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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	INFLATIONARY TRENDS OF SELECTED ESSENTIAL COMMODITIES WITH SPECIAL REFERENCE TO CITY OF HYDERABAD <i>MOHAMED ZAHEERUDDIN & Dr. MOHAMMED OSMAN AHMED</i>	1
2.	BUSINESS SUSTAINABILITY - ENVIRONMENTAL MANAGEMENT SYSTEM <i>NOOPUR KOTHARI & Dr. ABHAY KUMAR JAROLI</i>	7
3.	MEASUREMENTS OF INEQUALITY IN SOCIETY <i>Dr. VIJAY PRAKASH SRIVASTAVA & Dr. ANKITA SRIVASTAVA</i>	10
4.	A STUDY ON VALUATION OF REAL ESTATE PROPERTY WITHIN GUWAHATI METROPOLITAN CITY AREA <i>NRIPEN CH. DAS & Dr. SANKAR THAPPA</i>	14
5.	A STUDY ON MARKETING STRATEGY ADOPTED BY LEADING PLAYERS OF TELECOM SECTOR IN GUJARAT STATE <i>BHAVANA K. PATEL</i>	27
6.	DOING BUSINESS IN INDIA: ISSUES & CHALLENGES <i>NIKHIL GARG</i>	34
7.	FACTORS HINDERING THE GROWTH OF INTERNATIONAL NEW VENTURES (INVs): EVIDENCES FROM SURGICAL INSTRUMENT CLUSTER <i>Dr. OMAR ALMOHAMAD & MUHAMMAD MOHSEN LIAQAT</i>	44
8.	FINANCIAL AND NON FINANCIAL TURNOVER FACTORS INFLUENCING IT COMPANIES IN INDIA <i>SUNANTHA KUMAR</i>	50
	REQUEST FOR FEEDBACK & DISCLAIMER	55

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON MARKETING STRATEGY ADOPTED BY LEADING PLAYERS OF TELECOM SECTOR IN GUJARAT STATE

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ABSTRACT

The Indian Telecom Sector has grown exponentially and has become the second largest network in the world, next to China. Availability of affordable smart phones and lower rates are expected to drive growth in the Indian Telecom Industry. The service provider, which provides services better in terms of quality and price, will be the one ahead of the other brands in the competitive market. If the service quality and price is good and reasonable as compared to other brands, then the brand, which is better, will be more advised by the reference group to people, which will make the brand more popular, and help in earning and retaining more customers.

KEYWORDS

marketing strategy, telecom sector.

JEL CODES

M30, M31, L96.

INTRODUCTION

AN OVERVIEW OF TELECOM SECTOR

India has the fastest growing Telecom network in the world with its high population and development potential Vodafone, Airtel, Idea, Reliance-Jio, BSNL etc. are the major operators in India. Globalization, liberalization and privatization are the three most spoken words in today's world. These initiatives paved way for all-round reforms, especially in developing economies, like India. These countries realized that development of effective and efficient means of communications and information technology is important to push them in the path of development. The growth of the telecom sector in India during post-liberalization has been phenomenal. This research aims to throw light on the various Marketing strategy adopted by leading players in the Telecom sectors.

MARKETING

Marketing is a core function within any organization as it is responsible for reflecting customer demand back into an organization and ensuring the Organization delivers its customers what they want.

MARKETING STRATEGY

Marketing Strategy encompasses selecting and analyzing of the target markets and creating and maintaining an appropriate marketing mix that satisfies the target market and the organization.

OBJECTIVES OF THE STUDY

1. To Review the marketing strategy adopted by leading players in Gujarat State.
2. To Review the changes in the subscribers base in India.
3. To review the changes in the Wireless and Wire line subscribers in Gujarat State.
4. To find out the data usage per subscriber per month due to change in the marketing strategy.
5. To derive at conclusion, findings and suggestions.

RESEARCH METHODOLOGY

RESEARCH PROBLEM

Research is a search for knowledge. It is a movement from known to unknown. Research problem of this study is "A Study on Marketing Strategy adopted by leading Players of Telecom Sector in Gujarat State"

TYPE OF DATA

There are two types of data Primary data and secondary data. This research is based on the secondary data.

