

## **Project Report**

**“A Study of Marketing Strategies Adopted by TATA SKY  
(DTH services) With Specific Reference to Nagpur City”**

Submitted to  
**G.S. College of Commerce & Economics Nagpur  
(Autonomous)**

Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

—Anuj Moon—

Under the Guidance of

—Prof. Kamlesh Thote—

**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2021 –2022



**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2021 – 2022



**CERTIFICATE**

This is to certify that **Anuj Moon** has submitted the project report titled “**A Study of Marketing Strategies Adopted By TATA SKY (DTH services) With Specific Reference to Nagpur City**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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**Place: Nagpur**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2021 –2022



## **DECLARATION**

I here-by declare that the project with title “A Study Of Marketing Strategies Adopted By TATA SKY (DTH services) With Specific Reference To Nagpur City” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Anuj Moon

Place: Nagpur

Date:

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**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2021– 2022



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I would like to thank all those who helped me in making this project complete and successful.

Anuj Moon

Place: Nagpur  
Date:

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# **INTRODUCTION**

## **INTRODUCTION OF MARKETING**

The term 'MARKET' has been derived from Latin word 'MARCATUS'. It means a place where business is conducted. Thus, traditionally market was considered as a place where buyers and sellers gathered to exchange their goods. In same way, it can be said as the area of operation or circle of exchange. Market consists of all the supporting things facilitating the exchange.

Market participants consist of all the buyers and sellers of a good who influence its price. This influence is a major study of economics and has given rise to several theories and models concerning the basic market forces of the supply and demand. There are two roles in markets, buyers and sellers. The market facilitates trade and enables the distribution and

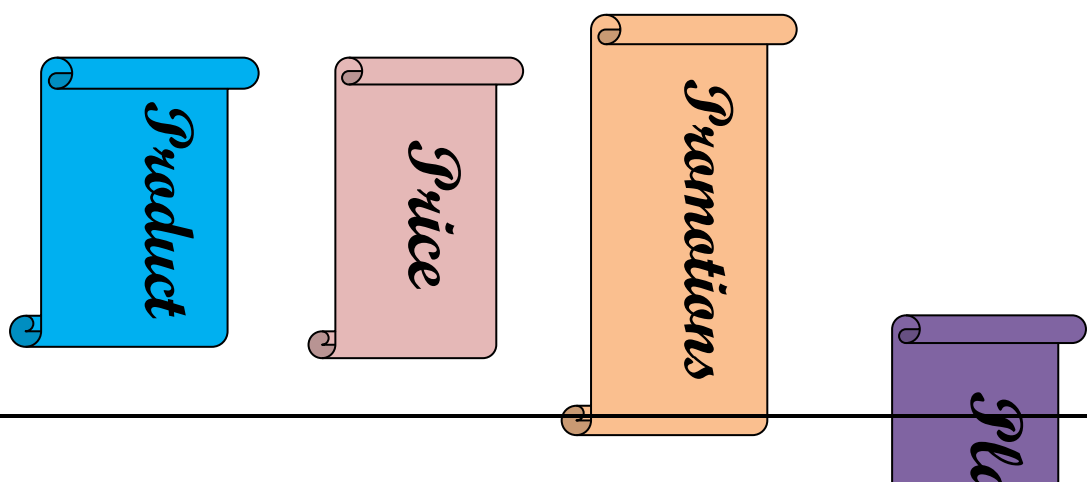
allocation of resources in a society. Markets allow any tradable item to be evaluated and priced. A market emerges more or less spontaneously or is constructed deliberately by human interaction in order to enable the exchange of rights (of ownership) of services and goods.

Marketing has been recognized as the dominant branch of business management. It is life –giving catalyst system that contributes to excel business operations. Decisions on other branches like finance, personnel, and production depend on marketing. The design of entire business strategies is formulates in light of marketing activities. Since consumer satisfaction is accepted as business philosophy, marketing has been placed at the center of business operations. It is clear that marketing plays critical role in deciding success of business. It is marketing that can translate the business philosophy into reality.

## DEFINATION OF MARKETING

**Philip Kotler-** “Marketing is social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging product and value with others.”

## MARKETING MIX's 7P







## **PRODUCT**

A product is anything that an organization offers to customers that might satisfy a need, whether it is tangible or intangible. In contrast, the decisions that face service marketers concerning service offerings are very different from those related to goods. An analysis of service offerings shows that it can be divided into two distinct components namely:

- A core service offering that represents the intangible core benefits of services.
- Secondary services offering that represent the tangible and augmented elements of the service offerings.

## **PRICE**

In the determination of price, service marketers deal very much with the same price issues as goods marketers. Subsequently, the differences presents itself when the intangible characteristic of services specifies that price becomes a quality indicator. The art of

successful pricing is to establish a price level that is low enough for the exchange to represent good value to customers, but high enough to allow service providers to achieve their financial objectives. The perishable nature of services makes it important to control the demand and supply of the service offerings. The price component is the easiest to change and normally provides the quickest results. Manipulation of the price can influence and control quantity demand. An increase in price will reduce the demand and/or cause a shift to lower usage periods. Equally, a decrease in price will cause an increase in demand and stimulate new demand for the services. The price of service offerings is often used by customers as an input their expectations, purchase decisions, and evaluation of service quality. It is seen as a tangible cue in services with a high risk and experience properties, to form expectations of the service. Price is used as an indicator of quality by customers. Thus, the assumption is formed that the higher the price of service offerings, the more is expected of it by customers.

## **PROMOTIONS**

The objects of a promotion programme are to inform about the new service product, to persuade the customer, to remind the customer, build image of the organization. The promotion mix for the traditional marketing mix is usually broken down into four components namely Advertising, Sales Promotions Public Relations, and Personal Selling. However with the promotion of services, there is a greater need to emphasise the tangible elements of services such as packaging, brand name, corporate image, service delivery, and service employees.

## **PLACE**

The distribution decision refers to the availability and accessibility of service offerings to customers. Availability from the customers' point of view signifies that services are on hand when they want them, while accessibility is the relative ease with which customers can conduct service processes with the service providers. For pure services, the distribution

decision is of little relevance, though most services involve a tangible component. As a result, the distribution decision involves physical locations and decisions which intermediaries use to provide the services.

## **PEOPLE**

People as an element in the service mix include all the human actors- the firm's employees (internal customers), the buyers (external customers), and other customers- who play a part in service delivery and accordingly influence the buyers' perception of choice in the service environment. Service employees interact with customers during service delivery processes and provide cues to external customers concerning the services. Hence, it can be said that service employees' competence, attitude, and appearance influence customers' perception of services. Customers often experience service employees as synonymous with the service and no matter how small or large a part they play in the actual delivery of the service, they are still the focal point of the service for customers. It is crucial that service organizations stipulate very specifically to their employees what is expected of them during interactions with customers. To achieve the desired standards of service, service organizations' recruitment and training cannot be left to the human resources department only, but should form an integral part of the service mix decisions. Within successful services organizations the human resources department and the marketing department work together to establish hiring criteria, training needs and promotion activities to attract and retain employees who can deliver the quality service expected by the organizations' target market. The marketing department plays an important role in influencing the experience that both internal customers and external customers will have. External customers choose to visit a service organization because of the messages relayed through the service mix, or word of mouth messages communicated by other customers. External customers, who encounter an unacceptable level of service from internal customers, convey negative word of mouth messages about the service received to other customers. Consequently, it is crucial that marketing departments and human resources departments work together to ensure that the quality of service delivery by internal customers leads to positive word of mouth messages to external customers. Every employee in an organization must serve other employees in some way or another. Therefore, just as external customers are needed, so are quality employees (internal customer) needed. The responsibility lies with service marketers to involve all employees in the marketing process of an organization. A high level of employee involvement and motivation is directly linked to an improvement in sales, profitability and customer loyalty.

