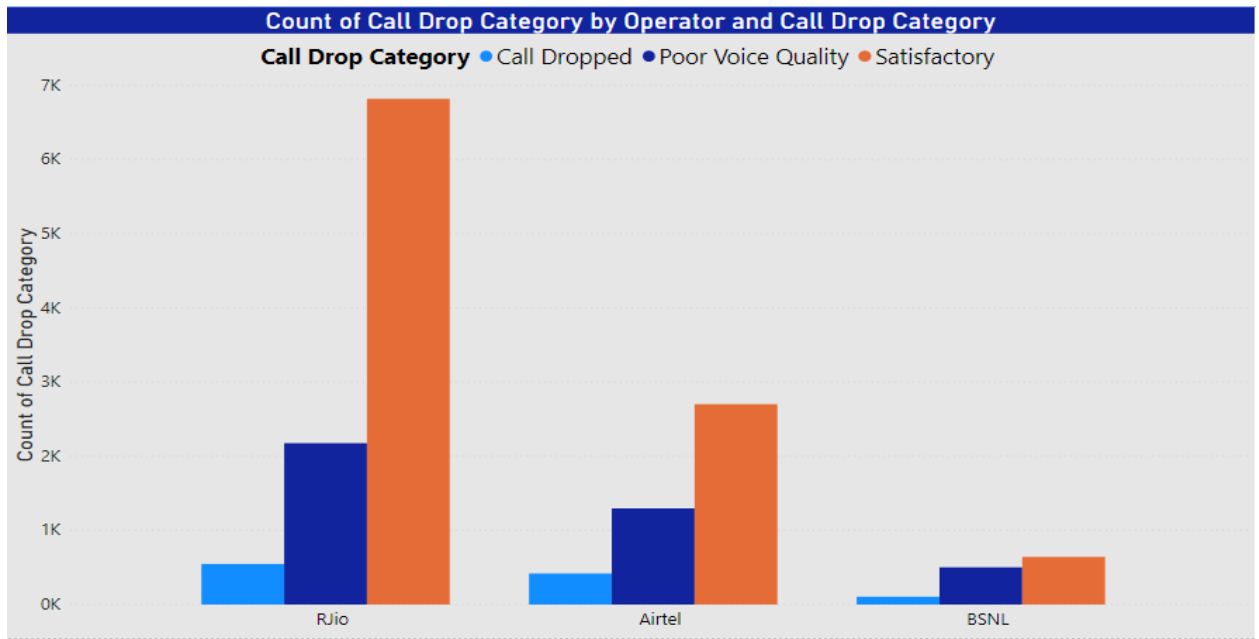


Figure 4.4 Count of Call Drop Category by Operator

The above column bar chart shows that most of the Reliance Jio users had satisfactory call experience and Airtel, as well as BSNL users had a mixed experience (Call Dropped, Poor Voice Quality and Satisfactory).

