A PROJECT REPORT ON

ORGANIZATIONAL ANALYSIS IN BHARATI AIRTEL

SUBMITTED TO

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the III semester requirements for the award of the Degree of Bachelor of Business Administration

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CHETHIPUZHA

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KERALA

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DECLARATION

We, **ALWIN DAVIS BABU, AMAL BAIJU, SHERWIN C SAM** III semester BBA student of Kristu Jyoti College of Management and Technology, Changanacherry do hereby declare that this project report entitled, **"ORGANIZATIONAL ANALYSIS IN BHARATI AIRTEL" ,** is a bonafide record of project work done by us under the guidance and supervision of **Mr. JIJO P JOHN,** Project guide and the Faculty of the Department of Management Studies, Kristu Jyoti College of Management & Technology, for the partial fulfillment of the requirements of the award of the **Degree of Bachelor of Business Administration (BBA)**, Mahatma Gandhi University, Kottayam during the period of 2020-2023.

It is the original work and all the information, facts and figures in this report are based on our own experience and study. We also declare that this project report has not been submitted by us fully or partially for the award of any degree, diploma, title or recognition before.

Place: - Changanacherry

Date: -

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ALWIN DAVIS BABU

AMAL BAIJU

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CHAPTER I

COMPANY PROFILE

1.1 BRIEF HISTORY OF ORGANIZATION AND CURRENT BOARD OF DIRECTORS

In 1984, Sunil mittal started assembly push button phones in India, which he earlier used to import from a Taiwan company kingtel, replacing the old fashioned, bulky Rotary phones that were in use in the country then. BharatiTelecom limited was incorporated and entered into a technical tie up with Siemens AG of Germany for manufacture of electronic push button phones. By the early of 1990s, Bharati was making fax machines, cordless phones and other telecom gear. He named his first push button phones as 'Mitbrau'. In 1992, he successfully bid for one of the four mobile phones network licenses auctioned in India. One of the conditions for the Delhi cellular license was that the bidder have some experience as a telecom operator. So mittal clinched a deal with the French telecom group 'Vivendi'. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. His plans were finally approved by the government in 1994 and he launched services in Delhi in 1995. When Bharati Cellular limited was formed to offer cellular services under the brand name Airtel. Within a few years Bharati become the first telecom company to cross the two million mobile subscribers mark. Bharati also bought down the STD/ISD cellular rates in India under brand name 'Indiaone'. In 1999 Bharati enterprises acquired control of JT holdings, and extended cellular operation to Karnataka and Andhra Pradesh. In 2000, Bharati acquired control of sky cell communications, in Chennai. In 2001 the company acquired control of spice cell in Calcutta. Bardi enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and national Stock Exchange of India in 2003, the cellular phone operations were rebranded under the single Airtel brand Frisco in 2004, Bharati acquired control of Hexacom and entered Rajasthan. In 2005 Bharati extended its network to Andaman and nicobar. This expansion allowed it to offer voice services all across India. Airtel launched 'Hello Tunes' a caller ring back tone services in July 2004 becoming to the first operated in India to do so. Airtel theme song composed by AR Rahman was the most popular tune on that year. In May 2008, It emerged that Airtel was exploring the possibility of buying the MTN group, South Africa-based telecommunication company with coverage in 21 countries in africa and the middle east. The Financial Times reported Bharati was considering offering U.S. dollar 45 billion for 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize that tentative nature of talks, while The economic magazine noted, 'If anything

Bharati would be marrying up' as MTN has subcribers, Higher revenues and broader geographic coverage. However, the talks fell apart as MTN group tried to reverse the negotiations by making Bharati most a subsidiary of the new company. In May 2009, Bharati Airtel again confirmed that it was in talks with MTN and companies agreed to discuss the potential transactions exclusively by July 2009 talks eventually ended without agreement, some sources starting that this was due to opposition from the South African government. In 2009, Airtel launched its first international mobile network in Sri Lanka. In June 2010, Bharati acquired the African business of zain telecom for dollar 10.7 billion making it is the largest ever acquisitions by an Indian telecom firm. In 2012, Bharati tied up with Wal-Mart, the US retail giant to start a number of retail stores across India. In 2014 Bharati planned to acquire Loop mobile for rupees 7 billion, but the deal was called off later. Bharati Airtel Limited, The world's largest mobile operator with operations in 20 countries across Asia and Africa, today said that its treasury division has been adjusted as highly commended winner of the Top Treasury Team Awards at the Adam Smith Asia awards 2015.

Airtel board of directors

- Mr. Sunil Bharti Mittal (Chairman)
- Mr. Shishir Priyadarshi
- Ms. Chua Sock Koong
- Mr. Manish Kejriwal
- Ms. Nisaba Godrej
- Mr. Dinesh Kumar Mittal
- Mr. Tao Yih Arthur Lang
- Mr. Rakesh Bharti Mittal
- Mr. V. K. Viswanathan
- Ms. Kimsuka Narasimhan
- Mr. Gopal Vittal

1.2 MISSION/VISION STATEMENT AND QUALITY POLICY /QUALITY CERTIFICATION

Mission

Hunger to win customers for life

vision

Our vision is to enrich the lives of our customers. Our obsession is to win customers for life through an exceptional experience

1.3 BUSINESS PROCESS OF THE ORGANIZATION - PRODUCT PROFILE

Mobile services

Airtel offers postpaid, prepaid, international roaming, data connectivity and other value added services to the customers. It has distribution channel across 1.11 million outlets with network presence in 7,901 census and 791,672 non census towns and villages in India. First to launch 4G in India; Country's first telecom to successfully demonstrate 5G readiness over a commercial network. Launched industry first voice over Wi-Fi service. Expanded digital reach with Airtel Thanks, Wynk music and Airtel Xstream. Airtel acquired 355.45 Mhz spectrum across sub-GHz mid band and 2300 Mhz bands for a total consideration of Rs187,034 million refarmed its 3G spectrum to expand 4G coverage.

Digital TV Services

Airtel direct to Home (DTH) platform offers both standard and high definition (HD) digital TV services with 3D capabilities and Dolby surround sound. Converged digital TV solutions through Airtel Xstream 4K hybrid box that offers satellite TV and OTT content.

Home Services

Airtel provides fixed line telephone and broadband services for homes in 291 cities Pan India. The product offering include high speed broadband on copper and fiber and voice connectivity up to speeds of 1 Gbps for the home segment. Now Airtel is the India's largest private sector broadband player. Airtel Xstream Fiber with speed up to 1 Gbps unlimited data, first-of-its-kind Airtel Xstream Android 4k TV box and access to all OTT content.

Airtel Business

Airtel is one of the largest leading and most trusted provider of ICT services with a diverse portfolio of services to enterprises, governments, carries and small and medium businesses. Along with voice, data and video, our services also includes conferencing, cloud, network integration, data centers, managed services, enterprise mobility applications and digital media. Launched Airtel IQ, a cloud-based communication platform. Launched Airtel secure, a comprehensive suite of advanced cyber security solutions. Strategically located submarine cables. Global network running across 365000 Rkms+ covering 50 countries and 5 continents.

1.4 CUSTOMER & LEVEL OF OPERATIONS (GLOBAL/NATIONAL/REGIONAL)

Global level

Airtel Global Connectivity

• Global Dedicated Internet

ensure fast, dedicated connectivity for our global business.

• Global VPN

Ensure secure, congestion-free global communication.

• Global Private Line

Scale your business operations with dedicated point to point connectivity.

• Global Satellite Solutions

Power your global remote sites with reliable and secure satellite solutions.

Airtel Global Voice

• Global Voice Solutions

Unparalleled access to best quality voice calling across the world.

• Global Message Hub

Engage seamlessly with your customers with efficient and secure.

• Global Toll Free

Go beyond boundaries for your business with our seamless services.

National level And Regional level

B2C services

• Mobile Services

• Telemedia Services

Offer fixed telephony and broadband internet

• Digital TV Services

Pan India DTH operations.

B2B services

• Voice Services

• Network Services

• Cloud based services

• Digital media services.

1.5 COMPETITORS OF THE COMPANY

- Reliance Jio
- Vodafone Idea
- Bharat Sanchar Nigam Ltd.(BSNL)
- Mahanagar Telephone Nigam Limited

1.6 STRATEGIES – BUSINESS, PRICING, MANAGEMENT

Business strategies

In existing market the company is transforming itself into the digital service provider. The company is going for market consolidation and the future of telecom industry would be - big three major private telecom giants (Airtel, Jio, Vodafone Idea) and one public sector giants (BSNL) to dominate the market. To capitalise the emerging opportunities company is consolidating the market by recent huge acquisitions (Cisco,2012). By offering new products and services in existing market, company looks in making the customer stick to it and also increase average revenue per user. The company is steadily developing its B2B services market by offering cloud based, digital media, network services and data centre based services.

Existing market consolidation and penetration

• Aquarius competitive - Telenor India, Tata teleservices Ltd.

• launcher 1110000 mobile sites to strengthen for the business

Offering enhanced existing and new product content, •enhanced data capabilities, Airtel TV contact library, digital TV services, telemedia services

• new products - Airtel payment Bank, wynk music, Airtel black

• strategic partnerships.

Existing market development

• providing rural areas with more digital accesses

• providing B2B services to existing market players.

• strategic partnership with Symantec.

Pricing strategies.

Mostly Airtel uses competitive based pricing strategy. This method, also called market based pricing, takes into account the competitive situation in the market and the pricing levels of competing firms, rather than the cost structure and consumer demand. In this pricing method, which is more common in the markets where there is intense competition, firms take into account the concentration levels in the market and the reaction levels of the competitors to the changes. In this method, which is mostly used by firms with relatively low market share, prices are determined depending on the decisions of the firms with high market share. Even if the costs change, firms keep their prices fixed unless their competitors change the prices. Since this method does not require cost calculations and consumer analyzes, it is the easiest method to use. The basic information needed is readily available on the market and can be easily copied. This method requires the firms in the market to constantly observe their competitors.

1.7 CSR ACTIVITIES

Bharati Foundation

Bharti Foundation was set up in the Year 2000 as the philanthropic arm Of Bharti Enterprises. It implements and supports programs in primary, Secondary, and higher education as Well as sanitation. The flagship Satya Bharti School Program, launched in 2006, provides free quality education To underprivileged children in rural India Across six states, with a focus on the Girl child. Since 2013, the Foundation Has also been working in partnership with the government to improve the quality of overall schooling experience for students in government schools through the Satya Bharti Quality Support Program. Launched in 2014, Satya Bharti Abhiyan, the sanitation initiative has been improving sanitation conditions in the districts of Ludhiana and Amritsar, in the State of Punjab, by providing toilets and fostering behavioural change in communities. The higher education partnerships and initiatives are designed to meet the education paradigms of the 21st century. Bharti School of Telecommunication Technology and Management (IIT, Delhi), Bharti Centre for Communication (IIT, Bombay) and Bharti Institute of Public Policy (ISB, Mohali) are among the leading higher education institutions in the country.