## **PROCESSES**

Processes are the actual procedures, mechanisms, and flow of activities by which services are delivered. Customers judge services on the operational flow or on the actual delivery thereof. The inseparability characteristic of services requires customers to follow a series of extensive or complicated action to complete the process. Often the logic of these actions escapes the customers. Whether the service process is standardized or customized it is used as evidence by customers to judge service quality. Standardized services will follow a production-line approach, while customized services command a greater degree of empowerment. Nonetheless the moment of truth where customers experience the evidence is not a once-off event but an ongoing process.

## **PHYSICAL EVIDENCE**

The environment in which the service provider delivers the service and where the customers and the organization interact as well as any tangible component that facilitates performance or communication of the service is referred to as physical evidence. Service organizations need to provide tangible evidence of the service to develop an image in the mind of current and prospective customers. Often physical evidence overlaps with the promotion and distribution mix of the service mix. All tangible representations of services such as brochures, letterheads, business cards, report formats, signage, equipment and physical facilities where service are rendered, represent the physical evidence of service. Physical evidence provides service organization with excellent opportunities to send strong, consistent and positive messages regarding the nature of service offering to customers. Physical evidence is most successful if it is integrated throughout the organization meaning that it should be included in an organizations' strategic planning. Once it has been accepted by management, it is the responsibility of the marketing department to implement it throughout the entire organization.

**Marketing strategy** has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

Marketing strategies explain how the marketing function fits in with the overall strategy for a business.

Once a strategy has been identified, then the business must develop an action to turn the strategy into reality. The starting point for this plan is the setting of marketing objectives.

Marketing objectives are the specific targets for marketing set by the business to achieve their corporate objectives.

As example Tata Sky's marketing objective was,

1. Providing good service to consumer and maintain proper consumer-seller relationship.
2. Increase sale by defined %.
3. Launching new or upgrading products and services.
4. Increasing no of retail outlets.

## **COMPANY PROFILE**

## COMPANY PROFILE



### ABOUT TATA SKY

Incorporated in 2001, Tata Sky Ltd is a joint venture between Tata Sons and 21st Century Fox. Tata Sky endeavour's to offer Indian viewers a world-class television viewing

experience through its satellite television service. Tata Sky offers customers interactive services as well as a variety of channels ranging from entertainment, sports, movies and music to news and documentaries in DVD quality picture and CD quality sound.

The Tata Group is one of India's largest and most respected business companies. It includes diversified business in sector such as material, engineering, service energy, information system & communication, consumer product and chemicals.

The group and its enterprises have been dedicated and unique in their loyalty to business ethics and their commitment to corporate social responsibility. Thus a heritage that has earned the Group the trust of many millions of stakeholder in measure few business houses anywhere in the world can match.

STAR is a leading media and Entertainment Company in Asia. STAR's parent company, News, corporation own an International group of DTH business that include Bosky in UK Sky Italia in Italy and Foxtel in Australia.

Tata Sky is launched in 2006, so it is in its initial stage and it has only 35% share in the DTH market. If we compare it with Dish TV then it is far behind in the race and Tata Sky has to work a lot to attract the customers and it has taken a step in doing the same. They have launched Tata Sky +, which has unique features like Live recording, Live Program Pause, Live Program Rewind. We hope that it will help Tata Sky a lot to increase its sales or we can say to convert failure to success. Actually Dish TV has a benefit of first mover. And we know that it is very difficult to fight with first mover, because it is positioned in the mind of the customer and if we want to change the consumer's mind then Tata Sky should launch new and innovative features which help them to attract customers. Now they have launched Tata Sky + in which they have many new and Innovative features.

The Diffusion of Innovation.

The diffusion process is concerned with how innovations spread, that is, how they are assimilated within the market. We have chosen the Tata sky as our product because it was launched in 2004 and we want to see that customer adopted it or not.\*Diffusion is the Process by which the acceptance of an innovation (a new product, new service, new idea, or new practice) is spread by communication (mass media, Salespeople, or informal conversations) to members of social systems (a target market) over a period of time

## **VISION**

Tata Sky aims to revolutionise Indian home entertainment by empowering television viewers with Choice, Control and Convenience through a wide array of programming choices and interactive features.

## **PARTNERS**

**Tata Sky has partnered with global leaders in the space of digital technology to bring a state-of-the-art satellite television service to India.**

## **SATELLITE**

Tata Sky has leased all 12 Ku-Band transponders on ISRO's Indian satellite, INSAT 4A, the most advanced and high-powered KU-Band communication satellite in the region, developed keeping in mind local requirements. The satellite enables Tata Sky to offer superior picture and sound quality with a wide range of channels.

## **BUSINESS SUPPORT SOFTWARE**



A leading provider of technology solutions for pay television, NDS, played a key role in the end-to-end system architecture needed for launching the nationwide digital service. The NDS VideoGuard conditional access solution provides superior broadcast security and enables Tata Sky to offer multiple programming and pricing packages.

## **IT**

Tata Sky has invested in the best of breed technology infrastructure from Oracle, IBM and Cisco. This infrastructure ensures maximum up time, reliability and scale. Software applications like CRM, billing, ERP are deployed in a clustered environment, which not only ensures high availability but also enriches the customer experience.

## **SET TOP BOX**

Tata Sky has partnered with Thomson, Humax, Huawei and Pace, world leaders in digital broadcast technology for building top-of-the line set top boxes, customized specifically for the Indian markets. The technology's feature rich design enables Tata Sky to deliver multiple programming, pricing packages and interactive services to its customers.

## **SYSTEMS INTEEGRATION**

Tata Consultancy Services (TCS): TCS is a Systems Integration partner for Tata Sky Ltd. It supports IT operations in the areas of billing, ERP and other customer care and employee related internal facing applications.

## **SERVICE SUPPORT**

TATA Business Support Services Limited provides Contact Center Services to Tata Sky from 12 high-end call centers offering round the- clock support in 13 different languages.

TBSS offers Tata Sky Customer Care services right from managing Customer queries and complaints to Customer retention along with Back Office integration. TBSS also provides support for Installation and activation of DTH Connections, Tata Sky Partner support and Campaign management i.e. Cross selling and up selling of products and services.

## **CUSTOMER SERVICE NETWORK**

Tata Sky has established an extensive customer service network across the country. The company takes direct responsibility for installing and servicing the hardware at every subscriber's home, thereby ensuring the highest levels of customer service. The Tata Sky field force of approximately 3000 service installers are complemented by high-end 24x7 call centres, manned by multi-lingual customer service associates, trained to solve all customer problems.