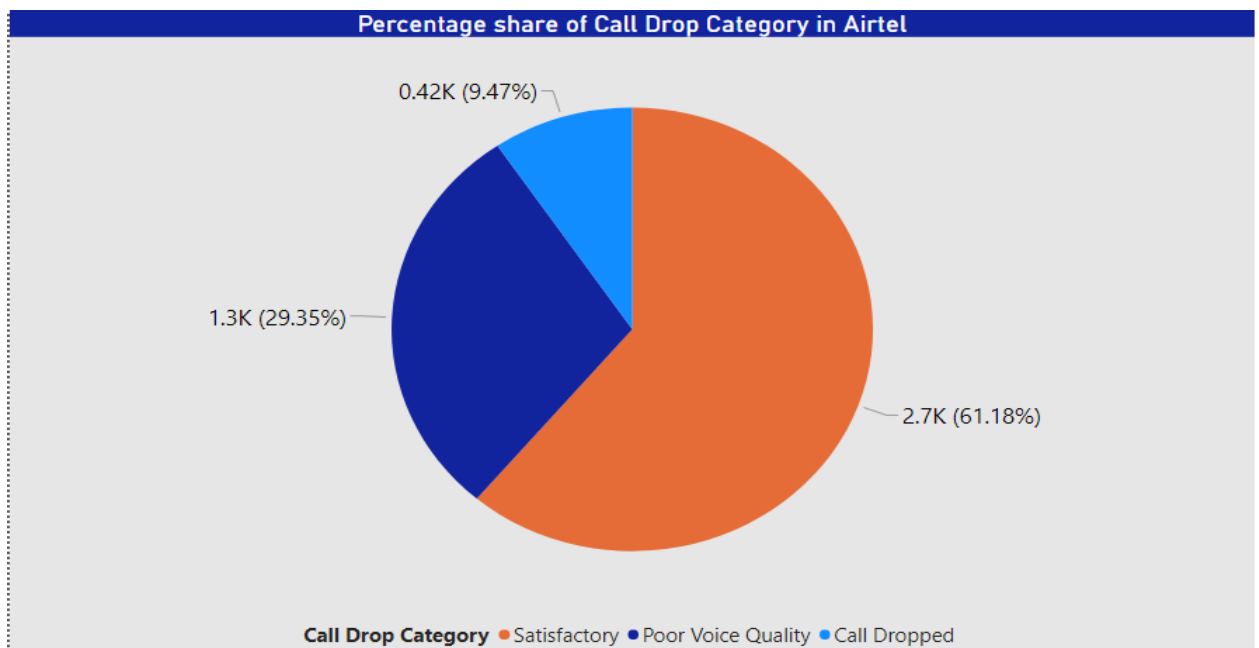


Figure 4.5 Percentage Share of Call Drop Category in Airtel

Above Pie chart shows that Airtel is having 30% call drop of poor voice while Reliance Jio has 22.8% calls of poor voice quality is the same scenario which means Jio's call drop chances are less than that of Airtel

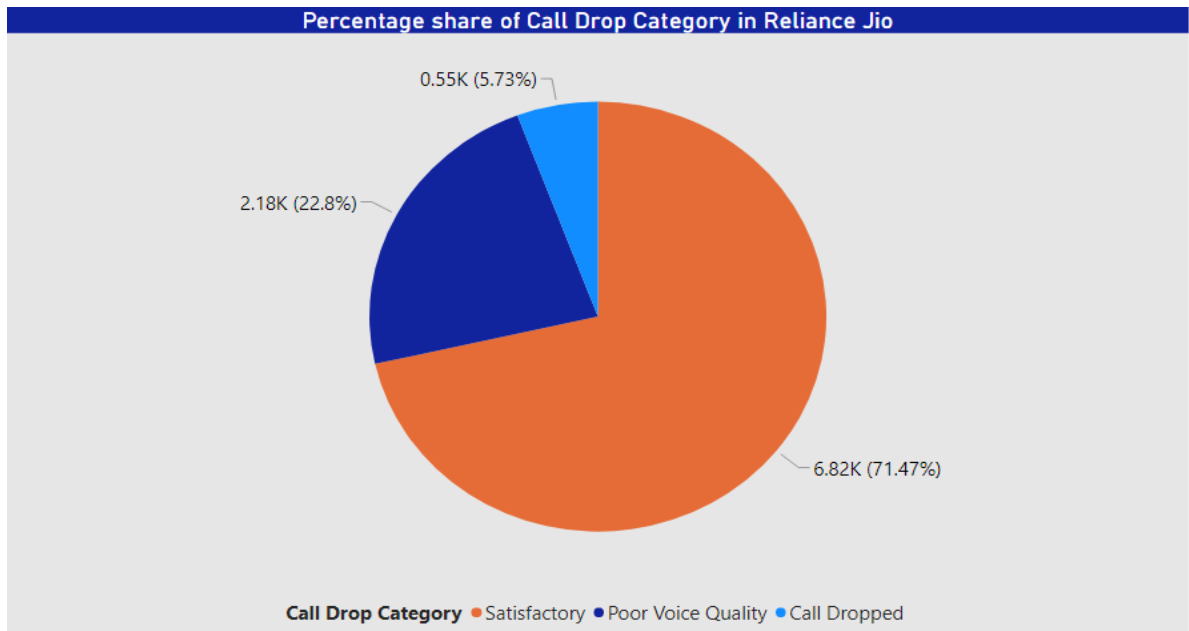


Figure 4.6 Percentage Share of Call Drop Category in Reliance Jio

The above two pie-charts show that most of the users of Airtel and Reliance Jio had satisfactory call experience. But out of Airtel and Reliance Jio, the later had a better score in providing satisfactory experience.