The Satya Bharati School Program

The flagship program of Bharti Foundation, Satya Bharti School Program was launched with a chain of rural schools in 2006. The Schools provide quality education to underprivileged children, absolutely free of cost. It also supports them with free text-books, uniform, notebooks, stationery and nutritious mid-day meals. The program, with a special focus on the girl child, has many Children who are first-generation Learners. The program aims to deliver transformative education to children To make them educated, confident, responsible and self-reliant citizens with a deep sense of commitment to their society.

Satya Bharti Abhiyan

The Satya Bharti Abhiyan is Supporting the government’s Swachh Bharat Mission for clean and Open Defecation Free India, since 2014. The program has been operational In Ludhiana, the second largest and The most populous district, and in rural Amritsar, a district of Punjab. The Abhiyan has contributed to the Government’s efforts by providing access to individual toilets to households in Ludhiana and rural Amritsar, separate toilets for girls in Government schools in

rural Ludhiana, And ladies' toilets for staff and visitors to various police premises under Ludhiana Police Commissionerate.

Satya Bharti Quality Support Program

The Satya Bharti Quality Support Program aims to improve the overall education quality in Government schools in partnership with the State Governments. It supports children, teachers, parents and administrators to transform schools into vibrant and integrated institutions of learning, ensuring holistic development through the introduction Of co-scholastic interventions. While the program framework revolves around engaging students, parents, communities and motivating teachers, the school's leadership also receives support to prioritize areas of improvement and create goals for further development. The core philosophy of the program focuses on Making schools engaging and happy spaces. This has resulted in the holistic development of students, as they acquire leadership, communication, collaboration, and other 21st Century skills along with Learning.

Higher Education Programs

The Bharti School of Telecommunication, Technology And Management was set up through a joint initiative of IIT Delhi and Bharti Enterprises, with a vision "to develop telecom leaders through excellence in education and research". The school has emerged as a premier education center in the country, offering specialized courses in telecommunications. The school has also evolved as a focal point for telecom-related activities in IIT Delhi.

The Bharti Institute of Public Policy (BIPP) is an integral part of the ISB's Mohali campus. Functioning as an independent think-tank, the institute engages with policymakers by providing them with critical, evidence-based analysis of public policy. The institute works on policy challenges across diverse domains, including Agriculture and Food, Environment, Education, Financial Policy, Governance and Digital identity.

1.8 EXPORT/IMPORT

Export

There is no export activities by Airtel from India

Import

Airtel Digital TV has stopped issuing new import orders for STBs but will continue to see some shipments coming in under existing orders, which will end by December. Thus, by the end of 2021, it will transition completely to made-in-India STBs, including the high-end Airtel Xstream 4K Android TV Box. The Airtel Xstream Android 4K TV Box allows customers to access linear TV and OTT content.

1.9 COLLABORATIONS & EXPANSION PLANS

During the year 1995-96 the company launched mobile services under the brand name 'Airtel' for the first time in Delhi and Himachal Pradesh. During the year 1997-98 the company became the first private telecom operator to obtain a license to provide basic telephone services in the state of Madhya Pradesh. They incorporated Bharti BT VSAT Ltd and Bharti BT Internet Ltd during the year. During the year 1999-2000 the company acquired JT Mobiles for providing cellular services operator in Punjab Karnataka and Andhra Pradesh. Also they acquired Skycell Chennai and thus they expanded their South Indian footprint. During the year 2001-02 they launched IndiaOne India's first private sector national and international long distance service. They acquired licenses for eight new circles across India. In July 2001 the company acquired 100% equity interest in Bharti Mobitel Ltd (erstwhile Spice Cell Ltd) which provided mobile services in the Kolkata circle.During the year 2002-03 the company launched cellular mobile services in the circle of Mumbai Maharashtra Tamil Nadu Kerala Madhya Pradesh Uttar Pradesh (West) Haryana and Gujarat fixed line services in the circles of Tamil Nadu and Karnataka and International Long Distance Services. They also commenced commercial operations for their submarine cable landing station. During the year 2003-04 the company obtained the new licenses for providing the Unified Access Services which include telecom circles of West Bengal (including Andaman & Nicobar and Sikkim) Bihar (including Jharkhand) Orissa Jammu & Kashmir and UP (East). They also acquired interest in the telecom circles of Rajasthan and North Eastern States through the acquisition of 67.5% equity stake in Bharti Hexacom Ltd.During the year 2004-05 Bharti Cellular Ltd and Bharti Infotel Ltd subsidiaries of the company merged with the company with effect from April 1 2004. Prior to merger of Bharti Cellular Ltd with the company Bharti Mobile Ltd operated in circles of Karnataka Andhra Pradesh and Punjab merged with Bharti Cellular Ltd. The company acquired an additional stake of 1% from Fouad M T Al Ghanim Trading & Cont Co Kuwait one of the shareholder of Bharti Hexacom Ltd. During the year the company and Videsh Sanchar Nigam Ltd entered into an agreement to share the company's national long distance network for a period of 15 years for a consideration of Rs 5000 million. They entered into a regional mobile services agreement with six other leading mobile operators namely Globe Telecom Philippines; Maxis Malaysia; Optus Australia; SingTel Singapore; Taiwan Cellular Corporations Taiwan and Talkomsel Indonesia and formed a regional alliance namely Bridge Alliance. In April 2005 the

company through their erstwhile 100% subsidiary Bharti Infotel Ltd which was merged with the company acquired 100% equity stake in Bharti Broadband Ltd (formerly known as Comsat Max Ltd) by acquiring their holding company Satcom Broadband Equipment Ltd (formerly known as CMax Infocom Ltd). Also Satcom Broadband Equipment Ltd and Bharti Broadband Ltd were amalgamated with the company with effect from October 1 2005.During the year 2005-06 the company signed a managed capacity expansion contract with Ericsson for providing managed services and expands their GSM /GPRS network into rural India in 15 circles. Also they entered into an agreement with Nokia to expand their managed GSM/ GPRS/ EDGE networks in eight circles. The company and IBM launched Managed Services under their joint go-to-market program.During the year Vodafone acquired 10% economic interest in the company by way of subscription of convertible debentures in Bharti Enterprises Ltd. Also the company entered into strategic partnership outsourcing agreements for their customer care call center operations with four international BPOs – Hinduja TMT (HTMT) IBM Daksh Mphasis and TeleTech Services. During the year 2006-07 the company incorporated seven wholly owned subsidiaries namely Bharti Airtel (USA) Ltd Bharti Airtel (UK) Ltd Bharti Airtel (Hong Kong) Ltd and Bharti Airtel (Canada) Ltd Bharti Infratel Ltd Bharti Telemedia Ltd and Bharti Airtel Lanka (Pvt) Ltd. They received letter of offer from Telecommunications Regulatory Commission of Sri Lanka for providing 2G and 3G mobile services in Sri Lanka.During the year the company entered into agreement with Microsoft to offer software and services for the Small and Medium Business (SMB) market in India and to offer Microsoft's latest Windows Mobile 5.0 technology to its customer. They entered into agreement with Google to offer search services on Airtel Mobile. Also they entered agreement with Adani Group to connect Mundra Port and Special Economic Zone and with IBM to deliver India's first 'Service Delivery Platform'.In July 2006 the company launched 'Airtel Mega' Fixed Wireless Phone (FWP) services. In September 14 2006 they acquired 43750 thousand shares of Bharti Hexacom Ltd for an aggregate consideration of Rs 875000 thousand thereby increasing their stake from 68.5% to 68.89%. In December 2006 the company announced their foray into USA with the launch of Airtel CallHome service for Non-Resident Indians. In March 2007 they introduced BlackBerry 8800TM business phone. In April 3 2007 Bharti Airtel (Singapore) Pvt Ltd Singapore was incorporated for providing Voice Interconnection Prepaid International Calling Services International Private Leased Circuits and VSAT Trading.During the year 2007-08 Bharti Airtel Services Ltd (erstwhile Bharti Comtel Ltd)

the wholly owned subsidiary of the company sold their entire shareholding in Bharti Telemedia Ltd to the company and Bharti Enterprise Ltd in the ratio of 40% and 60% respectively. The company acquired 2% stake in a subsidiary of IFFCO Ltd called IFFCO Kissan Sanchar Ltd at a consideration of Rs 50125 thousand. Also they invested USD 1200 thousand towards 1200 thousand shares of Bridge Mobile Pte Ltd Singapore (Bridge Mobile).During the year the company entered into a joint venture agreement with Vodafone Essar Ltd and Idea Cellular Ltd and formed an independent tower company namely Indus Towers Ltd for providing passive infrastructure services in 16 circles of India. In September 7 2007 the company acquired 49% of the equity in Bharti Aquanet Ltd India at a consideration of Rs 159549 thousand making Bharti Aquanet Ltd a 100% subsidiary of the company. In September 28 2007 they acquired 100% of the equity in Network i2i Ltd Mauritius at a consideration of USD 133400 thousand. In October 1 2007 the company incorporated a new company namely Bharti Airtel Holding (Singapore) Pte Ltd in Singapore as an investment holding company of the company. In January 2008 the company transferred the passive telecom infrastructure business of the company to Bharti Infratel Ltd.During the year 2008-09 the company made their foray into media and television by redefining home entertainment with Airtel digital TV. They launched their virtual calling card service 'Airtel CallHome' in UK Singapore and Canada. The service is targeted at the huge Indian Diaspora Non-Resident Indians (NRIs) and Indian students in these markets.The company launched their mobile services in Sri Lanka under the Airtel brand. They expanded their footprint by launching their Mobile Services in Lakshadweep. They also launched VeriSign Identity Protection (VIP) Services for their enterprise customers in India in partnership with VeriSign.In February 19 2009 the company increased their stake in Bharti Hexacom Ltd by 1.11% through acquisition of 2780306 equity shares for an aggregate consideration of Rs 166818 thousand. In March 4 2009 the company subscribed 1470000 equity shares (49% stake) in Bharti Teleports Ltd for an aggregate consideration of Rs. 14700 thousand.In October 2009 the company launched live mobile comic service on their mobile entertainment portal Airtel Live. In October 23 2009 they acquired an additional 55% equity stake in their subsidiary Bharti Telemedia Ltd for a consideration of Rs 7.38 crore. Consequently the total equity interest of the company in Bharti TelemediaLtd increased to 95%. In January 12 2010 the company agreed to acquire 70% stake in Warid Telecom Bangladesh a wholly owned subsidiary of the Dhabi Group. Warid Telecom is offering mobile services across all the 64 districts of Bangladesh. As of January 2010 the company had an aggregate of over 131