## **TATA BRAND**

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising over 100 independent operating companies in various business sectors ranging from computers and computer software, electronics, chemicals, telecommunications, financial services, insurance, mutual funds, beverages, technology, retail, engineering, housing and real estate development, infrastructure, consulting, aviation etc. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities they serve globally, through long-term stakeholder value creation based on Leadership with Trust'. Tata name has been respected for more than 140 years - trusted for its adherence to strong values and business ethics.

## **SKY BRAND**

SKY is an iconic brand symbolising a range of fantastic entertainment products and services and it is owned by Sky International AG, an indirectly wholly-owned subsidiary of Sky plc (formerly British Sky Broadcasting Group). Sky is Europe's leading entertainment company, serving 22 million customers and is at the forefront of the "convergence" of the TV, computer and telecommunications industries through technological innovation, product development and focused marketing, broadcasting a wide range of TV channels including news, sports, music and movies. As a result, Sky brings to Tata Sky the reputation of more than two

decades of experience in satellite broadcasting. SKY is well known for the innovative products and services launched - such as DTH broadcasting in 1989, digital satellite broadcasting in 1998, interactive television services in 1999, the SKY+ personal video recorder in 2001, the HDTV service Sky+ HD in 2006, 3D programmes in 2010 and SKY Go in 2011. Sky's more recent successes have included the launch of a new Internet TV service called NOW TV, the launch of a dedicated Formula 1 channel, investment in award-winning original British productions, and is also launching major initiatives to improve the delivery of portable on-demand content."

## **PRODUCTS OFFERED**

### **1. TATA SKY**



Unlike generic set top boxes, Tata Sky offers a host of exciting services such as Active Services and Showcase, Pay-Per-View movie service. Tata Sky DTH also gives consumer the luxury to select the shows of their choice through innovative packaging offerings such as Make My Pack and Tru Choice.

## 2. TATA SKY HD



Tata Sky provides great picture quality, incredibly vivid colors, sharper images and stunning surround sound, Tata Sky HD takes TV viewing to a whole new level. An aspect ratio of 16:9 and 1080i resolution ensures an enhanced viewing experience.

## 3. TATA SKY 4K



Tata Sky 4K is the future ready ultra high definition 4K that takes viewing to an unimaginable new level! Now see picture details like never before. Tata Sky 4K - The best partner to your 4K TV

#### 4. MULTI TV



Multi tv is useful to get **just one** Tata Sky **connection** for multiple televisions at home. A single connection only needed for watching TV in different room's up to 4 screens by the help of Multi TV.

TATA | sky  
TATA PLAY

## **Tata Play**

On **26 January 2022**, Tata Sky was rebranded into Tata Play as the company decided to drop the 'Sky' brand name after 15 years.

Tata Sky has dropped the 'sky' brand name after 15 years and has rechristened itself as **Tata Play**. The DTH company has joined hands with Netflix to offer new OTT (over the top) content-centric channel packs as well. The new name of the company will be visible to the viewers.

The name Tata Play thus **signifies our expanded range of products and services**. The new identity is an outcome of our desire to be future-ready while making tomorrow better than today for homes and families.

he features include **True Video-on-Demand (TVoD) service, Dual access remote recording and the revolutionary Auto Standby technology to save electricity**. These features are now available for the first time in India, to all Tata Sky+ subscribers, existing and new, absolutely FREE.

If users subscribe to the Netflix combo plan, they would be able to access the streaming service through their Tata Play Binge+ Smart set-top box or via the Tata Play Binge mobile app. The Tata Play Bing service is also available on the Amazon Fire TV Stick-Tata Play

## **Executive Summary**

Direct to Home (DTH) service is a satellite based broadcast service which entails distribution of multi-channel television programmer in Ku band. Ministry of Information and Broadcasting (MIB) is the nodal Ministry for broadcasting services in India. Department of

Space (DOS) provides national space infrastructure through satellite transponder capacity to meet the telecommunication, broadcasting and security requirements of the country. Union Government approved (November 2000) the proposal of Ministry of Information and Broadcasting (MIB) to introduce DTH service in India. During 2004 to 2007, DOS entered into lease agreements with Doordarshan, Dish TV, Tata Sky, Sun direct DTH (Sun DTH), BIG TV (Reliance), Airtel Digital TV (Airtel) and D2H (Videocon) for hiring of satellite transponder capacity for providing DTH services.

The requirement for DTH service is of the order of minimum of five Ku band transponders going up to 18 to 24 transponders for providing 300 to 400 channels. Therefore, availability of Ku band transponders was the most important consideration while planning satellite capacity for DTH service. DTH service is also location specific. Since the dish antenna of the DTH customer has to be facing the satellite, satellite capacity should preferably be available at a particular position in the sky continuously. Therefore, larger number of Ku band transponders would be required continuously at the same position in the sky to ensure continuity of service.

The Union Cabinet approved an 'open sky' policy and allowed both Indian and foreign satellites to be used in DTH services with the condition that proposals envisaging use of Indian satellites would receive preferential treatment. DOS would acquire and allocate necessary transponder capacity from foreign satellites for short term periods, so that the service could be brought back to INSAT system as and when Indian satellite capacity was available.

The development of the direct to home sector has been the major process of transformation in the development of technology, the technology content and market structure in the is descale. May company which is successful is because of their reach among customers which is possible through the effective take though which a company communicates and attracts its custom, Dish TV and Tata sky. The most famous brand and las a sophisticated place and market leader position in the mind of customer. This is due to its song brand image.

## **REVIEW OF LITERATURE**

There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging media into their marketing program.

However, the mark of a good marketing strategy is not how many gadgets and neologisms are crammed into it, but how effectively it achieves worthy goals. Therefore, how you define your intent will have a profound impact on whether you succeed or fail.

Unfortunately, there is a tendency for marketers to try to create a "one size fits all" approach for a portfolio of brands or, alternatively, to want to create complicated models to formulate marketing objectives. However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral).

Marketing executives are busy people. They need to actively monitor the marketplace, identify business opportunities, collaborate with product people and run promotional campaigns. It is unreasonable to expect them to keep up with the vast array of emerging technology and tactics, especially since most of it won't pan out anyway.

Unfortunately, in many organizations, strategy and innovation are often grouped together because they are both perceived as things that "smart people" do. Consequently, when firms approach innovation, they tend to put their best people on it, those who have shown a knack for getting results.

That's why, all too often, innovation teams are populated by senior executives. Because innovation is considered crucial to the future of the enterprise (and also due to the institutional clout of the senior executives) they also tend to have ample resources at their disposal. They are set up to succeed. Failure, all too often, isn't an option.

However, strategy is fundamentally different from innovation. As noted above, a good strategy is one that achieves specific objectives. Innovation, however, focuses on creating something completely new and new things, unfortunately, tend to not work as well as standard solutions (at least at first). The truth is that innovation is a messy business.

The primary focus of marketing promotion used to be to create compelling advertising campaigns that would get the consumer's attention and drive awareness. Once potential



customers were aware of the product, direct sales and retail promotions could then close the deal.

That model is now broken. Today, effective promotional campaigns are less likely to lead to a sale and more likely to result in an Internet search, where consumers' behaviour can be tracked and then retargeted by competitors. Simply building awareness and walking away is more likely to enrich your competition than yourself.

