

Project Report

**“COMPETITIVE ANALYSIS OF JIO COMPARED
TO OTHER SERVICE PROVIDERS”**

**Submitted to
Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

**Submitted by
Sakshi Paliwal**

**Under the Guidance of
Dr. Geeta Naidu**

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2019-20



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2019-20



CERTIFICATE

This is to certify that "**Sakshi Paliwal**" has submitted the project report titled "**Competitive analysis of JIO compared to other service providers**", 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

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2019- 20



DECLARATION

I here-by declare that the project with title "Competitive Analysis of JIO Compared to Other Service Providers" 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.

Sakshi Paliwal

Place: Nagpur

Date:



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

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

Sakshi Paliwal

Place: Nagpur

Date:

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A decorative scroll graphic with a black outline and a light gray fill. The scroll is unrolled in the center, with the word "INTRODUCTION" written in a bold, black, serif font. The scroll has a small circular detail at the top right corner, suggesting a binding or a rolled-up end.

INTRODUCTION

INTRODUCTION

COMPETITIVE ANALYSIS

A competitive analysis identifies your competitors and evaluates their strategies to determine strengths and weaknesses relative to your brand. A competitive analysis often includes a SWOT analysis that helps the marketer define a competitive marketing plan. One of the methods to analyse competitors is given below:

PORTER'S FIVE FORCES OF COMPETITIVE ANALYSIS:

This theory is based on the concept that there are five forces that determine the competitive intensity and attractiveness of a market. The five forces are:

- 1. Supplier power.** An assessment of how easy it is for suppliers to drive up prices. This is driven by the: number of suppliers of each essential input; uniqueness of their product or service; relative size and strength of the supplier; and cost of switching from one supplier to another.
- 2. Buyer power.** An assessment of how easy it is for buyers to drive prices down. This is driven by the: number of buyers in the market; importance of each individual buyer to the organisation; and cost to the buyer of switching from one supplier to another. If a business has just a few powerful buyers, they are often able to dictate terms.
- 3. Competitive rivalry.** The main driver is the number and capability of competitors in the market. Many competitors, offering undifferentiated products and services, will reduce market attractiveness.
- 4. Threat of substitution.** Where close substitute products exist in a market, it increases the likelihood of customers switching to alternatives in response to price increases. This reduces both the power of suppliers and the attractiveness of the market.
- 5. Threat of new entry.** Profitable markets attract new entrants, which erodes profitability. Unless incumbents have strong and durable barriers to entry, for example, patents, economies of scale, capital requirements or government policies, then profitability will decline to a competitive rate.

INTRODUCTION OF TELECOMMUNICATION INDUSTRY

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP). The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country. The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smartphone sales and rising internet usage.

Investment

With daily increasing subscriber base, there have been a lot of investments and developments in the sector. The industry has attracted FDI worth US\$ 18.38 billion during the period April 2000 to March 2016, according to the data released by Department of Industrial Policy and Promotion (DIPP).

Government Initiatives

* The government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the other major initiatives taken by the government are as follows:

* The Ministry of Communications & Information Technology has launched Twitter Sewa, an online communications platform for registration and resolution of user complaints in the telecommunications and postal sectors.

* The Telecom Regulatory Authority of India (TRAI) has released a consultation paper which aims to offer consumers free Internet services within the net neutrality framework and has proposed three models for free data delivery to customers without violating the regulations.

* The Telecom Regulatory Authority of India (TRAI) has recommended a Public-Private Partnership (PPP) model for BharatNet, the central government's ambitious project to set up a broadband network in rural India, and has also envisaged central and state governments to become the main clients in this project.

* The Ministry of Skill Development and Entrepreneurship (MSDE) signed a Memorandum of Understanding (MoU) with Department of Telecommunication (DoT) to develop and implement National Action Plan for Skill Development in Telecom Sector, with an objective of fulfilling skilled manpower requirement and providing employment and entrepreneurship opportunities in the sector.

* The Telecom Regulatory Authority of India (TRAI) has directed the telecom companies or mobile operators to compensate the consumers in the event of dropped calls with a view to reduce the increasing number of dropped calls.

Future Trends

India will emerge as a leading player in the virtual world by having 700 million internet users of the 4.7 billion global users by 2025, as per a Microsoft report. With the government's favourable regulation policies and 4G services hitting the market, the Indian telecommunication sector is expected to witness fast growth in the next few years.

The Telecom Market Segments

Mobile (wireless): Comprises establishments operating and maintaining switching and transmission facilities to provide direct communications via airwaves

Fixed-line (wireline): Consists of companies that operate and maintain switching and transmission facilities to provide direct communications through landlines, microwave or a combination of landlines and satellite link-up

Internet Services: Includes Internet Service Providers (ISPs) that offer broadband internet connections through consumer and corporate channels



INDUSTRY PROFILE

INDUSTRY PROFILE

India has a fast-growing mobile services market with excellent potential for the future. With almost five million subscribers amassed in less than two years of operation, India's growth tempo has far exceeded that of numerous other markets, such as China and Thailand, which have taken more than five years to reach the figures India currently holds. The number of mobile phone subscribers in the country would exceed 50 million by 2010 and cross 300 million by 2016, according to Cellular Operators Association of India (COAI).

According to recent strategic research by Frost & Sullivan, Indian Cellular Services Market, such growth rates can be greatly attributed to the drastically falling price of mobile handsets, with price playing a fundamental role in Indian subscriber requirements. Subscribers in certain regions can acquire the handset at almost no cost, thanks to the mass-market stage these technologies have reached internationally. The Indian consumer can buy a handset for \$150 or less. This should lead to increased subscribership. This market is growing at an extremely fast pace and so is the competition between the mobile service providers. With the presence of a number of mobile telephony services providers including market leaders like Airtel, Reliance, Idea Cellular, BSNL etc. who are providing either of the two network technologies such as Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). In cellular service there are two main competing network technologies: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). Understanding the difference between GSM and CDMA will allow the user to choose the preferable network technology for his needs. Global System for Mobile Communication (GSM) is a new digital technology developed by the European community to create a common mobile standard around the world. It helps you achieve higher sell capacity and better speech quality and one can enjoy crystal clear reception on ones mobile phone. It automatically solves the problem of eavesdropping on ones calls. Before analyzing the telecom licensing framework in India, it is imperative that one must examine what is a license. License issued by the government is an authority, given to a person upon certain conditions to do something which would have been illegal or wrongful otherwise.

For example, a driver's license issued by the government, gives the authority to a person to drive a motor vehicle. There are three main types of license fee which the government charges: (I)

initial license fee, which generally is non-refundable, (ii) annual license fee, and (iii) additional fee for allocation of spectrum. Licensing framework has been an integral part of India's telecommunication law. Under the Indian Telegraph Act, 1885, section 4 gives power to the government to grant license to any person to establish, maintain or use a telegraph.

Code Division Multiple Access (CDMA) describes a communication channel access principle that employs spread spectrum technology and a special coding scheme (where each transmitter is assigned a code). It is a spread spectrum signaling, since the modulated coded signal has a much higher bandwidth than the data being communicated. CDMA is the current name for mobile technology and is characterized by high capacity and small cell radius. It has been used in many communication and navigation systems, including the Global Positioning System and the omnitracs satellite system for transportation logistics.

NATIONAL TELECOM POLICY 1994 (NTP 1994):-

The National Telecom Policy was announced in 1994 which aimed at improving India's competitiveness in the global market and provide a base for a rapid growth in exports. This policy eventually facilitated the emergence of Internet services in India on the back of established basic telephony communication network. This policy also paved way for the entry of the private sector in telephone services. The main objectives of the policy were:

- To ensure telecommunication is within the reach of all, that is, to ensure availability of telephone on demand as early as possible
- To achieve universal service covering all villages, that is, enable all people to access certain basic telecom services at affordable and reasonable prices
- To ensure world-class telecom services. Remove consumer complaints, resolve disputes and encourage public interface and provide a wide permissible range of services to meet the demand at reasonable prices
- To ensure that India emerges as a major manufacturing base and major exporter of telecom equipment
- To protect the defence and security interests of the nation.

