### STRATEGY OF AIRTEL

A project submitted to

UniversityofMumbaiforpartialcompletionofthedegreeof Bachelor of managementstudies

Under the faculty

ofcommerce By

### AKANKSHA MANOHAR LAHANE

Under the guidance of

### SUMEET MHATRE

PILLAI COLLEGE OF MANAGMENT STUDIES RASYANI, MAHARASHTRA

2021-2022

DECLARATIONS

IamundersignedMR/MISS.AkankshaManoharLaha**neherebydeclare that the work embodied in this project work titled “Strategyof**

##### Airtel”,forms my own contribution to the research work carried out under the guidance of Mr. Sumeet Mhatreis a result of my own research work and has not been previously submitted to any other university for any other Degree/Diploma to this or any other university.

**I, hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.**

**CERTIFICATE**

**This is to certify that Mrs. AKANKSHA MANOHAR LAHANEof T.Y.BMS has successfully completed the project on “STRATEGY OF CONSUMER BEHAVIOUR” under the guidance of PROF. MRSUMEET MHATRE.**

**The information submitted is true and original to the best of my knowledge.**

**Projectguide Principle**

**Prof. Sumeet Mhatre**

**Course Co-Ordinator Sumeet Mhatre**

**External Examiner**

**ACKNOWLEDGEMENT**

To list who all have helped me in difficult because they are so numerous and depth is so enormous.

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**CHAPTER 01**

**INTRODUCTION**

**Introduction**

We are one of India's leading providers of telecommunication services with a nationwide presence in all the 23 licensed jurisdictions (also as telecom circles). we served an aggregate of 88,270,194 customers as of December 31,2008; of who 85,650,733 subscribe to our GSM services and 2,619,461 use our Telemedia services either for voice and/or broadband access delivered through DSL. We are the largest wireless service provider in the country, based on the number of subscribers as of December 31,2008. We also offer an integrated suite of telecom solutions to our enterprise customers, in addition to providing long distance connectivity both nationally and internationally. We have recently forayed into media by launching our DTH and IPTV services. All these services are rendered under a unified brand “Airtel”. The company also deploys, owns and manages passive infrastructure pertaining to telecom operations under its subsidiary Bharti Infratel Limited. Bharti Infratel owns 42% of Indus Towers Limited. Bharti Infratel and Indus towers are the two top providers of passive infrastructure services in India.

In developing a market plan, your primary functions are to understand the needs and desires of your customer select or develop a product or services that will meet customer needs, develop promotional material that will make the customer aware, and ensure product or service delivery.

# VISION 2011

By 2011 Airtel will be the most admired brand in India

* Loved by morecustomers
* Targeted by toptalent
* Benchmarked by morebusiness

# VISION 2020

* To build India's finest business conglomerate by2020
* Supporting education of under privileged children throughBharti Foundation **StrategicIntent:**

-To create a conglomerate of the future by bringing

about “Big Transformations through Brave Actions.”

# EXECUTIVE SUMMARY

Airtel comes to you from Bharti Cellular Limited –a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. Bharti provides a range of telecom services, which include cellular, basic, intemet and recently introduce national long distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturers of telephone instruments in India, it is also the first company to exports its products to the USA. Bharti is the leading cellular service provider, with a footprint in 15 states covering all four metros and more than 7 million satisfied customers Bharti Tele-Ventures believes that the demand for mobile service in India will continue to grow rapidly as a result of following factors:

* Lower tariffs and handset prices overtime;
* Growth in pre-paid customercategory;
* Greater economic growth and continued development of India's economy;
* Higher quality mobile networks and service;and
* Greater variety and usage of value added services

# OBJECTIVE OF THE STUDY

* To study the consumer trends in telecommunication sector.To study consumer decision making andpreferences.
* To study marketing strategies adopted by Airtel. To study thelevel of customer satisfaction in Airtel.
* To study the market potential. To study customer purchase decisionbehavior.
* To understand the needs of different consumersegment.
* Comparative study of different mobile companies. To knowwhy

some retailers don’t sell new connections of Airtel.

# RESEARCH METHODLOGYRESEARCH DESIGN

A research design is simply a plan or framework for a study that is used in collecting and analyzing the data. This framework is to ensure that relevant information is collected and that too depending upon the objectives of the study.