Successful brands are becoming platforms and need to do more than just drive consumers to a purchase; they have to inspire them to participate. That means marketers have to think less in terms of USP's, and GRP's and more in terms of API's and SDK's. Focus groups are giving way to accelerators and creation to co-creation.

In the digital age, brands are no longer mere corporate assets to be leveraged, but communities of belief and purpose.

Tata Sky emphasized all the four 'P's of marketing i.e. product, price, place, and promotion. The company made efforts to offer a better product and services at an affordable price. In an effort to establish its presence across India, the company developed a vast distribution network...

Tata Sky offered the DTH service based on three 'C's i.e. Choice, Control, and Convenience. It offered consumers a choice of more than 170 channels with 'DVD picture quality and CD sound and quality of Tata Sky.

In order to avail of the Tata Sky DTH service, consumers had to buy the Tata Sky digicomp. The DTH service could be activated only after the installation of a dish. To use the Tata Sky DTH service, consumers had to pay a subscription fee...

Tata Sky had a wide distribution network across the country to sell its digicomps and prepaid recharge vouchers...

Tata Sky focused on advertising its DTH services, as the company's own research about the Indian DTH market indicated that there was a lack of awareness about the service among consumers. To educate consumers about the DTH service, the company launched a 360° advertising campaign...

Tata Sky, one of India's leading content distribution platform providing Pay TV and OTT services, has announced its offerings #MaxJingalala of 600 channels and services, which is the highest ever in the DTH sector.

Tata Sky today is a market leader in HD channels along with maximum number of Tamil, Telugu, Kannada, Malayalam, Marathi, Bengali, Oriya, Punjabi and Assamese channels on offer.

As of December 2016, Tata Sky is offering an unprecedented 76 HD (highest in the industry) and 483 SD channels. The bouquet of 31 value added services, 15 SD and HD movie platforms specials, 9 exclusive +1 channel feeds, have been a clear differentiator and a key focus area for the brand.

“Consumers in India consider the number of channels provided by an entertainment platform to be amongst the second biggest reason to make their purchase decisions. Tata Sky is leaving no stone unturned to offer the maximum number of channels and services to its subscribers. Hence offering SabseZyadaManoranjan catering to every member of the family is key to the Tata Sky offering,” said Tata Sky chief communications officer Malay Dikshit.

Throughout 2016, Tata Sky has pioneered in the Pay TV sector with offerings ranging from enabling internet browser application on the Set Top Box, introducing Kids Showcase, Bengali and Punjabi movies MAMI films, m-Visa payment option to first of its kind interactive services such as Comedy, Devotion, Music + and Gurus. The year also saw popular campaigns from Tata Sky; such as PyaarJingalala (13 series ad films), Das SaalJingalala and Family Jingalala (starring Amitabh Bachchan).

Some of the other first-ever in the sector that Tata Sky has under its hat are the launch of 4k Set Top Box in India, Karaoke service on STB, unique interactive services Classroom and Smart manager and the World’s first Daily Recharge option.

Tata Sky has launched a 24X7 ad-free video service providing teachings of spiritual gurus on its interactive platform. Called Tata Sky Gurus, the subscribers can now have access to the wisdom of Sri Sri Ravi Shankar (Art of Living Foundation), SadhguruJaggiVasudev (Isha Foundation) and Brahma Kumaris (Brahma Kumari World Spiritual University) from the comfort of their homes.

The exhaustive content for this service is curated by Shemaroo and will be available exclusively on the Tata Sky platform. It will include discourses, satsangs, meditations, interviews, explanation of scriptures in a relatable format, special events and exclusive live feeds of meditation sessions and the ashrams of each guru.

“Curated and targeted content is what today's consumer asks for. Amidst the cluttered content space, we observed that there was need for a dedicated service for spiritual seekers - people who are looking for spiritual guidance or already follow India's most popular spiritual Gurus. Tata Sky Gurus is a service where they can have unlimited access to their Guru's teachings and thoughts, whenever they want. We partnered with Shemaroo to create this service with exclusive and unlimited content including LIVE feeds from the guru's ashrams,” Tata Sky chief commercial officer PallaviPuri.

The spiritual gurus will deliver talks and discourses across topics connecting varied human emotions, challenges and complexities of life. These topics delve deep into the understanding of what life is about and are rooted as strongly in mundane and practical matters as they are in inner experience & wisdom. The service aims to cater to subscribers embarking on a journey of spiritual awakening.

Tata Sky Gurus will be the pioneer in providing Live feeds from Sadhguru's ashram in Coimbatore & Brahma Kumaris ashram in Mount Abu and exclusive guided meditations in Gurudev Sri Sri Ravi Shankar's voice.

Shemaroo Entertainment director HirenGada added, “With the increasing stress and pressure in individuals' lives, the importance and urgency for spirituality has grown. We believe this is the right time for a service like Tata Sky Gurus to be launched. Indian consumers have a huge appetite for a subject like this and with high quality content now being easily accessible, we hope the audiences will have a rich experience. Shemaroo Entertainment has been an active player in the devotional space and through this service we are adding a new dimension to our offerings.”

Education is the next happening thing in India. Tata Sky in partnership with Tata Elxsi and Tata ClassEdge plans launch an interactive educational service. As part of the deal, Tata Elxsi is supporting the development of content that is specially developed to suit modularised learning programs and made available via Tata Sky's active plus portfolio of value added

services. It will produce interactive educational content for science students from classes V to VIII with lessons mapped to their syllabus.

Tata Sky Classroom is an educational service launched by Tata Sky along with Tata ClassEdge. It aims at assisting tutoring young viewers in an engaging manner with animated video content providing a fundamental understanding of core concepts in Science and Maths subjects.

"Tata Sky Classroom will help children in understanding core concepts which are really the key building blocks for future learning as we see this as a clear need gap. The service is aligned with children's school syllabus and covers over 500 topics, delivered in an interesting and interactive format. With the objective to provide the best-in-class educational experience for kids, Tata ClassEdge with their expertise in the field was the perfect fit. Some of the best schools in India are currently using multimedia solutions from Tata ClassEdge to augment classroom learning. We plan to now make these accessible to our subscribers at an affordable price," said Tata Sky chief commercial officer PallaviPuri.

This interactive service has been launched and is now available to all subscribers.

"We are excited to partner with Tata Sky and make available our innovative learning content to children in the comfort and convenience of their homes. Tata Sky Classroom will enable learning of the core concepts of Science & Maths in an engaging manner so that a child understands the fundamental principles and is able to access this anytime of the day. This partnership will further support our vision of educating 10 million students annually by 2025," added Tata ClassEdge chief commercial officer Rajesh Khandagale.

"Interactive content is increasingly being leveraged to help create effective learning experiences for school children, enabling easier understanding, improved comprehension and knowledge retention. Tata Elxsi's award-winning digital and interactive content creation capabilities, coupled with its deep expertise in broadcast technologies, enables operators and broadcasters expand their portfolio of value added services, develop new revenue streams and discover new audiences, through compelling and differentiated content," said Tata Elxsi SVP marketing and strategy NitinPai.

In 2012 Tata Group chairman Cyrus Pallonji Mistry is believed to be offering Rs 2,000 crore for the Tata Sky's amount of issue, according to a report.