million customers in South Asia including 121.7 million mobile customers in India. In March 11 2010 the company made their debut into Media & Entertainment with the launch of the Airtel Digital Media Business. With this the company is able to offer Content Delivery Solutions for media and entertainment sector.In June 2010 the company acquired Zain Group's mobile operations in 15 countries across Africa for an enterprise valuation of USD 10.7 billion. With this the company has become the first Indian brand to go truly global with a footprint that covers over 1.8 billion people. Also the company has become a major Indian MNC with operations in 18 countries across Asia and Africa with a customer base of over 180 million.During the year 2010-11 the company introduced a completely new fresh and vibrant brand logo and identity.Apart from India and Sri Lanka the brand also started to offer its services to consumers in Bangladesh making the Company a powerhouse across South Asia. Across the seas the Company established a strong presence in the 16 countries across the African continent.During the year Airtel won the 'Most Preferred Cellular Service Provider Brand' award in the CNBC Awaaz Consumer Awards 2010 for the 6th year in a row. The CNBC Awaaz Consumer Awards were based on an extensive consumer survey done by Nielsen wherein the customers rated brands across different categories which delivered true value for money.During the year the company launched 3G Services in 9 of 13 circles with 3G spectrum empowering all 3G customers to manage their data usage and avoid 'bill shock' with proactive personalised and timely data usage alerts coupled with introduction of easy-to-understand intuitive tariffs with personalised data usage limits.They launched various new and innovative products and services such as airtel money airtel call manager airtel voice blog airtel world SIM Live Aarti LearnNext IPTV airtel broadband TV Unified Service Management Centre (uSMC) Global Data Services airtel digital TV recorder MAMO (My Airtel My Offer) and i-Care directly and through its subsidiaries which enabled it to strengthen their leadership in an intensely competitive market.During the year the company launched their New Vision for India and South Asia 'By 2015 airtel will be the most loved brand enriching the lives of millions' inspiring and directing all stakeholders for the next stage of growth. Also they launched their vision for Africa 'By 2015 airtel will be the most loved brand in the daily lives of African people'.In August 27 2010 they acquired the 100% interest in Telecom Seychelles Ltd a telecom operator of Seychelles for an enterprise value of USD62 million. In September 2011 the company choose Ericsson India Nokia Siemens Networks and Huawei Technologies as network partners to launch 3G Services in India. These partners will plan design deploy and maintain a 3G HSPA Network in

Bharti Airtel 3G license circles. In January 2011 the company and State Bank of India (SBI) entered into a Joint Venture (JV) agreement to make available banking services to India's unbanked millions. The newly formed entity will harness the power of State Bank's strengths and airtel's mobile telephony to add value to the banking and financial services sector and empower millions of financially excluded in the country to enhance their livelihood and quality of life. The Joint Venture will become the Business Correspondent of SBI and offer banking products and services at affordable cost to the citizens in unbanked and other areas.On 23 April 2013 Bharti Airtel announced that it had entered into a definitive agreement with the Warid Group (Warid) to fully acquire Warid Telecom Uganda.On 2 May 2013 Bharti Airtel Holdings (Singapore) Pte. Limited (Bharti) a wholly owned subsidiary of Bharti Airtel and Warid Group reached an agreement wherein Bharti decided to acquire the entire remaining 30% equity stake of Warid in Airtel Bangladesh Limited. Earlier Bharti had acquired 70% stake in Warid Telecom Bangladesh in January 2010.On 17 June 2013 Bharti Airtel announced that it had completed the allotment of 19.98 crore equity shares representing 5% equity stake in the company to private equity firm Qatar Foundation Endowment (QFE). On 3 May 2013 Bharti and QFE had announced a binding agreement for preferential allotment of Bharti Airtel shares to QFE.On 4 July 2013 Bharti Airtel announced that it has subscribed to an additional 2% equity share capital in all the four India BWA entities of Qualcomm AP that hold BWA licenses in Delhi Mumbai Haryana and Kerala. Post the transaction all the four India BWA entities became subsidiaries of Bharti Airtel. On 24 May 2012 Bharti Airtel and Qualcomm announced an agreement under which Bharti acquired 49% interest in Qualcomm AP's India entities that hold BWA licenses in Delhi Mumbai Haryana and Kerala.On 5 November 2013 Bharti Airtel announced that it had entered into a definitive agreement with Warid Group to fully acquire Warid's Brazzaville operations.On 10 December 2013 Bharti Airtel and Reliance Jio Infocomm Limited announced a comprehensive telecom infrastructure sharing arrangement to utilise each other's infrastructure i.e. optic fibre submarine cable networks towers and internet broadband services.On 13 February 2014 Bharti Airtel announced that it had acquired 115.0 MHz spectrum for a total consideration of Rs 18530 crore in a spectrum auction conducted by the Government of India.On 19 February 2014 Bharti Airtel announced that it had crossed the 200 million mobile subscribers mark in India.On 2 April 2014 Bharti Airtel announced that it had selected IBM to manage the IT infrastructure and applications for its operations in India for five years.On 9 July 2014 Bharti Airtel announced an agreement with Helios Towers Africa (HTA) the

leading independent telecoms towers company in Africa for the divestment of over 3100 telecoms towers in four countries across Airtel's African operation to HTA.On 7 August 2014 Bharti Airtel announced the successful completion of the Offer For Sale (OFS) of 85 million shares of its subsidiary Bharti Infratel Limited for a total consideration of over Rs 2100 crore. Post the transaction Bharti Airtel's equity holding in Bharti Infratel came down to 74.86%.On 1 September 2014 Bharti Airtel announced the signing of a definitive agreement with Essar Telecommunications Kenya Limited which operates under the brand name yuMobile' to acquire over 2.7 million subscribers of yuMobile.On 24 November 2014 American Tower Corporation and Bharti Airtel Limited announced that they have entered into a definitive agreement for the sale of over 4800 of Airtel's communications towers in Nigeria. Airtel will be the anchor tenant on the portfolio under a lease with a ten-year initial term.On 15 December 2014 Bharti Airtel inked an agreement with HIS Holding Limited for sell and lease back of over 1100 towers from HIS in Zambia and Rwanda under a 10-year renewable contract.On 26 February 2015 Bharti Airtel offloaded 55 million shares of its subsidiary Bharti Infratel through a secondary share sale in the stock market for a total consideration of Rs 1925 crore. Post the transaction Bharti Airtel's equity holding in Bharti Infratel was reduced to 71.9%.On 3 March 2015 Bharti Airtel announced a strategic collaboration with China Mobile to share network and product best practices and technical learnings and work together for standards and products to accelerate commercialisation of LTE and evolving 4.5G/5G technologies. The two companies also decided to work towards shaping up a joint strategy for procurement of devices that include Mifi smart phones data cards LTE CPEs and USIM.On 26 March 2015 Bharti Airtel announced that it had acquired 111.6 MHz of prime spectrum across 900 MHz 1800 MHz and 2100 MHz bands for a total consideration of Rs 29130 crore in a spectrum auction conducted by the Government of India. On 16 May 2015 Bharti Airtel announced that it had received financing commitments of up to USD 2.5 Billion from China Development Bank and Industrial and Commercial Bank of China at about nine-years in average maturity.On 26 August 2015 Bharti Airtel announced that it has signed a definitive agreement to acquire 100% equity stake in Augere Wireless Broadband India Pvt. Ltd. Which holds 20 MHz of BWA Spectrum in the telecom circle of Madhya Pradesh and Chhattisgarh. On 30 November 2015 Bharti Airtel announced that it would invest Rs 60000 crore over 3 years on a comprehensive network transformation program named Project Leap.On 13 January 2016 Orange one of the world's leading telecommunications operators signed an agreement with Bharti Airtel

International (Netherlands) BV a subsidiary of Bharti Airtel to acquire Airtel's operations in Burkina Faso and Sierra Leone.On 28 January 2016 Axiata Group Berhad (Axiata) and Bharti Airtel signed a Definitive Agreement to merge their respective telecommunication subsidiaries in Bangladesh; namely Robi Axiata Limited (Robi) and Airtel Bangladesh Limited (Airtel). On 23 February 2016 Bharti Airtel Kotak Mahindra Bank Limited (KMBL) and Airtel M Commerce Services Limited (AMSL) signed the Share Subscription and Shareholders Agreement wherein KMBL agreed to acquire 98382022 equity shares aggregating to Rs 98.38 crores in cash representing 19.90% of the paid-up capital of AMSL.On 16 March 2016 Bharti Airtel entered into a definitive agreement with Videocon Telecommunications Limited (VTL) to acquire rights to use 2 x 5 MHz spectrum in the 1800 MHz Band 2013 for six circles namely Bihar Haryana Madhya Pradesh UP (East) UP (West) and Gujarat from VTL for an aggregate consideration of Rs 4428 crore.On 8 April 2016 Bharti Airtel and its subsidiary Bharti Hexacom Limited entered into definitive agreements with Aircel Limited and its subsidiaries Dishnet Wireless Limited and Aircel Cellular Limited (together Aircel) to acquire rights to use 20 megahertz (MHz) 2300 Band 4G TD spectrum for eight circles namely Tamil Nadu (including Chennai) Bihar Jammu & Kashmir West Bengal Assam North East Andhra Pradesh and Orissa at an aggregate consideration of Rs 3500 crore. Reserve Bank of India on 11 April 2016 granted payments bank license to Airtel M Commerce Services Limited (AMSL) a subsidiary of Bharti Airtel.On 5 May 2016 Bharti Airtel International (Netherlands) BV a subsidiary of Bharti Airtel and Helios Towers Africa (HTA) an independent telecoms towers company in Africa announced an agreement for the divestment of approximately 950 telecoms towers in the Democratic Republic of Congo (DRC) from Airtel to HTA.On 14 June 2016 Singapore Telecommunications and Bharti Airtel announced a strategic alliance to provide seamless high speed data connectivity to global enterprises under one network.On 6 October 2016 Bharti Airtel announced that it had acquired 173.8 Mhz spectrum across 1800/2100/2300 MHz bands for a total consideration of Rs 14244 crore in a spectrum auction conducted by the Department of Telecom Government of India.On 20 December 2016 Bharti Airtel announced that its subsidiary Network i2i Ltd. Has entered into a definitive agreement with Orascom Telecom Media and Technology Holding S.A.E (Orascom) to acquire Orascom's entire equity stake in Middle East North Africa Company Submarine Cable Systems S.A.E (MENA-SCS). MENA – SCS owns and operates a submarine cable network between India and Europe covering Middle East with options to extend the network to Africa.On 12 January 2017