The policy also announced a series of specific targets to be achieved by 1997 and further recognized that to achieve these targets the private sector association and investment would be

required to bridge the resource gap. Thus, to meet the telecom needs of the nation and to achieve international comparable standards, the sector for manufacture of telecom equipment had been progressively relicensed and the sub-sector for value-added services was opened up to private investment (July 1992) for electronic mail, voice mail, data services, audio text services, video text services, video conferencing, radio paging and cellular mobile telephone. The private sector participation in the sector was carried out in a phased manner. Initially the private sector was allowed in the value added services, and thereafter, it was allowed in the fixed telephone services. Subsequently, VSAT services were liberalized for private sector participation to provide data services to closed user groups.

Establishment of TRAI

The entry of private players necessitated independent regulation in the sector; therefore, the TRAI was established in 1997 to regulate telecom services, for fixation/revision of tariffs, and also to fulfil the commitments made when India joined the World Trade Organization (WTO) in 1995. The establishment of TRAI was a positive step as it separated the regulatory function from policy-making and operation, which continued to be under the purview of the DoT. The functions allotted to the TRAI included:

- a. To recommend the need and timing for introduction of new service provider
- b. To protect the interest of customers of telecom services
- c. To settle disputes between service providers.
- d. To recommend the terms and conditions of license to a service provider.
- e. To render advice to the Central government on matters relating to the development of telecommunication technology and any other matter applicable to the telecommunication industry in general.

NEW TELECOM POLICY 1999 (NTP 1999):-

In recognition of the fact that the entry of the private sector, which was envisaged during NTP94, was not satisfactory and in response to the concerns of the private operators and investors about the viability of their business due to non realization of targeted revenues the government decided to come up with a new telecom policy. The most important milestone and instrument of telecom reforms in India is the New Telecom Policy 1999 (NTP 99). The New Telecom Policy, 1999 (NTP-99) was approved on 26th March 1999, to become effective from 1st April 1999. Moreover, convergence of both markets and technologies required realignment of the industry. To achieve India's vision of becoming an IT superpower along with developing a world class telecom infrastructure in the country, there was a need to develop a new telecom policy framework. Accordingly, the NTP 1999 was framed with the following objectives and targets:

- Availability of affordable and effective communication for citizens was at the core of the vision and goal of the new telecom policy
- Provide a balance between provision of universal service to all uncovered areas, including rural areas, and the provision of high-level services capable of meeting the needs of the economy Encourage development of telecommunication facilities in remote, hilly and tribal areas of the nation
- To facilitate India's journey to becoming an IT superpower by creating a modern and efficient telecommunication infrastructure taking into account the convergence of IT, media, telecom and consumer electronics
- Convert PCOs, wherever justified, into public telephone information centers having multimedia capability such as ISDN services, remote database access, government and community information systems etc.
- To bring about a competitive environment in both urban and rural areas by providing equal opportunities and level playing field for all players
- Providing a thrust to build world-class manufacturing capabilities and also strengthen research and development efforts in the country
- Achieve efficiency and transparency in spectrum management
- Protect the defense and security interests of the country
- Enable Indian telecom companies to become global players.

In line with the above objectives, some of the specific targets of the NTP 1999 were:

- Make available, telephone on demand by 2002 and achieve a tele density of 7% by 2005 and 15% by 2010
- Encourage development of telecom in rural areas by developing a suitable tariff structure so that it becomes more affordable and by also making rural communication mandatory for all fixed service players and thus
 1. Achieve a rural tele density of 4% by 2010 and provide reliable transmission
 2. media in all rural areas.

Players in the market

- BSNL is the market leader with a 67.7 per cent share followed by MTNL with 11.5 per cent market share. Next is Bharti Airtel at 10.9% followed by Tata and Reliance at 5% and 4.1% respectively.
- BSNL as a company is growing and showed annual revenues of approximately \$4.5 billion as of 2014. BSNL is serving more than 125 million customers across the country and is catalyst in checking the price point for telecom services.
- Also, with the government intensifying its rural focus, only BSNL can turn into reality the next wave of rural telecom penetration.
- BSNL is a 100% Central Government entity and employees with BSNL are entitled to get salaries and perks as decided by Government of India and not by BSNL
- However both, MTNL and BSNL are plagued by declining revenues coupled with high costs. BSNL has massive infrastructure, manpower, systems, and 80 per cent of landlines and 90 per cent of broadband connections in India are operated by it.
- “Vodafone is investing nearly US\$ 3 billion over the next two years in India in expanding its network infrastructure and distribution channel in the country,” as per Vittorio Colao, CEO, Vodafone Plc.
- BlackBerry plans to set up enterprise solutions centres to educate corporate customers about various BlackBerry Enterprise Service (BES) 10 solutions. "India is one of the fastest growing markets in terms of smartphone and mobile data adoption," said according to Sunil Lalvani, Managing Director (MD), BlackBerry India.

- Tata Teleservices plans to set up nearly 4,000 wi-fi hotspots in nine cities across the country in the next two years.

Booming sectors

- The tide has turned for the telecom sector in India, as growth and profitability has accelerated in recent times. Tower companies are reaping benefits of a turnaround in the sector as operators have started investing in networks to boost data penetration.
- However it is in the country's booming mobile segment in which the major battles are being fought. Three major private players – Bharti airtel, Reliance and Vodafone - with a formidable 54% share of the market between them, lead a large field of mobile operators. State-owned enterprises –BSNL and MTNL – have also been making their presence felt with a combined market share of 12%.

A look ahead

- According to Craig Wigginton, vice chairman and U.S. Telecommunications leader, Deloitte & Touche LLP, the big challenge for the telecom industry in 2016 – which also presents a major growth opportunity for the sector – is that consumers are getting addicted to connectivity and high speed.
- The ongoing expansion of the mobile ecosystem, coupled with demand for high bandwidth applications and services such as video and gaming, is keeping pressure on the industry to increase the availability and quality of broadband connectivity.
- What does this mean for players in the sector? Carriers will continue to pursue technological advancements to handle demand, including offloading some mobile bandwidth needs to Wi-Fi, which is proving an effective complement to mobile networks. At the same time, long-term spectrum availability, spectrum efficiency, small cells and continued backhaul improvements are likely to be a key focus to assure continued mobile broadband momentum



COMPANY PROFILE



COMPANY PROFILE

Reliance JIO



Formerly called	<ul style="list-style-type: none"> • Infotel Broadband Services Limited (2009 - 2013) • Reliance JIO Infocomm Limited (2013 - 2015) 	Products	<p>Mobile telephony, broadband, Wifi, Router and 4G Data services</p> <p>JIO Apps MyJIO, JIOChat, JIOPlay, JIOBeats, JIOMoney, JIODrive, JIOOnDemand, JIOSecurity, JIOJoin, JIOMags, JIOXpressNews, JIONet WiF</p>
Type	Subsidiary	Parent	Reliance Industries
Industry	Telecommunication		
Headquarters	Navi Mumbai, Maharashtra, India	Subsidiaries	LYF
Key people	Sanjay Mashruwalla (Managing Director) Jyotindra Thacker (Head of IT) Akash Ambani (Chief of Strategy)		

JIO also known as **Reliance JIO** and officially as **Reliance JIO Infocomm Limited (RJIL)**, is an upcoming provider of mobile telephony, broadband services, and digital services in India.. **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. Formerly known as **Infotel Broadband Services Limited (IBSL)**, JIO will provide 4G services on a pan-India level using LTE technology. The telecom leg of **Reliance Industries Limited**, it was incorporated in 2007 and is based in Mumbai, India. It is headquartered in Navi Mumbai.

RJIL is setting up a pan India telecom network to provide to the highly underserved India market, reliable (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. RJIL aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby propelling India into global leadership in digital economy.

RJIL is also deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from / to non-RJIL network.

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.

Reliance JIO is part of the "Bay Of Bengal Gateway" Cable System, planned to provide connectivity between South East Asia, South Asia and the Middle East, and also to Europe, Africa and to the Far East Asia through interconnections with other existing and newly built cable systems landing in India, the Middle East and Far East Asia.