Mistry had had initiated the process to sell part of Tata Sky in his first initial public offering (IPO) move after becoming the group chairman and a recent report by Times of India says Tata Sky will also be the 30th publicly listed company from the Tata Group which currently has a combined market cap of nearly Rs 7.2 lakh crore.

Early next week, the company's investors, management, underwriters and counsel will hold the kickoff meeting to thrash out the red herring prospectus, Times of India reported.

To take matters forward, Morgan Stanley, Citi and Kotak Mahindra Capital will manage the DTH provider's offering in which Tata Sons owns 51 per cent, media mogul Rupert Murdoch's 21st Century Fox has 30 per cent, Singapore state investor Temasek 10 per cent, and Tata Opportunities Fund holds 9 per cent.

Mistry has revived the plan to list Tata Sky on the domestic stock market, which will help the 47-year-old to part-monetize the asset by bringing in fresh funds to fuel the conglomerate's growth plans and trim its debt. In fiscal 2015, its loss stood at Rs 267 crore.

The report also stated that there are prospects of sale of new shares as well as of existing shares held by promoters including Tata Sons and Temasek, which has remained invested in Tata Sky since 2007. According to the report, Temasek wants to encash some of its holdings in the 12-year-old Tata Sky, which will have a gross profit of Rs 1,000 crore in fiscal 2016. Murdoch's 21st Century Fox intends to retain its ownership, while Tata Opportunities Fund is undecided whether it wants to sell a stake in the IPO, the person added.

Tata Sky intends to use the proceeds from the share sale to beef up its balance sheet. The company, which has emerged as the leader in the DTH field, will break even this financial year.

Direct to home (DTH) operator Tata Sky will enter in the New Year, with the promise to service its customers better. And in keeping with that, the operator has partnered with Nuance Communications for its speech recognition technology which will be deployed in all Tata Sky contact centres.

With this technology, customers calling into the contact centre can speak naturally, in English, Hindi and 10 additional Indian languages, to resolve their questions or be routed to the appropriate customer service representative.

Tata Sky has a widespread network, providing over 270+ channels and interactive services Pan India. Previously, customers calling into the contact centre would have to navigate through lengthy menu prompts to be routed to the appropriate agent to handle their question, causing unnecessarily long call times. Tata Sky turned to Nuance to implement speech recognition technology into their Interactive Voice Response (IVR) system so that callers could simply state the reason for their call. A popular service provided by Tata Sky is allowing customers to simply say the name of a movie and the desired time for viewing in order to watch a Showcase movie. This process is now completely automated and saves customers from having to wait to speak to an agent to order a Showcase movie, reducing unnecessary call transfers and allowing agents to answer more complex queries.

Tata Sky CEO & managing director HaritNagpal said, “We wanted to provide our customers with a convenient experience that provided them with the service they desired quickly and eliminated the need to wait for an agent. We looked to Nuance’s speech and language solutions because of Nuance’s ability to service our customers in English, Hindi and 10 additional Indian languages as well as the robustness of the solution in terms of handling calls quickly and efficiently. Nuance’s professional services helped us to build a solution that integrated well with our current system and mapped well with our business processes. This deployment has successfully impacted the customer experience at Tata Sky.”

“Tata Sky’s IVR speech implementation has given them a real advantage when it comes to servicing their customers, setting them apart from the competition,” said Nuance general manager, India & ASEAN Sunny Rao.

“Speech recognition allows customers to have an experience that exceeds expectations. Customers can now receive service how and when they want, by choosing their preferred language and speaking conversationally,” concluded Rao.

The total number of active DTH subscribers in India was 55981376 as on 31.12.2015. The number of active DTH subscribers of Airtel was 11343424 as on 31.12.2015. The market

share of Airtel was 20.26% of the total number of active DTH subscribers in the entire country. The number of active DTH subscribers of Dish TV was 13952866 as on 31.12.2015. The market share of Dish TV was 24.92% of the total number of active DTH subscribers in the entire country. Among all the DTH Operators in India, Dish TV had the largest number of DTH subscribers as on 31.12.2015 and was the market leader.

The number of active DTH subscribers of Reliance was 1786705 as on 31.12.2015. The market share of Reliance was 3.19% of the total number of active DTH subscribers in the entire country. Among all the DTH Operators in India, Reliance had the smallest number of DTH subscribers as on 31.12.2015.

The number of active DTH subscribers of Sun Direct was 5698544 as on 31.12.2015. The market share of Sun Direct was 10.18% of the total number of active DTH subscribers in the entire country. The number of active DTH subscribers of Tata Sky was 12045410 as on 31.12.2015. The market share of Tata Sky was 21.52% of the total number of active DTH subscribers in the entire country. The number of active DTH subscribers of Videocon D2H was 11154427 as on 31.12.2015. The market share of Videocon D2H was 19.93% of the total number of active DTH subscribers in the entire country.

## **RESEARCH STUDY**

## **OBJECTIVES OF STUDY**



## **OBJECTIVES**



The objective of this study is to find out the various tactics deployed by the company and also to study the various product offerings it makes to its customers. This will be done with reference to the following:

- ❖ Details of Online sale.
- ❖ Consumer Offers of different kinds.
- ❖ Features and benefits to consumers.
- ❖ Target Market share.
- ❖ Customer awareness target.
- ❖ Quality of picture and sound.
- ❖ Customer service.

### **HYPOTHESIS:**

1. Tata Sky is the leader in the DTH service market.
2. The marketing strategies of Tata-sky are highly effective in maintaining maximum market share.

### **SCOPE OF THE STUDY**

- This report will help to understand the consumer behaviour towards purchasing a DTH.
- It also opens the various factors which can affect the purchase decision.
- This report provides a frame of mind of people, what are the expectations of consumer and up to how much level those expectations can meet.
- The main purpose of the study is to aware the customers about the DTH service.

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## LIMITATIONS OF STUDY



## LIMITATION

### **The limitations of this study include the following:**

- ❖ The main Tata sky disadvantage which has the chances to decrease the number of customers is the set top box does not come for free. The set top box gives a wide range of channels to choose from. Tata sky does not provide any such set top box.
- ❖ Another of the Tata sky disadvantages are the channels packages does not provide all types of channels. Every package has a limited number channels.
- ❖ The Tata sky does not provide clear picture all the times. Sometimes the programs relayed on Tata sky become very hazy and unclear accompanied by unclear sound. This problem arrives particularly when any CD or DVD player is connected with. The users of the same locality face the same problems with Tata sky satellite television.
- ❖ The Tata sky signal gets disturbed by any high tension tower, high power RF transmitter which can generate high power electromagnetic radiation. These things affect the Tata sky signals very much.
- ❖ The customer care services are said to be alert all the time to solve the problems of the customers but no responses are found when the customers seek for their help.
- ❖ Sometimes the message 'The Tata sky digicard is not authorized' shows with a blue screen on the primary TV set.
- ❖ Even if the recharge is done the account shows empty sometimes

## **Research Methodology**

Descriptive research includes surveys and fact – finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

**The research conducted for this project is of ‘Descriptive’ type.**

It is the way or a manner in which the project is carried out. Research is considered as a way to arrive at answer to intellectual and practical problem through application of scientific methods of the knowable universe. It is the movement from the known to unknown research, which can be defined as *“defining and redefining problems, formulating hypothesis or suggested solution, organizing and evaluating data, making deductions and reaching and conclusions and at last carefully testing the conclusions to determine whether they fit formulating hypothesis”*.

