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**MARKET SHARE THROUGH TELECOM RETAILING: AN EVIDENCE FROM AIRTEL****AYAN MITRA****STUDENT****DEPARTMENT OF MANAGEMENT SCIENCE  
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NETAJI MAHAVIDYALAYA  
ARAMBAGH, HOOGHLY****ABSTRACT**

India is the fastest growing mobile market in the world and telecom retailing occupies a significant position of the total Indian retail business which is valued around US\$ 550 at present. In this backdrop, the present paper made an empirical analysis on how retail businesses grab the market in general with special reference to Airtel. The study is based on both primary and secondary data. To make the analysis more reliable and transparent, the sample size was restricted to 200 retailers. Collected data has been analyzed in different facets like revenue market share, segment wise performances, passive infrastructure services, segment wise users and so on. Considering the objectives of the study, two sets of questionnaires were developed. Secondary data was gathered from the internet, media and print to obtain relevant information such as industry background and public perception of Airtel, Vodafone and Idea. This study indicates some ways to develop service excellence in the context of high-tech competitive telecom market of the present age. Besides this, the authors also observe some best policies that big players of the sector employ to become competitive.

**KEYWORDS**

Airtel market share, Indian telecom market, Retail market.

**INTRODUCTION**

Airtel comes from Bharti cellular Limited - a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. Bharti provides a range of telecom services, which includes cellular, basic internet and recently introduced national long distance internet etc. Besides this, Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to export its products to the USA. Bharti is the leading cellular services provider, with an all India footprint covering all 23 telecom circles of the country. At present it has over 11 million satisfied customers. In this back drop, present study tried to find out the share of Airtel in the allotted market and to know its potential market. Non telecom shops are targeted and their demand or requirement is understood. Their interest is being taken into consideration i.e. whether they are interested or not interested if given an option to them to keep Airtel connection for selling. Also for existing telecom shops, retailers are being questioned about their level of satisfaction from the business, whether they keep Airtel connection, overall performance of each telecom services providers and their feedback for Airtel. The questionnaires were filled by moving to each and every market which was being allotted. Existing telecom shops and non telecom shops like chemist, general stores, STD / PCO, gifts shops are mainly focused. The questionnaires were filled there by the retailers and then analysis is being done. The questionnaire was bifurcated into different segments i.e. general information about the retailers containing name, address, age, shop address, also overall comparative performance is being asked from existing retailers.

**REVIEW OF LITRATURE**

Chowdary (1999) discusses how Telecom reform, in India has been bungled. Shaped by legislation dating back to the colonial era and post Second World War socialist policies, by the mid-1980s India realized that its poor telecommunications infrastructure and service needed reform. At the heart of the problem lay the monopoly by the government's Department of Telecommunications (DOT) in equipment, networks and services. The National Telecom Policy 1994 spelt out decent objectives for reform but tragically its implementation was entrusted to the DOT. This created an untenable situation in which the DOT became policymaker, licenser, regulator, operator and also arbitrator in disputes between itself and licensed competitors. He discusses the question: 'Why did India get it so wrong? And What India should do now?' Bhattacharya (2000) in her paper constructs a vision of the Indian telecommunication sector for the year 2020. The paper aims at isolating agents of change based on international experiences and situates India in the development continuum. The agents of change have been broadly categorized into economic structure, competition policy and technology. Das (2000) in her paper described the liberalization of the Indian telecommunications services which started in mid nineties with no change in the existing public monopoly structure, entirely controlled by Department of Telecommunications (DOT). In order to evaluate any proposed industry structure, it is essential to analyze the production technology of DOT so as to determine the rationale of liberalization and sustainability of competition. Accordingly, the researcher estimates a frontier multi-product cost function for DOT, where the cost function has been duly modified to account for the production technology of a public monopoly. The study finds that although DOT displays high allocation inefficiency, it is still a natural monopoly with very high degree of sub additively of cost of production. This study implies that the choice of any reform policy should consider the trade-off between the loss of scale and scope economies and cost saving from the reduction in inefficiency of the incumbent monopoly in the event of competition. Vrmani (2000) estimates the contribution of telecommunication (or telecom) services to aggregate economic growth in India. Estimated contribution is distinguished between public and private sectors to highlight the impact of telecom privatization on economic growth. Knowledge of