RJIL's subsidiary has been awarded with a Facility Based Operator License ("FBO License") in Singapore which will allow it to buy, operate and sell undersea and/or terrestrial fibre connectivity, setup its internet point of presence, offer internet transit and peering services as well as data and voice roaming services in Singapore.

R-JIO is also in the process of installing hundreds of monopoles, unlike the regular roof top mounted telecom towers typically used by telcos, said the company executive quoted above. Monopoles, or ground-based masts (GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic and advertising opportunities.

The company, which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of its offerings including 4G services, a host of mobile phone applications and delivery of television content over its fibre optic network.

R-JIO, meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend \$8-9 billion for the 4G roll-out. The company will battle for subscribers with leading telcos such as Bharti Airtel Ltd, Vodafone India Pvt Ltd and Idea Cellular Ltd.

The Dominant Players

- Bharti Airtel --- 23% Market Share
- Vodafone India --- 18% Market Share
- Idea Cellular --- 15% Market Share
- Reliance Communications --- 12% Market Share
- BSNL --- 10% Market Share
- Aircel --- 8% Market Share
- TATA Infocomm --- 7% Market Share
- Others --- 7% Market Share

The services were beta launched to JIO's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries.



Mr. Akash Ambani is being launched in business as a chief of strategy in Reliance JIO, involved in day to day operations in business or Ms. Isha Ambani is involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).

Reliance Industries Chairman Mukesh Ambani committed an investment of Rs. 2,50,000 crores on "Digital India" and said he expected the group's initiatives under it will create over 5,00,000 direct and indirect jobs.

"Digital India as company has seen empowers them to fulfil their aspirations. Reliance JIO has invested over Rs. 2,50,000 crores across the Digital India pillars," Ambani said, adding: "I estimate Reliance's 'Digital India' investments will create employment for over 5,00,000 people. " Ambani said the launch of Digital India initiative was a momentous occasion in an information age where digitization was changing the way one lives, learns, works and plays. It can transform the lives of 1.2 billion Indians using the power of digital technology. And as well as "So 80 percent of the 1.3 billion Indians will have high-speed, mobile Internet. And by 2017, company would cover 90 percent. And by 2018, all of India would be covered by this digital infrastructure,"

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for Rs 4,800cr. Although unlisted, IBBL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance JIO Infocomm Limited (RJIL) in January 2013.

Acquisition & Subsidiaries:

- ✓ Acquired Infotel Broadband Services Limited in 2010.
- ✓ Technology - Rancore Technologies
- ✓ ILD & NLD - Infotel Telecom.

Agreements:

- ✓ An agreement with Ascend Telecom for their more than 4,500 towers across India. (June 2014)
- ✓ An agreement with Tower Vision for their 8,400 towers across India. (May 2014)
- ✓ An agreement with ATC India for their 11,000 towers across India. (April 2014)
- ✓ An agreement with Viom Networks for their 42,000 telecom towers. (March 2014)
- ✓ Agreement with Bharti Airtel for a comprehensive telecom infrastructure sharing agreement to share infrastructure created by both parties to avoid duplication of infrastructure wherever possible. (December 2013)
- ✓ A key agreement for international data connectivity with Bharti to utilise dedicated fiber pair of Bharti's i2i submarine cable that connects India and Singapore. (April 2013)
- ✓ Agreements with Reliance Communications Limited for sharing of RCOM's extensive inter-city and intra-city optic fiber infrastructure of nearly 1,20,000 fiber-pair kilometers of optic fiber and 500,000 fiber pair kilometers respectively (April 2013 / April 2014), and 45,000 towers (June 2013).
- ✓ Reliance JIO Infocomm is currently laying OFC across the country to offer Fiber to the home/premises (FTTH). This fiber backbone will also help them to carry huge amount of data originated from their 4G network as well as public Wi-Fi network.
- ✓ Reliance JIO is deploying LTE-TDD technology for 2.3 GHz spectrum band, acquired in 2010.

- ✓ Reliance JIO will deploy LTE-FDD for 1.8 GHz spectrum, which will ultimately paved to roll out of LTE-A network aggregation of both technology and both spectrum band.
- ✓ At present in different cities of India Reliance JIO offers Wi-Fi services. Most of these cities are in Gujarat, where Reliance Industries also have one of the largest petrorefinery.
- ✓ Once commercially launched, JIO users can have access to Reliance Communications' 2G & 3G network.

OPERATIONS

In June 2015, JIO announced that it will start its operations all over the country by the end of year. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017. Later in July, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of pan-India licence to JIO by the Government of India. The PIL also alleged that JIO was allowed to provide voice telephony along with its 4G data service, by paying an additional fees of just 165.8 crore (US\$25 million) which was arbitrary and unreasonable, and contributed to a loss of 2,284.2 crore (US\$340 million) to the exchequer.

Beta Launch

The 4G services were launched internally to JIO's partners, its staff and their families on 27 December 2015. Bollywood actor Shah Rukh Khan, who is also the brand ambassador of JIO, kickstarted the launch event which took place in Reliance Corporate Park in Navi Mumbai, along with celebrities like musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani. The closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around 1000 locations including Dallas in the US.

PRODUCT & SERVICES

RELIANCE JIO 4G BROADBAND

The company has launched its 4G broadband services throughout India in the first quarter of 2016 financial year. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Mukesh Ambani, owner of

Reliance Industries Limited (RIL) whose Reliance JIO is the telecom subsidiary, had unveiled details of JIO's fourth-generation (4G) services on 12 June 2015 at RIL's 41st annual general meeting. It will offer data and voice services with peripheral services like instant messaging, live TV, movies on demand, news, streaming music, and a digital payments platform. The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) licence, JIO will also serve as a TV channel distributor and will offer television-on-demand on its network.

Pan-India Spectrum

JIO owns spectrum in 800 MHz and 1,800 MHz bands in 10 and 6 circles, respectively, of the total 22 circles in the country, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035. Ahead of its digital services launch, Mukesh Ambani-led Reliance JIO entered into a spectrum sharing deal with younger brother Anil Ambani-backed Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which JIO already owns. Reliance JIO's vision for India is that broadband and digital services will no longer be a luxury item, rather convert it into a basic necessity that can be consumed in abundance by consumers and small businesses. The initiatives are truly aligned with the Government of India's 'Digital India' vision for our nation.



PROBLEM DEFINITION

PROBLEM DEFINITION

Even though the sector has reflected promising growth, the teledensity in India still remains at a very low level compared with international standards and thus providing tremendous opportunity for future growth. In the medium-term, the industry is expected to continue to record good subscriber growth as a result of low penetration levels, heightened competition; a sustained fall in minimum subscription cost and tariff that increase affordability for lower-income rural users, expansion of coverage area by mobile operators, and government support through schemes such as the rural infrastructure roll out funded by subsidies from the Universal Service Obligation (USO) Fund. The Indian telecom sector offers unprecedented opportunities in various areas, such as rural telephony, 4G, virtual private network, value-added services, et al. Nonetheless, the lack of telecom infrastructure in rural areas and falling ARPU of telecom service providers could inhibit the future growth of the industry

- **Rapidly Falling ARPU (Average revenue per user)**
- **Lack of Telecom Infrastructure**
- **Rural Areas Continue to Remain Under Penetrated**
- **Excessive Competition**
- **Lower Broadband Penetration**
- **Spectrum Allocation**
- **Other Growth Inhabiting Factors**



**OBJECTIVES OF THE
STUDY**

OBJECTIVES OF THE STUDY

The study has been conducted to an effect of launch of JIO sim on other competitor in India.

The specific objectives of the study are:

- To gain an overview of the present situation of the Indian Telecom Industry.
- To identify key attributes in the business model of Reliance JIO.
- To define the ways in which reliance JIO has affected other players in the telecom industry of India.
- To assess the key ways in which Reliance JIO has dominated the entire telecom industry.
- To recommend ways through which Reliance JIO can become leader in the Indian Telecom sector.



HYPOTHESIS

HYPOTHESIS

Hypothesis is an idea or explanation that you test through study and experimentation outside science. A theory or guess can also be called as hypothesis.

H0: Price has an insignificant impact on customer switching behavior

H1: Price has a significant impact on customer switching behavior



**SCOPE OF
THE STUDY**


SCOPE OF THE STUDY

This study covers competition faced by Reliance JIO in the areas of Nagpur.