Airtel Payments Bank a subsidiary of Bharti Airtel announced the commencement of national operations with services in all 29 states of India. On 22 February 2017 Bharti Airtel announced that it has through its subsidiary Bharti Airtel Services acquired a strategic equity stake in Seynse Technologies Pvt. Ltd. A Financial Technology (FinTech) company.On 23 March 2017 Bharti Airtel announced that it has entered into a definitive agreement with Tikona Digital Networks (Tikona) to acquire Tikona's 4G Business including the Broadband Wireless Access ('BWA') spectrum and 350 sites in five telecom circles. On 28 March 2017 Bharti Airtel pared its stake in its subsidiary Bharti Infratel by selling over 190 million shares Bharti Infratel representing 10.3% stake to a consortium of funds advised by KKR and Canada Pension Plan Investment Board (CPPIB) for a total consideration of over Rs 6193.90 crore. The deal was executed at Rs 325 per Bharti Infratel share. Following the closure of this transaction Bharti Airtel's equity holding in Bharti Infratel was reduced to 61.7%.On 10 July 2017 Bharti announced plans to invest up to Rs 2000 crore over 3 years under Project Next – its digital innovation program aimed at transforming customer experience across all of its services and touch points. Project Next complements Airtel's massive investments towards building a future ready network under Project Leap.On 12th October 2017 Bharti Airtel and Tata Group entered into an agreement to merge Consumer Mobile Businesses (CMB) of Tata Teleservices Limited (TTSL) and Tata Teleservices Maharashtra Limited (TTML) with Bharti Airtel. As part of the Agreement Bharti Airtel will absorb Tata CMB's operations across the country in nineteen circles (17 under TTSL and 2 under TTML).On 16 November 2017 Bharti Airtel announced the launch of two new Android powered 4G smartphones at the price of a feature phone in partnership with Karbonn Mobiles. The launch is part of Airtel's Mera Pehla Smartphone' initiative which is aimed at enabling every Indian to buy a 4G smartphone and get on to the digital superhighway.On 12 December 2017 Bharti Airtel and Warburg Pincus a global private equity firm focused on growth investing announced that an affiliate of Warburg Pincus will acquire up to 20% equity stake in Bharti Telemedia the DTH arm of Bharti Airtel for approximately $350 million. Of this 15% stake will be sold by Bharti Airtel and the balance by another Bharti entity which holds 5% stake. Upon closing of the transaction Bharti Airtel will own an 80% equity stake in Bharti Telemedia.During FY2019 the company has approved the issuance of upto 1133591075 Equity Shares of face value of Rs 5/- each by way of rights issue at a price of Rs 220 per rights equity share (including a premium of Rs 215 per rights equity share) aggregating up to Rs 249390.04 million on a rights basis to the eligible equity

shareholders in the ratio of 19 rights equity shares for every 67 equity shares held by the eligible equity shareholders on the record date that is 24 April 2019. The issue was opened on 03 May 2019.As on 31 March 2019 your Company has 101 subsidiaries 7 associate companies and 8 joint ventures.During FY 2018-19 Bharti Airtel Holding (Mauritius) Limited Airtel Africa Mauritius Limited Bharti Airtel Overseas (Mauritius) Limited Airtel Africa Limited Airtel Mobile Commerce Nigeria B.V. Airtel Mobile Commerce Congo B.V. Airtel Mobile Commerce (Seychelles) B.V. Airtel Mobile Commerce Madagascar B.V. Airtel Mobile Commerce Kenya B.V. Airtel Mobile Commerce Rwanda B.V. Airtel Mobile Commerce Malawi B.V. Airtel Mobile Commerce Uganda B.V. Airtel Mobile Commerce Tchad B.V Airtel Mobile Commerce Zambia B.V. became Subsidiaries of the company.During FY 2018-19 Bharti Airtel Burkina Faso Holdings B.V. Africa Towers Services Limited Tigo Rwanda Limited ceased to be subsidiaries of the company.During the FY 2019-20 the company has 1133591075 equity shares of face value of Rs 5/- each on 24 May 2019 pursuant to Rights Issue aggregating to Rs 5667955375.The company also allotted 970668 equity shares of face value of Rs 5/- each on 26 July 2019 pursuant to scheme of arrangement between Tata Teleservices (Maharashtra) Limited (TTML') and the Company and their respective shareholders and creditors aggregating to Rs 4853340/- to the equity shareholders of TTML.The company also allotted 10 10% fully paid-up redeemable non-participating noncumulative preference Shares of face value of Rs 100/- each on 26 July 2019 pursuant to scheme of arrangement between Tata Teleservices (Maharashtra) Limited (TTML') aggregating to Rs 1000/- to the Preference shareholders of TTML.The company also allotted 487 10% fully paid-up redeemable non-participating non-cumulative preference shares of face value of Rs 100/- each on 26 July 2019 pursuant to composite scheme of arrangement among Tata Teleservices Limited (TTSL') Bharti Hexacom Limited and the Company and their respective shareholders and creditors aggregating to Rs 48700 to equity share holders CCPS holders and OCPS holder of TTSL.Further in the FY2020the company also allotted 323595505 equity shares of face value of Rs 5/- each on 15 January 2020 pursuant to Qualified Institutions Placement aggregating to Rs 1617977525. In August 2018 Airtel and Egypt telecom announces strategic partnership. Also in that month Airtel and in Netflix also announces strategic partnership. In March 2019 Airtel announces it collaboration with zoom. In April 2019 Airtel announces its strategic alliance with CISCO. In November 2019 Airtel launches enterprise hub. In December 2019 Airtel launches Airtel Wi-Fi calling service. In that montg Airtel announced its strategic alliance partnership with

lionsgate. In January 2020 Airtel announced its collaboration with Google cloud. In 2020 Airtel announces its partnership with Red hat and IBM. In that Monday Airtel launches work @ home. In that month Bharti Airtel ("Airtel") has acquired a strategic stake in Voicezen. Enlargement also Airtel payment Bank announces its partnership with MasterCard. Airtel announces its partnership with nodwin gaming. In July 2020 Airtel announces it partnership with verizon. In August 2020 Airtel announces its partnership with Amazon Web service. In September 2020 Airtel launches Airtel secure. In January 2021 In a major landmark, Bharti Airtel ("Airtel"), India's premier communications solutions provider, announced that it has become the country's first telco to successfully demonstrate & orchestrate LIVE 5G service over a commercial network in Hyderabad city. February 2021 Airtel announces its collaboration with Qualcomm. Enable 2021 Airtel announcers Airtel loT. Inder and also Airtel announces spectrum trading agreement with jio. In May 2021 Airtel payment bank announces digigold. In June 2021 Airtel announces its collaboration with Tata group. In July 2021 Airtel launches Airtel black. In that month also Airtel announces its collaboration with Intel. Airtel and Kaspersky joins hands in that month. In October 2021 Airtel launches Airtel I q video.

1.10 SWOT ANALYSIS OF THE COMPANY

Strengths

1. Strong Brand Image

2 Good Network Connectivity.

3. Wide Network Coverage

4. Attractive Promotional Schemes.

5. Good Value Added Services.

6. Operating In 65 Countries With 157 Operators.

7. Strong New Business Development Team

8. Strong Financial Position

9. Strong Alluxe.

10. Cost Advantage.

11. Ability to Constantly Innovate

12. Highly skilled Workforce.

13. Increased Equity and Market Capital

Weaknesses

1. Perceived as an Expensive Brand

2 Absence in the Rural and Interior Areas.

3. Outsourcing of Core System.

4. Airtel has Tough Competition from the operators like Jio and Vodafone Idea

5. Price Pressure.

6. Lack of Government support

7. Awareness.

8. Sales & Marketing.

Opportunities

1. Poor Network Connectivity of its Competitors

2 Large Chunk of Des-satisfied Customer.

3. Low Broadband Penetration in Rural Areas.

4. The company is investing in its operation in 120.000 to 160,000 small village every year.

5. To sustain passion and commitment.

6. Attain higher value services

7. Collaborative business needs to be explored.

8. Vertical repeatable solutions.

Threats

1. Strong Visibility of Competitors.

2. Sour Experience with Airtel by Few can lead to Bad Word Or Mouth.

3. Continuous Improvement in Competitor's Services.

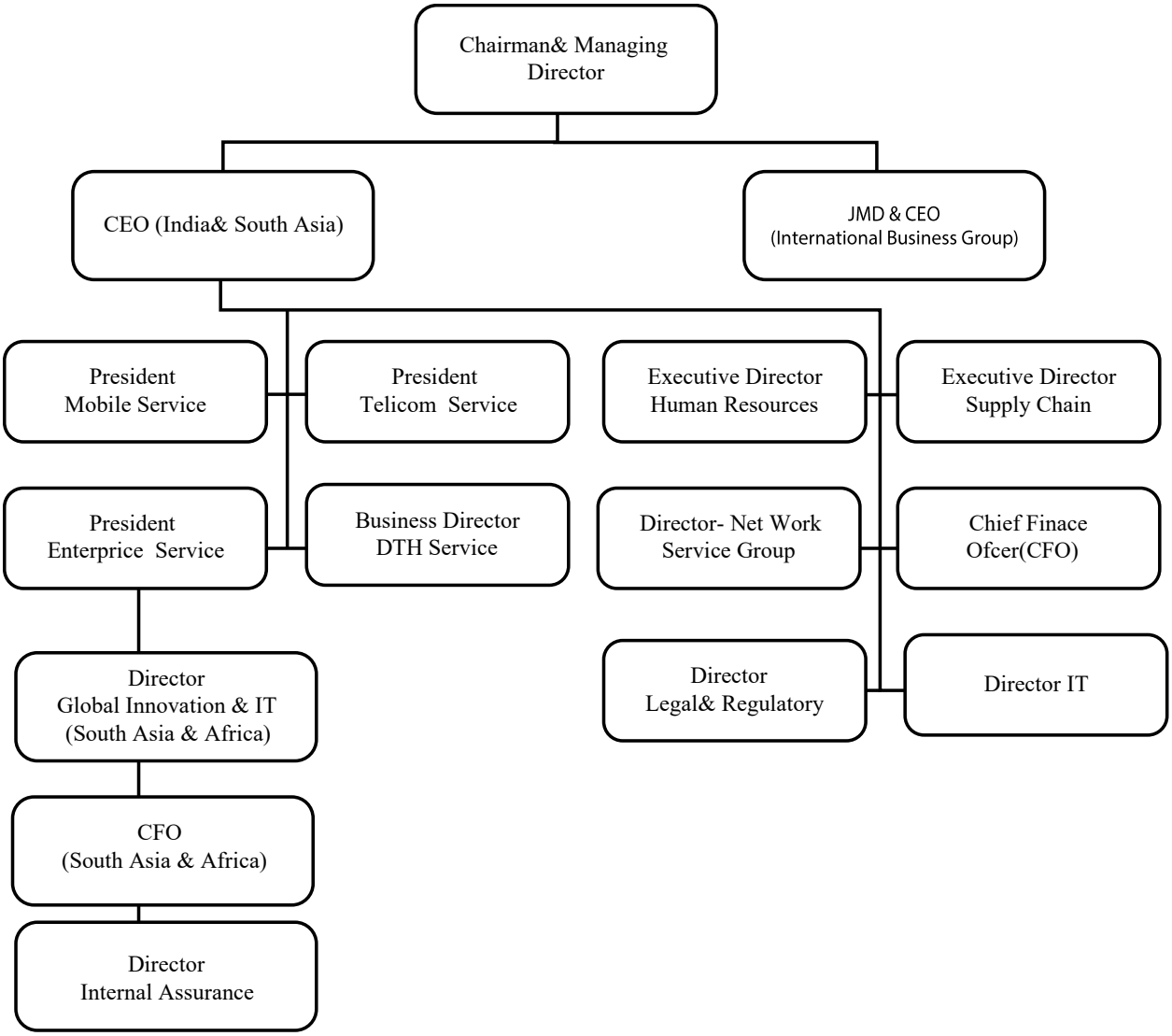
4. Intense Competition and Shortage of Bandwith.