policy determinants of demand of telecom services is shown to be essential to enhance growth contribution of telecom services. Using a recent sample survey data from Karnataka State in South India, price and income determinants of demand for telecom services are estimated by capacity of telephone exchanges. Estimation results offer evidence for significant negative own price elasticity and positive income elasticity of demand for telecom services. Dey (2004), in her article talks about the discussions between the Federal Communications Commission (FCC) and communications policy makers and regulators in other countries and how they have gleaned several clusters of issues where further research would directly benefit them. Narinder (2004), in his article "Enhancing Developmental Opportunities by Promoting ICT Use: Vision for Rural India" talks about the foremost benefits of Information and Communication Technologies (ICTs) in developing countries that can be helpful in improving governance including public safety and eradication of illiteracy. Singh (2005) in his research work shows that the role that information and communication technologies are playing for Indian society to educate them formally or informally which is ultimately helping India to emerge as an information society. Though India has a huge population, the illiteracy rate is also huge in this country. Banka (2006) gives an overview of the mergers and acquisitions in the telecommunication industry. According to him Governments decision to raise the foreign investment limit to 74% is expected to spur fresh rounds of mergers and takeovers in India. He foresees a sector that represents humongous opportunity waiting to be tapped by Indian and foreign conglomerates. Mani (2008) addresses a number of issues arising from the growth of telecom services in India since the mid-1990s. It also discusses a number of spill over effects for the rest of the economy and one of the more important effects is the potential to develop a major manufacturing hub in the country for telecom equipment and for downstream industries such as semiconductor devices. The telecom industry in India could slowly become an example of the service sector acting as a fillip to the growth of the manufacturing sector.

**OBJECTIVES OF STUDY**

- To find the market share of Airtel in allotted markets.
- To measure the amount of the consumers total spending for Airtel telecom services.
- To know the total amount of money non telecom shopkeepers can spend on our product in planning and managing sales and marketing.
- To know how much Airtel has penetrated into the market.
- To know the satisfaction level from the existing telecom shopkeepers.
- To keep an eye on the competitors strengths and weaknesses.
- To study the hindrances in increasing the sales and market share of Airtel in prepaid category.
- To know which telecom operator is leading in the given market.

**RESEARCH METHODOLOGY**

*Data Base:*

The data for the proposed study will be collected both from Primary and Secondary sources. Primary data will be supplemented by the secondary data stated in the report of

- Economic Records from Economic Review.
- Report from Telecom Industries
- Business books / Magazines.

Apart from these some related journals, magazines, and newspapers will also be consulted.

*Instrument of Data gathering:*

The research design will be formulated keeping in mind of various essentials and requirement of given objectives of the study.

The sample sizes of all the categories were selected on the basis of adhoc method. Sample size will be restricted to 200 while conducting the survey respondents were asked about their demographic profile, income status, issues and challenges of shopkeepers, financial assistance, and role of government. Whereas while collecting the data from the respondents the questionnaire includes information on connections, sales, satisfaction level of retailer & behaviour of the consumers etc. Researcher had conducted a pre test to know the accuracy. As per the suggestion based on pre test the questionnaires were redesigned and administered personally to collected the required data. Pretesting is done to find out the suitability of the questionnaire. The questionnaire will be revised suitably, so that the information sought may be cross checked. The survey will be conducted by the researcher in form of in-depth interview both in form of individual interview as well as group interview.