SOURCE OF DATA

The data is collected from the Annual reports of Respective Telecom service providers and Performance Indicators Report of Telecom Sector from the year March 2014 to March 2017.

DATA ANALYSIS TOOL

For analyzing the data, Microsoft Excel is used. Data Collected is portrayed in tabulated form and Graphs and Charts are prepared on the basis of collected data to derive at conclusion.

LIMITATIONS OF THE STUDY

1. This study related to only one state Gujarat and not all the states of India.
2. The data collected is secondary data and secondary data has its own limitations.
3. The data collected is only of last four years.

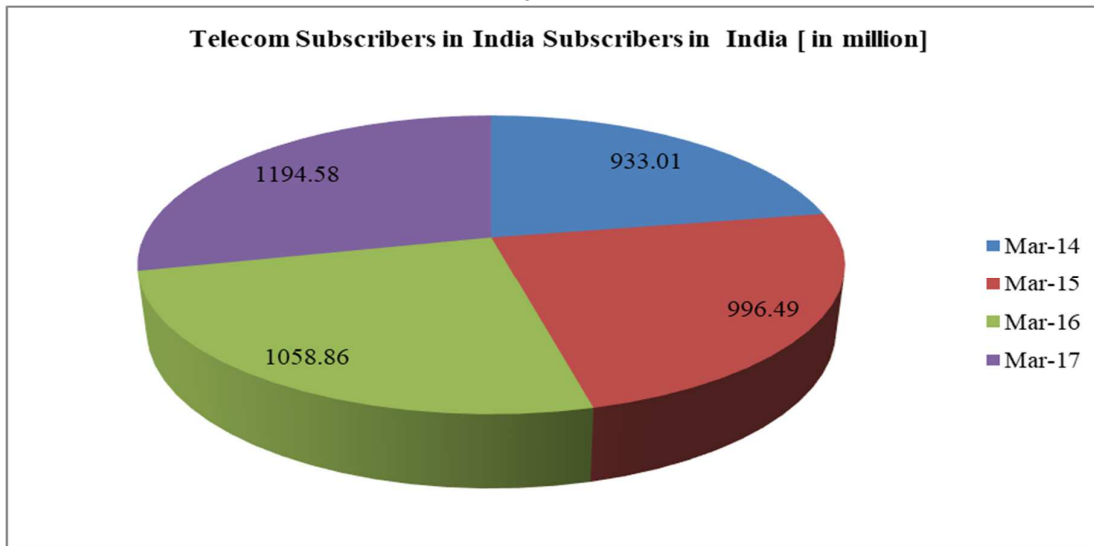
ANALYSIS

TRENDS OF TELECOM SECTOR IN INDIA

TABLE 1: TELECOM SUBSCRIBERS IN INDIA

Year	Subscribers in India [in million]	Rate of change [in %]
March 2014	933.01	3.90
March 2015	996.49	6.80
March 2016	1058.86	6.25
March 2017	1194.58	12.81

CHART 1



Indian telecom subscribers’ base expanded at reaching 1194.58 million during FY March 2017. In March 2016, the growth rate of Indian Telecom subscribers is 6.25% whereas in March 2017 the growth rate in subscribers’ base is 12.81%, which is higher than the past year

TABLE 2: SERVICE PROVIDER WISE SUBSCRIBERS IN INDIA [in Million]