The research design can be classified into three categories- Exploratory, descriptive, and casual:

##### Exploratory Research

It seeks to discover new relationships, emphasis on discovery of ideas. Thid research in used when very little is known about the problem being examined. Exploratory research studies are also termed as formulative research studies as its main purpose is to formulate a problem. Exploratory research is used here is flexible and the areas where this type of research used are to know the:

Brand preference Attitude of thecustomers Marketpotential

Buyer’sbehavior

Consumer's awareness.

The purchase of this type of research is to gain insight into problem. The research design used for the project at hand is of exploratory in nature. Exploratory research is always based on small non- representatives samples and data obtained are subjected to qualitative analysis. Exploratory research helps to gather information about practical problems in carrying out the research and to provide insight into, and an understanding of, the problem confronting the researcher.

##### Descriptive research

It attempts to determine the frequency with something occurs or the relationship between two phenomenon's. It is a type of conclusive research that has its major objective of describing something like market characteristics or functions. Descriptive research gives a clear statement of the problem, specifies hypothesis, and detailed information needs. It is a conducted for the reason like to describe characteristics of relevant group are associated and to make specific predictions, to estimate the percentage of units in a specified population exhibiting a certain behavior, to determine the perceptions of product characteristics, to determine the degree to which marketing variables. A descriptive design requires a clear specification of who, what, when, where, why, and way of research.

Descriptive research used the following methods:

Observation, Questionnaires, Interviews, Examination of records

Some of the examples are: Market studies, Market share studies, Sales analysis studies, Image studies

##### Casual research

This design often adopted in order to discover and determine the cause and effect relationship. It is also experimental research as its major objective is to obtain evidence regarding cause and effect relationship. It requires a planned and structured design. The main method of experiment research is experimentation and hypotheses are specific.

Experimental research is useful in cases where variables are manipulated in a relatively controlled environment.

##### Source of collecting data

Achieving accuracy in any research requires in depth study regarding the subject.as the primary object is to study the market segmentation and strategies secondary objective of the project is to compare Airtel with the existing competitors in the market and impact of Airtel on Bharti, the research methodology adopted is basically based on primary data via which the most recent and accurate piece of first hand information could be collected.

##### Primary data

Primary data was collected using the following techniques.

##### Observation method,

The main tool used was, the questionnaire method. Further direct interview method, where a face to face formal interview was taken. Lastly observation method had been continuously observes the surrounding environment he works in.

Procedure:

* Target geographic area was Meerut, Dauralla, Parikshitgarh, Sakoti andmatoor.
* To these people geographical are questionnaire was filled by 200 people, the questionnaire was a combination of both openended and closed endedquestions.
* The data during which questionnaires were filled was betweensix weeks.
* Some dealers were also interviewed to know theirprospective. Interviews with the honour of retailer of airtel were also conducted.

Finally, the collected data and information was analyzed and compiled to arrive at the conclusion and recommendations given.

##### Secondary data

Secondary data has been used to support primary data wherever needed.

It is used to obtain information on, Airtel and its competitor history, current issue, policies, procedures etc. wherever required.

Source of secondary data

* Internet
* Magazines
* Newspaper,etc.

# Research process

##### Defining record and research objective.

**Developing the research plan for collecting information implementing the research plan.**

**Collecting and analyzing data.**

**Interpreting and representing the findings. Type of research**

This is descriptive research as this research includes surveys and fact finding inquires of different kinds. So descriptive research help in knowing about particular item or group of items in other words it describes the state as it exists at present.

##### DATA COLLECTION

The data collected in this research is first hand so it is primary data. It is collected directly from the respondent through questionnaire and through visualization.

##### DATA COLLECTION METHOD

The data was collected through research questionnaire method and through visualization for franchise analysis. A questionnaire was framed then data collected by making it fill by different respondent.

##### DATA COLLECTION INSTRUMENT

It is closed ended and open ended both type of questionnaire. If

questionnaire is closed ended then questions are in the form of ‘Yes’ or ‘No’ and if questionnaire is open ended then questions are in the form of any numerical form.

##### SAMPLE TECHNIQUES

Sampling techniques used in judgment sampling. As the selection of sample was done according to the researchers own discretion and all effort were made to keep the research objective.

##### DATA ANALYSIS TECHNIQUES

Analysis of data is done through quantitative method that is numerical figures expressed in percentage.