**OR**

*“Careful investigation or enquiry especially through new facts in any branch of knowledge”*.

## **SAMPLING PLAN**

**Sampling plan** is detailed outline of measurements to be taken.

A **sampling plan** is a term widely used in research studies that provide an outline on the basis of which research is conducted. It tells which category is to be surveyed, what should be the sample size and how the respondents should be chosen out of the population.

Sampling plan is a base from which the research starts and includes the following two major decisions:

### **1. Sampling Size**

## 2. Sampling Type

### 1. Sampling Size -

Sampling plan is useful in determining the **size of the sample** i.e. how many objects in the sample is to be surveyed. Generally, “*the larger the sample size, the more is the reliability*” and therefore, researchers try to cover as many samples as possible

The sampling size of this research is done within 50 peoples within Nagpur area.

### 2. Sampling Type -

In single **sampling**, a random **sample** of  $n$  items is selected from a lot of size  $N$ . If the number  $d$  of nonconforming (defective) items found in the **sample** is less than or equal to an acceptance number  $c$ , the lot is accepted. Otherwise, the lot is rejected.

The sampling type for this research is Simple Random Sampling.

## Data Collection

The primary as well as secondary source of data collection has been in this project.

There are two types of data:

- ❖ Primary data
- ❖ Secondary data

**Primary data:-**

They are the original observation collected by the researchers or his agent for the first time and used their analysis. Once the primary data has been used, it ceases to be primary data becomes secondary.

Primary Data is used for questionnaire for determining the views of peoples.

**Secondary Data:-**

Secondary data is information that is already available somewhere, whether it be in journals, on the internet, in a company's records or, on a larger scale, in corporate or governmental archives.

Many publications issued at state intervals, such as magazines or the record of the transaction of society, are often called journals.

Secondary Data is used for this research mainly from Company Website, Newspapers, Journals and Advertisements.

# **DATA ANALYSIS AND INTERPRETATION**



## **DATA COLLECTION AND ANALYSIS TOOL**

After the collection of data, Analysis and Interpretation has been done. The study topic is related to analyzing the DTH market, finding out the brands operating in the market, the shares of various brands and studying the strategies adopted to attract and maintain consumers of DTH service. Different books have been referred to get the theoretical help for analyzing and interpretation the data.

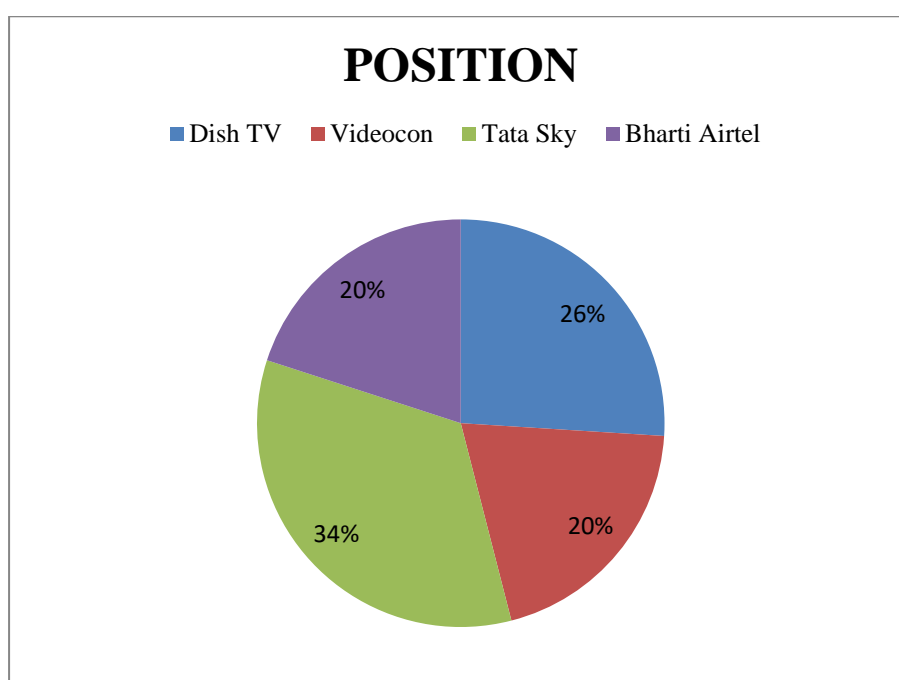
For analysing, as per sampling the questionnaire is derived and collected from 21 peoples in Nagpur area.

Various question has been asked to peoples for developing the views of consumers and peoples towards the company and determining the brand vale of company.

## **DATA ANALYSIS AND INTERPRETATION**

1. Position wise where does TATA SKY (dthservice )stand ?

Sr.no	Options	No. of Respondents	Percentage %
1	Dish TV	13	26
2	Videocon	10	20
3	Tata Sky	17	34
4	Bharti Airtel	10	20
	Total	50	100

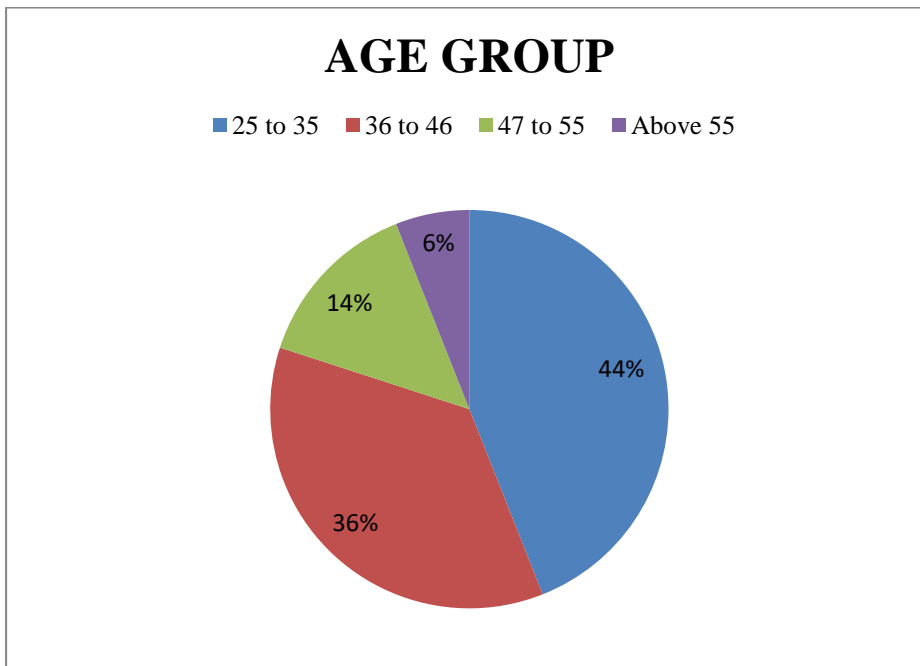


**Interpretation:** Here position wise 34% of respondents give a stand to the TATA SKY.

2. Which age group generally use TATA SKY (DTH SERVICES)?

Sr.no	Options	No. of Respondents	Percentage %
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1	25 to 35	22	44
2	36 to 46	18	36
3	47-55	7	14
4	Above 55	3	6
	Total	50	100