5. Uncertain Economic Conditions.

6. Bharti Aird could also be the target for the takeover vision of other global telecommunications players that wish to move into the Indian market.

7. Foreign Investment

1.11 ORGANIZATION CHART



CHAPTER II
AN OVERVIEW OF THE INDUSTRY

2.1 BRIEF HISTORY OF THE INDUSTRY

In the year 1851 the British first introduced telecommunication services in India through operational land lines near Kolkata. Dr. William O"Shaughnessy who pioneered telegraph and telephone in India belonged to the Public Works Department all through the experimental stage. Electronic telegraph made its appearance in India as early as in 1854. A regular separate department was opened around 1854 when telegraph facilities were thrown open to the public. Being a British Colony, both telegraph and telephones were introduced into India almost contemporaneously with United Kingdom. The telegraph department during1854-"57 comprised of a superintendent of telegraphs, with three deputy superintendents at Bombay, Madras and Pegu in Burma. There were inspectors at Indore, Agra, Kanpur and Banaras and an operating and maintenance staff. Indo-European Telegraph Department, which later came to be known as the overseas communication, was administered by a Director-in-Chief whose Head Quarters was in London. In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchanges in India.The permission was refused on the grounds that the introduction of telephones was a Government monopoly and that the Government itself would commence the work. By 1881, the Government changed its earlier decision and eventually a license was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Kolkata, Mumbai, Chennai and Ahmadabad. The telephone service was made operational in the year 1881. Telephone came to India in 1882, a little later. On 28th January, 1882, Major E.
Baring, member of Governor General of India"s council confirmed the opening of Telephone exchange in Kolkata named "Central Exchange" and it carried 93 subscribers. The telegraph, and later the telephone were introduced in India in 1882 and were viewed by the British as tools of command and control that were essential to maintain law and order in the country. In 1883 the British combined the telegraph services with postal services to further increase there command and control in India. Runners, Stationed at telegraphs offices, carried telegrams to remote post offices, there by linking the British rulers with even the most distant pockets of India.
Bombay also witnessed the opening of Telephone Exchange in 1887. On 15th February, 1888, the overseas communications was merged with the Director-General of the Indian Telegraph

Department. It was decided that the administration reports of the two departments, Indian Telegraph and the Indo-European department, should be separated so as to show how the finance of the country were affected by each unit. The operations of the two separate services, Post Office and Telegraph Department developed side by side. On the eve of the first World War in 1914, the next big administrative change came. The Postal Department and the Telegraph Department were amalgamated under a single Director-General. The process had started in 1912, but completed in 1940. A major reorganization of the department took place in April, 1925. The accounts of the Indian posts and Telegraphs were reconstituted to examine the true fiscal profile of the department. The attempt was to find out the extent to which the department was imposing a burden on the tax payers or bringing revenue to the Exchequer, how far each of the four constituent branches of the department, the postal, telegraph, telephone and wireless were contributing towards this result. It was further examined whether the rates charged from the public for the various services were inadequate or excessive. The Posts and telegraphs, like all public and private undertakings, was a victim of the universal financial and economic depression which crashed on the world in 1930. During 1931, numerous economy measures had to be introduced according to the advice of the Posts and Telegraphs sub-committee to the Retrenchment committee presided over by Sir. Cowasjee Jahangir. Naturally the adoption of the various measures of retrenchment could not but have an adverse effect on the emoluments and interests of the personnel of the Department. From the beginning P & T setup was run on welfare lines without the motto of profit. The annual report of the department for 1931 said, “It is the accepted policy of the government that the department should be so administered that there should be neither any substantial profit nor any substantial loss on its working under normal conditions”. The department is bound by a large volume of statutory and other rules. After gaining independence from Britain in 1947, the national government continued the colonial legacy, organizing post and telegraph services exclusively in the domain of the state. Jawaharlal Nehru‟s post independence socialist policies dedicated India to state – run, state owned monopolies in various sectors, including Indian telecommunication as well. The foreign telecommunication companies were nationalized and the Posts, Telephone and Telegraph (PTT) Company was set up by the Ministry of Communications.

After the implementation of the Federal Financial Integration Scheme on 1st April, 1950, the

administration of the entire network of telegraphs and telephone systems of the nation, including those that previously existed in the former princely state became a major adventure. In 1950 the number of telephone exchanges absorbed from princely states was 196. This system which was working with different degrees of efficiency could fit into the general telecommunication network. The installed capacity of these 196 exchanges was 13,362 lines with 11,296 working connections. Soon after the absorption an attempt was made to improve their technical efficiency by replacing absolute and unserviceable equipment and lending well-qualified and experienced staff. Isolated exchanges were integrated with the general pool. The more complicated task was
accusation of the staff. Their final absorption into the different cadres of service in posts and telegraph was a major step. By April, 1972, the telecommunications accounts were separated. Simultaneously the department also started preparing the balance sheet annually.

In 1978 Telecom Consultants India was set up to discharge the responsibility of providing telecom services in foreign countries. The public sector units like the Indian Telephone Industries and the Hindustan Cables Ltd loss their monopoly positions. The Centre for the Development of Telematics (C-DOT) was established to promote research and development of indigenous technology in the field of telecom. By mid-80‟s, C-DOT also gave production rights for their RAX‟s up on payment of substantial fee to the private sector. Managed by slow-moving, over staffed government machinery under the aegis of the Ministry of Posts and
Telegraphs, the performance of India‟s telecommunications sector was slow until the mid – 1980s. The main reason for this poor performance was with the view that telephones were a „luxury‟ rather than a „necessity‟. Moreover, there was the dominance of the state – run telecommunications with no competitive pressures for originality in telecommunications product, services and their pricing. In India the Ministry of Posts and Telegraphs focused in improving the delivery of telegrams and telexes while other countries were embracing digital telephony and facsimile machines. Till 31st December, 1984, the Postal Telegraph and Telephone Services were managed by the Posts and Telegraphs Department. In January 1985, two separate departments for the posts and the telecommunications were created. The accounts of the department, initially were maintained by the accountant general of the P & T.

In India, telecom sector is one of the major sectors where there is more chances for its sustainable

growth. The Indian telecom market ranks among the fastest growing industries in the country. Indian Telecom market is mainly divided in to two major segments namely, the Fixed Service Providers (FsPs) and the Cellular Service Providers. Fixed service provider network comprises land lines, basic services, domestic and long distance call service. The two major basic operators BSNL and MTNL comprise almost 90 per cent of the FSPS in the country around 5 per cent are operated by private firms and are mostly scattered in the urban areas. In most cases the private basic service telephone operators cater to offices, business firms, schools and the corporate sector. In the case of the cellular services there are mainly two subdivisions. They are CDMA and GSM. In the GSM sector, the major players are Vodafone, Airtel, Idea cellular, Aircel and so on. The national company BSNL also has its GSM service named "Cell one" which has a major share in the semi urban and rural areas. The major companies which dominate the CDMA Scenario are Reliance Communications and Tata Indicom. In both the sectors of cellular services, perfect competition exists according to the demand supply chains. From the holistic point of view telecom industry can be divided into four sub-sets. They are:

(a) Network Infrastructure companies; Alcatel, Lucent, Cisco, Ericsson.

(b) Telecom service Providers; Bharati-Airtel, Vodafone, Idea, Reliance.

(c) Telecom Equipment Manufactures; Nokia, Motorola, Samsung.

(d) Telecom Solutions Providers; Tech-Mahindra, Aricent, IBM India, Wipro, Sasken.

In Indian telecom sector, the government has named each state as each circle. These circles are "Metro" and "A", "B" and "C". "C" zones are based on subscriber potential. "Metros" are Delhi, Mumbai, Chennai and Kolkata. Circle A – Maharashtra, Gujarat, A.P, Karnataka and Tamil Nadu. Circle B–Kerala, Punjab, Hariyana, U.P [East & West], Rajastan, M.P and West Bengal. Circle C – Himachal Pradesh, Bihar, Orisa, Assam, and North East. Bombay and Delhi Telephones were separated to create the new entity called

Mahanagar Telephone Nigam Ltd. (MTNL)

2.2 BUSINESS PROCESS OF THE INDUSTRY

India is the world's second-largest telecommunications market. The telecom market can be split into three segments – wireless, wireline and internet services. The total subscriber base stood at 1,209.45 million in July 2021. Tele-density of rural subscribers reached 60.33% in July 2021, from 59.14% in July 2020, indicating potential demand growth from the rural sector. The total wireless or mobile telephone subscriber base increased to 1,186.84 million in July 2021, from 1144.18 million in July 2020. In India, the broadband subscriber base stood at 808.60 million, as of July 2021. India is also the second-largest country in terms of internet subscribers. India is one of the biggest consumer of data worldwide. As per TRAI, average wireless data usage per wireless data subscriber was 11 GB per month in FY20. App downloads in the country increased from 12.07 billion in 2017 to 19 billion in 2019 and is expected to reach 37.21 billion by 2022F. The total wireless data usage in India grew 1.82% quarterly to reach 25,227 PB in the third quarter of FY21. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 2.81% and 96.48%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.71% in the same quarter. The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. 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 have made the sector one of the fastest growing and the top five employment opportunity generator in the country. The Government of India, through its National Digital Communications Policy, foresee investment worth US$ 100 billion in the telecommunications sector by 2022. The government is encouraging global telecom network manufacturers such as Ericsson, Nokia, Samsung and Huawei to manufacture all their equipment in India with 100% local products. The Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive (PLI) scheme has already triggered entry of several global players manufacturing mobile devices and components. European telecom gear vendors like Ericsson and Nokia are eager to expand their existing operation in India for global supply chain under the PLI scheme. Similarly, other global vendors like Samsung, Cisco, Ciena, Jabil, Foxconn, Sanmina and Flex have shown interest to set up manufacturing in India for telecom and

networking products under the newly announced PLI scheme. In March 2021, TEPC (Telecom Equipment Export Promotion Council) organised India Telecom 2021—a platform for convergence of technologies and business exchange. In July 2021, Bharat Broadband Network Limited (BBNL), on behalf of the Department of Telecommunication, invited global tender for the development of BharatNet through the Public-private Partnership model in 9 separate packages across 16 states for a concession period of 30 years. Under this project, the government will provide a maximum grant of Rs. 19,041 crore (US$ 2.56 billion) as viability gap funding. In August 2021, the Department of Telecommunications (DoT) officials stated that it is working on a package, which includes reducing the revenue share licence fee to 6% of adjusted gross revenue (AGR) of the operators from the current 8%. This would be done by reducing the 5% universal service obligation levy by two percentage points and providing relief of about Rs. 3,000 crore (US$ 403.63 million) annually to the operators. The Union Cabinet approved Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive (PLI) scheme for telecom & networking products under the Department of Telecom

2.3 MARKET DEMAND AND SUPPLY – CONTRIBUTION TO GDP– REVENUE

Market demand and supply of telecom industry

•Tele-density of rural subscribers reached 60.33% in July 2021, from 59.14% in July 2020, indicating potential demand growth from the rural sector.

