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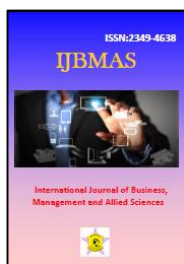
STUDY ON GROWTH OF AIRTEL IN TELECOM INDUSTRY

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ABSTRACT

The telecom services have been recognized the world-over as an important tool for socio- economic development for a nation. It is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. In this paper we are showing background of Bharati Airtel and competitive analysis of Airtel with other telecom industry. Telecom giant Bharti Airtel is the flagship company of Bharti Enterprises. The main objective is to study on Growth of Airtel in Telecom Industry, to know how much Airtel has penetrated into the market, to know which telecom operator is leading in the given market and we conclude that Airtel is a very successful brand in India & providing customer satisfaction is to be there main motive. Provides Internet access on the move as people are more dependent on it in their daily lives like wide network and good services.

1. INTRODUCTION

Telecom giant Bharti Airtel is the flagship company of Bharti Enterprises. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's)

- 1) Mobile Services
- 2) Broadband and Telephone Services (B&T)
- 3) Enterprise Services

The Mobile services group provides GSM mobile services across India in 23 telecom circles, while B&T business group provides broadband & telephone Services in 94 cities. The Enterprise Services group has two sub-units –carriers (long distance services) and services top corporate. All these services are provided under the Airtel brand Airtel comes to you from Bharti Tele-Ventures Limited - a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. A consortium of giants in the telecommunication business. In it's six years of pursuit of greater customer satisfaction, Airtel has redefined the business through marketing innovations, continuous technological up gradation of the network, introduction of new generation value added services and the highest standard of customer care. Bharti is the leading cellular service provider, with an all India footprint covering all 23 telecom

circles of the country. It has over 25million satisfied customers. Cellular telephony was introduced in India during the early 1990s. At that time, there were only two major private players, Bharti (Airtel) and Essar (Essar) and both these companies offered only post-paid services. Initially, the cellular services market registered limited growth. Moreover, these services were mostly restricted to the metros. Other factors such as lack of awareness among people, lack of infrastructural facilities, low standard of living, and government regulations were also responsible for the slow growth of cellular phone services in India. Although the cellular services market in India grew during the late 1990s (as the number of players increased and tariffs and handset prices came down significantly) the growth was rather marginal. This was because the cellular service providers offered only post-paid cellular services, which were still perceived to be very costly as compared to landline communications. The group focuses on delivering telecommunications services as an integrated offering including mobile, broadband & telephone, national and international long distance and data connectivity services to corporate, small and medium scale enterprises. Fiber cables:

Competitors' of Airtel as follows-

- IDEA
- VODAFONE
- RELIANCE JIO
- AIRCEL
- BSNL

IDEA -

As India's leading GSM Mobile Services operator, IDEA Cellular has licenses to operate in 11 circles. With a customer base of over 10 million, IDEA Cellular has operations in Delhi, Maharashtra, Goa, Gujarat, Andhra Pradesh, Madhya Pradesh, Chhattisgarh, Uttaranchal, Haryana, UP-West, Himachal Pradesh and Kerala. IDEA Cellular's footprint currently covers approximately 45% of India's population and over 50% of the potential telecom-market. As a leader in Value Added Services, Innovation is central to IDEAs VAS Factory.. A front runner in introducing revolutionary tariff plans, IDEA Cellular has the distinction of offering the most customer friendly and competitive Pre Paid offerings, for the first time in India, with Super Power, 2 Minutes Outgoing Free, Lifelong offer and other segmented offerings like Women's Card. Lifetime Idea is the first and only loyalty program, for pre paid customers, introduced by a Cellular brand. Customer Service and Innovation are the drivers of this Cellular Brand. A brand known for their many firsts, Idea is only operator to launch GPRS and EDGE in the country. Idea Cellular is part of the Aditya Birla Group, which is India's first truly multinational corporation. The combined holding of the Aditya Birla Group companies in Idea stands at 98.3 percent.