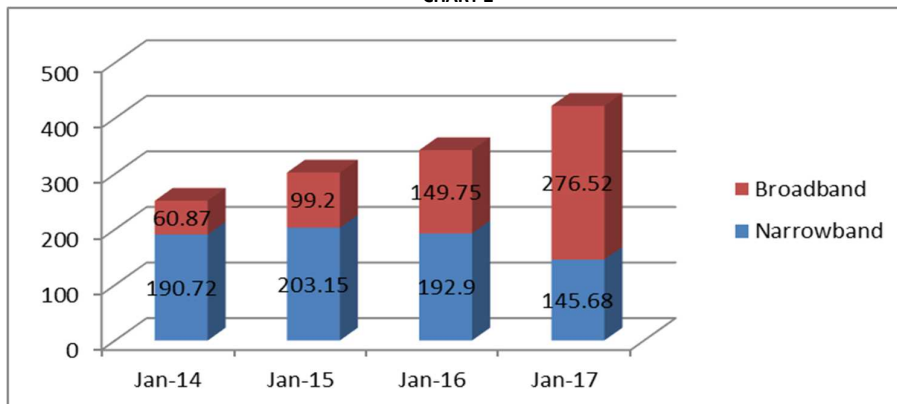
Service providers	March 2014	March 2015	March 2016	March 2017
Bharti Airtel	208.75	229.43	254.90	277.51
Vodafone	166.62	183.88	198.04	209.20
IDEA	135.79	157.81	175.07	195.37
Reliance	112.13	110.65	103.58	84.68
Reliance jio	---	---	---	84.68
Tata	64.55	67.99	61.82	50.74
Aircel	70.15	81.40	87.09	90.90
Loop Mobile	2.90	---	---	---
Quadrant	2.39	2.96	3.42	0.26
Sistema	9.09	8.92	7.75	4.97
Unitech	35.61	---	---	---
Videocon	4.99	7.13	6.56	---
BSNL	113.14	93.64	101.11	114.68
MTNL	6.91	7.06	7.06	7.09
Telewings	---	45.62	52.45	50.49
Total	933.01	996.49	1058.86	1194.58

Reliance-Jio came in to the market in September 2016 but within a short time span, it captures the market with 84.68 million subscribers at the end of March 2017.

TABLE 3: INTERNET SUBSCRIBERS IN INDIA [in million]

Year	Narrowband	Broadband	Total	Growth Rate
March 2014	190.72	60.87	251.59	52.65 %
March 2015	203.15	99.20	302.35	20.17 %
March 2016	192.90	149.75	342.65	13.32 %
March 2017	145.68	276.52	422.19	23.21%

CHART 2



Internet subscribers in India also show the remarkable growth rate since 2014. Total numbers of internet subscribers were 251.59 million at the end of Mar-14, which are doubled at the end of March 2017.

TABLE 4: TABLE SHOWING DATA USAGE PER SUBSCRIBER PER MONTH IN INDIA

Year	Data usage
March 2014	61.66 MB
March 2015	99.46 MB
March 2016	147.12 MB
March 2017	1000 MB

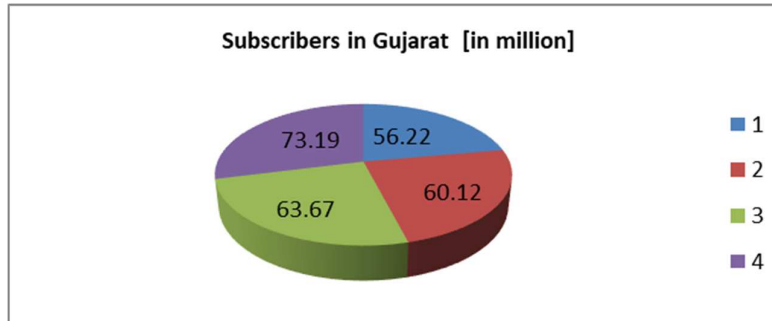
In March 2014 the data usage per subscriber per month is 61.66 MB. In March 2016 the data usage per subscriber per month were increased to 147.12 MB. In March 2017 the data usage per subscriber per month has increased to 1000 MB.

TRENDS OF TELECOM SECTOR IN GUJARAT

TABLE 5: TABLE SHOWING TELECOM SUBSCRIBERS IN GUJARAT

Year	Subscribers in Gujarat [in million]	Rate of change [in %]
March 2014	56.22	5.12%
March 2015	60.12	6.93%
March 2016	63.67	5.90%
March 2017	73.19	14.95%

CHART 3



The Telecom subscribers in Gujarat also show the remarkable growth of 73.19 million subscribers at the end of March 2017 with the growth rate of 14.95% as compared with the previous year March 2016.

