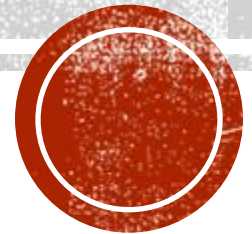


# MARKET GROWTH STRATEGY & REVENUE MODEL.

***Airtel***





## **THE CASE**

You have been approached by the CEO of Airtel. The CEO is looking to grow the sales revenue in India. You are hired as a consultant to identify opportunities and recommend a plan of action for the same.

Aim:

- ❖ 3x growth in the next 1 year.
- ❖ Understand existing product and service offerings clearly for growth.

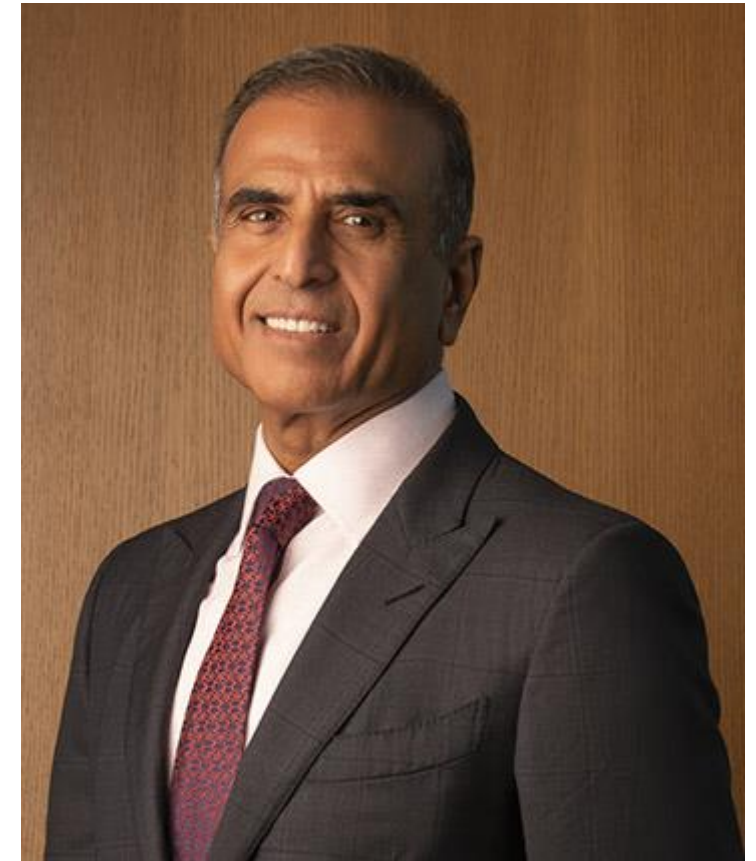
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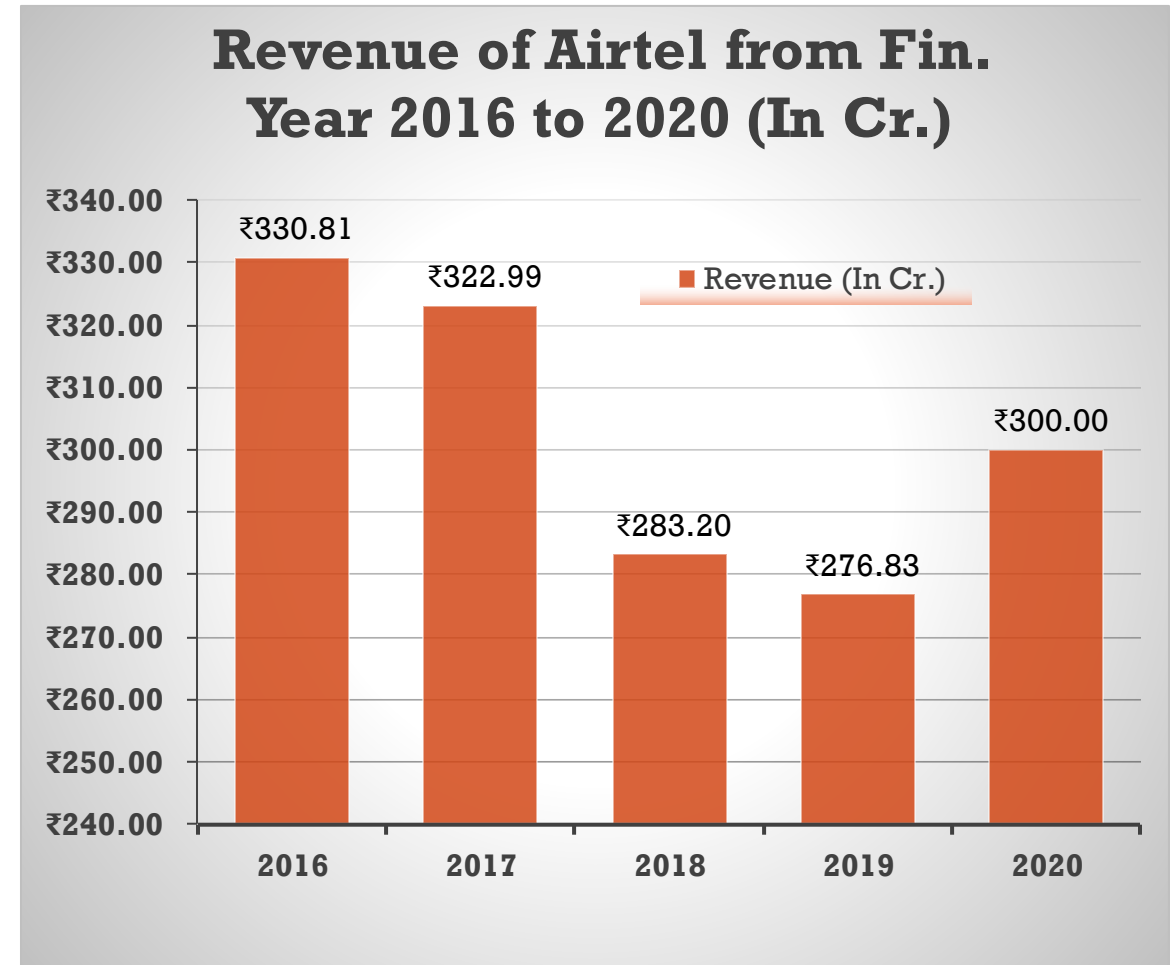
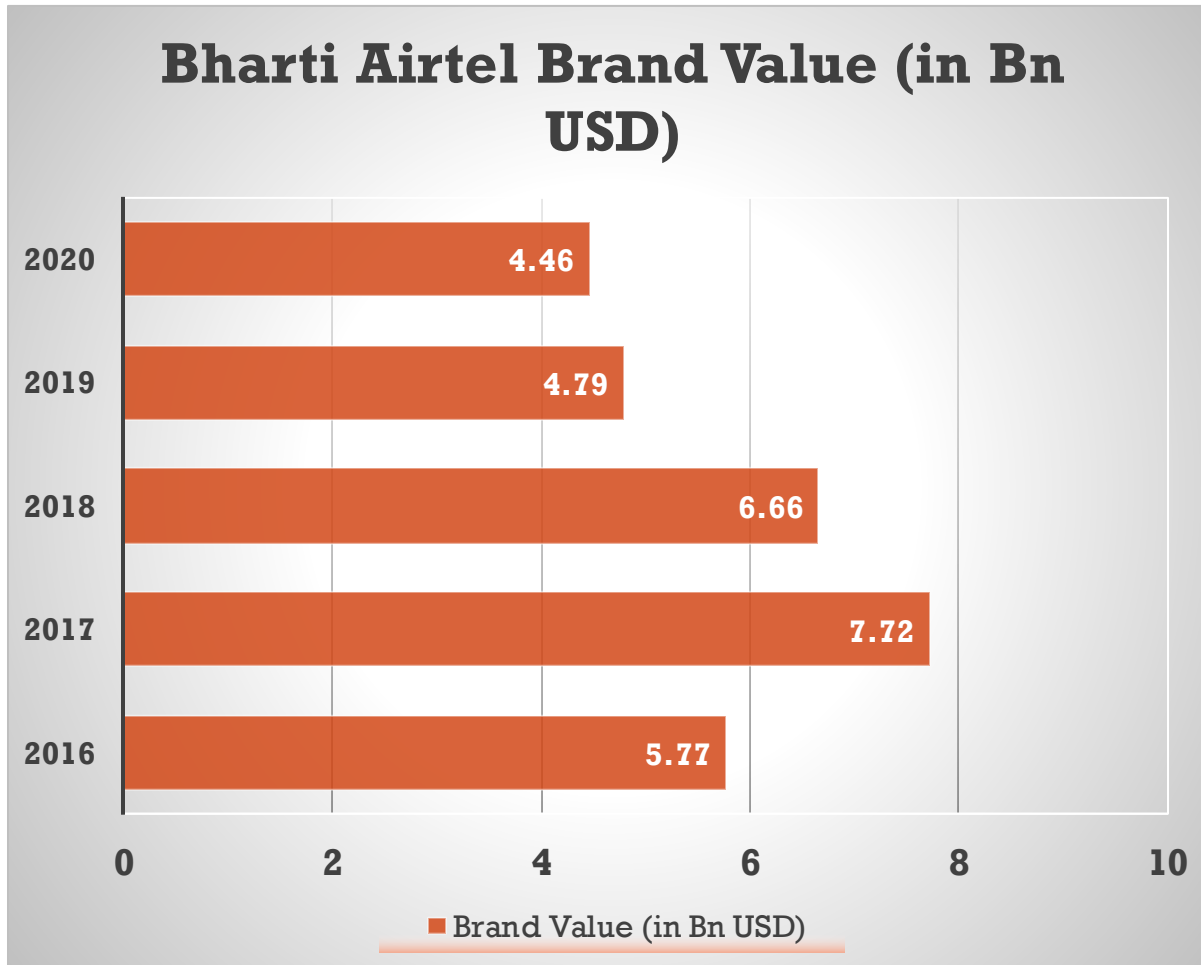
# 1. ABOUT AIRTEL

