

**MAJOR PROJECT REPORT**  
**ON**  
**COMPARATIVE ANALYSIS OF JIO VS AIRTEL**  
**MASTER OF BUSINESS ADMINISTRATION**  
**DELHI SCHOOL OF MANAGEMENT**  
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## **Certificate from the guide**

This is to certify that the Project titled “**COMPARATIVE ANALYSIS OF JIO VS AIRTEL**” is an academic work done by Rohan Chaudhary submitted in the partial fulfillment of the requirement for the award of the Degree of **MBA** from **Delhi Technological University, DSM**. It has been completed under the guidance of Dr. Shikha Khera. The viva examiner will assess the validity of the project work, which will involve data verification, checking for duplicity of information, and it may be denied if it does not meet the Institute's quality requirements.

**STUDENT NAME**

**Rohan Chaudhary**

**Signature of the student**

**Signature of the Guide**

## **Declaration**

This is to ensure that the content of this study entitled “comparative analysis of jio vs airtel” is based on my research work and that the credit for other work / publishing is approved in appropriate places. This research has never been completely or partially submitted for any degree. The project has been completed under the guidance of “Dr. Shikha Khera” in the partial fulfillment of MBA of delhi technological university.

**STUDENT NAME**

**DATE & PLACE**

**Rohan Chaudhary**

## **Acknowledgement**

The project is an effort to throw some light on the “**comparative analysis of jio vs airtel**”. The work wouldn't have been possible to come to the present state without the guidance, direction and help given by many people.

With the deepest sense of gratitude I acknowledge the motivation and direction received from my teacher Dr. Shikha Khera

She has provided me with important guidance, continuous efforts and friendly approach. It would have been difficult to achieve the results in such a short time without her help.

I convey mysincere thanks to all those people who helped me and supported me during the completion of my project.

**STUDENT NAME**

**Rohan Chaudhary**

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## **Executive summary**

With 1.18 billion people, India is the globe's 2<sup>nd</sup> biggest telecommunications market, and it has risen significantly in the recent decade. The Indian mobile economy is rapidly growing and will make a substantial contribution to the country's GDP (GDP). India has the world's second-largest telecommunications market.

In September 2021, the total number of subscribers was 1190.16 million. Rural clients' tele-density increased to 61% in September 2021, up from 59 percent in September 2020. This increase indicates that demand from the rural sector is increasing. The telecom sector provided gross revenue of Rs 64,805 crore (US\$ 8.75 billion) in the first quarter of FY22.

Jio entered the market with a free membership plan, causing significant changes in consumer behaviour as well as competition strategies. Other telcom operators faced the challenge of retaining market share and not let their customers shift towards jio. Only airtel has been successful in retaining its market share.

This study aims to identify preference of people between Airtel and Jio and know the level of customer satisfaction towards the services provided by these telecom operators.

# **Chapter 1**

## **Introduction**



## INDUSTRIAL OVERVIEW

### HISTORY

On December 27, 2015 (the eve of Reliance Industries founder Dhirubhai Ambani's 83rd birthday), Jio soft released a beta for partners and employees, after which it became publicly available on September 5, 2016. It is India's third largest mobile network provider and the world's ninth largest mobile network operator, with roughly 289.44 million customers as of 31 January 2019. Jio soft released a beta for partners and staff on December 27, 2015 (the eve of Reliance Industries founder Dhirubhai Ambani's 83rd birthday), after which it became publicly available on September 5, 2016. With around 289.44 million users as of 31 January 2019, it is India's third largest mobile network provider and the world's ninth largest mobile network operator.



Reliance On February 15, 2007, Jio Infocomm Limited was established in Ambawadi, Ahmedabad, Gujarat. In June 2010, Reliance Industries (RIL) paid Rs. 4,800 crores (US\$670 million) for a 95 percent stake in Infotel Broadband Services Limited. (IBSL). Despite being unlisted, IBSL was the only business to obtain broadband spectrum in all 22 Indian circles in the 4G auction that year. However, the corporation announced four months later, in October, that the launch would be delayed until the first quarter of the 2016–2017 fiscal year. The Centre for Public Interest Litigation's Prashant Bhushan filed a petition in the Supreme Court in July, challenging the Indian government's decision to grant Jio a pan-India licence.

Sunil Mittal began manufacturing push-button phones in India in 1984 after importing them from Kingtel, a Taiwanese business, to replace the country's obsolete and inconvenient rotary phones. Bharti Telecom Limited (BTL) was founded with the technical agreement to produce electronic push-button phones with Siemens AG of Germany. Bharti began producing fax machines, cordless phones, and other telecom equipment in the early 1990s.

In 1992, he won one of the four mobile phone network licences that were auctioned in India. One of the requirements for the Delhi cellular licence was that the bidder has previous telecom operator experience. As a result, Mittal and Vivendi, a French telecommunications conglomerate, signed an agreement. He was one of the first Indian businesses to see mobile telephony as a crucial growth sector. The government approved Bharti Cellular Limited's (BCL) intentions to provide cellular services under the brand name AirTel in 1994, and he commenced operations in Delhi in 1995. In just a few years, Bharti became the first telecom company to reach 2 million mobile subscribers.

In 1999, Bharti Enterprises bought JT Holdings, and the company expanded its cellular operations to Karnataka and Andhra Pradesh. In the year 2000, Bharti took over Skycell Communications in Chennai. Spice Cell in Calcutta was purchased by the business in 2001. Bharti Enterprises was listed on the Bombay Stock Exchange and the National Stock Exchange of India when it went public in 2002. The company's mobile phone activities were renamed Airtel in 2003. Bharti bought Hexacom in 2004 and moved the company to Rajasthan. The Andaman and Nicobar Islands were added to Bharti's network in 2005. It was able to deliver voice services throughout India as a result of this achievement.

# STRATEGIC BUSINESS UNIT OF AIRTEL

## Background



Telecoms have a more than 130-year history in human society, and in recent years, they have progressed from basic necessities to 4G and 5G services, with India becoming the world's largest telecommunications market. Customer satisfaction is defined as the level of satisfaction supplied by a company's goods or services as measured by the no of same clients. The company's goods or services are received. It can be done in person, over the phone, via email, or online, as well as on typescript forms. Responses of the customers to the queries are taken to determine whether adjustments in commercial operations are required to improve overall client happiness. "The number of clients, or percentage of total clients, whose reported experience with a company, its products, or its services surpasses the stipulated satisfaction objectives," according to the definition. Customer satisfaction is regarded a crucial differentiator in a competitive market where companies compete for clients, and it has become a key element of the corporate plan each time. The goal of this study is to see how satisfied customers are with Bharti airtel & reliance Jio. The attention is more explicitly on assessing the combined influence of the elements on customer gratification.

## Conceptual Framework

Airtel is a multinational telecommunications services firm headquartered in New Delhi, India Bharti Crescent. Company was founded on July 7, 1995. Airtel works in 20 countries across the globe. With 231 million members as of May 2015, Bharti is country's biggest cellular service generator. With 307 million subscribers, Airtel is the biggest mobile provider in South Asia and the fourth largest in the world. Sunil Bharti Mittal is the CEO of Bharti Airtel, which operates under the Airtel name. Airtel is the first telecom firm in India to receive Cisco Gold Certification. To obtain this certification, Bharti Airtel has put forth a lot of effort. Cisco sets the standards for services, support, and customer satisfaction. Except for sales, marketing, and finance. Many firms, like Nokia, Ericsson Siemens Network Huawei, maintain its networks (base stations, microwave lines, and so on). IBM provides business support for Airtel, and Bharti Infratel Ltd provides transmission towers. In addition to landline telephone services, the company offers Internet connection in over 96 Indian cities. It also serves as a long-distance communication carrier, both nationally and internationally.

Mobile, Digital Television, Telemedia, and Enterprise are the company's strategic business units. In 89 cities, the Telemedia company offers broadband and phone services. In India, the Digital Tv company offers DTH television services. Telecommunications organisations can get end-to-end telecom solutions from the Enterprise division.