TABLE 6: SERVICE PROVIDER WISE WIRELESS SUBSCRIBERS IN GUJARAT [in Million]

Service Provider	March 2015	March 2016	March 2017
Vodafone (GSM)	18.66	19.35	20.04
Bharti Airtel (GSM)	7.94	8.53	9.18
Idea (GSM)	10.98	12.08	13.16
Aircel/Dishnet (GSM)	0.01	0.01	0.01
Reliance (GSM)	3.65	4.82	5.44
Reliance (CDMA)	1.23	1.09	---
Reliance Jio	---	---	8.05
Tata (GSM)	2.63	2.57	2.25
Tata (CDMA)	0.38	0.29	0.21
BSNL (GSM)	3.05	3.55	4.81
BSNL (CDMA)	0.07	0.05	0.03
Telenor (GSM)	7.35	8.90	8.47
Total	58.56	62.26	71.83

In March 2017 majority of the Telecom Service providers in Gujarat shows increasing trend in wireless subscribers.

TABLE 7: SERVICE PROVIDER WISE WIRE LINE SUBSCRIBERS IN GUJARAT

Service Provider	March 2014	March 2015	March 2016	March 2017
Bharti Airtel	57703	61,720	72192	76409
Vodafone	1590	2,460	2910	8149
Reliance	94892	81,413	74762	72642
BSNL	1459828	1322,712	1172423	1110425
Tata	76,052	84,098	86802	88529
Total	16,90,065	15,52,403	14,09,089	13,56,154

Total Wire line subscribers in Gujarat shows declining trend in the year March 2017. In case of Bharti Airtel, Vodafone and Tata wire line subscribers shows the increasing trend.

TABLE 8: SERVICE PROVIDER WISE VILLAGE PUBLIC TELEPHONES IN GUJARAT

Service provider	March 2014	March 2015	March 2016	March 2017
BSNL	18051	18054	18056	11128
Total	18051	18054	18056	11128

In Gujarat, only BSNL is providing VPT facility. The village public telephones in Gujarat in March 2014 of BSNL are 18051 and in March 2015, there is increase in VPTs of BSNL to 18054 the same numbers of VPTs remain in March 2015 also. So there was not any increase in number of VPTs in Gujarat. In March 2016, the number of VPTs of BSNL shows the increase by 2 VPTs. But in the year March 2017, the BSNL shows the declining trend in VPTs.

MARKETING STRATEGY ADOPTED BY LEADING PLAYERS IN THE TELECOM SECTOR

A. MARKETING STRATEGY OF BSNL

BSNL is one of the leading Telecommunication companies in India. "Quality of service and Consumer Satisfaction is the motto of BSNL. BSNL serves its customers with a large number of telecom services. In Marketing Strategy of BSNL, It is providing wide range of services to satisfy the needs and requirements of Consumers as well as the Government like:

BSNL SERVICES

BSNL has also introduced various 3G services to satisfy the requirements of consumers at very lowest tariffs. BSNL is also offering the scheme like "Get back the un-utilized data" to their prepaid mobile data plan consumers in India.

VALUE ADDED SERVICES

It had launched Centralized Value Added services for its subscribers. This will control all activities like providing response to customer query, update profile of customers, trigger delivery of requested VAS etc. earlier all these activities were being done by VAS providers themselves.

M-SECURE

BSNL has also launched M-Secure scheme. This is an innovative scheme through which user can remotely manage data contained in their lost mobile handset. M-Secure is anti-theft application which helps a user to track, lock, activate alarm and erase data on their mobile handset remotely in case of loss or theft of the device.

MY-MOMENTS

Another initiative is "MY-Moments" which is for providing useful VAS to its subscribers by which Photo, video clips can be shared across wide range. This is an exciting "Click and share" app for sharing photos from mobile via SMS, Email, Whats App or on various social networking sites.

DIGITAL INDIA PROJECT

BSNL has also played a vital role by helping the Government in the project "Digital India" by establishing Robust Cloud Platform to satisfy the needs of cloud services. In Ahmadabad BSNL is providing various services on cloud platform like National Voters services portal, Electronic Challan receipt, Universal Access number under the site My Gov. in This is helpful to the Government in shaping Digital India project faster.

DIGITAL INDIA INITIATIVE

BSNL is a public sector service provider and its plans are completely synchronized with the government of India's digital India programme, which aims to transform India into digitally empowered society. BSNL always adopt new technology to offer new services to its consumers as a part of digital India Initiative some new schemes were launched like Deposit and withdrawal of cash at BSNL retail outlets, Post paid bill payment, Mobile airtime and ticket.