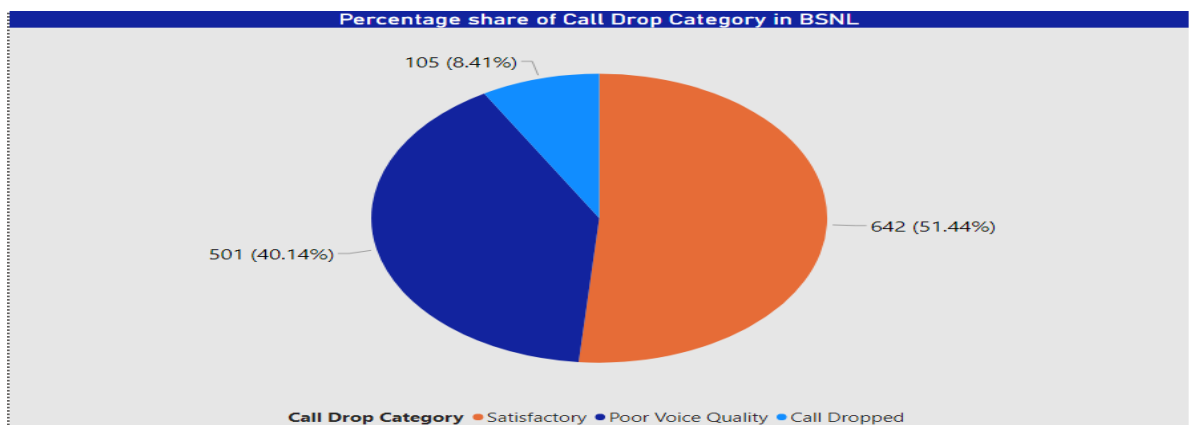


Figure 4.7 Percentage Share of Call Drop Category in BSNL

The above pie-chart shows that a significant amount of BSNL users are suffering with poor voice quality around 40% which is highest among peers showing very gloomy picture of efficiency of their services