The study makes effort to ascertain the satisfaction level of customer of Reliance JIO so that we can understand the competitive position of JIO network. The company can come up to the expectation only by finding out the problem that customer are facing. The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product without having considering the existing competition. No company can survive in long run without coming up to the satisfaction level of customer.

In short it is the level of competition that is link between end-user and company. As long as the company is able to cope up with competition, customer would remain in the bracket of loyal customer. Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement.

The research will also be beneficial in analyzing the overall market position of the company and measures which should be adopted by the Reliance JIO to increase their market share in the region of Nagpur.



**RESEARCH
METHODOLOGY**

RESEARCH METHODOLOGY

SAMPLE SIZE:

Here researcher has used random sampling. It includes the random survey of the people.

Specifically researcher has used the random sampling. In this researcher have selected the population based on the easy availability.

RANDOM SAMPLING:

Sampling can be defined as a part of population. Thus random sampling may be defined as the selection of a portion from the whole population in which each elements of the population has an equal chance of being selected. A more apt definition will be that each element in the population has a non-zero and known probability of selection a randomly drawn sample is an unbiased sample.

Research also usually reaches its conclusions on the basis of sampling, but its methods must adhere to certain scientific rules. Not only a research practitioner but a business decision maker needs a substantial grasp of sampling theory to appraise the reliability and validity of sample information that would underlie their decisions.

REASONS FOR SAMPLING:

There are four major reasons, pertaining especially to marketing situations, for deciding to take a sample:

1. Decision makers have a time frame in which to make a decision based on whatever information can be obtained in that period.
2. The cost of gathering information is a compelling consideration in favor of sampling.
3. The accuracy of the information may not be justifiably enhanced by taking a complete enumeration.

Sampling Unit: General public, Youths, Employees of some organization of Nagpur City

Sample Size: 100 respondents as a sample size from different areas of Nagpur City.

Sampling Technique: Random sampling, Sampling items are selected by the judgment of the researcher.

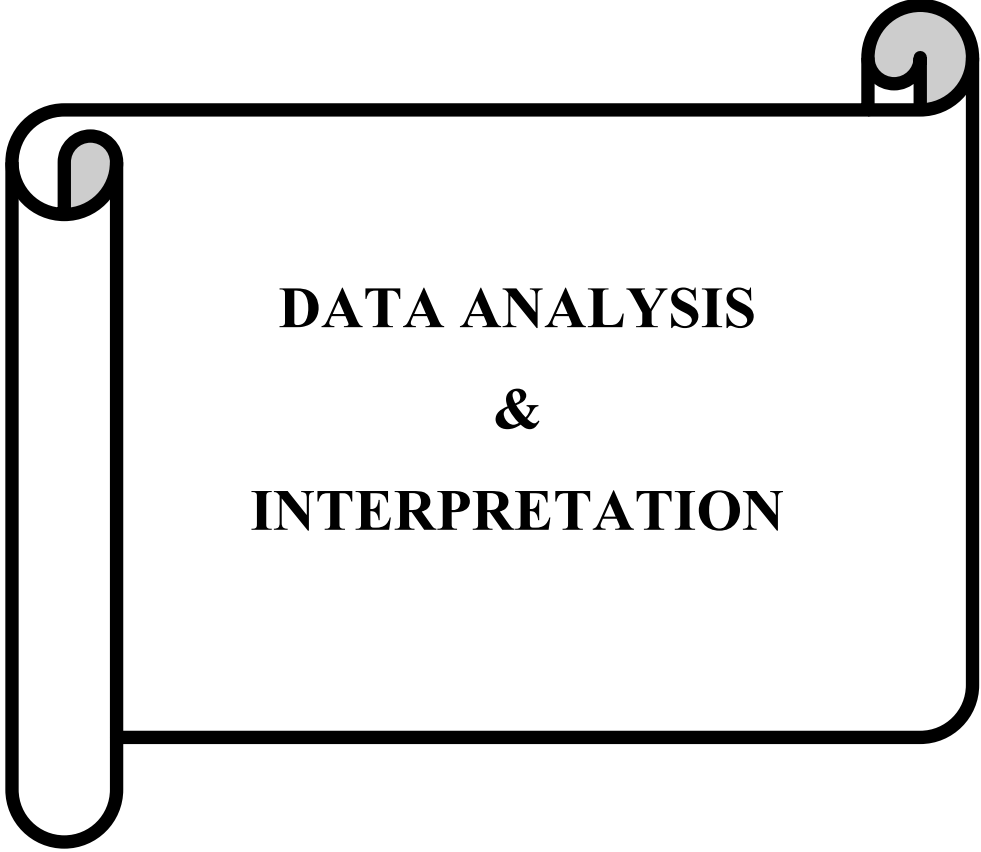
Sampling Frame: Colleges, Youth gathering places, Shops.

Statistical Tools: Graphical Presentation like Tables, Bar chart, Pie chart etc.

Location of Survey: Nagpur City.

The method used for selecting the people was random sampling method.

Time Span of the Field Work: The field work was carried out in a span of nearly 8 week.



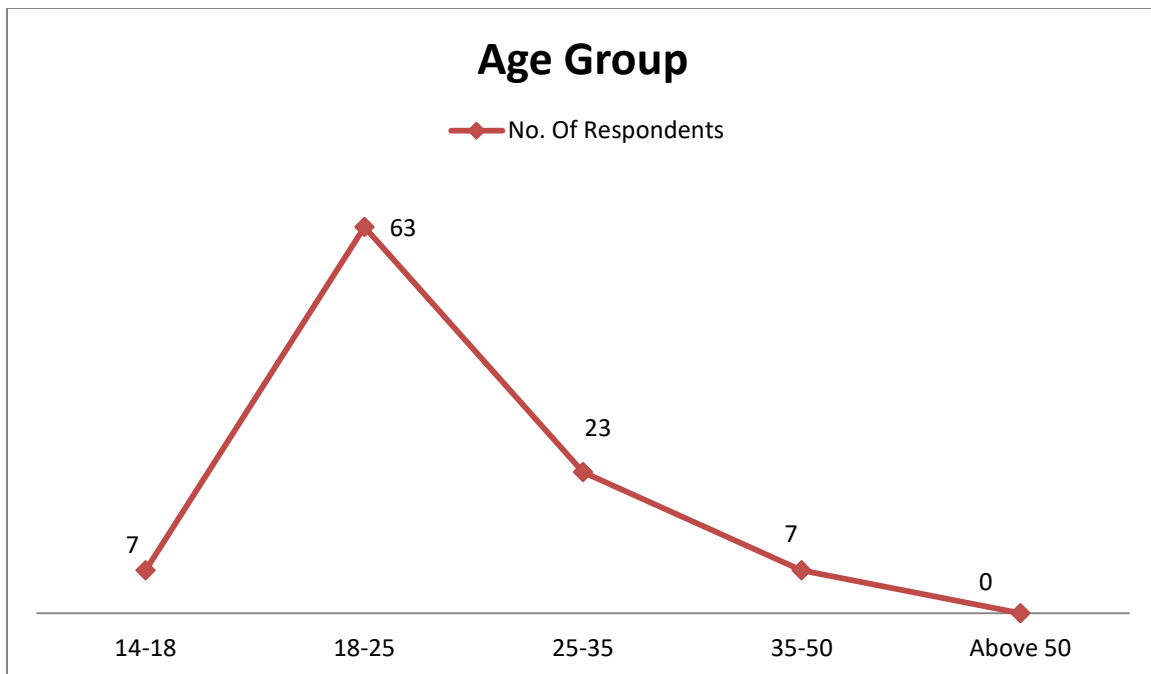
**DATA ANALYSIS
&
INTERPRETATION**

DATA ANALYSIS & INTERPRETATION

AGE GROUP OF RESPONDENTS

Table No.1

Age group	No. of respondents	Percentage
14-18	7	7%
18-25	63	63%
25-35	23	23%
35-50	7	7%
Above 50	0	0%
Total	100	100%