RATIONALIZING THE MANPOWER

BSNL is providing quality and reliable fixed telecom service to consumers in Gujarat and thereby increase customers' confidence in it. Rightsizing the manpower and providing greater customer satisfaction are also the strategies adopted to attract the mass consumers.

BSNL BUZZ

BSNL has introduced BSNL BUZZ during the year 2014-15. It is a mass communication platform for consumers that deliver services to the mobile home screen. It provides nonstop entertainment as well as public service interactive messaging services. It will deliver location based information services in 7 languages.

BSNL SPEED-PAY

BSNL has introduced SPEED-PAY in the year 2015. This service is related to payment of bills and allows the consumers to pay speedy and saves the time of consumers. This system will develop self sustainable eco-system in rural areas and get the banking services to the consumers.

MAKE IN INDIA INITIATIVE

This initiative is taken by a BSNL as a helping hand to the Government. BSNL is the first and largest service provider to provide the Broadband access in the country.

WI-FI HOT SPOTS

Wi-fi enables the user to use high speed broadband network at anytime with affordable prices. Visitors also have seamless connectivity at tourist places like Ganga ghat, Taj Mahal, Hussain Sagar Lake. At such historical places BSNL is providing free Wi-fi for 30 minutes per day per visitor.

UNLIMITED FREE NIGHT CALL SCHEME

BSNL has launched an innovative scheme of free unlimited night calling to landline consumers to any network in May 2015 from 9.00 P.M. to 07.00 A.M for all the days. This will increase the demand for BSNL landline services.

B. MARKETING STRATEGY OF AIRTEL

Bharti Airtel is set up in 1995. Airtel is the world third largest telecom operator. Airtel is the first Indian telecom company to offer 4G services on mobile phones. Airtel is having its operation in 20 countries and globally rank in top three service providers on the basis of subscribers. Its focus is to win customers for life by offering an exceptional experience. Company's vision is to enrich the lives of customers. Digital for all is the mandate of Airtel. In March 2016, Bharti Airtel was the market leader with 24.31% share in total subscription. Bharti is having 25.7% share in total broadband market in India.

PRODUCTS

Airtel launches "Airtel Zero" a win-win platform for consumers. This will give benefits to the consumers by enjoying free data access to a variety of mobile apps signed up with "Airtel Zero". This app is a compelling marketing tool for marketers.

PRICE

Airtel is using competitive pricing strategy by providing variety of products at a low cost. It uses flexible pricing mechanism depending upon the market conditions. The "Make my plan" is introduced by Airtel is a smart strategy as customers can now change their plan as they feel good.

INTEGRATED CUSTOMERS LIFE CYCLE MANAGEMENT APPROACH

In this approach, company can studied behavior of every customer and classify the services in to different segments depending upon the lifecycle of consumers. The company has recently announces the theme of "hunger to win customers life" and this has develop energy in all employees.

MARKETING MIX

Airtel is 3rd largest mobile telecommunication service provider. Airtel is providing its services in 22 telecom circles in India. Bharti Airtel Limited is India's most popular service providers. Airtel is providing variety of telecom services to its consumers like fixed wire line, Wireless, Mobile, GSM network technology in the country. Airtel is also providing 3G and 4G services in a phased manner.

MOBILE SERVICES

Airtel is offering Wireless and Fixed line technology, National and international long distance connectivity, digital TV and Internet protocol television services. Airtel is also providing portfolio services like voice, data, video, network integration, data centers, managed services, enterprise mobility.

AIRTEL MONEY

Airtel money gives the customers convenience in payments and money transfer on mobile phone over secure and stable platform.

DIGITAL TV

Airtel is also providing Digital TV on television, mobile and computer, which is helpful for customer to record their favourite TV programmes through mobile and web.

DIGITAL INDIA

Airtel has also contributed to digital India goal.

MY PLAN FOR THE ENTIRE FAMILY

Airtel was continuously increasing quality of call centers for the betterment of quality services to customers. Customers can share the benefit of this plan with five family members thus ensuring Zero wastage.