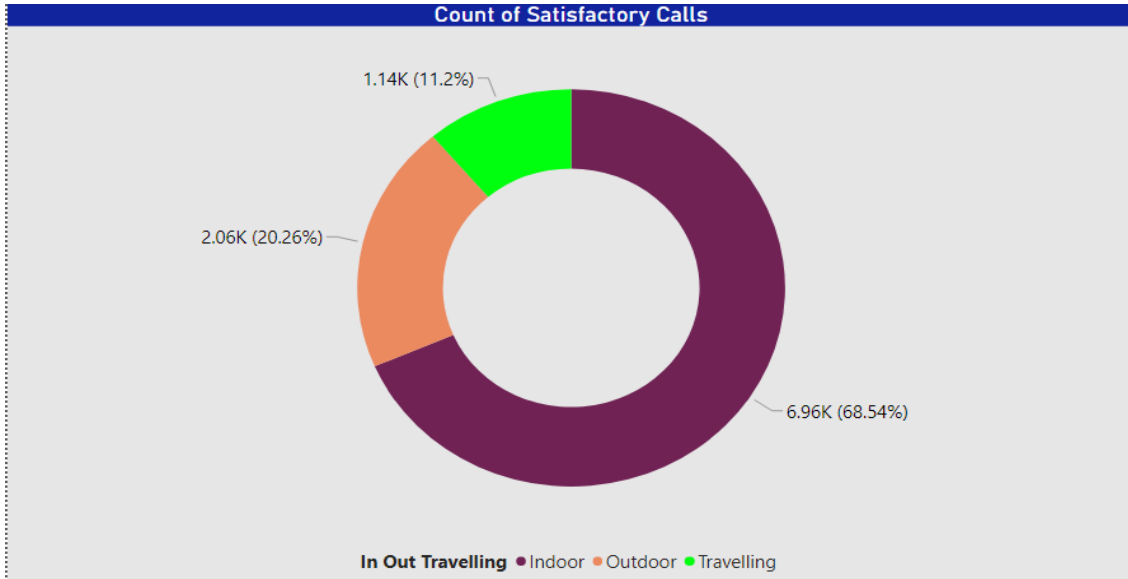


Figure 4.8 Outdoor and Indoor Satisfactory calls

The above pie-chart shows that the mobile users experienced satisfactory calls the most while they were Indoor and the least while they were travelling.

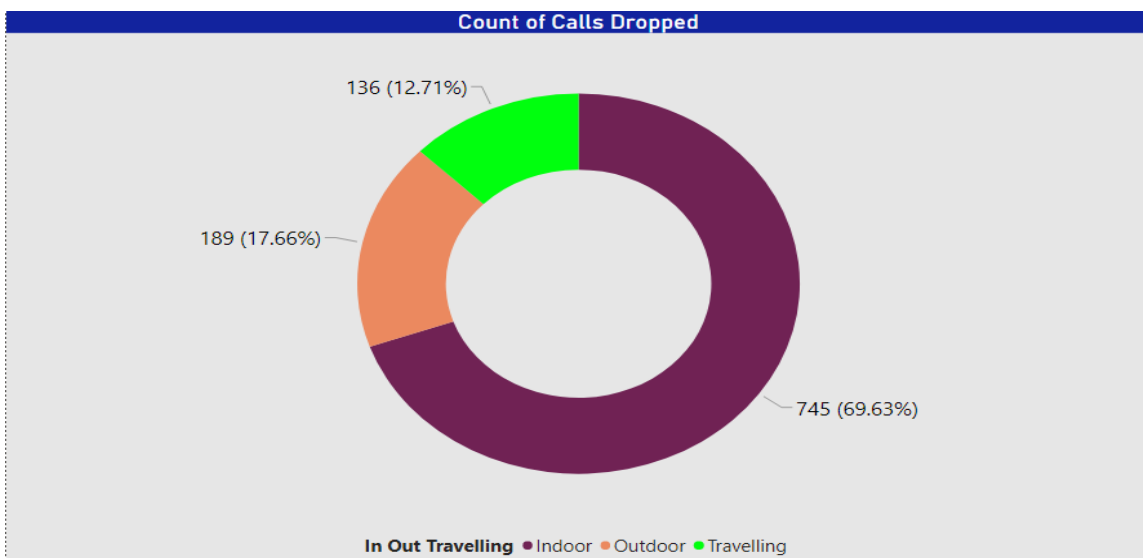


Figure 4.9 Count of Calls Dropped by Travelling Category

The above pie-chart shows that the mobile users experienced calls getting dropped, the most while they were Indoor and the least while they were travelling.