##### DATA ANALYSIS INSTRUMENT

**Instruments used for data analysis is tabulation of data, bar chart.**

**THREE TYPES OF SALES**

* Primary sales-organization to distribution of prepaid,postpaid cards, coupons, easy rechargeetc.
* Secondary sales-distributor toretailers
* Tertiary sales-retailer tocustomer.

# CHAPTER

**02**

**AIRTEL BACKGROUND**

**Introduction**

(Bharti Airtel Limited)

Limited was incorporated on July 7,1995 for promoting investments in telecommunications services. Its subsidiaries operate telecom services across India. Bharti Airtel is India's leading private sector provider of telecommunications services based on a strong customer based on a strong customer base consisting of 50 million total customers, which constitute, 45.8 million mobile and 5.4 million fixed line customers, as of march 31,2008. Airtel comes to us from Bharti Airtel Limited-a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. Bharti provides a range of telecom services, which include cellular, basic, internet and recently introduced National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to exports its products to USA. Bharti has also put its footsteps into insurance and retail segment in collaboration with multi-national giants. Bharti is the leading cellular service provider, with a footprint in 23 states covering all four metros and more than 50 million satisfied customers.

The technology that gives a person the power to communicate anytime anywhere has spawned an entire industry in mobile telecommunication. Mobile telephones have become an integral partof the growth, success and efficiency of any business/economy. The government of India recognizes that the provision of the world class telecommunications infrastructure and information is the key torapid

economy and social development of the country. It is critical not only for the development of the information technology industry, but also has widespread ramification on the entire economy of the country. It is also anticipated that going forward, a major part of the GDP of the country would be contributed by this sector. Accordingly, it is of vital importance to the country that there be a comprehensive and forward looking telecommunications policy which creates an enabling framework for development of this industry. In India, the telecommunications market has undergone a major transformation in the past couple of decades. From being a complete monopoly of the public sector, to the breaking down of these monopolies, the telecom industry has witnessed significant policy reforms. These reforms also led to the entry of private players in all kind of telecommunications services, such as cellular and wireless in local loop services, in addition to the basic telephony Servies.

Airtel is the fastest company in telecom sector in India. The company understands to deliver their services with full customer satisfactions. We go through both generic and specific, professional that help us remain well informed and knowledgeable about the company’s product in the market. Airtel has collaboration with research in motion (RIM) which is a Canadian company. Blackberry is the product of RIM. It's an instant email service. At airtel as market researcher I have to find out the market awareness for Blackberry in Pune corporate houses, and for the purpose I have to meet to the company’s high profile executives.

# Board of Directors

The board of directors of the company has an optimum mix of executive and non-executive directors, which consists of three executive and fifteen non-executive directors. The chairman and managing director, Mr. Sunil Bharti Mittal, is an executive director and the number of independent directors on the board is 50% of the total board strength. The independence of a director is determined on the basis that such director does not have any material pecuniary relationship with the company, its promoters or its management, which may affect the independence of the judgment of a director. The board members possess requisite skills, experience and expertise required to take decisions, which are in the best interest of thecompany.

## Bharti Airtel Board of Directors

##### Director Name Designation

SunilBhartiMittal Chairman & ManagingDirector

ManojKohli Joint Managing Director &CEO

HuiWeng Cheong Non ExecutiveDirector

TanYongChoo Non Executive Director CraigEdwardEhrlich Non ExecutiveDirector RakeshBhartiMittal Non Executive Director RajanBhartiMittal Non ExecutiveDirector

AkhilGupta Non ExecutiveDirector

ChuaSockKoong Non ExecutiveDirector

NKumar Non Executive Director Pulak ChandanPrasad Non ExecutiveDirector AjayLal Non ExecutiveDirector

H E SalimAhmedSalim Non-Executive Independent Director Lord Evan Mervyn Davies Non-Executive Independent Director Tsun Yan Hsieh Non-Executive IndependentDirector

NikeshArora Non-Executive IndependentDirector

MukeshBhavnani CompanySecretory

# CHAPTER

**03**

**PARTNERS & COMPETITORS**

TELECOMMUNICATION MARKET IN INDIA

The Indian telecommunications network with 250m telephone connections is the fifth largest in the world and is the second largest among the emerging economies of Asia. Today it is the fastest growing market in the world and represents unique opportunities for UK companies in the stagnant global scenario. Tele density, which was languishing at 2% in 1999, has shown an impressive jump to 9.5% in 2006 and 10.5% in 2007 and is set to increase to 20% in the next 5 years beating the Govt. Target by three years. Accordingly, Indian requires incremental investments of USD 20-25 bln for the next 5 years.