AIRTEL TALK

Airtel talk is an alternative to costly ISD calls.

VOICE FREE FOR BROADBAND CUSTOMERS

Airtel is the India's first service provider provides broadband subscribers unlimited free voice calls at low price to any number in India at both fixed line and on mobile.

SELF CARE

Self care is a handset driven self service option which provides consumers multiple channels to get service anytime, anywhere. It will allow the consumers to manage their accounts through self care channels like IVR, USSD, Airtel app and website.

ENRICHING CUSTOMER INTERACTION

Airtel is also conducting various consumer relative workshops to increase customer's experience. Company is having customer advocacy group. Airtel has introduced Mobile broadband charging to make them aware if their data consumption in real time. This is the new initiative, which is under process. Airtel aim is to touch and transform the life of millions and bring sustainable development in the society through its various solutions.

Wynk MUSIC

In 2015 Airtel has launched Wynk music it is a library that includes videos and movies. Within six-month wynk music has capture feet of five million downloads within six months making it one of the most popular destination for the country's music lovers.

PLATINUM 3G

Airtel has launched platinum 3G India's first 3G network in Mumbai and Kolkata. This service will enable customers to experience 34% faster speed than other 3G networks, 30% better indoor coverage and battery lasting for 17% longer than other networks.

4G SERVICES

In 2016 Airtel has also launched 4G services in 16 Cities of India.

EACH ONE TEACH ONE

Airtel has also organized each one teach one, one day seminar this is the first initiative taken by Airtel aimed at giving internet literacy in India and contributing to the nations digital inclusion agenda.

CUSTOMERS CARE CENTERS

Airtel is having well distributed network with a chain of distributors including businesses like chemist, grocery shops, pan shops, Bookstalls, outlets etc. Airtel is having a strategy of always first to reckon and emerging as a winner. Airtel is having wider distribution network as compared to other service providers.

MARKET SEGMENTATION

Airtel uses mix of segmentation strategies to segment its offerings like basic call, sms plans, pre- paid and post- paid plans, Value added services, Data sharing, caller tunes etc. Airtel also classify its market in different geographical area like East, West, North and south. Again, this market is segmented in to different regions on the basis of demographic variables like age, sex, income, qualification etc.

QUALITY WORKFORCE

Airtel is having B2C and B2B business verticals for increasing business efficiency and employee value. Airtel is having transformation from a technology facing organization structure to customer facing. It also providing enhancement to its employees.

C. MARKETING STRATEGY OF VODAFONE

Vodafone is a leader in telecommunication. Vodafone is also providing wide range of services like voice, messaging, data transfer, fixed network etc. to attract the customers. Vodafone has launched 4G services in February 2016 in Mumbai, Delhi, Kolkata, Kerala and Karnataka. Vodafone is also offering series of trial package to its consumers, which will be helpful in increasing the familiarity about the products among the consumers

PRODUCT

Vodafone is offering wide range of products like voice, messaging, data transfer, fixed line services etc. The important objective of company is to satisfy the requirements of customers. The company offers a wide range of tariffs targeted at different consumers segments because consumers are always looking for providing best product quality and Vodafone is always trying to provide. Vodafone's products and services are competitively priced and easily accessible to as many people as possible.

PRICE

To compete with Airtel 4G services in 2015, Vodafone has launched "Double Data" scheme for its prepaid customers where users will get double data pack at the same price.

PLACE

Vodafone is having its customer care centers at different parts of the city to provide better services to the customers. Vodafone also have the chain if retailers in different areas so that consumers need not want to go far from its destination and get easily recharge and avail the benefit of new services.

PROMOTION

Vodafone is always continued to expand and promote their services to meet the total needs of the consumers. It will allow the customer to increase its usage through modernizing the expertise. Promotional strategy of Vodafone includes sponsor of Vivo IPL 2016, which will be helpful to the company to promote its super net 4G service. Vodafone pug dog is also used as a strategy to push the product.

MOBILE SERVICES

Vodafone is providing mobile services, which include call text, access the internet, music, download videos, movies from any corner of the world. Vodafone is providing these services from 283000 base stations sites near nationwide voice coverage and data coverage.