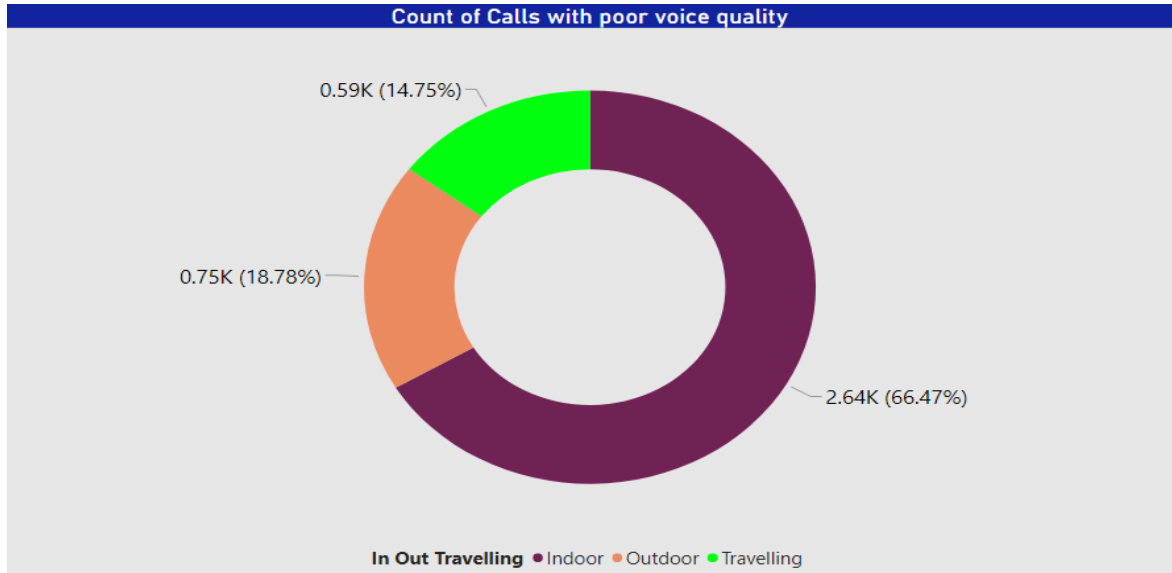


Figure 4.10 Count of Calls having Poor Voice Quality by Travelling

Above Donut chart shows that most call drops are happening in indoor space followed by the outdoor space which is a general scenario for all the companies.

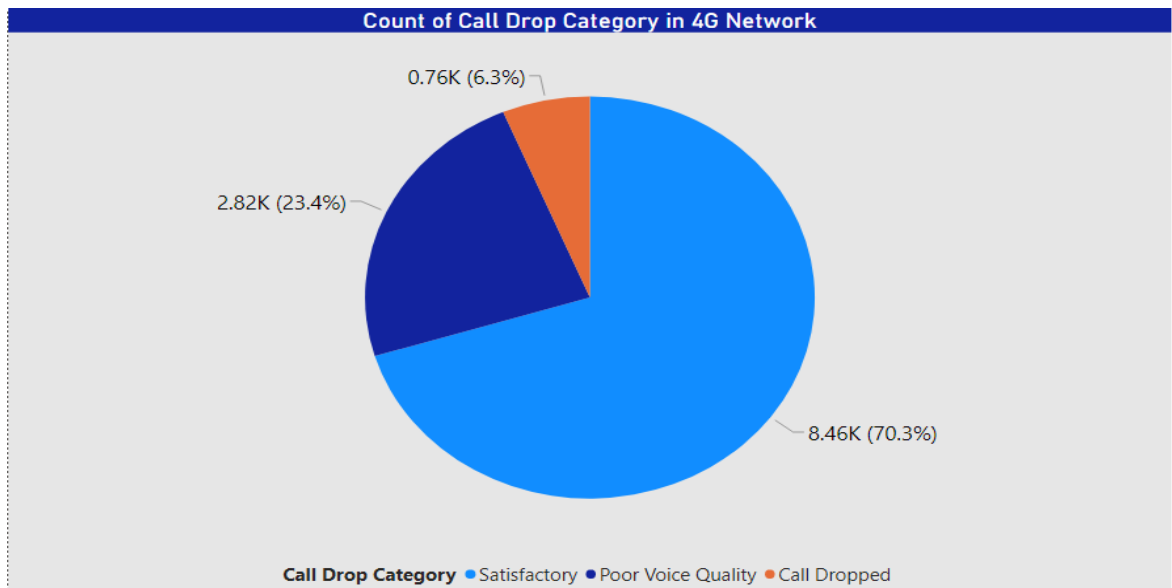


Figure 4.11 Category Count of Calls Drop Category in 4G Network

The above pie-chart shows that the majority i.e 70% of 4G Network users had a satisfactory call experience. While, around 30% has poor quality experience or find their calls dropped which is in around 6.3% case.