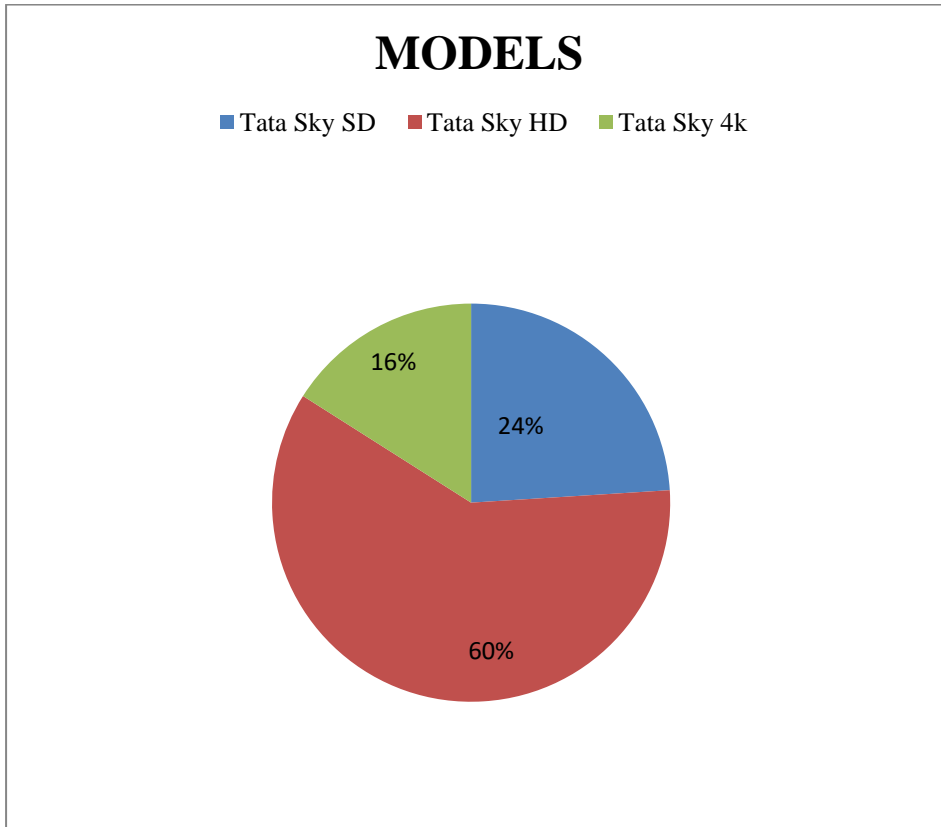


**Interpretation:** The age group between 25 to 35 generally use TATA SKY (DTH SERVICES).

3. What are different models of TATA SKY (DTH SERVICES) available in market?

Sr.no	Options	No. of Respondents	Percentage %
1	Tata sky SD	12	24

2	Tata sky HD	30	60
3	Tata Sky 4k	8	16
	Total	50	100

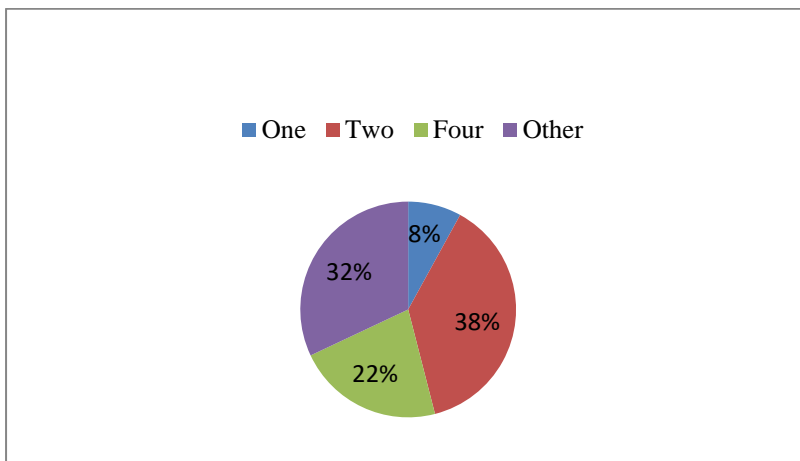


**Interpretation:** There are currently three working models of Tata Sky set top box available in market which are Tata Sky SD (standard), Tata Sky HD (high definition), Tata Sky 4k. Among this three models the Tata Sky SD and The Tata Sky HD are most selling models as they are more economic and easy installation play a major role for selling in higher numbers.

4. How many channel packages of TATA SKY do you have?

Sr.no	Options	No. of Respondents	Percentage %
1	One	4	8

2	Two	19	38
3	Four	11	22
4	Others	16	32
	Total	50	100

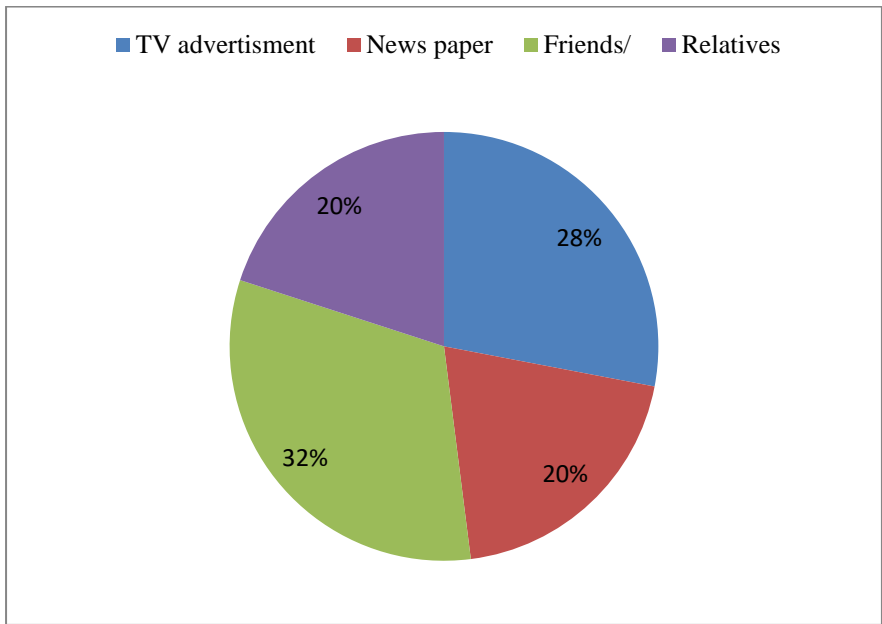


**Interpretation:** As Tata Sky is having a higher rate as compared to their other service packages so people prefer those packages only which they need regularly for their entertainment. And due to latest rules of govt. reveals that consumers only pay for channels they watch. So in Nagpur regions most of the people stay with single pack which consist all basic and daily watching channels like entertainment channels, movies channels, news channels, sports channels and kinds channels etc.