• Also, India is one of the biggest consumer of data worldwide. As per TRAI, average wireless data usage per wireless data subscriber was 11 GB per month in FY20.

• India's 5G subscriptions to have 350 million by 2026. Accounting for 27% of all mobile subscriptions.

• For domestic consumption and export, Ericsson will start manufacturing 5G radio products in India.

• The PLI scheme has also triggered entry of several global players manufacturing mobile devices and components.

• The Government has been proactive in its efforts to transform India into a global telecommunication hub.

• The Union Cabinet approved Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive (PLI) scheme for telecom & networking products under the Department of Telecom.

• In 2021-22, the Department of Telecommunications has been allocated Rs. 58,737.00 crore (US$ 8 billion). 56% allocation is towards revenue expenditure and the remaining 44% is towards capital expenditure.

• FDI inflow in the telecom sector stood at US$ 37.97 billion between April 2000 and June 2021.

Contribution of telecom industry to Indian GDP

As the telecom players ensured their networks were up and running to meet the unprecedented surge in demand during lockdown times, the sector is currently enabling 30-35 percent of the GDP

in the COVID-19 lockdown and social distancing period, other than the present 6 percent direct contribution to the GDP, a new report has said. The new normal will see an increase in enablement through telecom as the sector braved the conditions to keep the networks up and implement necessary changes on-the-go to augment capacities due to an unprecedented increase in the demand for digital services enabled by telecommunications.

Revenue of telecom industry

In July 2021, tele-density stood at 88.51%. The total number of internet subscribers increased to 808.60 million in July 2021. The wireless subscriber base of Jio stood at 443.61 million, Bharti Airtel (198.23 million) and Vodafone Idea (119.63 million), as of July 2021.Gross revenue of the telecom sector stood at Rs. 68,228 crore (US$ 9.35 billion) in the third quarter of FY21. Strong policy support from the Government has been crucial to the sector's development.

2.4 LEVEL AND TYPE OF COMPETITION – FIRMS OPERATING IN THE INDUSTRY

After having a sectoral analysis, it can be said that the telecom sector is one of the fastest-growing sectors in the country. The dramatic alteration in this sector could be analysed in a way that in 1999 there were 15 telecom operators in the country which increased to 21 in 2009. However, just in 10 years, this number fell to 8 due to very tough competition in the market as well as strict and challenging policies of the government like the ongoing Adjusted Gross Revenue (AGR) controversy. Interestingly, the telecom operators in India are getting huge investments by the global tech giants. Recently, 9.9% stake of Reliance Jio was acquired by Mark Zuckerberg through Facebook. Likewise, Google also acquired a 7.7% stake in the company. Although, Foreign Direct Investment do not per se triggers competition issues, a long-term effect of these investments could be seen as it could easily drive a multiple-player market into a monopolistic market. However, apart from the statical data, the actual competition in the Indian telecom sector is between three major operators i.e., Reliance Jio, Airtel and Vodafone-Idea which covers a total of 88.4% of the total market. Although, the stiff competition in the market is making it tough for the players to retain their position, the same has been proved a boon for the consumers. This could be understood in a way that after Jio had entered into the market in 2017 various telecom charges like the mobile termination charges experienced a downward revision from 14p per min to 6p per min. Also, the data prices in the country decreased drastically from Rs. 180 per GB in 2016 to Rs. 6.98 per GB in 2019. These figures become even more significant when the same is compared to the data charges of other countries like, in the USA the average cost of per GB data is Rs. 903 and in China, it is around Rs. 3025. This comparative analysis is enough to show how price sensitive the Indian telecom market is. As per the report of Indian Council for Research on International Economic Relations, on which the market study of CCI is based, observed that along with the development of technology in the telecom sector, the consumer preference also altered drastically as the voice call dominating telecom market has been transformed into data-rich content packs. Furthermore, an evolution of bundling of services can be observed in this sector as initially only “Duo Play” was in existence where voice and messaging services were provided by the operators. However, after the commencement of 2G and 3G network coverages, “Triple Play” came into existence,

where the data services were also bundled. Currently, one can see "Quad Play" in the market where OTT services are provided to ensure a holistic experience to the consumers. Currently, the Indian telecom sector is moving towards bringing 5G technology in India. However, consumers are still struggling with some basic issues like poor network coverage. Thus, more along with bringing innovation in the market, improvement of existing infrastructure should also be stressed upon.

Duopoly concerns in telecom

India's telecom market is on the brink of becoming a duopoly with two of the four major operators struggling to stay afloat. While Bharat Sanchar Nigam Ltd (market share of 10 per cent in the wireless segment, including MTNL) is in such a dire situation that it cannot even pay salaries to its employees, Vodafone Idea (market share of about 25 per cent but falling rapidly) is fast running out of cash, raising concerns about its survival. Affordable telecom services are crucial to ensure equitable access to data — online educational resources, general information, health services, consumer goods and other services. India's telecom market over the years has been intensely competitive, ensuring that consumers got good deals on tariffs. Now, consumers have limited options with Reliance Jio and Airtel cornering two-thirds (a rising figure) of the telecom market. As a result, tariffs have increased by 15-20 per cent over the last year. Debt-strapped Vodafone Idea has been losing over a million users every month on average as it had to shut down thousands of cell sites across the country.

2.5 PRICING STRATEGIES IN THE INDUSTRY

Two-Part Pricing Strategy: This pricing strategy, which has been in use since the early years of mobile telecommunications markets, has been made up of a fixed charge as well as a variable charge depending on the amount of usage. In this strategy, which is a cost based pricing strategy, the subscriber meets the fixed cost with the fixed fee and also meets the marginal cost with the variable fees that is paid depending on the amount being used. Therefore this strategy actually takes into account both the average cost and the marginal cost when pricing. In addition, the varying part depending on the amount of usage, is priced differently considering whether the calls are within the network or between networks. It is observed that this strategy, which is applied without considering the features such as income levels of subscribers, demand elasticity and the status of competitors, has led to consumer losses over time. The weakest aspect of this strategy is that all subscribers pay the same amount of fixed fee regardless of usage amount. This strategy, which can only be applied to owners of postpaid lines in mobile telecommunications markets, is shown as one of the reasons for the rapid increase of prepaid lines. The two-part pricing strategy, which has been largely outdated over time, is still preferable in countries where the market has not yet developed sufficiently.

Flat Rate Pricing Strategy: This strategy, which is used to increase the market share of the firms that are newly introduced to the market or with low market share, gives consumers a certain amount of usage right, regardless of within the network or outside the network, for a fixed total fee. In the flat rate price strategy, which is generally preferred by operators working with low capacity, the variable cost of the user is either zero or very close to zero. Variable cost is zero in certain limits for customers too. Furthermore, the operator does not have to bear the cost of charging each usage of the customer. The fixed pricing strategy guarantees operators a certain amount of revenue, while the operator draws an upper limit on revenue. Therefore, this strategy is mostly applied to the subscriber groups where the operators earn low revenue. With this strategy, it is aimed to eliminate the high compensation of communications outside the network resulting from interconnection fees, to encourage the consumer to use more and increase the market share. The flat rate pricing strategy, which is the simplest and straightforward method for the subscriber, is preferred by the subscribers because it provides more freely communication.

Discount Pricing Strategy: It is one of the most important pricing strategies used in mobile telecommunications markets. Firms offer a number of discounts and benefits to consumers as well as standard pricing depending on the amount of usage, the group they belong to or the time slot of the usage. This strategy is a form of price differentiation. Operators try to encourage the usage of different consumer groups by reducing the demand elasticity of the subscribers by considering the different demand structures.

Bundling Pricing Strategy: This strategy, which is one of the most widely used strategies in mobile telecommunications markets, refers to the sale of multiple products together at a single price. In mobile telecommunications markets, it is seen that the audio, data and image are bundled and sold together. This approach, which emerged as a product and price differentiation strategy, has two types: pure bundle strategy and mixed bundle strategy. In the pure bundle strategy, the consumer cannot purchase the goods and services included in the bundle separately. In the mixed bundle strategy, the consumer can also purchase the goods or services separately. The goods and services offered as a bundle provide a price advantage and can be preferred by the consumer considerably. In general, packages are created by combining goods and services where consumer demand flexibility is high and low. Thus the firms makes more sales and gets more customers, who have chosen it for more than one product and service. Mobile devices, mobile calls, data and SMS services are bundled in various proportions bundle pricing strategy is implemented extensively in mobile telecommunications markets.

Skim Pricing Strategy: In mobile telecommunications markets, skim pricing, which is especially used in the introduction of value-added products to the market for the first time, is a strategy targeting high unit profit rates rather than sales volume. It is based on the belief that the lack of introduction of the new products and the lack of competition due to the product will make the consumer relatively insensitive to price. The economies of scale and the threat of market share of rival firms will cause this strategy not to be profitable in the long term. Shortly after the new product has been sold in the market, this strategy is abandoned with competitors and consumers reacting to the price. In mobile telecommunications markets, firms prefer this strategy widely in a short-term manner by constantly introducing new value-added services or by creating a perception that the product is new and not provided by other firms which is product differentiation method. After the targeted profit from this consumer group is obtained and these services became

widespread in the market, the related services became cheaper in time and campaigns suitable for all subscriber groups are offered.

Penetration Pricing Strategy: It is the pricing strategy applied with the aim of increasing the sales volume despite the decrease in the profit margins. Penetration pricing is often used when the firm has a cost advantage, unused resources, economies of scale advantage, or if there is no significant competition in the market. Firms entering the market newly follows this strategy for a short period of time in order to reach a certain level of customer base that would be enough to help them stay in the market. Also the operators who are already settled in the market, implement this strategy in order to increase their effectiveness in the market again for short term. The penetration pricing strategy has been used in various countries in the early years of mobile telecommunications markets, but has been abandoned in the general sense with the increase of mobile subscribers over time and the disappearance of most of the penetration pricing components due to the growth of operators. If the economies of high scale economies are taken into consideration, it can be encountered from time to time for short terms.

Cooperative Pricing Strategy: It is typically used in oligopolistic mobile telecommunications markets, where all major operators have significant market shares, operate close to full capacity, and an increase in capacity would cause a high increase in cost. Market leader's price, price changes are followed by competitors. Thus, price difference and price positioning are ensured by positioning a stable market share. Since mobile telecommunications markets is structured with a small number of firms, it is actually a rather intensely observed pricing strategy, although it is not officially accepted to be followed. This strategy becomes more visible as the number of firms decreases, firm sizes approach each other and the market reaches saturation. Although legally prohibited in some cases, it is difficult to determine this method, which is actually being implemented.