VODAFONE-

Vodafone is a British multinational telecommunications company, with headquarters in London. It predominantly operates services in the regions of Asia, Africa, Europe, and Oceania. Among mobile operator groups globally, Vodafone ranked fifth by revenue and second (behind China Mobile) in the number of connections (469.7 million) as of 2016. Vodafone owns and operates networks in 26 countries and has partner networks in over 50 additional countries. Its Vodafone Global Enterprise division provides telecommunications and IT services to corporate clients in 150 countries.

Vodafone has a primary listing on the London Stock Exchange and is a constituent of the FTSE 100 Index

RELIANCE JIO -

Reliance JIO is a wireless telecommunication industry and a subsidiary of Reliance industries limited founded in the year 2010. It has its headquarters in Navi Mumbai, India. They offered mobile telephony and wireless broad band products. They commercially launched their services on 5th September 2016. Within the first month of their commercial operations, JIO announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. JIO crossed 10 core subscribers on 22 February 2017. The entry of Reliance JIO has forced giants like Airtel, Vodafone, Idea service providers to cut off their plans. For the last 6 months, 7 customers per second of every day subscribing to JIO.

BSNL- Bharat Sanchar Nigam Limited (abbreviated **BSNL**) is an Indian telecommunications company headquartered in New Delhi. It was incorporated on 15 September 2000 and assumed the business of providing telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO) as of 1 October 2000 on a going-concern basis. It is the largest provider of fixed telephone and broadband services with more than 60% market share, and is the fifth largest mobile telephone provider in India. However, in recent years, the company's revenues and market share have plummeted resulting in heavy losses as a result of intense competition in the privatizing Indian telecommunications sector. BSNL is India's oldest communication service provider and had a customer base of 93.29 million as of June 2015. It has footprints throughout India, except for Mumbai and New Delhi, where telecommunications are managed by Mahanagar Telephone Nigam(MTNL).

2. THE OBJECTIVES OF STUDY

- To study on Growth of Airtel in Telecom Industry.
- To know how much Airtel has penetrated into the market.
- To know which telecom operator is leading in the given market.

3. LITERATURE REVIEW

This report focuses mainly to know how important is the market research for a business to exist and to know about the marketing and management skills that are necessary in this present scenario for any organization's growth. This survey is mainly based on the Growth of Airtel in Telecom Industry. Data collected from the secondary sources like internet, Annual report of Airtel, and research paper. One of the major problems in an organization is Customer Satisfaction. In the era of relationship marketing customer's feelings and his satisfaction derived from the service he is using plays a very important role in an organization. Being an oligopoly service sector the Telecom service sector has a tough completion. Airtel faces tough completion from Reliance Jio, Vodafone, Idea and BSNL. Airtel mainly focuses on sale of its services with a better customer service for increasing its brand loyalty and having a good network with its customers for its success. For the betterment of its service airtel service sector also takes market research to know customer preference and satisfaction level towards airtel . To be successful today's companies must be dynamic, constantly evolving and adjusting to the ever changing market conditions.

4. RESEARCH METHODOLOGY

The purpose of the methodology is to design the research procedure. This includes the overall design, the sampling procedure, the data collection method and analysis procedure. Marketing research is the systematic gathering recoding and analyzing of data about problem retaining to the marketing of goods and services are encountered. Basically there are two types of researches, which according to their applicability, strength, weaknesses, and requirements used before selecting proper type of research, their suitability must be seen with respect to a specific problem two general types of researches are exploratory and conclusive. 1. Conclusive Research: It is also known as quantitative research; it is designed to help executives of action that is to make decision. When a marketing executive

makes a decision are course of action is being selected from among a number of available. The alternatives may be as few as two or virtually infinite.

4.1. Secondary Data

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies. The most obvious advantage of the secondary analysis of existing data is the low cost. Researchers who would rather spend their time testing hypotheses and thinking about different research approaches rather than collecting primary data can find a large amount of data online. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations.

5. DATA ANALYSIS AND INTERPRETATION

Comparison of marketing strategies between Bharti Airtel and Reliance Infocomm: The sub main purpose of this report is to compare the marketing Strategies adopted by Bharti Airtel and its rival Reliance Infocomm. The comparison shows how both of the companies have been challenging each other to gain market shares.

Why comparison with Reliance Infocomm?