Private operators have made mobile telephony the fastest growing (over 164% p.a.) in India. With more than 33 million users (both CDMA and GSM), wireless is the principal growth engine of the Indian telecom industry. Given the current growth trends, cellular connections in India will surpass fixed line by late 2004/early 2005. Intense competition between the four main private groups-Bharti, Vodafone, Tata and Reliance and with the state sector incumbents-BSNL and MTNL has brought about a significant drop in tariffs. There has been almost 74% in cell phone charges, 70% in ILD calls and 25% drop in NLD charges, resulting in a boom time for the consumers.

**GSM MARKET IN INDIA**

## Regional interest groups-GSM India

With a population of around 1.1 billion growing at roughly 1.7 per cent a year, India is potentially one of the most exciting GSM markets in the world. After two rather difficult years, the past 12 months have seen the region’s promise beginning to come the fruition. Much of this success can be attributed to the stabilizing of the licensing and regulatory environment.

India's telecommunications have undergone a steady liberalization since 1994 when the Indian government first sought private investment in the sector. More significant liberalization followed in 1996 with the licensing of new local fixed line and mobile service providers. However, it has been the government’s new telecom policy (1999) that has had the most radical impact on the development of GSM services. The

policy’s mission statement is ‘affordable communications for all’, there is a genuine commitment to creating a modern and efficient communications infrastructure that takes account of the convergence of telecom, IT and media. In addition, the policy places significant emphasis on greater competition for both fixed and mobile services.

Competition in the mobile sector has already had a visible impact on prices with calls currently costing less than 9 cents per minute. This means that services costs have fallen by 60 per cent since the first GSM networks became live in 1995. It also helps explain why a recent

telecom Asia survey revealed that more than 70 per cent of Indian mobile subscribers felt that prices were now at a reasonable level.

The good news is that subscriber growth is beginning to look healthy. With India's low PC penetration and high average internet usage- at 14- 20 hours a month per user it is comparable to the US –the market for mobile data and m-commerce looks extremely promising. WAP services have already been launched in the subcontinent and the first GPRS networks are in the process of being rolled out. In the year ahead, GSM.

India will work with its members to realize the potential of early packet services in anticipation of the award of 3GSM licenses.

##### India's fastest growing GSM mart

India is expected to have 145 million GSM (global system for mobile communication) customers by 2007-08 compared to 26 million subscribers as on march 2005, according to the global mobile supplier's association. “For GSM, India is a success story. It is one of the fastest growing markets with its subscriber base doubling in 2005. At this pace, the target of 150 million subscribers by 2007-08 is definitely

achievable,” Alan Hadden, president of GSA, said at a news conference in New Delhi. Globally, the GSM market reached 1 billion users in February 2005, he said, adding GSM accounted for 80 per cent of the new subscriber growth in 2005. “Almost every Latin American operator has chosen GSM. In North American GSM growth is bigger than CDMA (code division multiple access),” he said. Commenting on the raging

debate over GSM versus CDMA in mobile services arena, Hadden said: “GSM is the world’s most successful mobile standard with over 1 billion users, and is an open mobile standard. It also supports automatic international roaming, which is a major contributor to business plans.”

## Bharti is almost there

But first, the EDGE! Bharti Cellular is close to commercially launching its EDGE service in Delhi and Mumbai by end May or early June, sources said. The company was the first to conduct field trials in November with its equipment supplier Ericsson. Idea too held EDGE field trials in February this year with its vendor Nokia. Vodafone and BPL are yet to hold the trials. The two companies would eventually migrate to EDGE, but perhaps after seeing the response to Bharti’s service.

EDGE holds the promise of delivering data speeds of around 170-180 kbps (as against the theoretical speed of around 380 kpbs) which, if achieved, promises the launch of many data applications. The scalable cost of migrating from GPRS to EDGE is not too high and mainly comprises software upgrades in case of a modern network such as Bharti and hutch, claimed chairman of GSA India chapter Rakesh Malik.

Telecom giant Bharti Airtel is the flagship company of Bharti enterprises. The Bharti group has a diverse business portfolio and has created global brands in the telecommunication sector. Bharti has

recently forayed into retail business as Bharti retail pvt. Ltd. Under a MoU with Wal-Mart for the cash and carry business. It has successfully launched an international venture with EL Rothschild Group to export fresh agri products exclusively to markets in Europe and USA and has launched Bharti AXA life insurance company ltd under a joint venture with AXA, world leader in financial protection and wealth management.