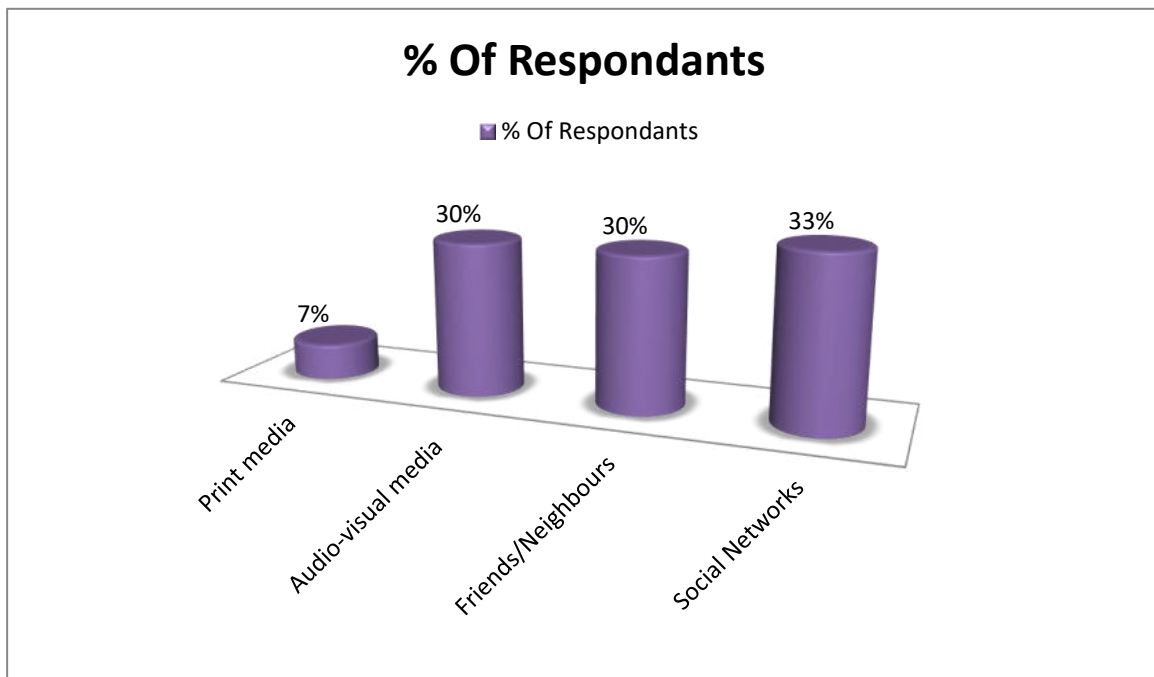
INTERPRETATION:

Respondents are more from the age group of 18-25. So company should make strategy in future so that other age groups may also get informed about the company.

I GOT TO KNOW ABOUT JIO NETWORK FROM -

Table No. 2

Media	No. of respondents	Percentage
Print Media	7	7%
Audio-Visual Media	30	30%
Friends/Neighbors	30	30%
Social Networks	33	33%
Total	100	100%



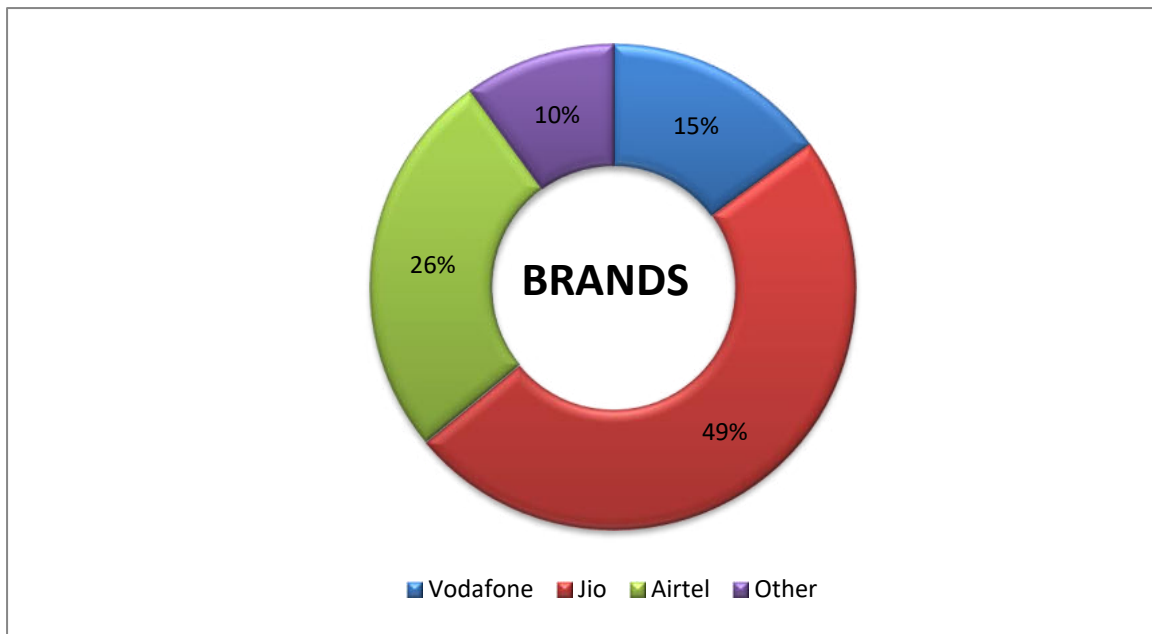
INTERPRETATION:

In the above chart, 33% of respondents were come to know about the JIO Sim through Social Networks. E-media is best for the promotion and advertisement in this era and company should promote in this media more rigorously to get more response.

THE TELECOMMUNICATION BRAND I USE -

Table No. 3

Brand	No. of respondents	Percentage
Vodafone	15	15%
JIO	49	49%
Airtel	26	26%
Other	10	10%
Total	100	100%



INTERPRETATION:

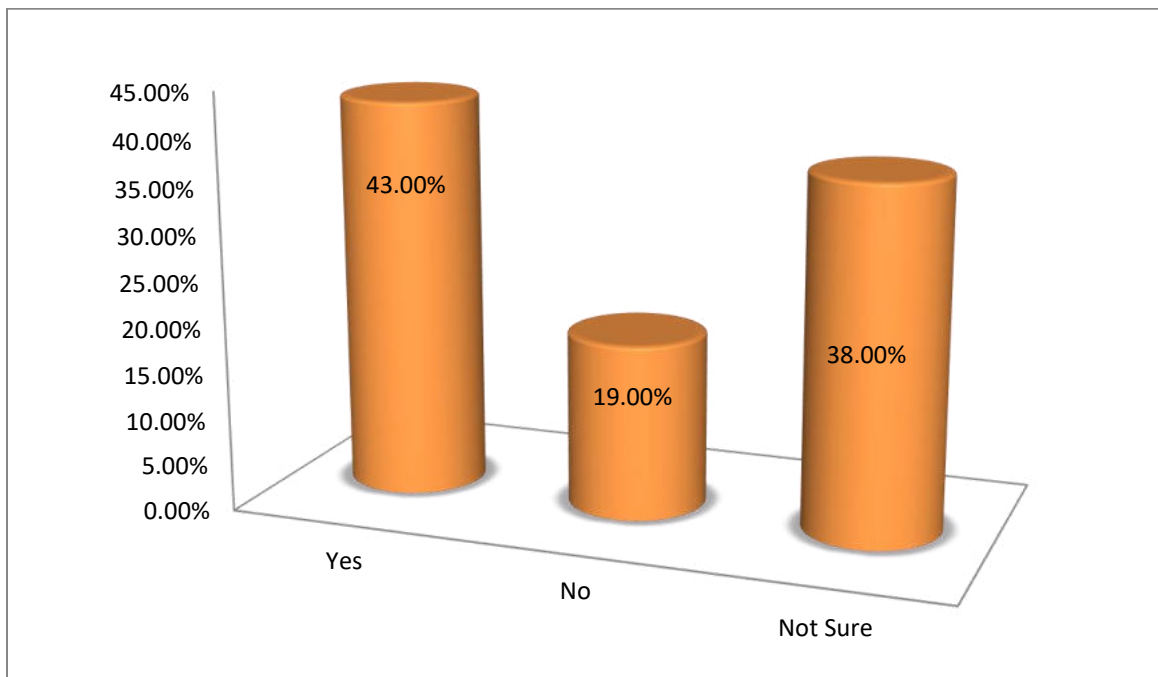
From the above graph, we see that Airtel has captured 26% market share in the survey area

And 49% respondents have JIO, JIO can penetrate in the existing market to increase its shares.