2.6 INDUSTRIAL PERFORMANCE GLOBAL, NATIONAL AND REGIONAL BASIS

Global level

The Telecommunications industry is divided into following subsectors: Infrastructure, Equipment, Mobile Virtual Network Operators (MNVO), White Space Spectrum, 5G, Telephone service providers and Broadband. As per GSMA, India is on its way to becoming the second-largest smartphone market globally by 2025 with around 1 billion installed devices and is expected to have 920 million unique mobile subscribers by 2025 which will include 88 million 5G connections. Over the last thirteen years, the Indian Telecom Tower industry has seen a significant growth. An average of 29,000 new towers have been built per year. It is also estimated that 5G technology will contribute approximately $450 billion to the Indian Economy in the period of 2023-2040.Currently, 5G Spectrum Trials are being conducted in India to ensure proliferation of 5G technology across the country. The DoT is targeting a combination of 100% broadband connectivity in the villages, 55% fiberisation of mobile towers, average broadband speeds of 25 mbps and 30 lakh kms of optic fibre rollouts by December 2022. By December 2024, it is looking at 70% fiberisation of towers, average broadband speeds of 50 Mbps and 50 lakh kms of of optic fibre rollouts at a pan-India.

National level and Regional level

• Wire line and Wireless: The Landline telephone connections are at 20.07 million while the number of Wireless telephone connections stood at 1155.75 million at the end of November'20. Share of wireless Telephones stood at 98.29% of all connections.

• Public and Private: The private sector now firmly dominates the telecom sector. At the end of November'20, the total number of telephone connections provided by the private sector stood at 1042.57 million and number of telephone connections provided by the public sector stood at 132.65 Million. The share of private sector in the total number of connections was 88.71% at the end of November'20.

• Tele-density: Tele-density, which denotes the number of telephones per 100 populations, is an Important indicator of telecom penetration. Overall tele-density in India was 86.55% at the end of November'20. The rural tele-density was 59.08% while that in urban areas it was 139.01%. Amongst The Service Areas, Himachal Pradesh (149.90%) had the highest tele-density followed

by Kerala (129.00%), Punjab (126.15%), Tamil Nadu (105.73%) and Karnataka (104.20%). On the other hand, Tele-density is comparatively low in service areas such as Bihar (52.71%), Uttar Pradesh (68.66%), West Bengal (66.74%), Madhya Pradesh (68.14%), Assam (68.66%) and Odisha (76.28%). Amongst The metros, Delhi tops in tele-density with 274.75%, followed by Kolkata (161.57%) and Mumbai (151.44%).

• Internet and broadband penetration: The Government has placed considerable emphasis on internet And broadband in the country as part of its Digital India campaign. The number of Internet subscribers (both broadband and narrowband put together) which was 687.62 million at the end of September, 2019 increased to 776.45 million by the end of September, 2020. The number of subscribers accessing Internet via wireless phones etc. was 752.09 million at the end of September, 2020 while number of Wireline internet subscribers was 24.36 million. The number of Broadband subscribers was 664.08 Million at the end of October, 2019 and 734.82 million at the end of October , 2020.

2.7 PROSPECTS AND CHALLENGES IN THE INDUSTRY

Prospectus

• Spectrum auction

The Spectrum auction is supposedly going to be a grand affair as the market leaders like Reliance Jio, Bharti Airtel, and Vodafone India are expected to be participating after four long years. 700MHz, 800MHz, 900MHz, 1800MHz, 2300MHz, and 2500MHz frequencies will be on this auction. According to ICRA's credit rating agency, it will fetch around Rs.55,000-Rs.60,000 crores. However, the auction along with the increased requirement for high-speed mobile connectivity will prove to be the driver for the telecom industry. While the auction likely to happen in March this year, Reliance Jio is already prepping up for the launch of 5G services.

• The most awaited 5G launch

Reliance Jio recently sent across hints at the India Mobile Congress (IMC) that they would be initiating the 5G launch in India. With this move, they will yet again continue to rule on the throne of the pioneers of advanced technology. 5G in India has been long-delayed and its adoption is eagerly awaited. With its introduction, the telecom industry will oversee a new wave of the tech revolution. However, to bring about the 5G technology, markets also need to consider certain factors. These include affordable equipment, spectrum price slabs, the demand, revenue generation expectation, etc. The Indian market caters to the masses and hence prefers selling the best possible products and services at affordable prices.

• Launch and adaptability of the Open RAN

This will be a major trend in the telecom industry. India can be a global leader for Open RAN technology in the coming times. With the 5G launch, open RAN will create a space for itself in the market. This is because the 5G service is based on the Open RAN technology. While the launch and adoption of this technology will take time, the key telecom players have already initiated their efforts in this direction. They have initiated the tech creation process by collaborating with third-party vendors. The telecom leader, Airtel has already initiated steps in this direction. They recently hosted India's first plug fest event for the O-RAN Alliance. RAN will prove to be a boon for the

telecom industry. Since establishing RAN will lead to disaggregation of hardware and software. The clients will be able to co-exist on a platform at reduced costs. It will not only aid in the customization of the technology and the network structure but will also lead to the creation of new job opportunities.

• Unified Communication

With the telecom industry rising and shining, it will also help facilitate unified communication. In the millennial times where customers prefer swift and simplified communication and also products and services; the telecom industry will boost instant messaging and communication. The integration of the various modes of communication will eventually offer an enhanced customer experience allowing the users to access multiple devices, media types, and enable instant communications all at once with just a click.

• Remote work

While COVID-19 is here to stay, the remote work continues its reign. In places where there is flexibility, the Bring Your Own Device culture will exhibit a rise. Additionally, with the increased digitization and technological advancements in the telecom field, it will need increased security and encryption. The other sectors are booming and they are further helping in the growth of the telecommunications industry.

• Summing Up

The market leaders have been constantly stressing on the fact that the right amount of frequencies combined with seamless infrastructure policy is critical considering the present scenario where the requirement for the telecom industry has risen and will continue soaring heights. However, in an ideal scenario, the 5G launch should happen only after resolving of all the other spectrum and telecom challenges for the year 2021. 2021 might be the year of success and achievements as the telecommunication industry is yet to receive many milestones in its path.

Challenges

• High Right-of-Way (ROW) cost: Sometimes, state governments charge a huge amount for permitting the laying of fiber, etc.

• Lack of fixed line penetration: India has very little penetration of fixed-line in its network whereas most of the developed countries have a very high penetration of fixed lines (telephone line that traveled through a metal wire or optical fiber as part of a nationwide telephone network).

• Only around 25% of Towers in India are connected with fibre networks, whereas in developed nations, it is in excess of 70%.

• 5G Network requires towers to be connected to with very high-speed systems. Those high speeds are not possible on the present radio systems.

• Declining Average Revenue Per User (ARPU): ARPU decline now is sharp and steady, which, combined with falling profits and in some cases serious losses, is prompting the Indian telecom industry to look at consolidation as the only way to boost revenues.

• Recently, the Supreme Court allowed the government's plea to recover adjusted gross revenue of about Rs 92,000 crore from telcos, that further adds to their stress.

• Limited Spectrum Availability: Available spectrum is less than 40% as compared to European nations and 50% as compared to China.

• Low Broadband Penetration: Low broadband penetration in the country is a matter of concern. As per white paper presented on broadband at the last International Telecommunication Union (ITU), broadband penetration in India is only 7%.

• Over the Top (OTT) applications such as WhatsApp, OLA and so on do not need permission or a pact with a telecommunications company. This hampers the revenue of telecommunication service providers.

• Huge fluctuations in the duties on Telecom Equipment which contribute to connecting the whole system from the central server to the consumer.

• Timeframe of policy execution: Government have withdrawn a lot of things to benefit telecom sector but by the time it gets executed to the market, it becomes too late.

• Lack of Telecom Infrastructure in Semi-rural and Rural areas: Service providers have to incur huge initial fixed cost to enter semi-rural and rural areas.

• Pressure on Margins Due to Stiff Competition: With competition heating up post entry of Reliance Jio, other telecom players are feeling the heat of substantial drop in tariff rates both for voice and data (more significant for data subscribers).

CHAPTER III

3.1 OBJECTIVE ASSESSMENT – OBSERVATION BY THE CANDIDATE

OBSERVATIONS BY ALWIN

Bharti Airtel limited is also known as Airtel is an Indian multinational telecommunication services company based in New Delhi, India. Airtel is the second largest Provider of mobile telephony and second largest provider of fixed telephony in India. Bharti Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification. Airtel was named India's second most valuable brand in the first ever brandz ranking by Millward Brown and WPPPLE 2014. It operates in 18 countries across South Asia and Africa, as well as the channel Islands. It is the third largest mobile network operator in the world. It was founded by Sunil Bharti Mittal in 7 July 1995. Bharti Airtel board of directors consist of 11 member. Mr.Sunil Bharti Mittal is the Chairman of Bharti Airtel. Gopal Vittal is the CEO of Bharti Airtel. Mr. Shishir Priyadarshi , Ms. Chua Sock Koong, Mr. Manish Kejriwal, Ms. Nisaba Godrej, Mr. Dinesh Kumar Mittal , Mr. Tao Yih Arther lang, Mr. Rakesh Bharti Mittal, Mr. V.K Viswanathan, Ms. Kimsuka Narasimḥan are the other members in the board of directors of Bharti Airtel. Hunger to win customers for life is the mission of Bharti Airtel and our vsion is to enrich the lives of our Customers. Our obsession is to win customers for life through an exceptional experience is the vision of Bharti Airtel. Mobile services, Digital TV services, home services and Airtel business were the major services of Airtel. Airtel provides 3G, 4GLTE, 4G+ mobile services. Airtel is first to launch 4G in India and also, Airtel did first 5G trial in India. Airtel acquired 355.45 Mhz spectrum across Sub-GHz midband and 2300 Mhz bands for a total consideration of Rs 187,034 million refarmed its 34 spectrum to expand 4G coverage. Converged digital TV Solution through Airtel Xstream 4k hybrid box that offers satellite TV and OTT content. Now Airtel is the India’s largest private sector broadband player. Airtel provides Fixed line telephone and broadband services for homes in 291 cities Pan India. Airtel is one of the largest leading and most trusted provider of ICT services, with a diverse portfolio of services to enterprises, governments, a carries and small and medium business. Global Network running across 365000 rkms covering 50 countries and 5 continents. Airtel have global level, national level and regional level of operations. Global dedicated internet, global VPN, global Private line, global satellite solutions were some of global level of operations of Airtel. Mobile services, digital TV services, voice services, network services were some of , important national and regional level of

operations of Bharti Airtel. The presence of Airtel in rural areas strengthen regional level of operations. Airtel's global level services help to keep a hands on a world wide. Strong Internet by Airtel during this pandemic help Airtel to Become most of people's favorite. Airtel Payment bank helps people to do online transaction during this Pandemic without depending offline banks. Jio, Vodafone Idea, and BSNL are the strongest competitors of Bharti Airtel in India. Jio and Airtel having a thick competition to get an upper hand in telecommunication industry in India. Now the competition for who will introduce first 5G service in India to their subscribers. Both are try hard to make it. Airtel become first to make a 5G trial. Both operator have a strong subscribers base. Both have advantages and limitations. It's very hard to predict who is stronger. The rate of data plans of Airtel is little bit higher than jio. Both have many collaborations with the companies in same field. Both are ready to introduce new many products in coming months. By offering new products and services in existing market, company look in making the customers stick to it and also increase average revenue Per user. The company is steadily developing its B2B services market by offering cloud based, digital media, network services and data centre based services. Airtel uses Competitive based pricing strategy for pricing their products. It is also called market based pricing strategy. It takes into account the competitive situation in the market and the Pricing levels of competing firms, rather than the cost structure and consumed demand. The basic information needed is readily available on the market and can be easily copied. This method requires the firm in the market to constantly observe their competitors. One of main reason for the high competition by Airtel in telecommunication industry is their using strategies. They are really giving a big challenges to their competitors.