Mobile services	Airtel telemedia	Enterprise services
<ul style="list-style-type: none"> <li>• Mobile and fixed wireless services</li> </ul>	<ul style="list-style-type: none"> <li>• Broadband, Telephone services &amp; DTH</li> </ul>	<ul style="list-style-type: none"> <li>• End-to-end data and enterprise services to the corporate customers through its nationwide fiber optic backbone</li> </ul>

The Radio Frequency Network in Summary Airtel India holds spectrum in the 900 MHz, 1800 MHz, 2100 MHz, and 2300 MHz bands all over the country. Partnerships To deliver you the greatest goods and services, we partner with some of the world's most known firms, like Vodafone, Singtel (Singapore Telecom), Ericsson, Nokia, IBM, and others. Products & Services Bharti Telecom Services is a telecommunications company based in India. Airtel is the country's leading mobile service provider by number of customers Telemedia Services 32, providing GSM mobile services across all of India's 22 telecom circles. The company uses its best-in-class network to provide high-speed broadband. For Business: Airtel Airtel's business segment, which offers a wide range of services, benefits large organisations, governments, small and medium businesses, and carriers alike. Experts' cost-effective solutions Businesses are constantly seeking for methods to save money by reducing technology investment, maintaining service standards, and demonstrating the value of ICT in the workplace. Airtel solutions have successfully cut expenses by optimising workflows and business processes across organisations. Digital TV services are in high demand. With Airtel, you can discover the fascinating world of digital entertainment. Your TV viewing experience will be permanently changed with Airtel's digital TV. You'll enjoy DVD-quality video and sound on Airtel Live, as well as the best and biggest range of channels and programmes, as well as the best on-demand entertainment. The use of intelligent networks may empower businesses. Airtel's Intelligent Networks Solution gives your company more power by providing end-to-end comprehensive network connectivity solutions, as well as 33 solutions and improved coverage. Our MPLS, VSAT, IPLC, Ethernet, Internet, and NLD services help you integrate technology for corporate growth. Creating an effective mobility strategy Airtel's Enterprise Mobility Solutions, which are tailored to your company's operational needs, give you complete control over your operations with an all-in-one solution that includes applications, and appliances and allows your employees to work from anywhere. Making a business that knows no bounds Airtel Solutions brings you to an exciting world of conferencing that allows for speedy decision-making while also enhancing teamwork among employees, partners, and consumers.. Making business run smoothly With airtel Cloud and Managed Solutions, you can boost your revenue, lower your operating costs, and improve your business dexterity. . Its seamless integration aids in the transformation of business processes and the unlocking of the actual potential of your company and workers, allowing you to tap into new revenue streams. Connectivity to help you expand your business! We offer a complete spectrum of workplace

connection solutions, whether you're trying to expand an existing firm or start one from scratch. We cover everything from fixed line to workplace internet to mobile data dongles and Wi-Fi dongles. Airtel's recently announced MyPlan for Business has given businesses even more flexibility when it comes to mobile plans. Simply complete the form on the right to learn how you may boost your office's connectivity. Rich media experiences are made possible by enabling rich media experiences.

### Benefits of AIRTEL plans For Prepaid users:

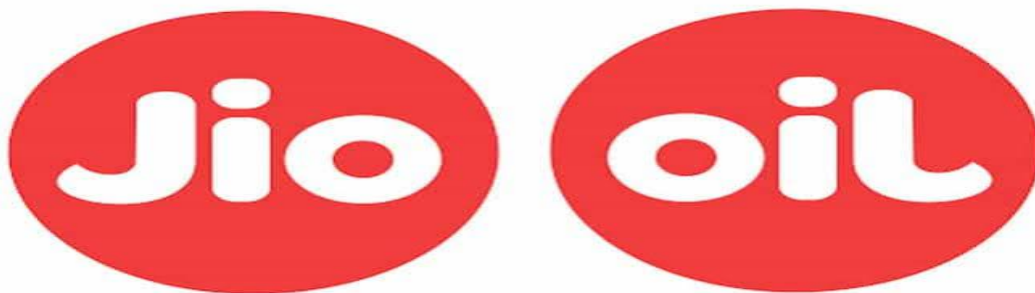
#### Airtel's New Prepaid Tariffs

Current Price (Rs)	Validity	New Price (Rs)	Benefits
<b>Tariffed Voice Plans</b>			
<b>79</b>	28 days	<b>99</b>	50% more talktime of Rs 99, 200MB data 1p/sec voice tariff
<b>Unlimited Voice Bundles</b>			
<b>149</b>	28 days	<b>179</b>	Unlimited calling, 100 SMS/day, 2 GB data
<b>219</b>	28 days	<b>265</b>	Unlimited calling, 100 SMS/day, 1 GB/day data
<b>249</b>	28 days	<b>299</b>	Unlimited calling, 100 SMS/day, 1.5 GB/day data
<b>298</b>	28 days	<b>359</b>	Unlimited calling, 100 SMS/day, 2 GB/day data
<b>399</b>	56 days	<b>479</b>	Unlimited calling, 100 SMS/day, 1.5 GB/day data
<b>449</b>	56 days	<b>549</b>	Unlimited calling, 100 SMS/day, 2 GB/day data
<b>379</b>	84 days	<b>455</b>	Unlimited calling, 100 SMS/day, 6 GB data
<b>598</b>	84 days	<b>719</b>	Unlimited calling, 100 SMS/day, 1.5 GB/day data
<b>698</b>	84 days	<b>839</b>	Unlimited calling, 100 SMS/day, 2 GB/day data
<b>1498</b>	365 days	<b>1799</b>	Unlimited calling, 100 SMS/day, 24 GB data
<b>2498</b>	365 days	<b>2999</b>	Unlimited calling, 100 SMS/day, 2 GB/day data
<b>Data Top-ups</b>			
<b>48</b>	Unlimited	<b>58</b>	3 GB data
<b>98</b>	Unlimited	<b>118</b>	12 GB data
<b>251</b>	Unlimited	<b>301</b>	50 GB data

With every Rs 399 recharge, you'll get 1.5GB of free data per day. Clients, which includes 1.5GB of free data as well to the standard pack advantages with Airtel's Rs. 399prepaid recharge. Free local and STD calls to any network in India will be included in the pack, as well as 4GB data (1GB normal pack benefit with 3GB free data). For the first time, the extra 3GB data benefit can be accessible using the My Airtel app, and data advantages on subsequent recharges will be instantaneous. The pack's benefits will last for 28 days and can be used for up to 13 recharges .All MyPlan Infinity Plans have a free 3 GB data allowance per month for postpaid subscribers. All MyPlan Infinity plans now include 3GB of free data per month for customers with any 4G mobile handset who are not on the Airtel network or who are upgrading to a new 4G device. This is in addition to standard plan perks such as unlimited free voice calls (local, STD, and roaming), substantial data bundles, free SMS, and a free Wynk Music and Wynk Movies subscription.



Jio Infocomm Limited, or just Jio, is a mobile network operator in India. It is a countrywide Long-Term Evolution (LTE) network that spans India's 22 telecom circles and is owned by Reliance Industries. The company's headquarters are in Mumbai, Maharashtra. Jio's network does not allow 2G or 3G for phone service, instead depending on Voice over LTE (VoLTE). Reliance The introduction of Jio has marked the beginning of a new era in the telecom industry. Jio claims to be the world's largest data network based on mobile data consumption. In February 2019, the Telecom Regulatory Authority of India (TRAI) said that India has 1.10 billion mobile phone subscribers, up 140 million from August 2016—the month before Jio launched. The company's expansion is particularly noticeable in rural areas, where it now has over 500 million cellular customers, up from over 80 million when it first began. As more Indians gain phone subscriptions, they are increasingly going online. Over 50 million Indians acquired internet connection between December 2016 and December 2017, according to a 2017 poll done by the Internet and Mobile Association of India, allowing many of them to surf the web for the first time, exchange WhatsApp messages, and stream movies.



The Reliance logo. Jio contains hidden symbolism. The word 'oil' emerges when you turn the Jio logo around. Reliance's past and future appear to be represented by the Jio logo.. Reliance's rise to the top of India's corporate ladder in the twentieth century was fueled by oil. It'll most likely be Jio when the clock strikes twenty-first century.

Jio possesses as well as licenced 2,300 MHz capacity across India's 22 circles. The spectrum is good until 2035. Jio and Reliance Communications both use the same airwaves. The agreement covers the 800 MHz spectrum. Jio and BSNL struck an intra-circle roaming agreement in September 2016,

allowing subscribers of both carriers to utilise each other's spectrum in national roaming mode. Jio and Samsung established a cooperation in February 2017 to cooperate on LTE Advanced Pro and 5G.

### **OBJECTIVES OF STUDY**

- Identify preference of people between Airtel and Jio.
- To gain a better understanding of the primary issues that customers confront when utilising mobile services.
- To determine the extent of his customer's loyalty to his service provider
- To know why customers change their service providers over time.

### **SCOPE OF STUDY**

- Study will help us in determining which is better (Jio or Airtel) based on the customer's preferences.
- Which telecom operator provides superior customer service?
- Knowing how many clients are loyal to their brands would be beneficial.
- It would be beneficial to learn about the causes for non-preference.
- The study would help us to know which one between jio and airtel would be a better investment option to earn good returns.