*Telecom Market: Indian Scenario*

India has emerged as one of the youngest and fastest growing economies in the world today. In fact, the Indian telecom market has gained recognition as one of the most lucrative markets globally. The vast rural market holds a huge potential to drive the future growth of the telecom companies. Further, the government's initiatives for increasing the telecom connectivity in rural areas are also likely to aid the telecom service providers to extend their services in the unconnected rural areas. The following table focuses only on the current Metro Cities and the mobile subscriber base in each of them. (All Figures in Millions)

**TABLE 1: INDIAN TELECOM MARKET SUBSCRIBER BASE**

| Highlights of Telecom Subscription data as on June 2011 |          |          |                   |
|---------------------------------------------------------|----------|----------|-------------------|
| Particular                                              | Wireless | Wireline | Total Connections |
| Total Subscribers                                       | 851.7    | 34.29    | 885.99            |
| Urban Subscribers                                       | 562.12   | 25.82    | 587.94            |
| Rural Subscribers                                       | 289.57   | 8.47     | 298.05            |

Source: Telecom Regulatory Authority of India, (press release no. 45 /2011)

The number of telephone subscribers in India increased to 885.99 Million at the end of June 2011 from 874.68 Million at the end of May 2011, thereby registering a growth rate of 1.29%. The share of Urban Subscriber has marginally declined to 66.36% from 66.38% where as share of Rural Subscribers has marginally increased from 33.62% to 33.64%. With this, the overall Tele-density in India reaches to 73.97 at the end of June, 2011 from 73.11 of the previous month.

**TABLE 2: TOTAL TELE DENSITY AS PER URBAN AND RURAL REGION**

| Highlights of Tele-density as on June 2011 |          |          |                   |
|--------------------------------------------|----------|----------|-------------------|
| Particular                                 | Wireless | Wireline | Total Connections |
| Urban tele density                         | 155.96   | 7.16     | 163.13            |
| Rural tele density                         | 34.58    | 1.01     | 35.6              |

Source: Telecom Regulatory Authority of India, (press release no. 45 /2011)

Subscription in Urban Areas grew from 580.62 million in May 2011 to 587.94 million at the end of June 2011. Rural subscription increased from 294.07 million to 298.05 million. The growth of Rural Subscription (1.35%) is higher than the Urban Subscription (1.26%). The overall Urban teledensity has increased from 161.37 to 163.13 and Rural teledensity increased from 35.15 to 35.60.

*Market Share*

In India, telecommunication has been on the pick of service & marketing. The record says that 525 million mobile user exist in India today. It is the most & fastest sector of business & service in the current affairs. It is the third largest telecommunication network in the world & second largest in the wireless connection. It has been predicted by 2015, India will cross the statistics of China in terms of mobile users. The total amount of money a customer can spend on a



certain product category is a vital piece of information for planning and managing sales and marketing efforts. This amount is usually referred to as the customer's wallet (also called opportunity) for the product category. There are many possible uses for wallet estimates, including straightforward targeting of sales force and marketing actions towards large wallet customers and prospects. In a more sophisticated sales and marketing environment, the combination of classical propensity models for a particular product category with the knowledge of the wallet for the same category can direct the sales efforts: it allows a company to market not only to customers or potential customers with a large wallet, but also to those with a high probability of buying specific products in the category. By combining the customer wallet estimates with the data on how much they spend with a particular seller, we can calculate the share-of-wallet that the seller has of each customer for a given product category. This information allows the seller to target customers based on their growth potential, a combination of total wallet and share-of-wallet. The classical approach of targeting customers that have historically generated large amounts of revenue for the company (known as lifetime value modeling) does not give enough importance to customers with a large wallet, but small share-of-wallet, which are the ones with presumably the highest potential for revenue growth. Share-of-wallet is also important for detecting partial defection or silent attrition, which occurs when customers increase their spending in a given category, without increasing the amount purchased from a particular company. In certain industries, customer wallets can be easily obtained from public data. For example, in the credit card industry, the card issuing companies can calculate the wallet size and respective share-of-wallet using credit records from the three major credit bureaus. For most industries, however, no public wallet information is available at the customer level.