Bharti Airtel is one of India’s leading private sector providers of telecommunications services on an aggregate of 42,685,530 customers as on may 31,2008, consisting of 40,743,725 GSM mobile and 1,941,805 broadband & telephone customers.

The businesses at Bhatri Airtel have been structured into three individual strategic business units (SBU’s)- mobile services, broadband and telephone services (B&T) & enterprise services. The mobile services group provides GSM mobile services across India in 23 telecom circles, while the B&T business group provides broadband & telephone services in 94 cities. The enterprise services group has two sub-units-carries (long distance service) and services to corporate. All these services are provided under the Airtel brand.

##### Business division

**The Bharti Airtel Group:**

Offers GSM mobile services in all the 23-telecom circles of India and is the largest mobile services provider in the country, based on the number of customers.

Offers high speed broadband internet with the best-in-class network. Focuses on delivering telecommunications services as an integrated offering including mobile, broadband and telephone, national and international long distance and connectivity services to corporate, small and medium scale enterprises.

The company compliments its mobile and broadband and telephone services. It has over 35,016 route kilometers of optic fiber on its national long distance network. For international connectivity to east, it has a submarine cable landing station at. For international connectivity to the west, the company is a member of the south east Asia middle east western europe-4 (SEA-ME-WE-4) consortiums along with 15 other global telecoms operators.

##### Partners

The company has a strategic alliance with SingTel. The investment made by SingTel is one of the largest investments made in the world outside Singapore, in the company. The company's mobile network equipment partners include Ericsson and Nokia. In the case of broadband and telephone services and enterprise services (carriers), equipment suppliers include siemens, Nortel, corning, among others. The company also has an information technology alliance with IBM for its group-wide information technology requirements and with Nortel for call center technology requirements. The call center operations for the mobile services have been outsourced to IBM Daksh, Hinduja TMT, Teletech & Mphasis.

##### Airtel 4G Tariff Plan – Net Setter and Mobile

Airtel provides the latest technology of 4G and facilities users by different prepaid and **postpaid tariff plans**. The services is a key feature for people who want to stay in touch with their friends and family all time in a day. There are many cellular companies provide such a facility, and Airtel is one of them. The **airtel 4G tariff** is very simple and acceptable for users. The rates are very low and have coverage all over India. The new services of 4G makes it easy for people to download the latest stuff related to their study and entertainment. You can download songs and upload your pictures at the faster speed.

##### CARD COMPETITORS OF BHARTI AIRTEL

**VODAFONE**

Vodafone Essar, previously Hutchison Essar is a cellular operator in India that covers 23 telecom circles in India. Despite the official name being Vodafone Essar, its products are simply branded Vodafone. It offers both prepaid and postpaid GSM cellular phone coverage throughout India with good presence in the metros.

##### MTNL-Mahanagar Telephone Nigam Limited

MTNL is an Indian government owned telephone service provider in the cities of Mumbai, Thane, new Delhi, and Navi Mumbai in India. The company was a monopoly until 2000, when the telecom sector was thrown open to other service provider.

##### IDEA Cellular

It is a publicly listed company, having listed on the Bombay Stock Exchange (BSE and the National Stock Exchange (NSE) in March 2007. Idea Cellular is a leading GSM mobile service operator with pan India licenses. With a customer base of over 36 million in 15 service areas, operations are soon expected to start in Orissa and Tamil Nadu-the first steps in providing pan India services covering over 90% of India's telephony potential.

##### Spice telecom

**BSNL (Bharat Sanchar Nigam Limited) BPL Mobile (loop Mobile)**

**Reliance communications (formerly reliance InfoComm) TATA Indicom**

**Tata Teleservices Limited (TISL)**

**CHAPTER 04**

**ACHIEVEMENT**

ACHIEVEMENT OF THE COMPANY

1. Hall of fame award from airtel march2008.
2. Mission impossible award from airtel march2008.
3. Star associates award from airtel 2008.
4. Certificates of recognitions fromidea.
5. May 2007 GE money exemplary contribution and exceptional performance.
6. Certificate of excellence2005.
7. Star associate award 2005 (airtel)for highest collection inDelhi circle.
8. Achievers club award 2003 Bharti growing together award 2005 (Bharti airtellimited).
9. Arc award 2005(airtel) retail.
10. Achievers club award 2004 Bharti airtel ltd in Switzerland. 11.Achievers club award 2003 Bharti airtel limited in Australia. 12.Achievers club award 2002 Bharti airtel limited in south Africa. 13.Hall of fame award 2000 airtel inDubai.