- Bharti Airtel is the leader in telecommunication sector.
- Bharti Airtel holds the lion share of market of communication sector.
- However, Reliance has been giving tough competition to Bharti Airtel.
- Reliance Infocomm is the second largest player and share holder in Communication sector
- Since its launch Reliance info. has been adopting aggressive marketing Strategies.
- The comparison shows how reliance info. Captured 22% market share in one month of its first launch of postpaid subscription in 2002.AD.
- With a different technology CDMA Reliance creates its own market.
- Reliance Info. today deals in every business of communication sector making and changing the strategies to capture the market shares

Brand positioning by Bharti Airtel

Market segmentation: Geographical segment (metropolitans & cities India) Demographic segment - middle income groups People age group of 20 to 28 year

Target marketing: People living cities and towns. Poor and middle income groups. Youngsters in big cities. Businessmen

Positioning: Creating brands (Sharukh khan & Sachin Tendulker) Ads and promotions

Marketing mix

Price : low price strategy Place : maximum outlets and service centers Product : verities available for various groups Promotion: various schemes for pre-paid and post-paid

MAR KETING STRATEGIES OF RELIANCE INDIAMOBILE.(RIM)

Rim target the rural India: The main targeted customers of Rim are from rural India. By offering cheap and light mobile sets Rim attracts most of the customers of small villages and towns.

Offering cheap handsets: Rim offers cheap and free connections to all costumers. The cost for Rs-700\set and onward

Free support and services: In every district and big towns rim opens its service centers to provide better support and services.

Strong logistics and supply chain: Rim has a strong logistics and supply all over India. In every small town the potential costumers can easily purchase the rim sets.

Targeting youngsters in metropolitans Rim attracts youngsters by offering colorful handset at very low prices.

Brand positioning by Rim

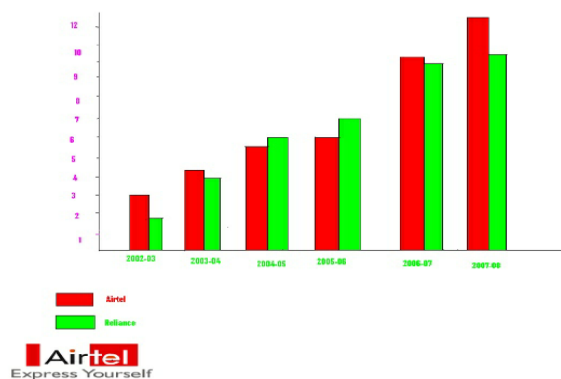
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Marketing mix

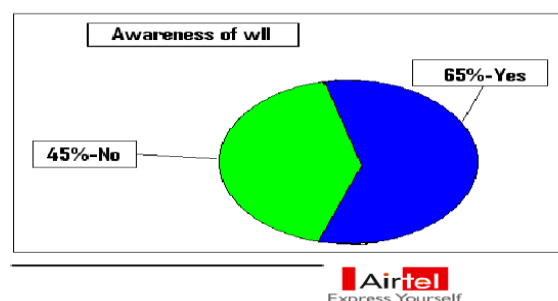
Price : low price strategy **Place :** maximum outlets and service Centre **Product :** varities available for various groups **Promotion:** various schemes for pre-paid and post-paid



GROWTH OF AIRTEL IN TELCOM INDUSTRY

Awareness about WLL Graph

WLL seemed to be a new word for many of the people. 45% of the people were not at all aware of such a technology. So, in order to get the answer for this question they were first explained the concept. Only, 55% people knew what WLL is all about.



Awareness of WLL Players Graph. Reliance was the brand which was popular amongst the interviewed people. As Reliance had done so much advertising and has its banners and hoarding spread all over Delhi. So, this could be one of the reasons of its popularity. Tata was hardly a known brand in this new field. Possibly, because of less promotions done by them as compared to Reliance.