### **LIMITATION OF STUDY**

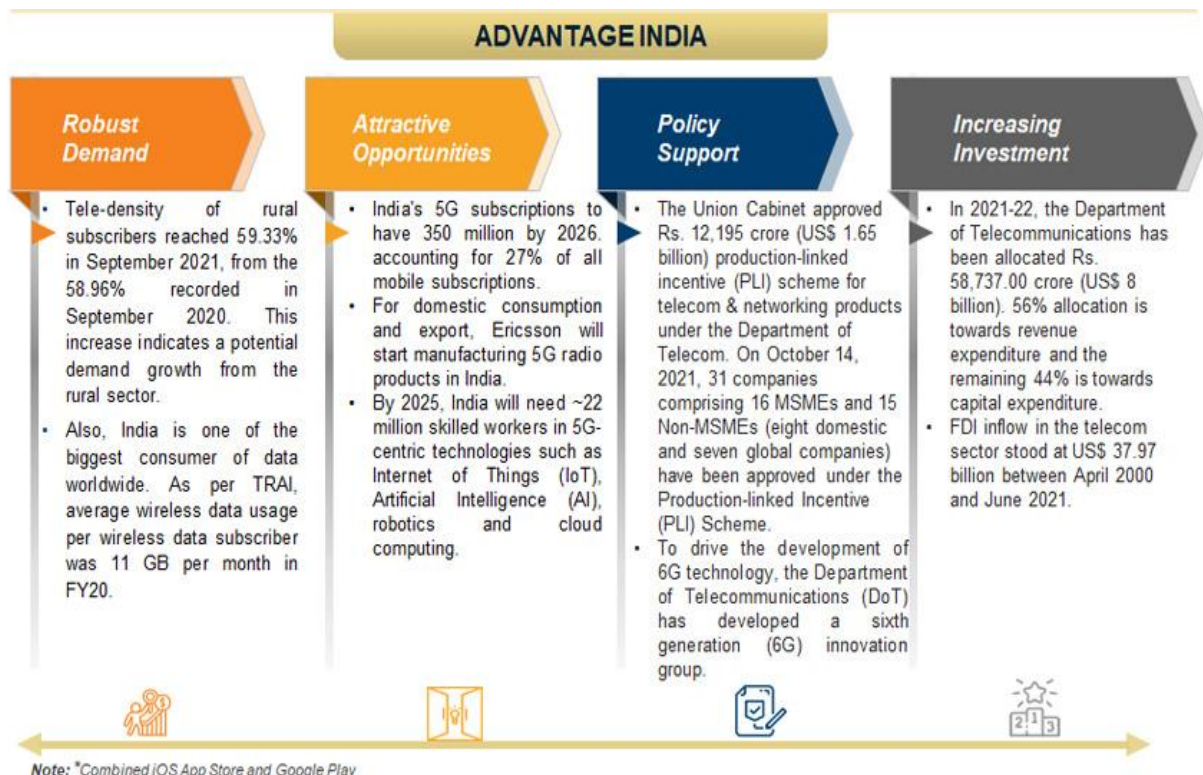
- The study will be conducted in Rohini with 100 participants,
- the responses of the participants may be biassed, giving an inaccurate picture of the research issue.

# **Chapter 2**

## **Literature Review**

## Literature review

A review of the literature provides a critical overview of previous research on the subject. It gives readers a concise overview of the subject being addressed, emphasises the importance of the new study, and shows how it will add to current evidence. A review of the literature is carried out to develop theoretical and scientific knowledge about a specific topic, resulting in a synthesis of what is known and unknown about it. Reading literature has the primary objective of providing a broad awareness of the challenges that arise when conducting research. As a result, selecting an issue and its aim, constructing a framework, and developing a lesson plan becomes easier. In a word, a review of relevant literature is the analysis and synthesis of research sources to create a picture of what is understood about a topic and to study knowledge gaps. Since the beginning of the 1990s, Indian industry have embraced ISO certification in a significant way. We will obtain a greater grasp of the processes/activities that are being performed, as well as a better understanding of responsibilities/authorities and linkages across the company, in this chapter.







## Company Profile

Airtel comes to you from Bharti Airtel Limited, one of Asia's leading integrated telecom services providers with operations in 19 countries across Asia and Africa. Bharti Airtel since its inception, has been at the forefront of technology and has pioneered several innovations in the telecom sector.

The company is structured into four strategic business units - Mobile, Telemedia, Enterprise and Digital TV. The mobile business offers services in India, Sri Lanka and Bangladesh. The Telemedia business provides broadband, IPTV and telephone services in 89 Indian cities. The Digital TV business provides Direct-to-Home TV services across India. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to telcos

Airtel, one of world's leading providers of telecommunication services with presence in all the 22 licensed jurisdictions (also known as Telecom Circles) in India, and operations in Srilanka, Bangladesh and now in Africa. Airtel served an aggregate of 183,371,520 customers as of June 30, 2010; of whom 176,974,680 subscribe to our GSM services and 3,243,761 use our Telemedia Services either for voice and/or broadband access delivered through DSL. We are the largest wireless service provider in India, based on the number of customers as of June 30, 2010. We offer an integrated suite of telecom solutions to our enterprise customers, in addition to providing long distance connectivity both nationally and internationally. Airtel also offer DTH and IPTV Services. All these services are rendered under a unified brand "Airtel".

The company also deploys, owns and manages passive infrastructure pertaining to telecom operations under its subsidiary Bharti Infratel Limited. Bharti Infratel owns 42% of Indus Towers Limited. Bharti Infratel and Indus Towers are the two top providers of passive infrastructure services in India.

Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven "to seize the day" with an ambition to become the most globally admired telecom service. Airtel, in just ten years of operations, rose to the pinnacle to achievement and continues to lead.

As India's leading telecommunications company Airtel brand has played the role as a major catalyst in India's reforms, contributing to its economic resurgence.

Today Airtel touch peoples lives with our Mobile services, Telemedia services, to connecting India's leading 1000+ corporates. We also connect Indians living in USA, UK and Canada with our callhome service.

# COMPANY PROFILE

➤ Reliance Jio Infocomm Limited (RJIL), a subsidiary of Reliance Industries Limited (RIL), India's largest private sector company, is the first telecom operator to hold pan India Unified License. This license authorises RJIL to provide all telecommunication services except Global Mobile Personal Communication by Satellite Service.

➤ RJIL holds spectrum in 1800 MHz (across 14 circles) and 2300 MHz (across 22 circles) capable of offering fourth generation (4G) wireless services. RJIL plans to provide seamless 4G services using FDD-LTE on 1800 MHz and TDD-LTE on 2300 MHz through an integrated ecosystem

## Product & Services

### RELIANCE JIO 4G BROADBAND

The screenshot displays four product cards for Reliance Jio 4G broadband services. Each card features a product image, a title, a brief description, a price tag, and interactive buttons for comparison and purchase.

Product Name	Description	Price
Jio WiFi Product	Buy a Jio WiFi Subscription	₹ 51
Jio Mobility Bundle (NTMore)	Buy a Jio MiFi device with all Jio Services like LTE, WiFi, digital and media services	₹ 3010
FTTH FIP Alpha Offer	FTTH FIP Alpha Offer	₹ 1
Jio MiFi Product (NTMore)	Buy a Jio MiFi device with an LTE plan that allows you to use High Speed Internet between devices	₹ 2610

In the first quarter of the 2016 fiscal year, the business launched 4G broadband services across India. Ambani, the owner of Reliance Industries Limited (RIL), whose telecom business Reliance Jio, presented details of Jio's fourth-generation (4G) services at RIL's 41st annual general meeting on June 12, 2015. Broadband and telecommunications services, as well as on-demand movies, news, music streaming, and a digital payment platform, will all be available.

### Pan-India Spectrum

Jio holds spectrum 2,300 MHz spectrum that is licenced pan-India. The spectrum will remain in effect until 2035. Mukesh Ambani's Reliance Industries has announced the launch of its digital services. Reliance Communications, which is owned by Anil Ambani's younger brother, has agreed to share spectrum with Jio. In addition to the 10 circles that Jio already owns, the agreement covers the 800 MHz spectrum in seven circles.

WiFi Jionet In addition to Ahmedabad and Surat in Gujarat, Indore, Jabalpur, Dewas, and Ujjain in Madhya Pradesh, and select locations in Mumbai, Maharashtra, Kolkata, West Bengal, Lucknow, Odisha, Mussoorie in Uttarakhand, Collectorate's Office in Meerut, and MG Road in Vijayawada, Jio has launched free Wi-Fi hotspot services in a number of cities across India. Jio's Wi-Fi is now available in various locations, including the IP Sagra Mall in Varanasi. For the 2016 ICC World Twenty20 matches, Jio began providing free Wi-Fi internet to fans at six cricket stadiums. Jionet is offered in the Wankhede Stadium in Mumbai, the Punjab Cricket Association IS Bindra Stadium in Mohali, the Himachal Pradesh Cricket Association Stadium in Dharamshala, the Chinnaswamy Stadium in Bengaluru, and the Feroz Shah Kotla in Delhi.

## Jio apps



As part of their planned 4G services, Jio released a bundle of multimedia apps on Google Play in May 2016. The apps are free to download, but they can only be used if the user has a Jio SIM card. In addition, the majority of the apps are currently in beta. The following is a list of the apps:

- MyJio - Manage Jio Account and Digital Services associated with it.
- JioPlay - A live TV channel service.
- JioOnDemand - An online HD video library.
- JioChat Messenger - An instant messaging app.
- JioBeats - A music player
- JioJoin - A VoLTE phone simulator
- JioMags - E-reader for magazines
- JioXpressNews - A news and magazine aggregator
- JioSecurity - Security app
- JioDrive - Cloud-based backup too
- JioMoney Wallet - An online payments/wallet app.