14.Grand masters club2001 airtel in Thailand. 15.Certificate of appreciation, Nokia in Thailand.

REMARKABLE ACHIEVEMENT BY AIRTEL

Indias biggest mobile phone firm earns certification to ISO/IEC 27001 indias largest mobile firm phone firm, Bharti airtel, has been awarded.

certification to ISO/IEC 27001 Information security management by BSI in India. Certifications covers 300 locations spread over the entire country.

For Bharti airtel, information is critical. Certification to ISO/IEC 27001 helps manage and protect valuable information assets, defining requirements for an information security management system (ISMS), to help ensure adequate and proportionate security controls are in place. ISO/IEC 27001 can be invaluable for organizations managing information on behalf of others it can be used to assure customers that their information is being protected.

##### General achievements and milestones: -

Bharti Airtel is one of indias leading private sector providers of telecommunications services based on an aggregate of 102,367,881 GSM mobile and 2,827,881 broadband and telephone (fixed line) customers (status as a month ended June 30,2009). Globally, Bharti airtel is the 3rd largest in country mobile operator by subscriber base, behind China Mobile and China Unicom. Has completed 100% verification of its subscribers and in the process disconnected three lakh (3,00,000) subscribers in addition to telecom services, airtel also recently acquired a 4-star luxury 124-bedroom hotel in Seychelles, called le meridian barbarous beach hotel. In India, the company has a

24.6% share of the wireless services market, followed by 17.7% for Reliance Communications and 17.4% for Vodafone Essar.

Bharti airtel is now connecting India to Europe under its Europe India gateway [EIG] project. The company is building 15,000 km 3.84 Terabit OFC sub-marine cable system connecting Europe [London] to India via the middle east. The project is expected to cost $700 million, which is to be completed by 2010.

Sunil Bharti Mittal, the CMD of airtel, has been conferred one of the highest civilian awards- Padma Bhushan.

NATIONAL AND INTERNATIONAL IMAGE OF AIRTEL

Name Bharti airtel limited. Business description provides mobile, broadband and telephone (fixed line) and enterprise services (carrier and services to corporate) established 07, 1995, as a public limited company proportionate revenue Rs. 369,615million year ended march 31,2009 audited Rs.270,250-million-year march 31, 2008 as per Indian GAAP Accounts proportionate EBITDA Rs.151,678 million year ended march 31, 2008 audited as per Indian GAAP accounts shares in issue 1,898,373,280 as at June 30 ,2009 listing stock exchange, Mumbai (BSC). The national stock exchange of India limited (NSE) customerbase 102,367,881 GSM mobile and 2,827,881 TeleMedia customer status as on June 30,2009 operational network provide GSM mobile service in all the 22 telecom circles in India and was the first private operator to have an all-Indiapresence.

##### Airtel Bangladesh crosses milestone of 5 million customers

1. *Be mess the fastest growing mobile services operator in thecountry*
2. *Adds 160 new towns in last 6 months as part of network expansion drive, establishing its reach in over 2100 towns panBangladesh*
3. *Rolls out 466 BTS sites across the country in 6 months' timeframe 4-Targets to achieve 72% population coverage by December 2011 5-to setup 600 Airtel Service Centers in Bangladesh by March2012*

# CHAPTER 05

**SERVICES**

## SERVICES

**Airtel prepaid**

Airtel prepaid, the ready cellular card from airtel comes to you from Bharti enterprises, indias leading integrated telecom service provider. Going mobile with airtel prepaid is a new way of life. With a host of great features, also simple to use, airtel prepaid makes everything that you dreamt and believed, possible.

Total Cost Control

You can control your airtel prepaid like never before. No more rentals or deposits-simply recharge as much as you need to from as low as Rs.10, to as high as Rs. 10,000/-

Pre activated STD/ISD without deposits orrentals

You can now enjoy a pre-activated STD/ISD on your Airtel prepaid. No more paying deposit or having a minimum balance in your account to make an STD/ISD call. Hassle-free calls are here tostay!