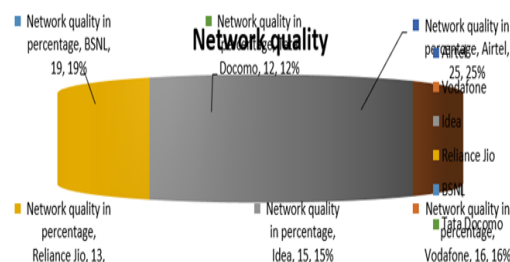
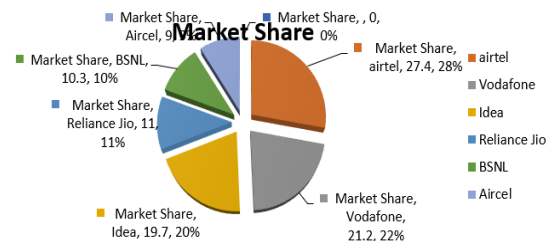
5.1. AWARENESS OF WLL PLAYERS

On the basis of analysis of the questionnaire I have found that the maximum no. of people who use mobile phones is in the age group of 20 to 28. Who are the young executives and other office spend a maximum of RS. 500 as their mobile expense. There is more no. of prepaid cards than post paid cards. The mobile users want to spend money side by side than to spend money at the end of the month on a big bill. Now when I compared Airtel with its competitor from the point of view of the consumer I found that on the basis of Tariff plan, value-added services and billing accuracy Airtel is at par or ahead of its competitor but in the case of customer care and availability they lag behind their competitors. As, Airtel has a hold in the market because it has the maximum no. of connections, so it must improve upon its customer services. As far as WLL is concerned people are aware about it but not many people are aware about Tata. They only know more about Reliance. People at this point of time are not interested to switch over from GSM to WLL.

Market share of wireless service provider (in percentage)

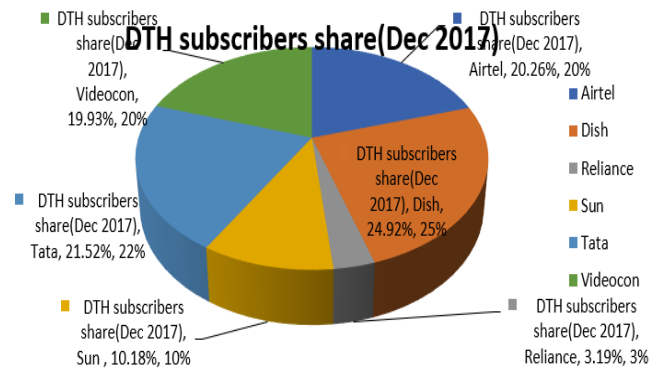
Table No.1

service provider	Market Share
Airtel	27.4%
Vodafone	21.2%
Idea	19.7%
Reliance Jio	11%
BSNL	10.3%
Aircel	9%



Telecom Subscribers (up to Dec 2017)

Service Provider	Telecom Subscribers(In millions)
Vodafone and Idea	395
Bharti Airtel	265
Reliance Jio	72.2
BSNL	96.8
Reliance comm	86.1
Aircel	83.3



6. FINDINGS

- AIRTEL has a very good growth in telecom industry. It has 28% market share of total market which is highest in the telecom market.
- Broadband market share of airtel is 18.60 % which is highest after Reliance Jio.
- Airtel and Vodafone are having near about similar Sales revenue then Airtel and Vodafone Competitor of each other.
- Airtel having excellent network quality in cities and town as well as good network quality in Rural Areas.
- Airtel having various tariff plans which attracts more customers compare to other telecom players.
- Reliance Jio is fastest growing player in telecom sector.

7. CONCLUSION

The basic and to the point conclusion of the above discussed issue is that the company can make more profits only when it can satisfy all its customers, Airtel is a very successful brand in India & providing customer satisfaction is to be there main motive. Provides Internet access on the move as people are more dependent on it in their daily lives like wide network and good services. Airtel provides Internet access on the move such as Wide network and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment, Airtel is a home brand and a very successful brand in India and overseas and one of the most successful brands still to date. It possesses congestion free & wide network, unique value added & customer services to cover one of the widest areas. From the details it can be concluded that 70% of Airtel users preferred to remain with Airtel. Also good number of users who were willing to switch from their respective subscribers showed interest in Airtel. Hence, these statistics imply a bright future for the company. Also the company is used mainly by executives who want wide coverage for their operations but the problem of customer satisfaction still persists with the company and cause of its lacking new customers. **Hence Airtel is growing faster in the Telecom Industry as compared to other service provider and it is giving consistent performance and satisfaction to the customers.**

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