**Indian Telecom Market Share**

There are many innovations that have helped reduced the cost of ownership of mobile phones. The figure alongside (source: TRAI) is a snapshot of how the subscriber base increased as the tariffs reduced due to innovations and government interventions. India is the second largest market in terms of mobile subscriber base after China but still it is at 66% teledensity and adding 15-17 million new subscribers every month. However, the real subscriber penetration is less than 50% so there is a lot of room for growth. Indian market is not only the most attractive but also the most competitive with over seven operators in each circle and another five new operators likely to start operations in the near future. Nowhere in the world does any country have so many carriers. The dominant players are Airtel, Reliance, Vodafone, Tata, BSNL (state owned) and Idea. Reliance and Tata offer CDMA technology while all the other players are in the GSM space. GSM has 86% share of subscribers and now even Reliance and Tata have launched nation-wide GSM services. Apart from the current players, there are several new players like Aircel, Unitech-Telenor, Shyam-Sistema, Etisalat that have got the license and spectrum to launch mobile services in several telecom circles. Shyam-Sistema is the only player to launch CDMA services while all the new operators are in the lucrative GSM space.

**TABLE: 3 TELECOM MARKET SHARE IN INDIA AS ON JUNE 2011**

| Sl. No.         | 1             | 2        | 3        | 4      | 5      | 6      | 7      | 8      | 9       | 10       | 11    | 12    | 13          | 14    | 15       |
|-----------------|---------------|----------|----------|--------|--------|--------|--------|--------|---------|----------|-------|-------|-------------|-------|----------|
| Name of Company | BHARTI AIRTEL | RELIANCE | VODAFONE | IDEA   | BSNL   | TATA   | AIRCEL | UNINOR | SISTEMA | VIDEOCON | MTNL  | STEL  | LOOP MOBILE | HFCL  | ETISALAT |
| % Market Share  | 19.86%        | 16.82%   | 16.62%   | 11.17% | 11.00% | 10.68% | 6.81%  | 3.09%  | 1.38%   | 0.84%    | 0.65% | 0.39% | 0.37%       | 0.16% | 0.16%    |

Source: Telecom Regulatory Authority of India, (press release no. 45 /2011)

**DATA ANALYSIS AND INTERPRETATIONS**

*A comparative study on Revenue Market Shares of Telecom Market Leaders for Third Quarter Financial year starting from 2009 to 2011*

**TABLE: 4 REVENUE MARKET SHARES OF TELECOM MARKET LEADERS**

| Revenue Market Share of Telecom Market leaders |        |        |        |
|------------------------------------------------|--------|--------|--------|
| Company                                        | Q3FY09 | Q3FY10 | Q3FY11 |
| Bharti Airtel                                  | 33.90% | 32.70% | 32.00% |
| Vodafone                                       | 19.60% | 20.70% | 20.80% |
| Idea Cellular                                  | 11.60% | 13.10% | 13.40% |
| Reliance Telecom                               | 12.00% | 10.80% | 8.80%  |
| Tata Tele Services                             | 7.20%  | 7.30%  | 9.00%  |
| BSNL                                           | 11.00% | 9.80%  | 8.10%  |
| Aircel                                         | 3.10%  | 3.90%  | 4.90%  |
| MTNL                                           | 0.80%  | 0.60%  | 0.60%  |

Source: Data gathered from Field Survey

As per the Revenue Market Share concern Bharti Airtel is in the most leading position among all the market leaders. If we compare the revenue market share of Airtel specifically, we may observe that in 2009 the revenue share was 33.9% and after that it declined down to 32.70% on 2010 and finally in this year it has come down to 32%. Same as Revenue share of Reliance and BSNL also dropped down but we can see other market leaders they did well in this year. In spite of that Airtel is holding the topmost position in case of Revenue Market share in this Telecom world. We can see that Airtel has reached the top most position in the third quarter of 2011 though the total revenue market share has gone down to 32% from 33.9% whereas MTNL held the last position. Airtel reaches top-most position because of their unique marketing strategies.