## Strong Network Coverage

Enjoy complete clarity when calling with Airtel’s world class technology and unbreakable network coverage that spans over 23 circles across the country.

#### Instant Balance and Validity Enquiry

Your account balance is updated on the screen of your handset at the end of each chargeable call. You can also call 123 from your mobile phone and listen to the voice announcement or simply dial \*123#, press ‘OK’ or ‘YES’ button and your account balance will be displayed on the screen of your handset.

#### Recharge your Airtel prepaid

Recharging is easy. The calling value on your card keeps reducing as you make calls or use any other chargeable service. Choose the airtel prepaid recharge coupon that right for you, from a variety of tailor- made recharge coupons with different denominations, which are available at a number of outlets across your city. Simply follow the procedure mentioned below, to recharge your phone.

#### Prepaid roamingOther Services

**Call management services**

**Voice mail**

**SMS (Short Messaging Service)Subscription Alerts**

**MMS (Multi-media Messaging Service)Airtel Live!**

**Airtel Live! WAP Services:**

**Airtel Live! Voice Services:**

**Airtel Live! SIM Services:**

**Airtel Live! SMS Services:**

**Buy Music- Airtel Music ShopsAirtel Postpaid**

**Easy billing**

**Easy Payment Options. Anytime AnywhereStanding instructions**

**Electronic Clearing SystemPay while roaming**

**Credit limit**

**Strong Network Coverage**

**Long Distance Calling Facility**

**Widest Roaming-National and InternationalGPRS-Roaming**

**Call management serviceConference call**

**Missed call alertVoice mail**

**SMS (Short Messaging Service)Subscription alert**

**MMS (Multi- Media Messaging Service)Hello tune**

**Copy a Hello TunesGift a Hello Tunes**

**CHAPTER 06**

**SWOT ANALYSIS OF AIRTEL**

**SWOT ANALYSIS OF AIRTEL**

##### Strengths

INVESTOR’S FAITH:

Investor’s in airtel that causes huge monetary support.

SREONG ADMINISTRATION:

Under the leadership of Bharti Cellular Ltd Airtel proved themselves as a well-organized and administrative company.

BRAND NAME:

Airtel as a brand is the synonym of success. It is the largest private limited organization of India.

##### Weakness

Lack of co-ordination between dept.

Lack of choice of good pre-paid numbers like XXYY numbers like others providing.

Rural market

##### Opportunity

Favorable TARRIFS: Newly issued tariffs are suitable for Airtel so they can easily modify their tariff plans according to it and gain customer attraction.

##### Threats

Tough COMPETITION: Airtel has to face a tough competition with existing market leaders like Reliance (Reliance is providing Free Outgoing also Vodafone Idea, BSNL, Aircel, Union.

# CHAPTER

**07**

**CONCLUSION & RECOMMENDATION**

**RECOMMENDATION**

* + There should be more customer care numbers and executivesso that the problems of thecustomer.
  + They should have more space forpayment.
  + The executives there should be given training time to timeabout new schemes andplans.
  + No phone calls should be attended while entertainingthe customer.
  + Every executive should know his responsibility andwork.
  + As the company have captured the western market, theyshould retain thecustomers.
  + Try to capture the nearest other marketsnearby.
  + Occasionaloffers.
  + Proper billings to the postpaidusers.
  + Proper response to the customers on the helpline no. Or toll-free nos.
  + Roaming deposits should bereduced.

##### FURTHER RECOMMENDATION

* MATCH COMPETITIORSSCHEMES.
* COMMUNICATE THE SCHEME TO FOS.AND RETAILERSDAILY.
* BETTER NUMBERS IN PRE-PAID AS CUSTOMER REQUIRESCHOICE.
* ENHANCE THE SERVICE IN AREAS WITH WEAKNETWORK.
* COORDINATION BETWEEN DEPARTMENTS MUST BEIMPROVED.

##### CONCLUSION

**“Good services are the way to retain the clients”**

* AIRTEL CONNECTIONS ARE SELLING BECAUSE OF BESTNETWORK COVERAGE.
* GOOD RELATIONSHIP OF FOS. & RETAILERS IS BEING HELPFULIN SELLING.
* LARGE MARKET COVERAGE, EASY AVAILABILITY OFCOUPONS.
* CUSTOMER CARE NUMBER DOES NOT CONNETS EASILY AND EXECUTIVES THERE WERE ALSO NOT AWARE OF THESCHEMES.

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