OBSERVATION BY SHERWIN

The main CSR activity of Airtel is Bharati Foundation. Under Bharati foundation, they have the Satya Bharati School Program for free quality eductation to underprivileged children. The Satya Bharati Abiyan is supporting the government's Swatch Bharat Mission for clean India. The SATYA BHARTI QUALITY SUPPORT PROGRAM aims to improve the overall education quality in Government schools in partnership with State Government. Airtel doesn't have any export activities from India, and import activities. During the year 1995-96 the company launched mobile services the under the brand name 'Airtel' for the first time in Delhi and Himachal Pradesh. The first acquisition of Airtel is JT Mobiles for providing basic telephone services in the state of Madhya Pradesh. In 2005 April, they acquired Satcom Broadband Equipment Ltd. Another major acquisition is Warid Telecom, Bangladesh. One of the major acquisition by Airtel is Zain Groups in June 2010. Another one is join venture agreement between State Bank of India and Airtel in January 2011. On September 2014, Bharati Airtel announced the signing of definitive agreement with Essay Telecommunication Kenya Limited. In August 2018 Airtel and Egypt telecom announces strategic partnership. Also in that month Airtel and Netflix announces strategic partnership. In April 2019 Airtel announces its strategic alliance with Cisco. In January 2020 Airtel announced its collaboration with Google Cloud. In 2020 Airtel announced its partnership with Red hat and IBM. Airtel announced its partnership with Amazon Web services. In June 2021 Airtel announces its collaboration with Tata group. These were the major Acquisition and collaboration done by Airtel from its origin to Till now. Strong brand name, good network connectivity, were the strength of Airtel while perceived as an expensive Brand and price pressure were weakness. They had opportunities in the to sustain passion and attain higher value services etc. But they have challenges like strong visibility of competitors, uncertain economic condition. 1851 is a great year for Indian telecommunication industry. British government first introduced telecommunication services in India in 1851. Dr.William O'shughessy who Pioneered telegraph and telephone in Indian belonged to the Public Works Department all through the experimental stage. The two major basic operator in early time was BSNL and MTNL. In the case of cellular services there are mainly two subdivisions. They are CDMA and GSM. In the GSM Sector, the major Players are Vodafone, Airtel, Idea Cellular, Aircel. The major companies CDMA are Reliance

Communication and Tata Indicom. Indie is the world's second longest telecommunication market. The telecom market can be split into three segments-wireless, wireline, and internet Services. The total wireless subscribers base increased to 1,186.84 million in July 2021.

OBSERVATION BY AMAL

India’s telecommunication network is the second largest in the world by number of telephone users both fixed and mobile phone. India is the second largest country in terms of Internet users. India is one of the biggest consumer of data worldwide. The Government of India has promised to roll out 5G, enhance broadband services in rural areas and boost local manufacturing under the productivity linked incentive scheme in the union budget for 2022-23. Finance minister Nirmala Sitharaman said that 5G spectrum auction will be conducted in 2022 to facilitate commercial service rollout by private firms in FY23. She also said that the government will also award contracts for laying optic fiber in all villages through public private partnership in FY23. Industry players welcomed these announcements. The government has been proactive in its efforts to transform India into a global telecommunications hub. FDI inflow in the telecommunication sector stood at U.S. dollar 37.97 billion between April 2000 and June 2021. The telecommunication sector is the third largest sector in terms of FDI inflows, contributing 7.1 percentage of total FDI inflow. The sector contributes directly to 2.2 Mn employment and indirectly to 1.8 Mn jobs. The sector is expected to contribute 8% to India’s GDP in 2022 from approximately 6.5% currently. Gross revenue of the telecom sector in India stood at Rs.64,801 crore in the first quarter of FY22. Telecom sector is one of the the fastest growing sector in the country. In 1999, there were only 15 Telecom operators in this country which increased to 21 in 2009. However, just in 10 years this number fell into 8 due to very tough competition in the market. India are getting huge investment by the global tech giants. 9.9 percentage stake of Reliance Jio was acquired by Mark Zuckerberg through Facebook. Many people says that telecom sector under monopoly. but the exact condition is duopoly. India’s telecom market is on the brink of becoming a duopoly with two of the four major operators struggling to stay afloat. Pricing strategy is very important for every telecom operators to attract and stay hold the subscribers. Reliance jio used penetration pricing strategy to enter into the market in India. This strategy helped them to become one of the telecom giants in India. But Airtel's pricing strategy is different from Jio. Airtel uses competitive pricing strategy. Industrial performance where excellent and improving year by year on global, national and regional level by Indian telecommunication industry. Spectrum auction, 5G launch, remote work etc where the prospectus of Indian telecom industry. Airtel become first to trial 5G in India. Along

with prospectus, telecom sector have many challenges. Telecom operators working hard to overcome the challenges and contributing more to Indian economy and make happy their subscribers.

3.2 SPECIFIC LEARNING OUTCOME

This project helped us a lot personally and professionally. Planning is very important in doing a project. So this project help us to plan perfectly and accurately. We managed our busy time to doing this project wisely. So time management is a great lesson from this product to us. It will be a great help in our bright future. So many challenges we faced while doing this project in this pandemic. All the challenges were faced without any fear. We made perfect solutions for every challenges and overcomes it. We studied how to tackle challenges and problems. One of the main skill we achieved throughout this product is coordination skill. It's a group project. So coordination between us is a vital part for this project. And also we gained some leadership qualities and communication skills. By proper communication in our group, we developed our communication skills. We know our own ups and downs. So we help each other throughout this project. By this project, we gained some good technical skills. We were earned some experience in Excel, Word by using it. It is add on advantage in our future. We showed some good character throughout this project. There were some mistakes from us. But by doing mistakes we learnt more and grown more. This project will be a great advantage for us. We gave our 100% in this project. By doing this project, we grown mentally, physically and tactically. We developed our own many skills and learnt some new skills by doing this project. It will be a great experience for us by doing this project.

3.3 CONTRIBUTION BY STUDENTS GROUP

Ookla awards Vi for being the fastest mobile network for January-June 2021. So Airtel needs to increase the speed of mobile network. Mobile experience awards by opensignal 2021 in uploading speed and downloading speed won by VI. So Airtel needs to improve in uploading speed and downloading speed. And also in video experience, 4g availability, 4G coverage experience was won by the arch rival of Airtel, jio. Airtel needs to improve in these fields also. Airtel new tariff plan's price is higher than arch rivals jio. So they need to reduce the price of their plans to increase the number of customers. Airtel broadband services where are only active in main cities. So the need to expand their broadband business to rural areas. By this they can increase the number of internet users. Like broadband services, their DTH services were also stick on urban areas. They need to expand their DTH services to rural areas also. New Airtel stores should open in in rural areas. It will be a big help to Airtel subscribers in rural areas. Bharti Airtel should open new branches for Airtel payment bank. Airtel should build more factories for the manufacture of Airtel products. By this many peoples will get job and Airtel can reduce their products import charges. Airtel should start 5G services in India as soon as possible. Because the first company to start 5G services in India should get an upper hand in telecommunication industry. Airtel should start ticket booking facility in their application for travelers. By this Airtel subscribers should not depend on third party applications or any persons. For people who thinks to earn something, Airtel should facilitate to invest in mutual funds, shares in stock markets, digital gold, Bitcoin in their own applications. Airtel should facilitate to pay insurances like health insurances, vehicle insurances and to pay bank loans, credit card bills, various fees etc. Airtel should give rewards in the form of gift cards like Amazon gift card, Flipkart gift card, Myntra gift card etc. Airtel should facilitate digital lockers in their applications. Airtel should start one plan for two or more sim cards. It will be a great cost effective for person handling dual sim in their smartphones. Airtel should add weekend data rollover and a midnight binge watch in their plans like VI.

CHAPTER IV

FINDINGS

•Airtel becomes the first telecom in India to tap into 5G cloud gaming.

•Airtel is one of the first telecom operators from India to introduce eSIM technology in the country.

•Airtel is the first mobile operator to launch 'Ultra-Fast 4G' services in Andaman and Nicobar.

•Airtel hard launcher wynk music, becoming the first operator to start an Over The Top (OTT) mobile application in domestic market.

•Airtel Work@Home is India's first enterprise grade solution designed to enable employees operate efficiently and securely from their homes.

•Full form of Airtel is "Affectionate Interested Respectful Tolerant Energetic and Loving".

•India's first 5G trial in the 700 MHz band in partnership with Nokia.

•As per the Telecom Regulatory Authority of India (TRAI) report, Reliance Jio had 350,63 million active subscribers at the end of August 2021, while Bharti Airtel had 346,84 million active subscribers. So the difference is roughly 4 million subscribers. What's interesting to note here is that for Bharti Airtel, 346,84 million subscribers is 97.92% of its total subscriber base. For Jio, 350,63 million active subscribers are is 79% of its total subscriber base.

•First operator to launch 4G

•First operator to foresee the future and launched Wynk and hike and Airtel money.

•Airtel is the first mobile phone company in the world to outsource everything except marketing and sales and finance

•Airtel has probably only operator who has bagged all major awards across categories/functions i.e. quality, marketing, customer services etc.

•It is the second largest mobile network operator in India and the second largest mobile network operator in the world with over 439,84 Million subscribers.

•It is second larger provider of mobile telephony and second largest provider of fixed telephony in India.

•Airtel is first Indian telecom service provider to achieve Cisco Gold Certification. It is probably only operator who has bagged all major awards.

•It is one of the pioneer brands in Indian telecommunication having a high brand recall and with a whopping subscriber base.

• The Airtel wireless subscriber base according to Telecom Regulatory Authority of India (TRAI) as of 31 May 2020 is 317,80 Million subscribers in India with 27.78% market share.

•Asia Corporate Excellence & Sustainability Awards 2015.

•Golden Peacock Award for sustainability 2020.

•ETPrime Women Leadership Awards 2021: 13 winners felicitated across various categories. Emerging Leader: Mehak Khanna, Assistant General Counsel, Bharti Airtel.

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