**Segment wise Performances for Third quarter, Financial year 2011 (3Q, FY11)**

**TABLE 5: SEGMENT WISE PERFORMANCES FOR 3Q FY11**

| Segment wise Performance for 3Q FY11 (Rupees in Cr.) |                      |        |         |           |
|------------------------------------------------------|----------------------|--------|---------|-----------|
| Revenue                                              | India and South Asia | Africa | Total   | Total (%) |
| Mobile Services                                      | 9145.9               | 4082.1 | 13228   | 83        |
| Telemidia Services                                   | 906.8                | NA     | 906.8   | 6         |
| Enterprise Services                                  | 1050.3               | NA     | 1050.3  | 7         |
| Passive Infra Services                               | 2197.2               | NA     | 2197.2  | 14        |
| Other Services                                       | 279.3                | NA     | 279.3   | 1         |
| Sub Total                                            | 13579.50             | 4082.1 | 17661.6 | 112       |
| Eliminations                                         | 1858.2               |        | 1858.2  | (-12)     |
| Total                                                | 11721.3              | 4082.1 | 15803.4 | 100       |

Source: Network capital (03/02/2011)

According to Segment-wise Performances it's found that Mobile Services, Telemedia Services, Enterprise Services, Passive infra services and other services done wonderful job. Whereas only Mobile service can expand their business in Africa and that is also comparatively very less than in India and South Asia. Above all we can say that Mobile service cover 83% of Markets whereas Telemedia, Enterprise, Passive infra and others cover 6%, 7%, 14% and 1% respectively.

**Mobile Services in India for Third quarter Financial Year 2011 (3Q FY11)**

**TABLE 6: MOBILE SERVICES FOR 3Q FY11**

| Mobile Services (India)                      |         |         |                      |
|----------------------------------------------|---------|---------|----------------------|
| Mobile Services                              | 3Q FY11 | 3Q FY10 | Change in percentage |
| Customer Base (in 000's)                     | 152495  | 118864  | 28.29                |
| Net Addition (in 000's)                      | 9203    | 8353    | 10.17                |
| Market Share                                 |         |         |                      |
| Wireless market share (in %)                 | 20.3    | 22.6    | -2.3                 |
| Market share of Net Addition (in %)          | 14.2    | 15.6    | -1.4                 |
| Prepaid subscriber total (in %)              | 96.2    | 95.3    | 0.9                  |
| Average Revenue per user (in Rupees)         | 198     | 230     | -13.9                |
| Average Rate per unit (in Rupees)            | 0.44    | 0.49    | -10.2                |
| Average Minutes of user per user (in Minute) | 449     | 446     | 0.67                 |

Source: Networth capital (03/02/2011)

Bharti Airtel has the largest wireless subscriber base in India with 15.2 crores GSM subscribers as on December 31, 2010 with a customer market share of 20.3%. Airtel's long distance infrastructure comprises of 139,541 kms of optical fibre providing a pan India reach. Airtel is strengthening its position in Sri Lanka with presence in 25 administrative districts and more than 1.4 crore customer base. For 3Q FY11 the customer base and prepaid subscriber as percentage specifically for the mobile service in India have been increased in comparison to 3Q FY10 and net addition have been increased automatically, whereas wireless market share has been decreased. Hence Market share of net addition has been also decreased Simultaneously Average Revenue per user and Average Rate per unit has been decreased. In the other hand Average Minutes of user per user has been increased.

**Passive Infrastructure Services in India for Third quarter Financial Year 2011 (3Q FY11)**

**TABLE 7: PASSIVE INFRASTRUCTURE SERVICES FOR 3Q FY11**

| Passive Infrastructure Services (India)            |         |         |                      |
|----------------------------------------------------|---------|---------|----------------------|
| Passive Infrastructure Services                    | 2Q FY11 | 3Q FY10 | Change in percentage |
| BHARTI INFRA TEL                                   |         |         |                      |
| Total towers (in Numbers)                          | 32424   | 29806   | 8.78                 |
| Revenue per sharing operator per month (in Rupees) | 37859   | 38107   | -0.65                |
| Sharing Factor (in Times)                          | 1.68    | 1.57    | 0.07                 |
| INDUS TOWER                                        |         |         |                      |
| Total towers (in Numbers)                          | 107789  | 102696  | 4.95                 |
| Key Indicators                                     |         |         |                      |
| Revenue per sharing operator per month (in Rupees) | 30847   | 28333   | 8.87                 |
| Sharing factor ( in Times)                         | 1.8     | 1.61    | 11.8                 |

