



# Requirement Life Cycle for Customer Segmentation Model

**Company: Jio - Telecommunication Company**

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## Overview

**Jio** is an Indian telecommunications company headquartered in Navi Mumbai, Maharashtra. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 5G, 4G and 4G+ services all over India and 5G service almost All Over India. Its 6G service is in the works. Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 46.72 crore (467.2 million) subscribers.

## Goals

Goal of the Jio Telecom company is to empower every Indian with affordable access to a digital life—a gateway to the world—enabled with the world's best digital technologies.

## Customer Segmentation Module

### Products and Services

#### Mobile Broadband

The company launched its 4G broadband services throughout India in September 2016. On 5 October 2022, it launched 5G services to Delhi, Mumbai, Kolkata, Chennai, Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur.

#### Jio Fiber

On 5th September 2019 Jio officially launched its Jio Fiber services which provides seamless network to the users.

### Jio Apps

- **MyJio** – manage Jio account and digital services associated with it
- **JioChat** – instant messaging app
- **JioCinema** – OTT Platform.
- **JioCloud** – cloud-based backup tool
- **JioSaavn** – for online and offline music streaming in English and Indian languages

### Customer Segmentation of Jio

Targeting Different Segments: Jio targeted various customer segments, including urban and rural areas, by providing tailored plans and services. This inclusive approach allowed them to tap into a diverse customer base.

### Jio's Marketing Strategy

- **Disruptive Pricing**

Jio entered the market with extremely competitive and disruptive pricing. They offered free trials and significantly lowered the cost of data and voice services. This strategy aimed to quickly capture market share and attract a large customer base

- **4G Infrastructure Investment**

Jio heavily invested in building a robust 4G infrastructure. The focus on high-speed internet services helped them attract users looking for faster and more reliable connectivity.

- **Targeting Different Segments**

Jio targeted various customer segments, including urban and rural areas, by providing tailored plans and services. This inclusive approach allowed them to tap into a diverse customer base.

- **Customer Engagement**

Jio focused on customer engagement through various promotional offers, discounts, and loyalty programs. This helped in retaining existing customers and attracting new ones.

- **Network Expansion**

Jio continuously worked on expanding its network coverage to reach more areas, including remote and rural regions. This expansion contributed to the company's goal of making high-speed internet accessible to a larger population