5. From where do you came to know about the product?

Sr.no	Options	No. of Respondents	Percentage %
1	TV advertisement	14	28
2	News paper	10	20
3	Friends	16	32
4	Relatives	10	20

	Total	50	100
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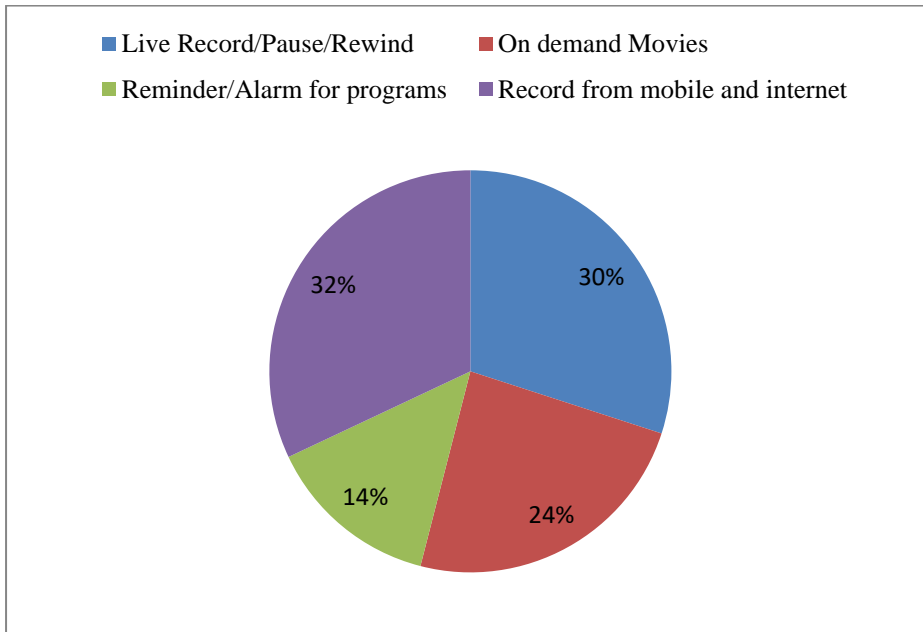


**Interpretation:** TVs and newspaper are the best method from where customers can get attract to the product but they prefer their friends more than the advertisements.

6. Which function you like the most?

Sr.no	Options	No. of Respondents	Percentage %
1	Live record/Pause/Rewind	15	30
2	On demand movies	12	24
3	Reminder/Alarm for programs	7	14

4	Record from mobile and internet	16	32
	Total	50	100

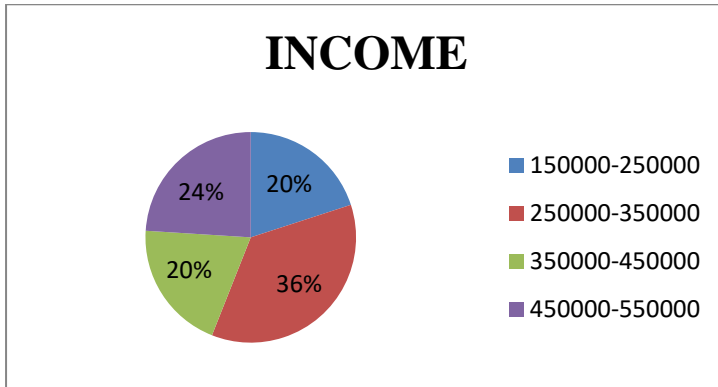


**Interpretation:** Live Record/Pause/Rewind is major used function of Tata sky, Movies on Demand also fairly used, Storage function also being used for recording, Recording from mobile and internet is also an well used function, Stream recorded content and Reminder are lowest used function of Tata sky.

7. How much is your income (Annual)?

Sr.no	Options	No. of Respondents	Percentage %
1	150000-250000	10	20
2	250000-350000	18	36
3	350000-450000	10	20
4	450000-550000	12	24

	Total	50	100
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**Interpretation:** This pie chart shows that the majority consumers of Tata Sky were from age group of 15-35. This data from 20 peoples states that the youth are satisfied with the services of quality.

The age group 36-46 consist less no of Tata Sky as that particular age peoples use Dish Tv DTH service as it were the first DTH service provider and user retain their services for long term.

## FINDINGS



## **FINDINGS OF THE STUDY**

1. From the survey we get to know that 34% of respondents had given a good stand to the TATA SKY.
2. From the survey we get to know that 25 to 35 age group generally use TATA SKY (DTH SERVICES).
3. From the survey we get to know that There are currently three working models of Tata Sky set top box available in market which are Tata Sky SD (standard), Tata Sky HD (high definition), Tata Sky 4k. Among this three models the Tata Sky SD and The Tata Sky HD are most selling models as they are more economic and easy installation play a major role for selling in higher numbers.
4. From the survey we get to know that 38% of respondents have two channel packages.
5. From the survey we get to know that 32% of respondents get to know about the product through their friends.
6. From the survey we get to know that 32% of respondents like the function of Record from mobile and internet.
7. From the survey we get to know that 36% of respondents have their annual income between 250000 to 350000.

**RECOMMENDATION& SUGGESTION**

## **RECOMMENDATION& SUGGESTION**

- ❖ The marketing of Tata Sky apart from TV/Newspaper are bit low compared to other DTH service provider. To tackle that problem Tata Sky should promote their product more on local and divisional level to make them as effective as other aspects of marketing.
  
- ❖ The user interface of Tata Sky is bit laggy and slow for daily usage considering the price point and competition. Tata Sky should develop their interface and make it more user-friendly.
  
- ❖ Tata Sky has relatively good customer service as compared to other providers its packages are a bit costly. Consumers should do a good research of the packages and it's pricing so they can appropriately choose according to their needs.
  
- ❖ As of the disclaimer I would say there has rarely been a case of such drop in packages also if the channels are moved to a base pack consumers are still likely to view the channel provided we are in the base pack it is moved to.

- ❖ Increase in the length of cable- the 12 meters cable should be long enough to reach from the Antenna to TV as they have mentioned if additional requirements it'll be charged.

## **CONCLUSION**

## **CONCLUSION OF THE STUDY**

The conclusion of this research on the basic of objectives and study and analysis are as follows-

- The marketing tactics of Tata Sky are next to perfect for marinating the second position in market share.
  
- The offerings made by company towards its consumers are fulfilled properly and due to that Tata Sky is said to be a reliable company maintaining satisfied consumers.
  
- Tata Sky hold second position in DTH market share as per of latest survey by govt.

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## BIBLIOGRAPHY

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- ❖ [www.webadvices.com](http://www.webadvices.com)

## QUESTIONNAIRE

**Name:**

**Contact:**

**Address:**

1. Position wise where does TATA SKY (DTH service) stand ?
  - Dish TV
  - Videocon
  - Tata sky
  - Bharti Airtel
  
2. Which age group generally use Tata sky (DTH service)?
  - 25 to 35
  - 36 to 46
  - 47 to 55
  - Above 55
  
3. What are different models of Tata sky (DTH service) available in market?
  - Tata sky SD
  - Tata sky HD
  - Tata sky 4k
  
4. How many channel packages of Tata sky do you have?
  - One
  - Two
  - Four
  - Other
  
5. From where did you came to know about the product?



- TV advertisement
- Newspapers
- Friends
- Relatives

6. Which function you like the most?

- Live record/pause/rewind
- On demand movies
- Reminder/alarms for programs
- Record from mobile and internet

7. How much is your income (annual)?

- 150000-250000
- 250000-350000
- 350000-450000
- 450000-550000