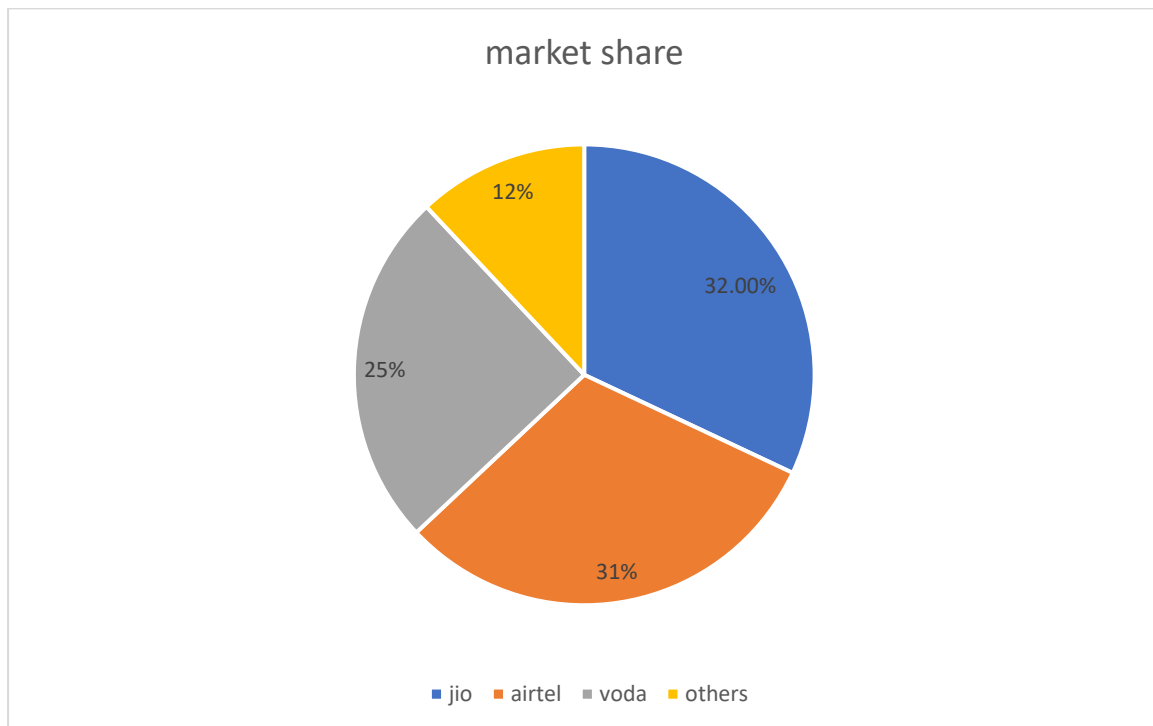
### JIO PREVIEW OFFER (JPO)

- Months free unlimited 4G Internet in LYF smartphones and others all 4G smartphones (Samsung, Micromax, Karbon, Lava, HTC, and Gioni etc.)
- 3 Months Free Unlimited Calling (At any network)
- 3 Months Free Unlimited SMS
- Life time Roaming Free (All over India)
- 2 Years Warranty (LYF handsets only)

### Benefits of JIO 4G plans

- Unlimited Data, Calls and SMS free till 31st December 2016.
- Data cost at cheaper rates (Rs 10/GB).
- No roaming charges, across India, any network.
- Unlimited Free calls on any network in India.
- No Roaming charges any network, all India.
- Students to get 25 percent extra data on the tariffs if they show a valid ID when signing up for Jio.

## MARKET SHARE



Reliance Jio, the country's newest and most lucrative telecom operator, is currently the industry's leading revenue share leader, accounting for 32 percent of adjusted gross revenue (AGR) in the Q1.

Airtel was second with 31 percent market share, and Vodafone Idea was third with 25 percent, according to Telecom Regulatory Authority of India.

In a report dated August 27, the firm stated, "RJio AGR (including National Long-Distance calls) grew 9% year on year to 109 billion, ultimately becoming the No. 1 operator."

On the 31st of July, Mint announced that Jio would be named the top operator in revenue terms for the June quarter.

Mukesh Ambani, country's richest man, has achieved a great accomplishment by propelling jio to the top of the market in less than three years of operation.

Jio entered the telecom business in September 2016 with low-cost data plans and low-cost devices, resulting in an unprecedented increase in mobile data consumption in India, with the usual customer consuming 11 GB per month.

Bharti's AGR (which includes National Long-Distance calls) was 104 billion rupees, up 5.8% from the previous quarter. The AGR of Vodafone Idea (including National Long Distance Calls) was \$95 billion.

Jio just overtook Bharti Airtel as the country's second-largest mobile phone operator in terms of consumers. Jio has 322.98 million users and a 27.8 percent subscriber market share as of

end-May, according to TRAI estimates, compared to Airtel's 321.39 mn consumers and 27.6 percent market share.

Despite major disturbance, falling revenue streams, insolvency, and lastly consolidation in the telecom industry, the last 3 years have been monumental as 4G coverage has soared, serving as a motivation for the rise of mobile data and new applications and services, particularly in the content ecosystem.

Jio has 333.3 million users, according to its Q1 financial results, which were disclosed last month. It earned \$8.89 billion in profit, up 45.6 percent year on year, and generated 116.79 billion rupees in operational income, up 44 percent.

## **Past Studies**

### **Research Papers**

#### **1.Study on assistance standard and how it affects customers' preferences and satisfaction with Reliance JIO in the Trichy region (2017):**

**By: KR Mahalaxmi and Suresh Kumar N**

Summary: The questionnaire method was employed in this research work, and the results show that the unlimited phone calling and high-speed data connection capabilities encourage the majority of customers to choose this service provider. In just five months, Reliance JIO has seized a third of the market, and their marketing strategy has played a key role in this.

#### **2. Post-Jio plans perception study of telecom users (2017):**

**By: Parag Amin, Anagha Kale and Ajay Nilakantan**

Summary: This research article employed a sampling and questionnaire strategy to arrive at the conclusion that Jio offers good value for money (both prepaid and post-paid). Vodafone's main priority is good call connectivity. Airtel has better voice clarity and data coverage, and Jio, Airtel, and Vodafone all have good customer service.

#### **3.Changing the Indian telecom sector: Reliance Jio (2017):**

**By: KR Mahalaxmi and Suresh Kumar N**

Summary: This study paper conducted a pilot survey that led to the conclusion that promotional offers influence the majority of customers to choose JIO as their service provider. In just five months, Reliance JIO has already taken a third of the market share.

#### **4. Impact of Customer Satisfaction on Customer Loyalty w.r.t.selected Telecom Services in Bilaspur, Chhattisgarh (2018):**

**By: Dr. Ashok Kumar Chandra , AmitStieve Henry and Hashdeep Khurana**

Summary: In this research paper sampling technique is used to come at the conclusion that this research shows that customers do become loyal towards the brands when they get satisfied with the offered services.

#### **5. An Observed learning on Customer Expectation and gratification Towards 4G Mobile Phone Service Era (2017):**

**By: Dr. Kiran Kumar Thoti**

Summary: In this research paper structured questionnaire and personal interview are used to infer that the respondents have given valuable and common suggestions for improvement of overall function of mobile phone service. It is evident that 70% of subscribers use prepaid scheme and rest of them use post-paid scheme.

#### **6. Disordering alteration and Reliance Jio: An illustrative Study (2019)**

**By: Mr. Biswarup Chatterjee**

Summary: The descriptive and analytical methods employed in this study report are used to conclude that JIO has a significant impact on Indian telecom providers' daily operations.

#### **7. Analysis of Service Quality Gap of Mobile Phone Sector Customers in Virudhunagar District: Application of Chi-Square Test (2020):**

**By: Mr. A. Selvaraj and Dr. M. Selvakumar**

Summary: In this research paper sampling is used to give the conclusion that in order to maintain the positive gap, the mobile phone network should give quality services to the customers quickly and resolve their queries and problems.

#### **8. A Study of Consumer Behaviour on Selecting Mobile Services with Special Reference to the Jabalpur City (2021):**

**By: Sourabh Jain and Sheetal Kaur Ahuja**

Summary: In this research paper random Sampling and questionnaire approach is used to come at the conclusion that in the present scenario Indian telecom industry by concentration about the mobile service providers and they observe there are very high competitions among the players in the telecom industry.

**Chapter 3**  
**Research**  
**Methodology**

# **Research Methodology**

## **Purpose of the project**

- To understand the mindset of clients in respect of their need:
  - ✓ Network coverage area
  - ✓ Plan variety
  - ✓ Signal strength
  - ✓ Services provided by companies
  - ✓ internet speed
- Differentiate between Jio and Airtel in terms of consumer perception, and why is one better than the other?

## **Research objectives of study**

- To have a better understanding of the client's perspective, preferences, and preferences when it comes to numerous mobile services.
- Which cellphone service is most popular among customers?
- To have a better understanding of the primary challenges that clients confront when using mobile facilities.
- To learn about the features of a mobile service that entice customers the most?
- To comprehend the payment infrastructure that the customer utilises the most?