IF I'M NOT USING JIO, AM I PLANNING, IN NEAR FUTURE, TO SWITCH THE NETWORK -

Table No. 4

Response	No. of respondents	% of Respondents
Yes	43	43%
No	19	19%
Not Sure	38	38%
Total	100	100%



INTERPRETATION:

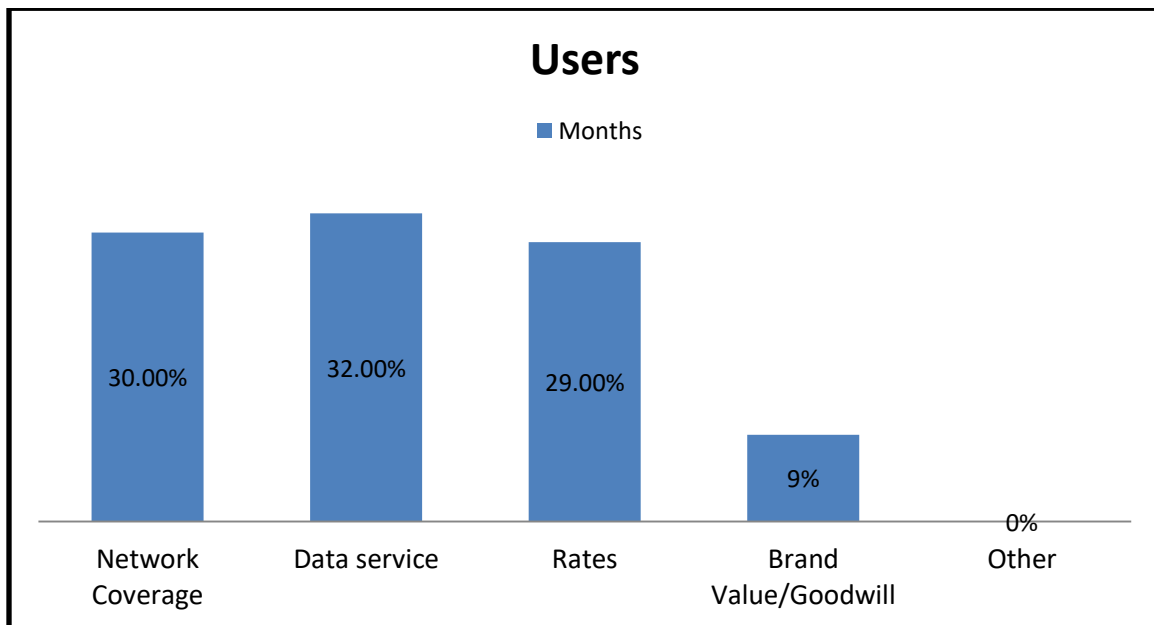
- 43% of respondents says they will convert to JIO Network.
- 19% of respondents says they will not convert to JIO Network.
- 38% of respondents says they are not sure about converting the network.

Out of 100 Respondents 43% said that they are thinking of switching their network to JIO, which is good but it can be improved too.

I SEE THE FOLLOWING COMPONENTS IN A NETWORK BEFORE CHOSING IT -

Table No.5

Components	No. of respondents	% of respondents
Network Coverage	30	30%
Data service	32	32%
Rates	29	29%
Brand Value/Goodwill	9	9%
Other	0	0%
Total	100	100%



INTERPRETATION:

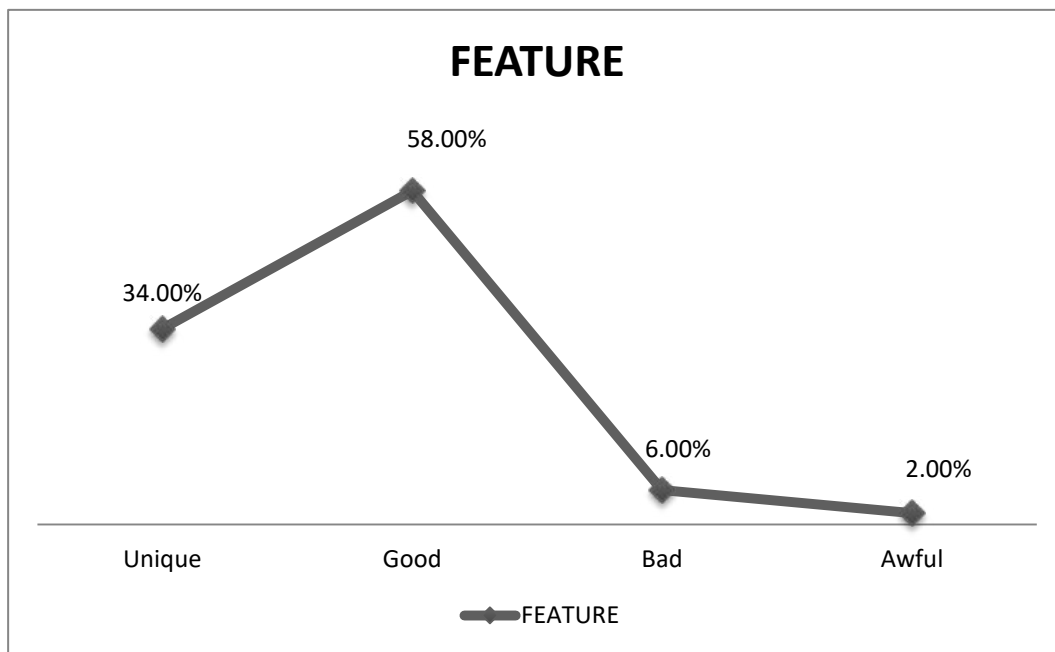
- 30% of respondents are using JIO because of its network coverage.
- 32% of respondents are using JIO because of its Data service.
- 29% of respondents are using JIO because of its Rates.
- 9% of respondents are using JIO because of its Brand value.
- 0% of respondents are using JIO because of some other feature.

No. of JIO users have increased more due to their network coverage & rates, so we can say company can promote its other components for customers to fall for it.

I FEEL PRICING STRATEGY OF JIO IS -

Table No.6

Response	No. of respondents	% of respondents
Unique	34	34%
Good	58	58%
Bad	6	6%
Awful	2	2%
Total	100	100%



INTERPRETATION:

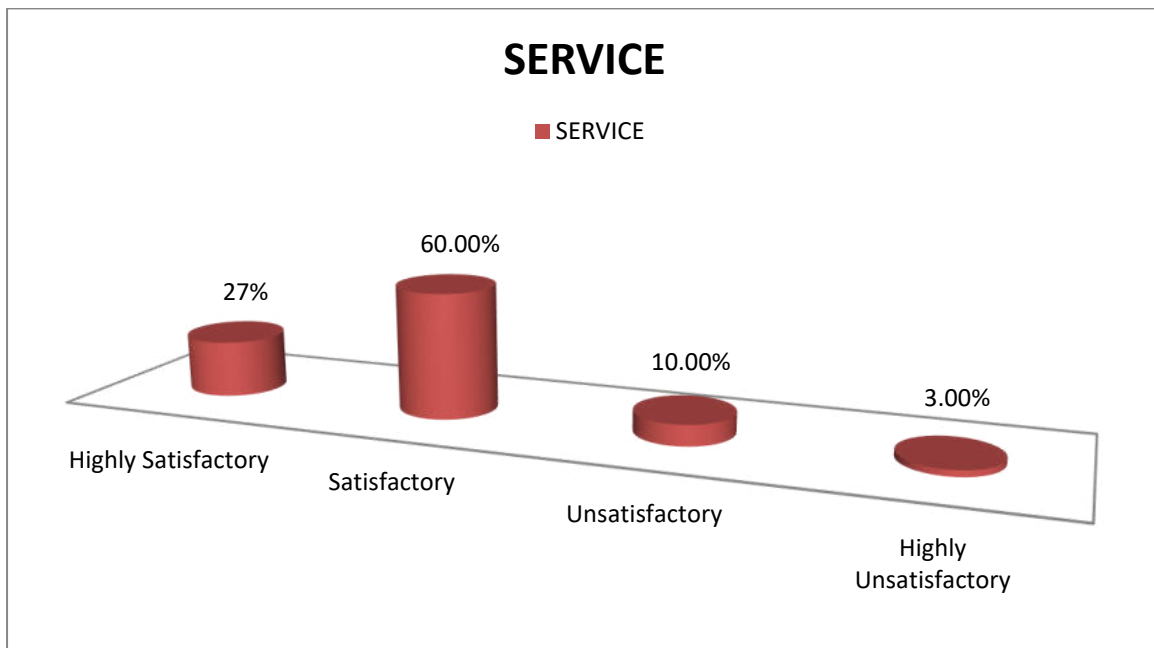
- 34% of respondents say that the strategy is unique.
- 58% of respondents say that the strategy is good.
- 6% of respondents say that the strategy is bad.
- 2% of respondents say that the strategy is awful.