FIXED SERVICES

Fixed services of Vodafone include voice, broadband, T.V services, cloud and Hosting services. Vodafone is providing these services through a combination of owned and leased copper cable and fiber assets. Vodafone covers 28 million homes with own infrastructure.

EMPLOYEE TRAINING

Vodafone is trying to develop the skill and talent of their employees through formal training and regular coaching from managers. Vodafone has global training academies for sales, finance, supply chain, marketing, technology etc. it allows employees to grow their careers with Vodafone, which is helpful to grow the business.

D. MARKETING STRATEGY OF IDEA CELLULAR LTD.

Idea is the third largest mobile telecommunication operator in the country with pans India operations offering voice, data and other value added services. Idea is also focusing to improve Optical Fibre Cable transmission network with the growing demands of data.

KNOWING THE CUSTOMERS REQUIREMENT

Knowing our consumers is the most important marketing strategy adopted by Idea. Idea first finds out what are the requirements of consumers and to satisfy these requirements what our competitors are doing to satisfy the consumers.

SHARING THE INFORMATION

Idea wants to share the information about their plans with the consumers. Idea is putting the information about production, sales, marketing and customer service teams on their webpage so that every consumer can share this easily only by surfing the website of the company.

HIRING THE EMPLOYEES

Idea is hiring the persons who are not actually working in the offices of the company but by remaining outside of the firm, they are representing the company in a good manner among the consumers.

TECHNOLOGICAL IMPROVEMENTS

Idea is making their advertisements on TV channels and also by distributing banners and flyers but along with this Idea for technological improvements Idea is putting their advertisements through social media and also use online marketing tools to attract young generation.

RECRUITMENT STRATEGY

Idea is altering their recruitment strategy by employing young, energetic and experienced employees. Idea is now appointing professional marketers who can understand the importance of strategic planning.

CUSTOMERS SEGMENTATION

Idea can segment its customers mainly into two groups' prepaid customers and Post-paid customers. Pre-paid customers consist of measure portion as compare to post paid customers. These customers are again divided into different types according to their uses.

POST-PAID TARIFF PLANS

Idea is providing Post-paid tariff plan so that customers are free from the hesitation of high bills. This plan is more economical with roaming options and offer more internet offerings, which always keep customers connected with network coverage. Idea is also presenting its Buffet Plan, which offers Local calls, STD calls, and Roaming or data services at a special rate.

PROMOTIONAL STRATEGY

Idea is making its advertisement by using some slogans like "An Idea can change our life", "A good Idea" "What an Idea" as their creativity. This will focus on its network coverage and promotional packages to attract the customers through slogans.

EASY SHARE PLAN

Idea has also launched Easy share scheme to share our plan benefits like data, voice and sms with friends, family and multiple devices. Under this scheme consumer can recharge easy share plan and become a donor for some benefits from his package to idea-prepaid subscriber of their circle on a single click. Maximum of Nine connections can share benefit of Easy share plan launched by Idea.

SAFE CUSTODY SCHEME

Idea is providing Safe custody scheme to its subscribers by paying nominal charges of Rs. 150 for 3 months validity facility. Generally, if the services are not used by subscribers then they are automatically disconnected

BLACK BERRY INTERNET SERVICES

Idea allows its Black berry users to access the internet without connecting to black berry Internet server. In Black berry Internet services unlimited browsing through Black berry APN is free. GPRS is also allowed at free during national roaming.

PREPAID VOUCHERS AND TALK TIME OFFERS

Idea is also providing range of Pre-paid plans to suit the customers like Extra Talk time offers, full Talk time vouchers, Top-up vouchers, Special Tariff vouchers, Combo-vouchers that always keep connected with each other. Plans are available for all types of consumers.

IDEA CONFERENCING

Idea is providing very simple, convenient and cost-effective conferencing services to its subscribers, which will allow multiple people at different locations to contact with conference call through their own offices.

FIELD FORCE AUTOMATION

This is an ideal tool, which will help to speed up and streamline all phases of business from prospecting, sales tracking, lead management and stock services. This will be helpful in increasing the efficiency and productivity and also faster customer network also helpful for quality decision making.