## **Research Methodology of the study**

A research technique is a set of strategies for gathering, assembling, and analysing data during the research process. It refers to the tools used to collect appropriate data for a certain study topic. It's a method for exploring and solving research problems in a systematic manner.

We employ a specific method of research in our research study and explain why we choose that method or approach over others so that the researcher or others can analyse the research findings.

## **Research Design**

A research design is nothing more than a framework for a study's planning. The gathering and analysis of information. In a research design, the application and specification are the most important features. The fundamental aims of the research can be used to classify marketing research designs. Because our study is descriptive, the research design is descriptive as well. These designs have a specific purpose in mind. Such designs are used in a variety of marketing research studies. It focuses on providing an accurate description of the



problem's variables. By outlining approaches for selecting information sources and procedures for acquiring data from these sources, these designs try to create a full and accurate picture of a problem situation. A study design outlines the method and strategy for acquiring the information needed. It is the project's framework's overall operational pattern that determines what information will be collected for source by those operations.

Exploratory and conclusive research designs are the two most prevalent types of research designs. Descriptive and causal/experimental research designs are the two types of conclusive research designs.

The nature of the problem, as well as the technique of data collection and analysis, determine the suitability of a research design for a certain study.

## **Data Collection**

The survey method was used in this study, with researchers visiting various clients and conducting surveys. The best method for achieving the goal of this research was to conduct a survey, which allowed us to learn which elements have the most impact on customer behaviour. The research was carried out utilising a mix of primary and secondary data.

### **Primary Source**

Primary data for this study is first-hand information that was acquired recently. The most widely used and widely used technique for gathering primary data is the questionnaire. The same information is being gathered for this project. The data collection technique used were the google forms online propagated using email and WhatsApp and linkdn.

### **Secondary Source**

Information obtained through government publications, organisational internal records, reports, books, journal articles, and websites is referred to as secondary data.

Various publications, journals, articles about the issue under investigation, and other online resources were used.

## **SAMPLING PROCEDURE**

Method of sampling: non-probability sampling Non-probability sampling is a sampling strategy that depends on the researcher's subjective judgement rather than random selection. It is a more forgiving mindset.

Convenience sampling is a non-probability sampling method in which samples are chosen from the community based only on the researcher's accessibility.

The sampling principle specifies the parameters and directs the process of selecting individuals from the population to participate in the study and provide primary data. The sampling strategy utilised has a considerable impact on the study's overall quality, as well as the accuracy of research findings, as well as the study's reliability and validity.ling(convenience sampling)

**SAMPLE UNIT:** The unit chosen for the project are the client of the locality of Rohini.

**SAMPLE SIZE:** The sample size of this survey consisted of 100 clients. The clients were selected at “simple random sampling.” and the area covered was Rohini

**SAMPLING METHOD:** The method adopted in the study is Non-Probabilistic Sampling, sample does not have known probability of being selected.

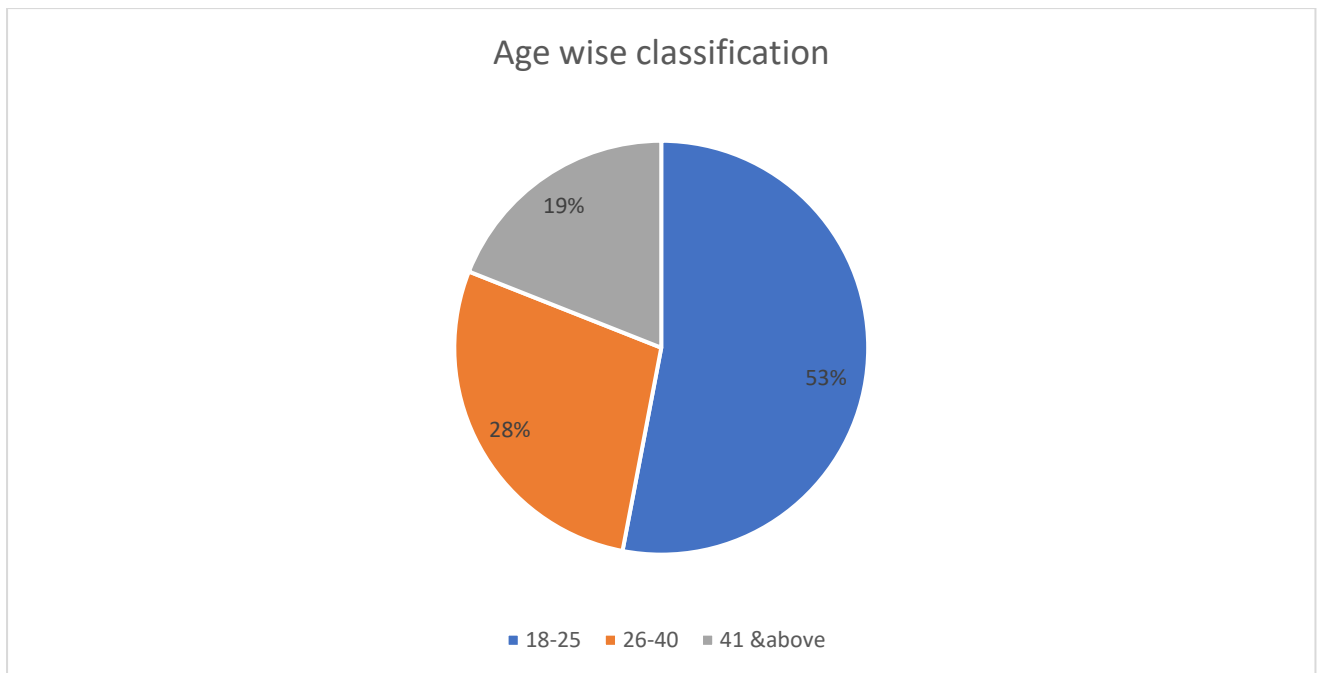
# **Chapter 4**

## **Data Analysis**

# Data Analysis and Interpretation

## 1) Age wise categorization

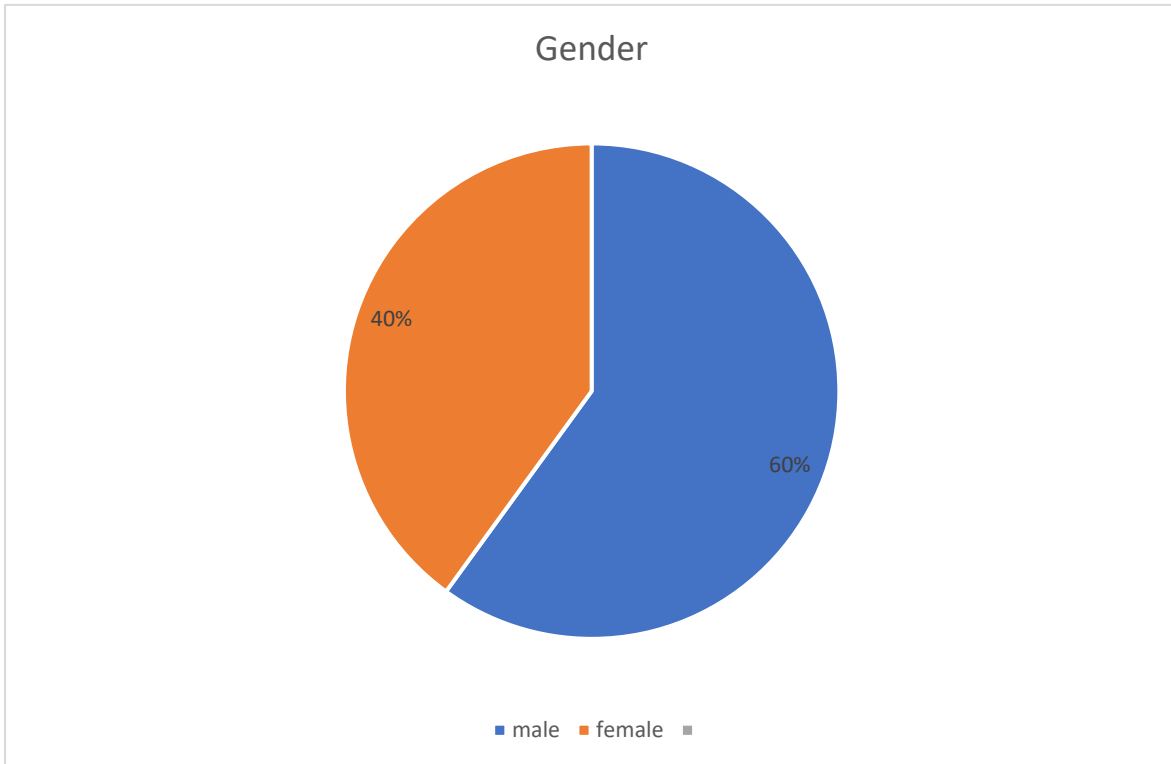
Age	Percentage
18 - 25	53%
26 - 40	28%
41 & above	19%



Comment: - According to the graph above, 53 percent of respondents are between the ages of 18 and 25, 28 percent are between the ages of 26 and 40, and 19 percent are between the ages of 41 and above.