Source: Networth capital (03/02/2011)

As per as Passive infrastructure is concern it is found that Number or total towers have been increased from last year in case of Bharti Infratel tower as well as Indus Tower. But in case of Bharti Infratel tower Revenue per sharing operator per month have been decreased and for Indus tower it has been increased. Accordingly Sharing factor of Bharti Infratel towers and Indus towers both have been increased.

**Category of shop where Telecom services are kept**

**TABLE 8: CATEGORY OF SHOP**

| CATEGORY OF SHOP | TOTAL NUMBERS |
|------------------|---------------|
| TELECOM          | 77            |
| STATIONARY       | 19            |
| ELECTRONICS      | 13            |
| STD / PCO        | 11            |
| GROCERY          | 8             |
| XEROX            | 6             |
| CAFÉ             | 5             |
| MEDICAL          | 3             |
| STUDIO           | 2             |
| OTHERS           | 16            |

Source: Data gathered from Field Survey

According to this question researchers have found different categories of 160 shops surveyed by me from different areas, among which most of them are Telecom shops and rest are Stationary shops, Electronics shops, PCO booth, Grocery shops, Xerox centre, Cafe, Medical shops, Studio etc. In the course of surveying researchers have identified the shops and put them in different categories.

**Do you keep Telecom connections?**

**TABLE 9: TELECOM CONNECTIONS KEEPERS**

| NUMBER OF RESPONDENTS | REPLY OF RESPONDENTS |
|-----------------------|----------------------|
| TOTAL                 | 200                  |
| YES                   | 160                  |
| NO                    | 40                   |

Source: Data gathered from Field Survey

**If NO, do you want to keep Airtel connection?**

**TABLE 10: AIRTEL CONNECTION KEEPERS**

| NUMBER OF RESPONDENTS | REPLY OF RESPONDENTS |
|-----------------------|----------------------|
| TOTAL                 | 40                   |
| YES                   | 2                    |
| NO                    | 38                   |

Source: Data gathered from Field Survey

After the second question have tried to link up another question for the retailers who are not interested having telecom connections in their shops. A few shows their interest to have connection and majority of the retailers are not interested.

**How many customers use the following facilities and face the following problem in their daily life according to you?**

**TABLE 11: COMPARATIVE STUDY OF AIRTEL WITH OTHER SERVICE PROVIDERS**

| SERVICE PROVIDER | FEATURES USAGE IN PERCENTAGE PER 10 USER |                |           |               |                 |
|------------------|------------------------------------------|----------------|-----------|---------------|-----------------|
|                  | GPRS                                     | FULL TALK TIME | SMS CARDS | MNP TO OTHERS | NETWORK PROBLEM |
| AIRTEL           | 10%                                      | 30%            | 20%       | 70%           | 50%             |
| VODAFONE         | 10%                                      | 40%            | 20%       | 70%           | 50%             |
| RELIANCE         | 30%                                      | 50%            | 70%       | 30%           | 30%             |
| TATA DOCOMO      | 80%                                      | 90%            | 80%       | 30%           | 60%             |
| AIRCEL           | 80%                                      | 90%            | 70%       | 40%           | 60%             |
| UNINOR           | 5%                                       | 90%            | 10%       | 40%           | 60%             |
| MTS              | 5%                                       | 80%            | 10%       | 60%           | 70%             |
| VIRGIN           | 5%                                       | 70%            | 10%       | 80%           | 70%             |

**Source:** Data gathered from Field Survey

With the above question researchers wanted to collect some informations regarding the features using by the customers through retailers of Airtel and other services. The above question was surveyed to retailers so that they can answer it by visiting 10 customers in a day.