Most of the respondents say that the strategy was good. I.e. company was distributing the sim cards & the Data free, this was good but how long will it survive with it.

I FEEL NETWORK COVERAGE & DATA SPEED OF JIO IS -

Table No.7

Services	No. of respondents	% of respondents
Highly Satisfactory	27	27%
Satisfactory	60	60%
Unsatisfactory	10	10%
Highly Unsatisfactory	3	3%
Total	100	100%



INTERPRETATION:

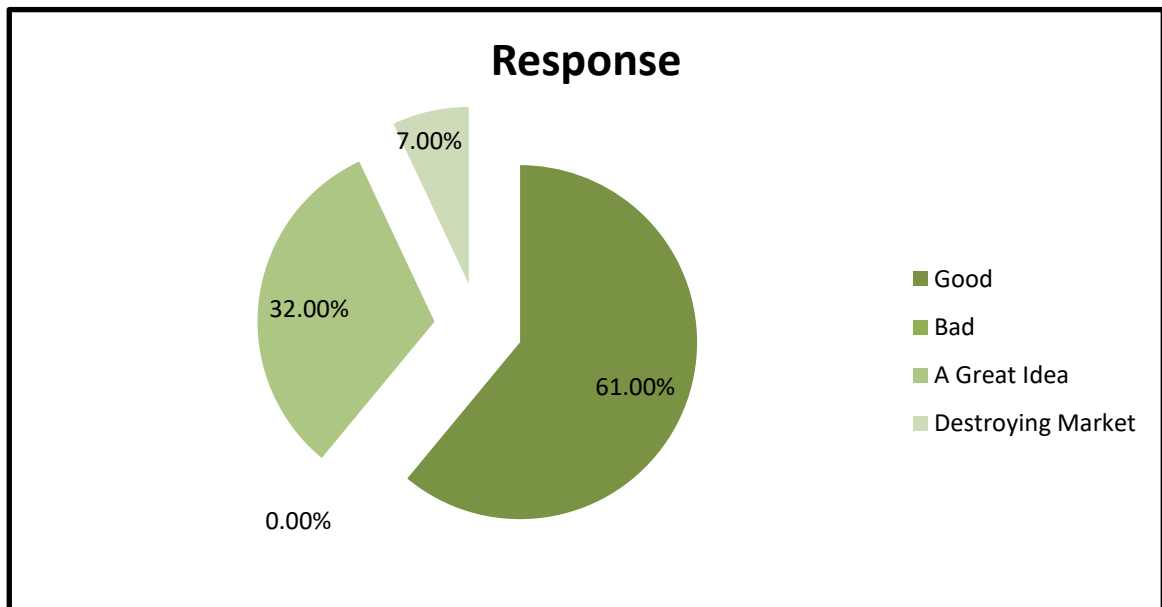
- 27% of respondents say services are highly satisfactory.
- 60% of respondents say data services are satisfactory.
- 10% of respondents say that the services are unsatisfactory.
- 3% of respondents say that the data service & network are highly unsatisfactory.

60% of the respondents say that the data service provided by the company is satisfactory, which is good but there is scope for improvement.

I FEEL THE COMPETITIVE ADVANTAGE WHICH JIO HAVE IS -

Table No.8

Choose the service	No. of respondents	% of respondents
Good	61	61%
Bad	0	0%
A Great Idea	32	32%
Destroying Market	7	7%
Total	100	100%



INTERPRETATION:

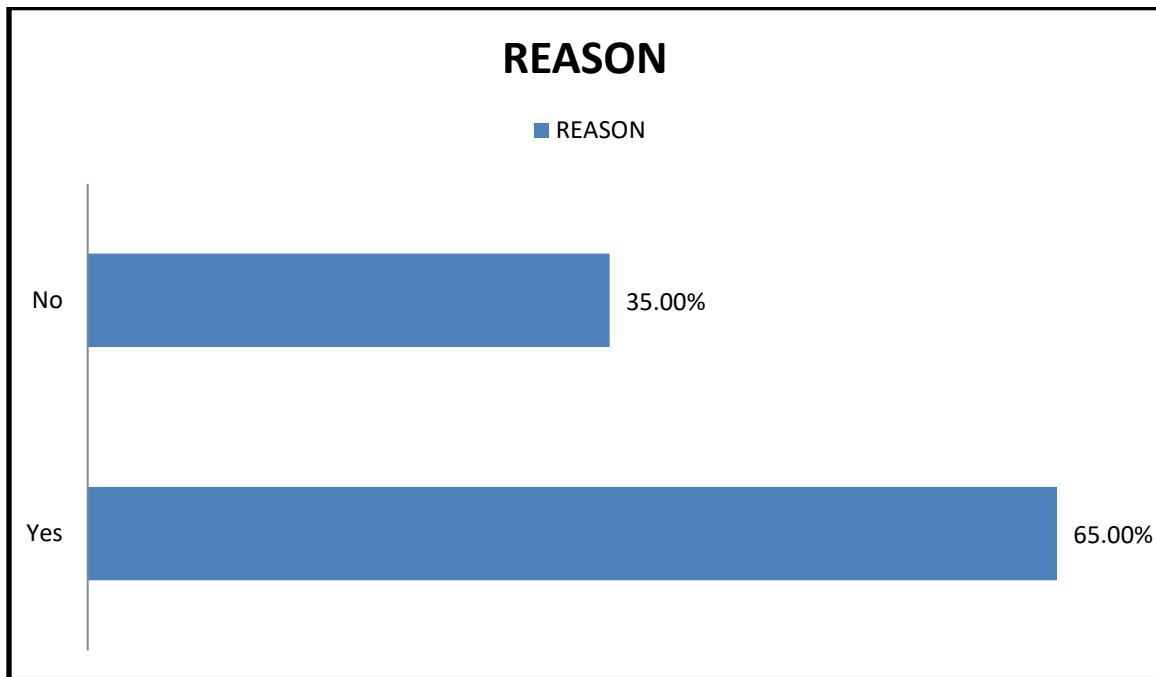
- 61% of respondents say that the competitive advantage is good.
- 0% of respondents say that the competitive advantage is bad.
- 32% of respondents say that the competitive advantage is a great idea.
- 7% of respondents say that the competitive advantage is a destroying market.

Most customers think that the competitive advantage is good.