## 2) Gender

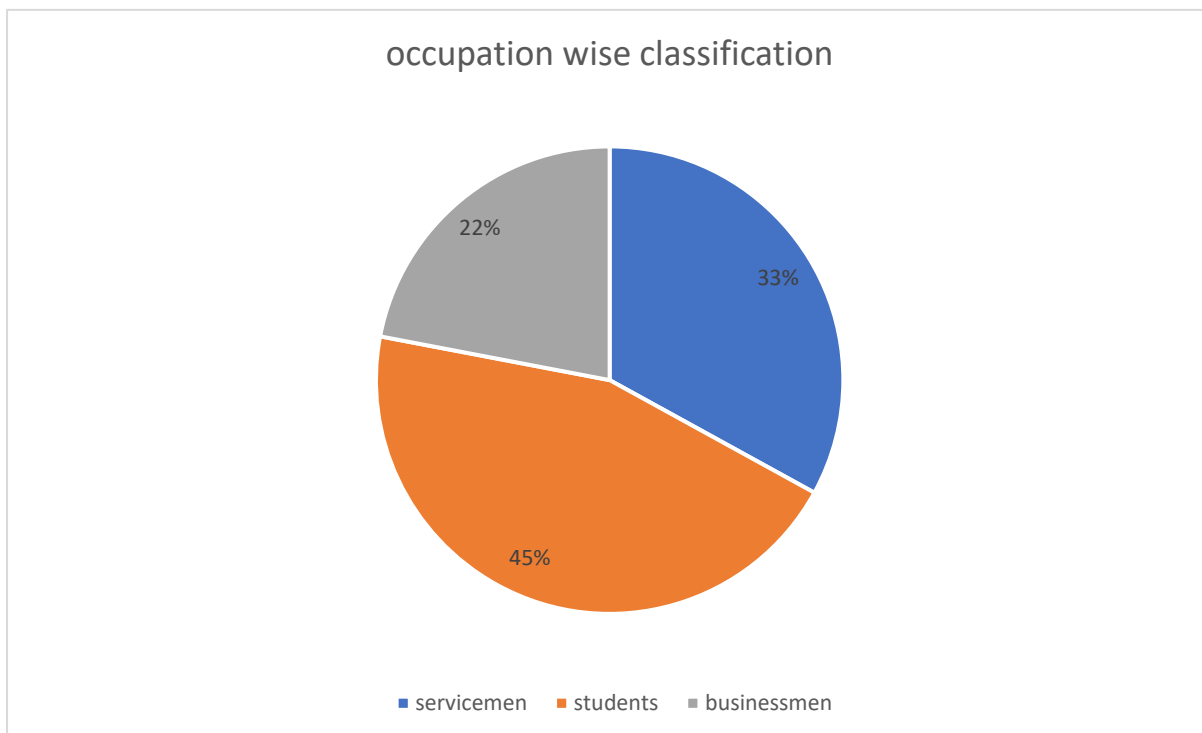
Gender	Percentage
Male	60%
Female	40%



Comment: - According to the data, maximum percentage in this report are males that is 60% and the minimum percentage are females that is 40%.

**3) Occupation wise classification**

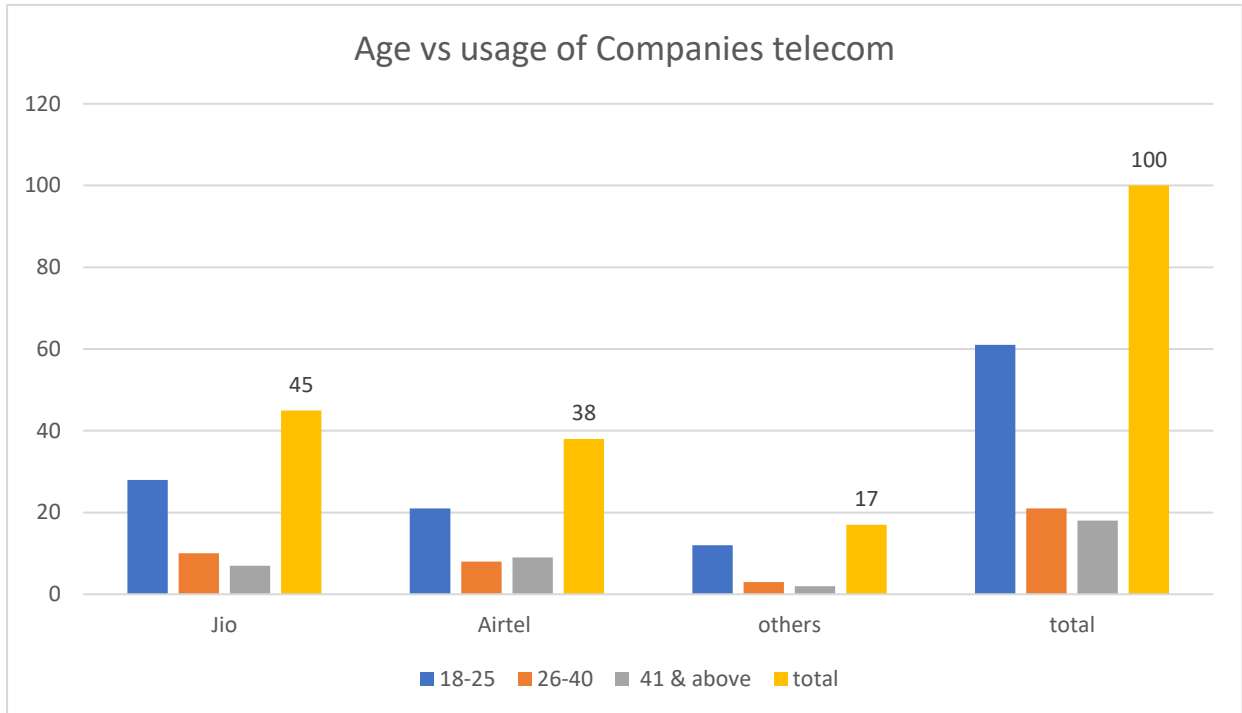
Occupation	Percentage
servicemen	33%
students	45%
businessmen	22%



Comment: - According to the data 33% of respondents are servicemen, 45% of respondents are students and 22% of respondents are businessmen.

#### 4) Use of mobile services

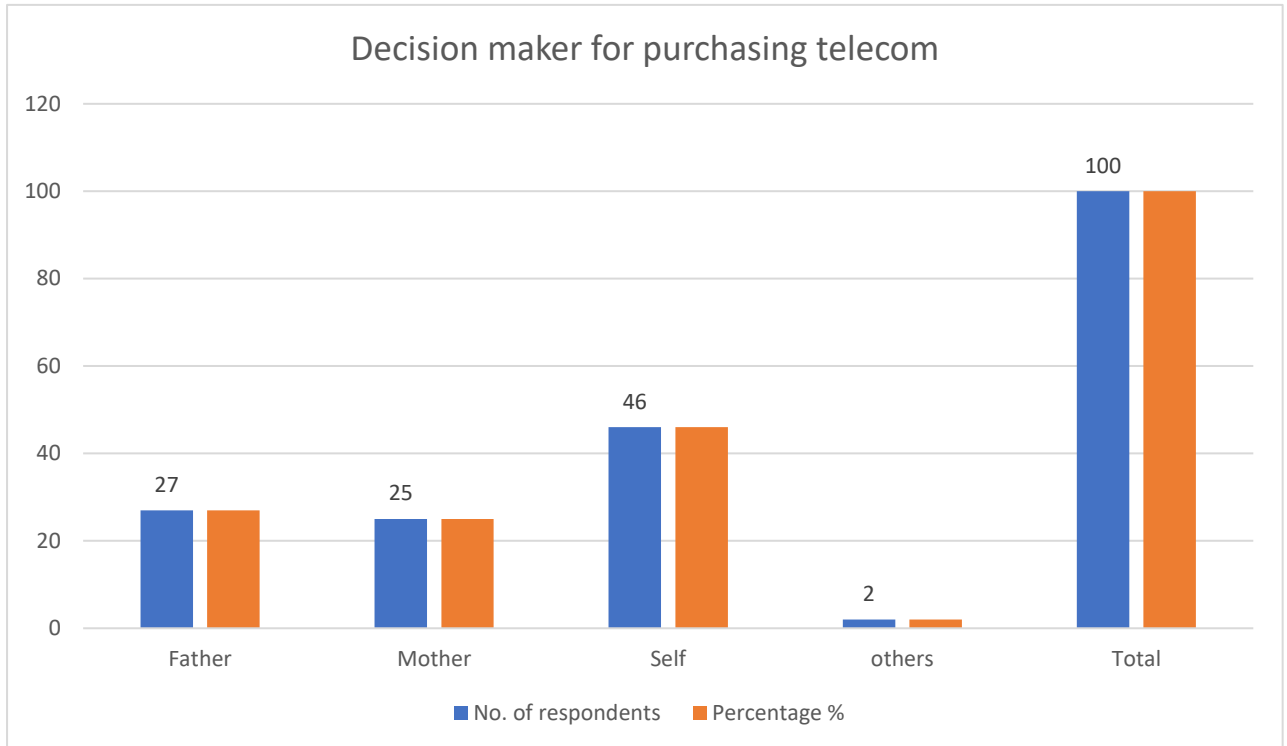
Age	Jio	Airtel	others	total
18-25	28	21	12	61
26-40	10	8	3	21
41 & above	7	9	2	18
total	45	38	17	100



Comment:- Above Graph shows that 45 respondents uses Jio and 38 respondents uses airtel.