**According to you which age group of people likes Airtel connection most?**

**TABLE 12: AIRTEL USERS WITH THEIR AGE GROUP AND OCCUPATIONS**

| Age Group    | Occupation       | Ratings |
|--------------|------------------|---------|
| 15 – 25      | Students         | 13%     |
| 25 – 35      | Executives       | 62%     |
| 35 – 45      | Householders     | 21%     |
| 45 and above | Retired / others | 4%      |

**Source:** Data gathered from Field Survey

Above table indicates that people who are above 45 years and basically who are retired or retired person use very less number of Airtel connections and gradually comes student whose age lies between 15 years to 25 years and then householders basically focused on housewives and entrepreneur or self businessman, whose age lies between 35 years to 45 years. Finally we last but not the least the maximum Airtel users are executives, servicemen, whose age lies between 25 years to 35 years.

**FINDINGS OF THE STUDY**

- Bharti Airtel as the largest cell phone player in India with a footprint that covers all telecom circles in the country.
- It has high return of equity, revenue growth, shareholder return, and total revenue.
- Strong market position and share with diversified services range with an aggregate of 33.71 million customers, 31.97 million mobile customers and 1.74 million broadband and telephone service customers are its strength.
- Different and large range of service for both household and business purpose.
- Bharti Airtel established a far-reaching outsourcing relationship with IBM that substantially mitigates its IT investment risks by giving IBM full control and ownership of Bharti Airtel’s IT infrastructure and associated processes.
- Customer demand is high for Airtel but due to service complaints, less features, less advertisements and promotions issues the retailers are diverting the customers to Tata Docomo, Uninor and Airtel.
- Customer diversification from Airtel is increasing in regular basis due to increase in service complaints like VAS activation problem, Activation complaints in some areas, less Glow Sign Boards and In shop branding in many shops etc.
- Tata Docomo, Airtel, Uninor are giving better schemes and margin than Airtel.
- Network of Airtel is better than any other telecom services. New schemes are not properly being conveyed to the retailers, so they are facing problem of no responses to customer queries.
- Schemes in Airtel and tariff plans are expensive whereas Tata Docomo, Airtel, Uninor are providing better schemes and Vodafone sale services are quickest among all in this area than other telecom services.
- There is different tariff plan for different connection in Airtel, which frustrates customers.
- More visibility of other telecom service provider’s boards and advertisements which are improving their promotion and branding.
- There is large number of rejection rate for taking up any new kind of business in the non- telecom shops this is due to lack of awareness.

**CONCLUDING COMMENTS**

In the conclusion, we can say that, the results obtained after analyzing the data collected, it is clear although Airtel enjoys a very strong brand image in the market, yet it has to do a lot in building up trade relationships with its channel partners through retailing. One of the main objectives of our research was to identify the underlying expectations of the channel partners from Airtel. From the results obtained it is evident that both the retailers and distributors recommend starting programs like Airtel Aur Aap club very strongly. After analyzing the findings of the research, we can conclude that Airtel has a very good reputation in the market in relation with other telecom brand. According to the channel partners, the most important factors that would help in building up relationships are; Recognition, Monetary benefits, Regular meetings with Airtel, Family engagement, Gift in kind, Assured gifts and Leisure trips and so on. Airtel must seriously look into forming strategies in order to enhance trade relationships, as the other telecom operators are running various small engagement activities like giving away movie tickets, Reebok shoes; Get together, etc to retailers on achieving a certain target. Due to this, Airtel has to face a strong competition in the market despite of its good reputation. From the above discussion we can reasonably argue that it can be concluded that if Airtel wants more and more profit then it needs to satisfy the end users or customers who are the king of all market by satisfying dealers and distributors in order to keep it in mind that the company should agree with all their fair suggestions and make them happy. If it is done in proper way then distributors, dealers and finally retailers will give sincere efforts to achieve their targets and increase the sales of the company.

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