

Apex Spark

REVIVING India Sanchar Nigam Limited (ISNL)

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Industry Analysis

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Market Study

- 1.2 B internet users ([statista, 2023](#))
- Internet has become a necessity in India
- Increased dependency on internet in India
- Companies and working professionals ready to pay more for better service
- Customer ready to switch to another service provider easily with MNP due to low cost ([Salman and Kalyan, 2018](#))

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Analysis and Interpretation

- Market is huge
- Demand never ending
- Requirement is to provide an offering customer cannot refuse
- Red ocean strategy

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Competitive Analysis

Top competitors in that order:

1. Reliance Jio
2. Bharti Airtel
3. Vodafone Idea

Low levels of customer loyalty:
Customers always in search of cheaper and better alternatives to achieve value for money

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Consumer Insights

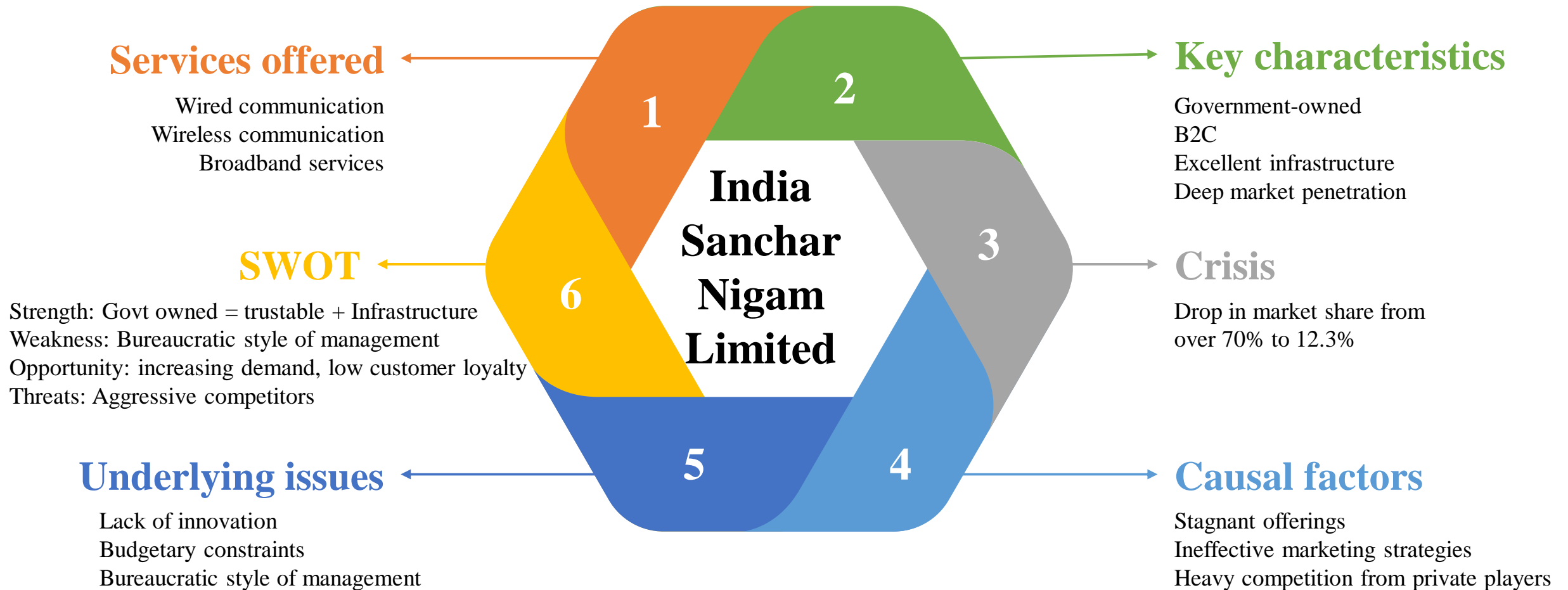
Two kinds of preferences:

1. Cheaper alternatives
2. Highly efficient service; price no bar

Common requirements:

- Good customer care service
- Lucrative Add Ons

Company Analysis



Revival plan

Marketing Strategy

2 kinds of offers:

Premium (for working professionals and companies) and non-premium (for regular users)

Enhanced customer experience through innovation and better customer care: highest speed, best connectivity, highly sophisticated chatbots, at your doorstep customer care for not so tech savvy customers.

Competitive pricing

Lucrative and exclusive Add Ons through strategic partnership: free subscription of not just entertainment but educational platforms

Diversified ad channels: radio, newspapers, billboards, YouTube & FB ads, etc

Network effect, word of mouth marketing

Execution Plan & its timeline

Market research: Market is well-understood as it is an established company. 2 months are dedicated for market research to understand competitor's strategy, pricing and latest trend.

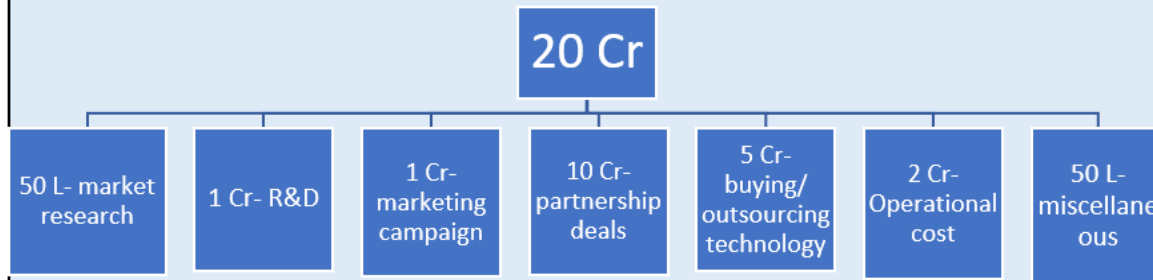
Innovation: 1 year- Coming up with enhanced service through technological advancement.

Marketing campaign: 6 months- tapping on both traditional and new media

Customer service enhancement: 4 months- Fresh hiring of tech trained staff. Providing training for new technology introduced. Monitoring and optimizing the system based on customer feedback. Collaboration with startups to get hold on latest technology advancements.

Partnership: 6 months- Strategic partnership with big players to grab exclusive deals

Projected financials



Recommendation

Prime focus on:

Enhancing customer experience through:

1. Best network speed, connectivity
2. Best customer service

Give a deal to customers that is better than all it's competitor:

Identify the gaps and fill them- most exclusive Add On deals, best network speed and connectivity, best customer service attained through creation or adoption of latest technology, etc.

THANK YOU!