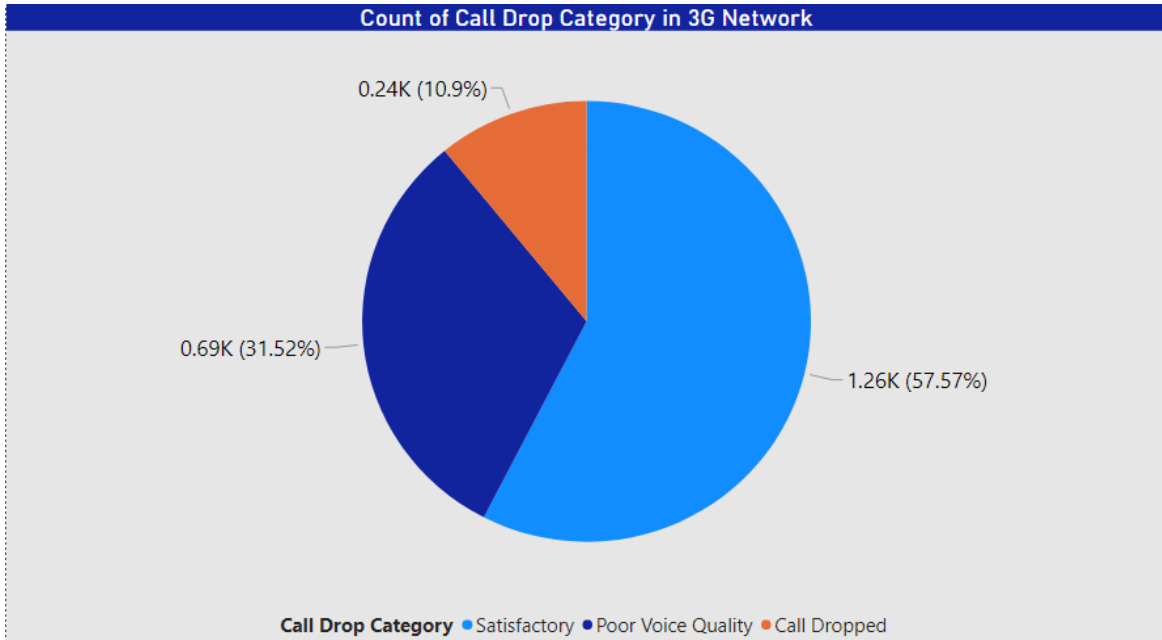


Figure 4.12 Count of Calls Drop Category in 3G Network

The above pie-chart shows that the majority of 3G Network users had a satisfactory call experience. But still 4G Network provided better satisfactory experience. Which shows that 4G network has more better efficiency in handling calls and has lower call drop and poor voice quality issue.