AS COMPARED TO OTHER NETWORK, WILL I CHOOSE JIO -

Table No.9

Response	No. of respondents	% of respondents
Yes	65	65%
No	35	35%
Total	100	100%



INTERPRETATION:

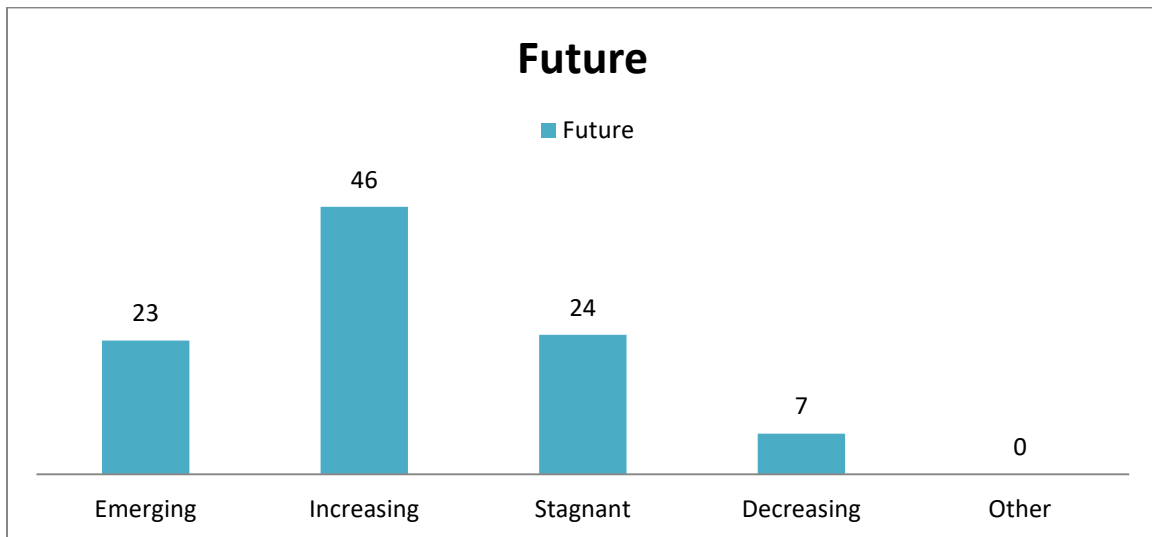
- 65% of respondents say that they will chose JIO over other networks.
- 35% of respondents say that they will not chose JIO over other network.

35% Customers responded that they will not chose JIO over other network, so company need to focus on those customers.

MY OPINION REGARDING FUTURE OF JIO -

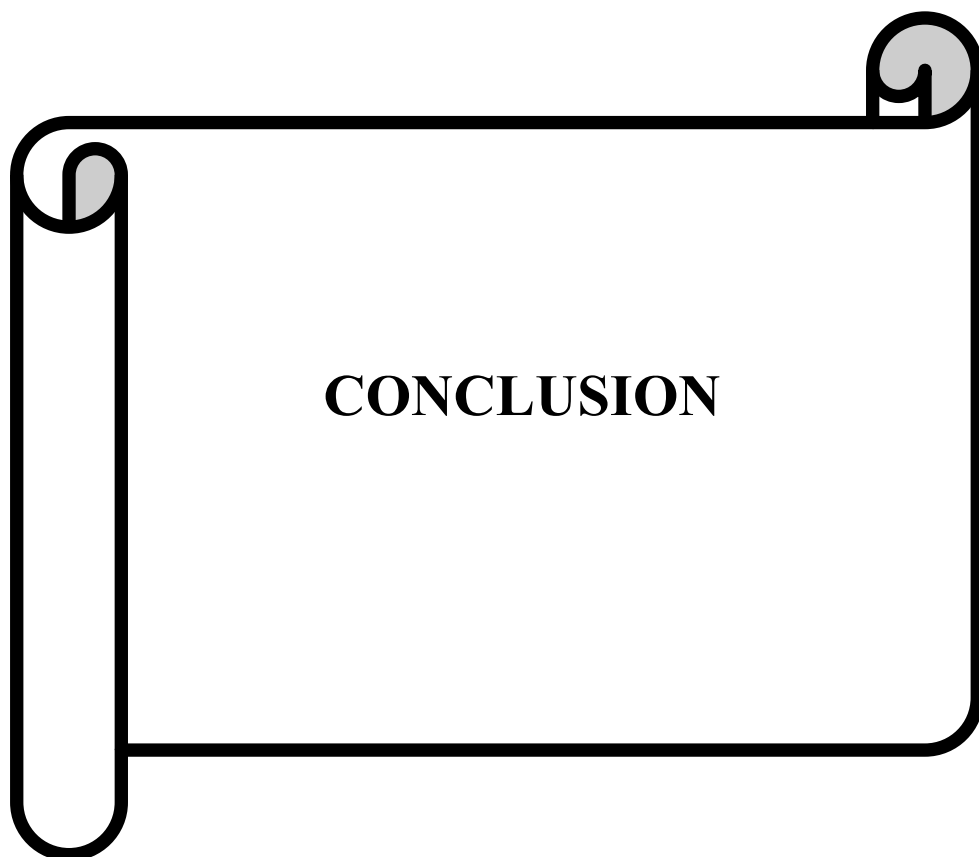
Table No.10

Response	No. Of respondents	% Of respondents
Emerging	23	23%
Increasing	46	46%
Stagnant	24	24%
Decreasing	7	7%
Other	0	0%
Total	100	100%



INTERPRETATION: .

46% of the respondents thinks that the future of JIO network is increasing. Company has to go to the roots as to why other customers thinks future of JIO is not good, it should evaluate and take corrective actions.



CONCLUSION

CONCLUSION

Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be their main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment

From the details it can be concluded that 65% of respondents will use JIO over other networks. JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

Hence, hypothesis H0 i.e. Price has an insignificant impact on customer switching behavior is not justified. Whereas, hypothesis H1 i.e. Price has a significant impact on customer switching behavior is justified.

A graphic of a scroll with a thick black outline. The scroll is partially unrolled, with the top edge curled up on the left and right sides. The word "LIMITATION" is written in a bold, black, serif font in the center of the unrolled portion. The scroll is positioned in the lower half of the page.

LIMITATION

LIMITATIONS

- The researcher faced following limitations during his training.
- The respondents were hesitating in sharing the information.
- The sample size is very small in comparison to the actual population.
- There were only 45 days for the completion of the project.

A graphic of a scroll with a thick black outline. The scroll is partially unrolled, with the top and bottom edges curled up. The word "SUGGESTION" is written in a bold, black, serif font in the center of the unrolled portion. The scroll is positioned in the lower-middle section of a large white rectangular frame.

SUGGESTION

SUGGESTIONS

Below are some suggestions that company could follow to get the extra edge in the competition:

- 1. The Reliance JIO must focus on rural areas to get the people's attention and gather the rural people interest. Because most of completion is at the rural region, company needs to penetrate in those region to get competitive advantage.**
- 2. The best competitive edge which a company can get is through its distribution channels. Replenish the products on Retailer's shop on right time so that customers could get it when they need it the most.**
- 3. Retailers are the main backbone of the distribution chain. We should try building a good relationship with all retailers, praise them, give them gifts, recognition & honor them on several occasion, for if our retailers will be satisfied so as our customers.**
- 4. The competition these days is of network coverage and pricing, remove (exterminate) the problem of calling congestion or call drop or any other technical issues which customers are facing to earn that edge.**
- 5. To penetrate in the market, make the advertisement of Reliance JIO by putting hoardings, boards, posters, and neon (electric) sign boards in every areas. It should be highlighted punch line "LYF DEKHO LYF JAISI".**
- 6. Get the feedback from existing customers about Reliance JIO and take the reference for making new customers so that the customer base would get expanded.**
- 7. The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to people.**
- 8. Enhance the market penetration & shares in every market and give the high competition to others company.**
- 9. Company needs to check on the customers who are saying they will not chose JIO network over other networks.**



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A graphic of a scroll with a black outline and a light gray fill. The scroll is partially unrolled, with the top and bottom edges curled up. The word "ANNEXURE" is written in the center of the scroll in a bold, black, serif font.

ANNEXURE

6. I feel pricing strategy of JIO is -

- (a) Unique
- (b) Good
- (c) Bad
- (d) Awful

7. I feel network coverage & data speed of JIO is -

- (a) Highly Satisfactory
- (b) Satisfactory
- (c) Unsatisfactory
- (d) Highly Unsatisfactory

8. I feel the competitive advantage which JIO have is -

- (a) Good
- (b) Bad
- (c) A Great Idea
- (d) Destroying Market

9. As compared to other networks, will I choose JIO -

- (a) Yes
- (b) No

10. My opinion regarding future of JIO -

- (a) Emerging
- (b) Increasing
- (c) Stagnant
- (d) Decreasing
- (e) Other