**5) In your family, who makes the purchasing decisions for telecommunications?**

Sources	No. of respondents	Percentage %
Father	27	27
Mother	25	25
Self	46	46
others	2	2
Total	100	100

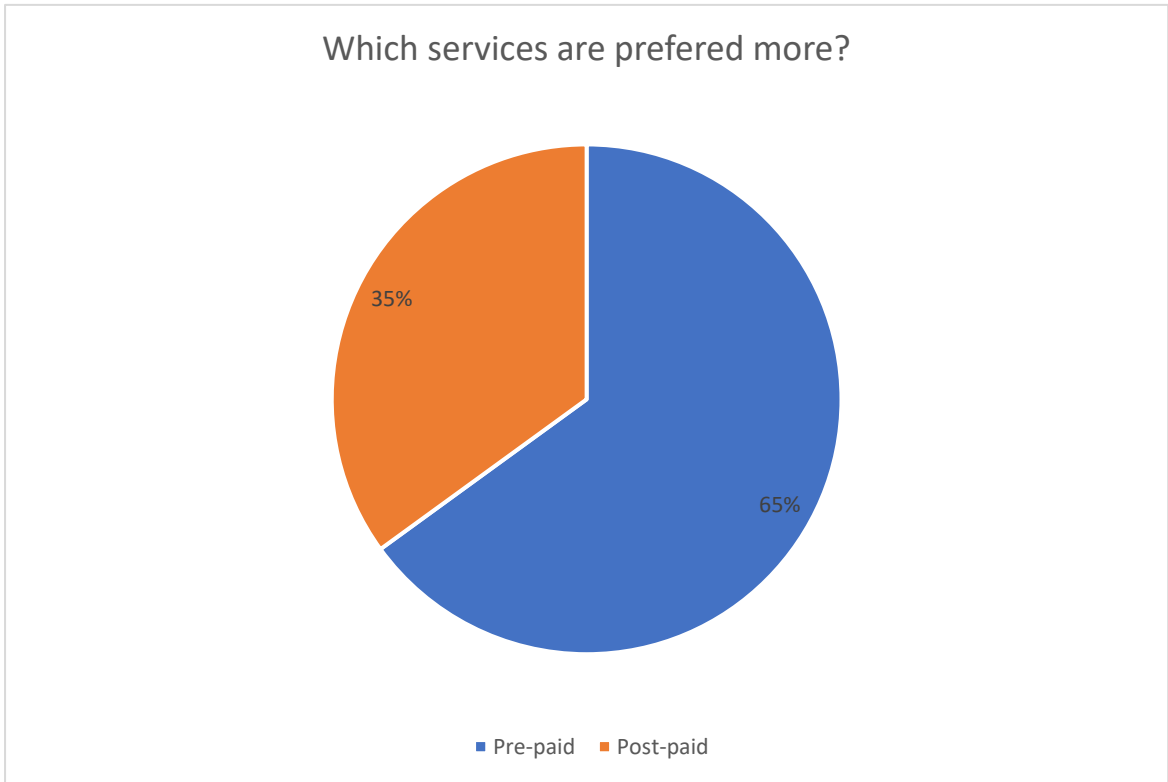


Comment: - Above graph shows that 46% respondents take decision themselves ,27% take decision by father and 25 % take decision by mother.

**6) Which mobile service are preferred more?**

services	Percentage %
Pre-paid	65%
Post-paid	35%

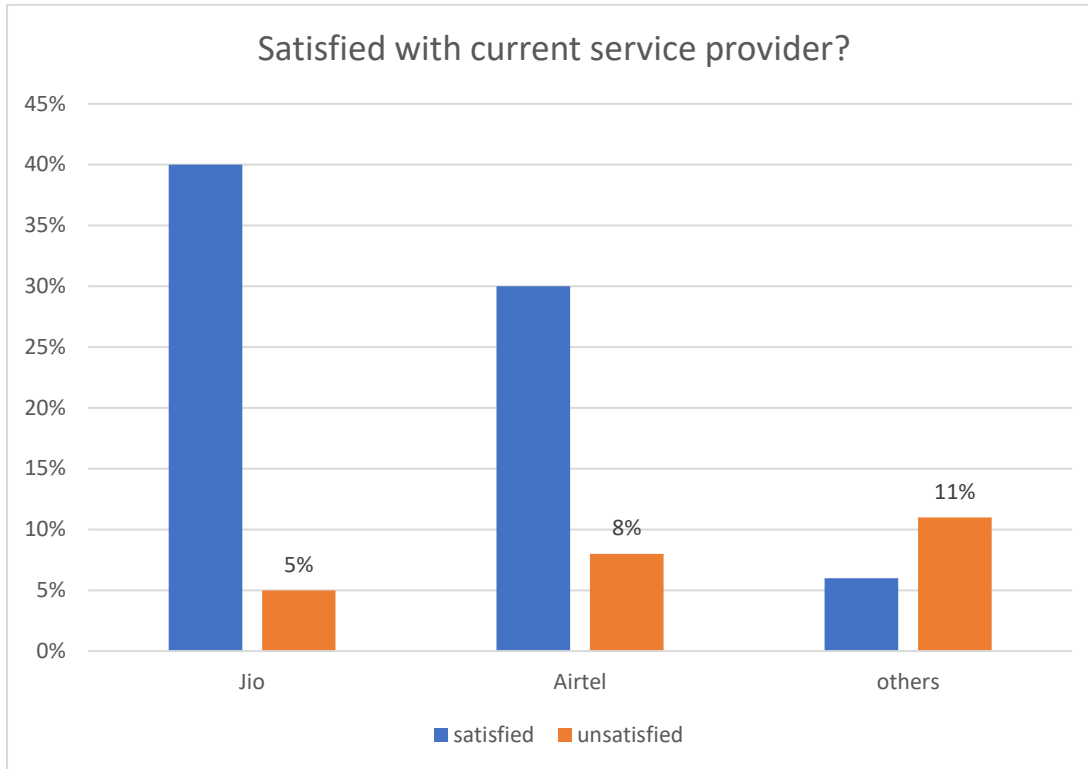




Comment: - Above graph shows that 65% respondents prefer pre-paid and 35% respondents prefer post- paid services.

**7) Satisfied with your current service provider?**

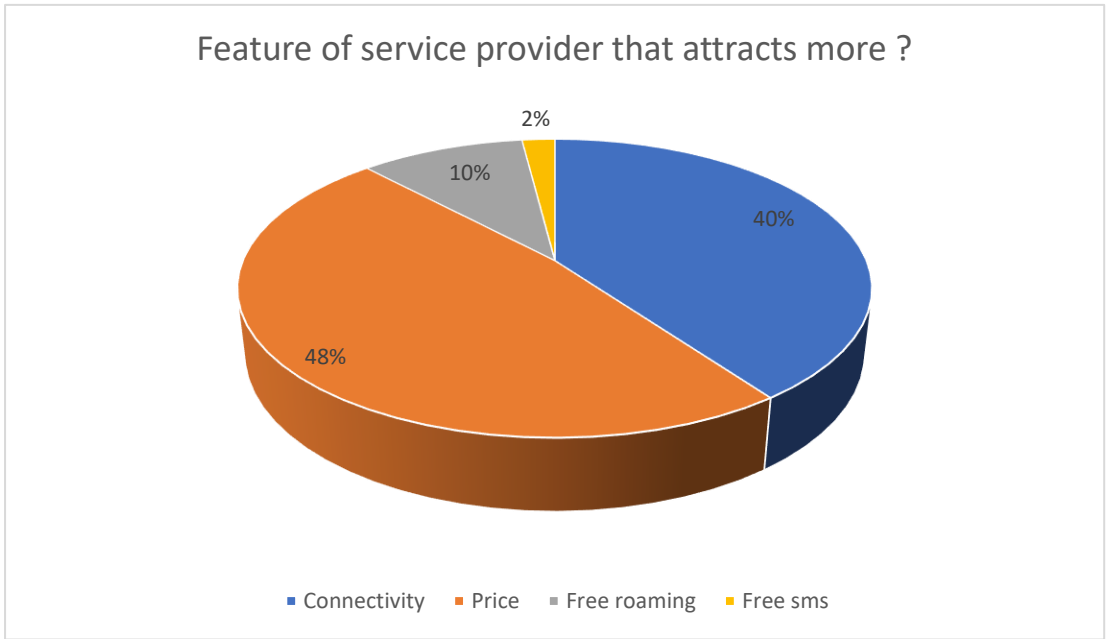
Current Service	satisfied	unsatisfied
Jio	40%	5%
Airtel	30%	8%
others	6%	11%



Comment: - Above graph shows that 40% respondents who uses Jio are satisfied, 30% respondents who uses airtel are satisfied.