WORK FORCE TRACKING

This service of Idea helps enterprises to manage their workforce for better production and performance. This is as advanced solution fitted with IDEA SIM in which services are compatible with GSM handset from GSM phones to smart phones. This is helpful for reduction in travelling expenses and faster customer response.

QUALITY LEADERS

Idea have a strength of over 250 youngsters who joined Idea 5 years ago as Group Management Trainees and Leadership Associate Programme for experienced members out of which some of them are at a key position.

SON OF SOIL PROGRAMME

Idea has launched son of Soil programme in which rural youths are recruited for day-to-day sales operations in villages this initiative is helpful in providing employment opportunity to local communities and also helps in building sustainable relationship with the rural population.

MOBILE BANKING PROGRAMME

Idea has launched Idea mobile Commerce Service Ltd. A wholly owned subsidiary of Idea a pilot project associated with Axis bank for providing basic Mobile banking services like cash deposits, money transfer over mobile phones etc.

BAHTAR ZINDAGI PROGRAM

Idea has also taken initiative by introducing Behtar Zindagi programme for rural population and its aim is to provide information on various aspects such as agriculture, crop and cultivation, weather forecast and advisory, livestock management, health, education and finance over the mobile phones.

E. MARKETING STRATEGY OF RELIANCE- JIO INFO COMM LIMITED**DIGITAL COMMUNICATION**

Jio brings the 4G communication, which is suitable to all smart phones with its Rich Communication Services like Chat File share, Unified message. It also enables jio cutting edge voice and video call service on non-VOLTE smart phones.

JIO DRIVE

Jio drive is an application that brings powerful cloud capabilities to every smart phone. Through Jio drive anyone can store and share any content between their own devices and also with their friends and relatives. Now small companies have access to cutting edge cloud storage technologies which were once affordable to big companies only which enable them to compete on a global landscape.

RELIANCE JIO PRIME

Reliance Jio Prime is an extension offer to the RJIL users. Through this offer RJIL can offer free data, free calls, free roaming facility to the jio users by registered under jio prime offer with Rs. 303 for three months.

DIGITAL CURRENCY

Jio introduce digital currency instead of paper money for more secure and convenient way to transact. Jio digital currency, Jio money and digital payment business will play a crucial role in and affordable digital payment.

DIGITAL ENTREPRENEURSHIP

Jio is building a powerful platform through which variety of products and services can be enabled like digital commerce, digital currency, digital education, digital healthcare, e-governance, smart cities etc. Reliance is committed to the principle of Net Neutrality.

DIGITAL HEALTH CARE

On Jio app expert medical advice can be available at anytime and anywhere with medical practitioners which saves life of crores of people.

QUALITY SUBSCRIBERS

Jio is offering free 4G data to the subscribers through this strategy it will occupy the primary sim slot in the 4G phones due to this customers will switch to Jio from their broadband and stick to it. Jio is also offering free calling so subscribers are attracted easily during this 3 months unlimited free services with the super fast speed and quality services and permanently remain stick with Jio.

100 MILLION MARK

It is the ambition of Mr. Mukesh Ambani to acquire 100 million subscribers in the initial period of its launch by providing them free data, free calls by doing this Rjil can strength its growth and band width. RJIL network will cover two lakh villagers and 18000 cities and towns. RJIL also provide plan of Rs. 149 so it can easily capture the subscriber base of 100 million.

OLIGOPOLISTIC MARKET

In this type of market, the participants will fight for market share and profit on the basis of prices and differentiated products. RJIL has differentiated its products by setting up large band width to handle the data along with the plans are also at a very less cost. RJIL has an IP network so all the subscribers can enjoy the calls through internet like Whatsapp calls and Skype calls.

CONCLUSION

As data networks expand and internet enabled devices become affordable more and more Indians are accessing the internet through their mobile devices. Telecom operators are working on a segmented approach to know the market potential and then to achieve their targets. Department of Telecommunication is planning to serve the nation in its diversity, modern telecommunication facilities will be facilitated to all the rural and remote corners of the country. A major development in the last year in Telecom sector is launch of Digital India initiative. It aims to prepare Knowledge Economy country by leveraging Information Technology for bringing transparency in the functioning of Government Departments. This initiative helps in penetration of digital communication services through broadband.

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