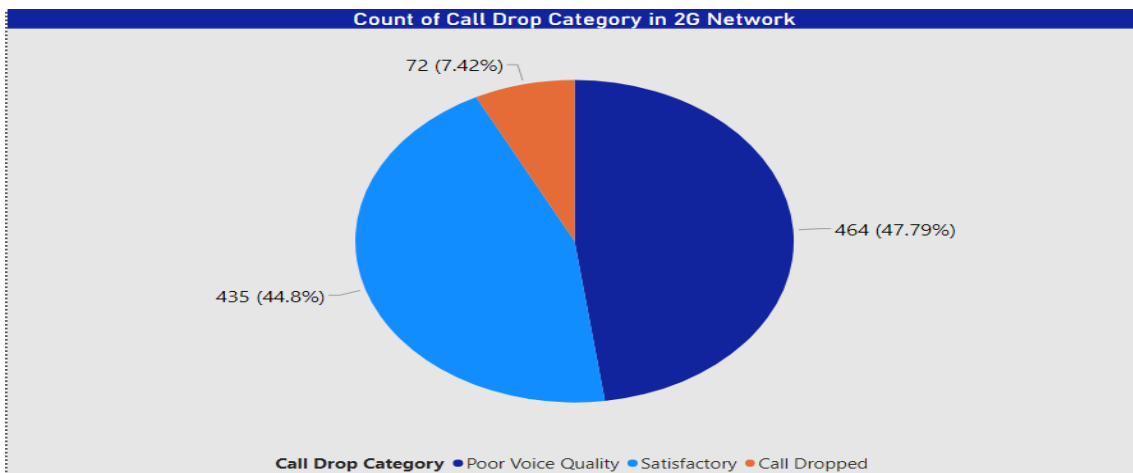


Figure 4.13 Count of Calls Drop Category in 2G Network

The above pie-chart shows that the majority of 2G Network users experienced poor voice quality during calls which is highest in any network among 3G or 4G network experienced by the customers in telecom sector.

4.5 Concluding Remark

This chapter explained the analysis based on the factors that may impact the scope of marketing by telecom companies in India. The next chapter discusses the recommendations and conclusions of the study.

Chapter 5

RECOMMENDATIONS & CONCLUSION

This chapter details the recommendations and conclusion of the study 'Marketing Strategies of Telecom Companies in India' based on the analysis and findings.

5.1 Recommendations

Marketers should be aware of the prevailing conditions of the telecom sector. Proper research should be carried out as even though the initial investment may be less, but the investment and the marketing campaign should have a recognizable impact on the final consumer. In urban India it is easy to persuade the consumer as most of them are exposed to higher end of resources and technology, while the same cannot be said for the rural population where there are issues with basic and fundamental qualities such as exposure to technology and other communication channels.

A proper model should be setup where the product or service should be price-sensitive and yet yield a significant long-term value. Aggressive promotion has worked for telecom operators as word-of-mouth or the opinion of a prominent figure in the village/rural space may be much more impactful. In a general observation, the price penetration of the product does matter which sparks an initial curiosity towards the product. While the urban population may prefer more fast and efficient services from telecom operators like high speed, low call drop, bundled services.

5.2 Conclusion

After taking into consideration the subscribers base, value added services and promotional strategies adopted by telecom players in India, it has been derived that Reliance Jio is the market leader in telecom sector by having major 35% share in wireless subscribers as on 3rd August 2020 while Bharti Airtel holds around 28.12% share in the same period. Active subscribers in Total subscribers who opt for any plan is highest in Reliance Jio as compared to Bharti Airtel. Reliance Jio launched its VoLTE services all over India to gain more customers and provided higher speed than other operators in metro cities where network traffic is highest as compared to another parts of India.

Reliance Jio has adopted unique promotional strategies by becoming the franchise partner in IPL, roping several celebrities to advertise its brand, providing initial 6 months services as free of cost and afterwards it has used the price penetration strategy to charge lesser amount than its competitors and providing more data on the same price than its competitors which has developed higher subscriber base and customer loyalty for Jio. Reliance Jio also aims to tap 5G opportunity by upgrading its infrastructure capacity to the utmost point while other competitors like Airtel and Vodafone Idea are failing to bear high cost of 5G due to low revenue and higher debt part on the Company's Balance Sheets. Reliance Jio will continue to dominate telecom market due to unique promotional and pricing structure of the company.

5.3 Concluding Remark

This chapter discussed the recommendations and the conclusion. The following chapter discusses the limitations and the scope of further research that may be conducted.

Chapter 6

LIMITATIONS

To allow researchers with insight for further analysis, this chapter presents the limitation of study and scope for further work. The limitations of the study can be overcome when available with required resources such as manpower, time, and technology.

6.1 Limitations of the Research

The study is subject to some limitations that may be explored in further works in the future. The study used secondary data which may not be reliable and accurate. The yearly data of last 10 years has been used for the study limiting the period under analysis. Recent data may help in shedding light on the recent trend analysis. Moreover, there is a chance that the pandemic Covid-19 could impact the trends, consumer's and marketer's mindset and focus. There is a possibility of drastic changes in the economy or the media exposure received by the telecom sector. Despite these limitations, this study has provided several important insights.

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