**8) What is it about a service provider that draws people in?**

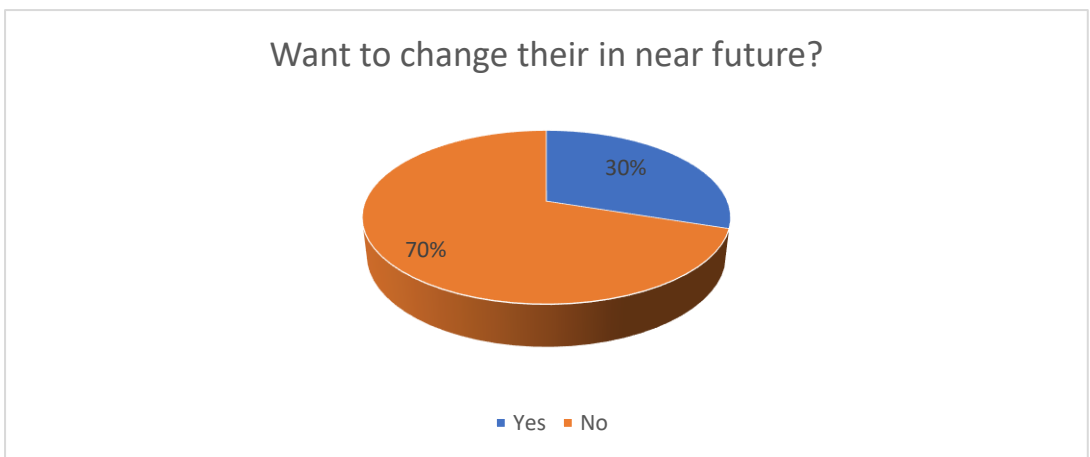
Features	Percentage
Connectivity	40%
Price	48%
Free roaming	10%
Free sms	2%



Comment: - Above graph shows that 48% respondents were attracted by the price , 40% respondents were attracted by the connectivity .

**9) Do you want to switch service providers in the future?**

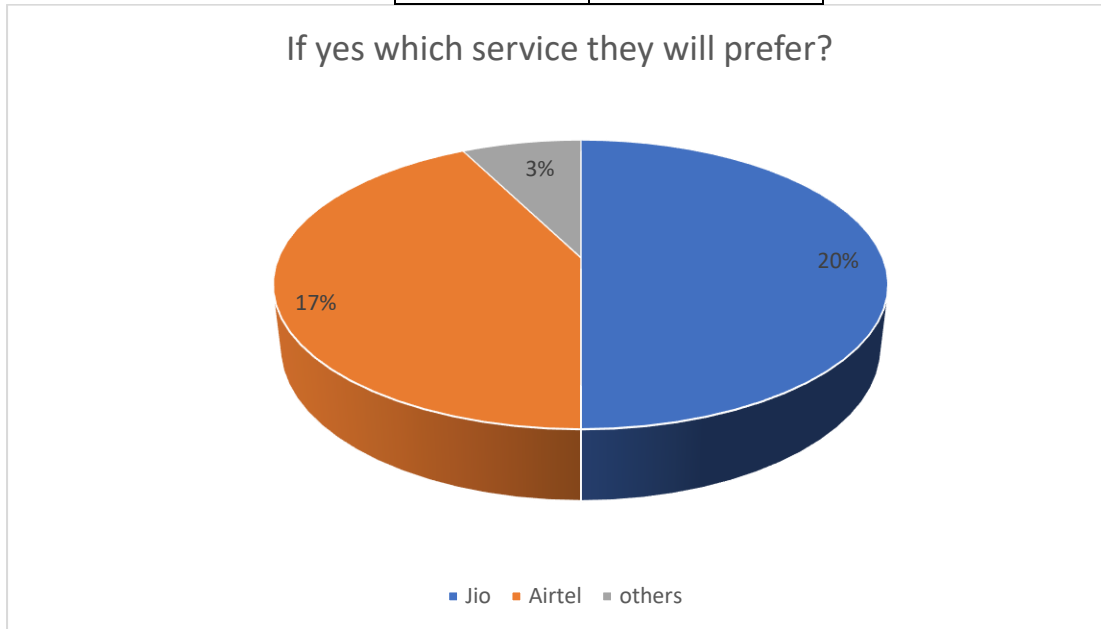
Option	Percentage %
Yes	30%
No	70%



Comment: - Above graph shows that 30% respondents want to change their service provider in future.

**10) If so, which service would you choose?**

services	percentage
Jio	20%
Airtel	17%
others	3%



Comment: - Above graph shows that 20% respondents will prefer Jio ,17% respondents will prefer airtel.

**Chapter 5**  
**Findings**  
**And**  
**Suggestions**

## **Findings and Suggestions**

### **Findings**

Since the sample size for this survey consisted of 100 respondents. The respondents were selected at “simple random sampling.” and the area covered was Rohini. Basically we have distributed the questionnaire among 100 clients and take responses about the comparative analysis of Jio vs Airtel.

- According to the data 53% of answerers are in the age bracket of 18-25, 28% of pollee in the age bracket of 26-40, 19% of answerer age group of 41 & above.
  
- According to the data, maximum percentage in this report are males that is 60% and the minimum percentage are females that is 40%.
  
- According to the data 33% of respondents are servicemen, 45% of respondents are students and 22% of respondents are businessmen.
  
- According to the data 45 respondents uses Jio, 38 respondents uses airtel and remaining 17 uses others.
  
- According to the data 46% respondents take decision themselves ,27% take decision by father and 25 % take decision by mother.
  
- According to the data 65% respondents prefer pre-paid and 35% respondents prefer post- paid services.
  
- According to the data 40% respondents who uses Jio are satisfied, 30% respondents who uses airtel are satisfied and 6% respondents who uses other services are satisfied.
  
- According to the data 48% respondents were attracted by the price ,40% respondents were attracted by the connectivity and other 12% by free sms and free roaming.

- According to the data 30% respondents want to change their service provider in future.
- According to the data 20% respondents will prefer Jio ,17% respondents will prefer airtel and the remaining 3% will prefer other service providers.

In the Rohini region, Jio is the leading mobile service provider, with a significant advantage over its competitors in terms of client base. Because of its excellent offerings, Jio is gaining a large portion of the market. It is initially warmly received by the public because to its inexpensive call rate and some strong connectivity. The administration of Jio has the ability to make its services available to the general public.

However, Airtel is establishing a reputation among high-end consumers because to its excellent network and long-distance voice quality.

## **Suggestions**

- Promotion through local advertising and electronic media, as well as print media, as this is the most effective way to reach the general public.
- Companies should also begin customer promotional programmes.
- Firms could improve their offerings by introducing cutting-edge technology into the market to attract customers. They should also aim to improve their signal's range in the city.
- To tackle the connectivity problem, businesses could aim to expand their capacity.
- To improve service standards, marketing staff should provide thorough feedback with logical re-joining from the market.
- Locals are given additional responsibility in the realm of marketing in order to attract customers

**Chapter 6**  
**Conclusion and**  
**Limitations**



## **Conclusion and Limitations**

### **Conclusion**

- The purpose of this study is to compare the two most powerful telecom competitors of all time. In our study, we discovered that Jio and Airtel are well-known organizations in the industry. People are familiar with both companies' names. They would rather buy both.
- The Airtel network is more popular than the Jio network. Every class prefers Airtel, it has proved itself as a superior quality and service supplier to its competitors.
- Jio, on the other hand, is unconcerned about it because it caters to a younger demographic. Now that Jio has bought Airtel, they are introducing new products and services to the market.
- We can assert that Airtel & Jio are equally committed to their clients, who have the option of choosing between the two at the time of purchase. As a result, Jio outperforms Airtel in the Rohini district.
- Customers in Rohini believe that Airtel's connectivity and network are good, but that Jio's services are better.

### **Limitations**

- customers are not aware of new plans (Jio/Airtel)
- Cost is the biggest factor in post-paid.
- Products and services available to the customers are expensive.
- Low sales promotion support; the corporation does not place a high priority on advertising plans and strategies.
- Very few schemes are available in the prepaid plans (Rohini).

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## Annexure

### QUESTIONNAIRE

1.What is your age?

2.Gender

Mark only one

- Male
- Female
- Other

3.Occupation

Mark only one

- Business
- Service
- Student

4.Which mobile service do you use?

Mark only one

- Airtel
- Jio
- Others

5. In your family,who makes the purchasing decisions for telecommunications?

Mark only one

- Father
- Mother
- Self
- others

6. Which mobile service are preferred more?

- Pre paid

Post paid

7. Are you Satisfied with your current service provider?

Yes

No

8. What is it about a service provider that draws people in?

Connectivity

Price

Free roaming

Free sms

9. Do you want to switch service providers in the future?

Yes

No

10. If so,which service would you choose?

Jio

Airtel

Others