- Bharti Airtel, commonly known as Airtel, is a telecom giant and the largest company in India in terms of the number of subscribers. Founded on 7th July 1995 by Sunil Mittal, Airtel is the first Indian telecom provider to be honored with Gold Certification by Cisco.
- In India, the company has diversified to offer mobile data services, digital television, software and cloud products, and Android-based tablets to the fastest growing mobile phone market.
- It's main customer's data servers are in Mumbai, Delhi and Chennai.
- With “Hunger to win customers for life” as its mission, airtel thrives to be on the top in the leadership board.



Mr. Sunil Bharti Mittal,  
Founder and Chairman,  
Bharti Enterprises.

## 2. BRAND VALUE AND REVENUE GROWTH:

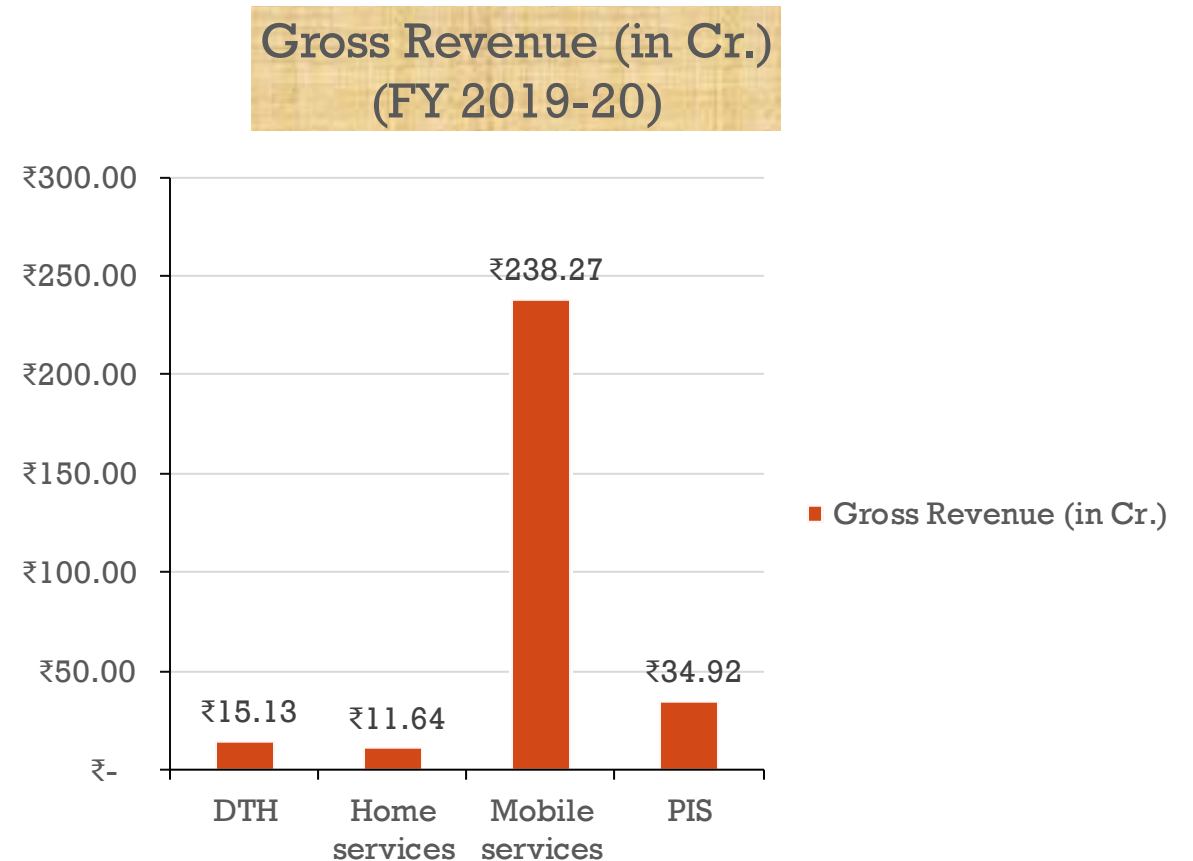


□ From the above graphs of brand value and revenue growth, one can comment that the company is not working at its highest potential at present. Many factors such as pandemic situation, new competitors in market, etc. acted as the barriers for company's growth in past. In this presentation we will thoroughly study about the various factors that are preventing its growth and what are the measures that the company could adopt to overcome these challenges to increase its growth at new levels.



### **3. SEGMENT-WISE PERFORMANCE IN INDIA:**

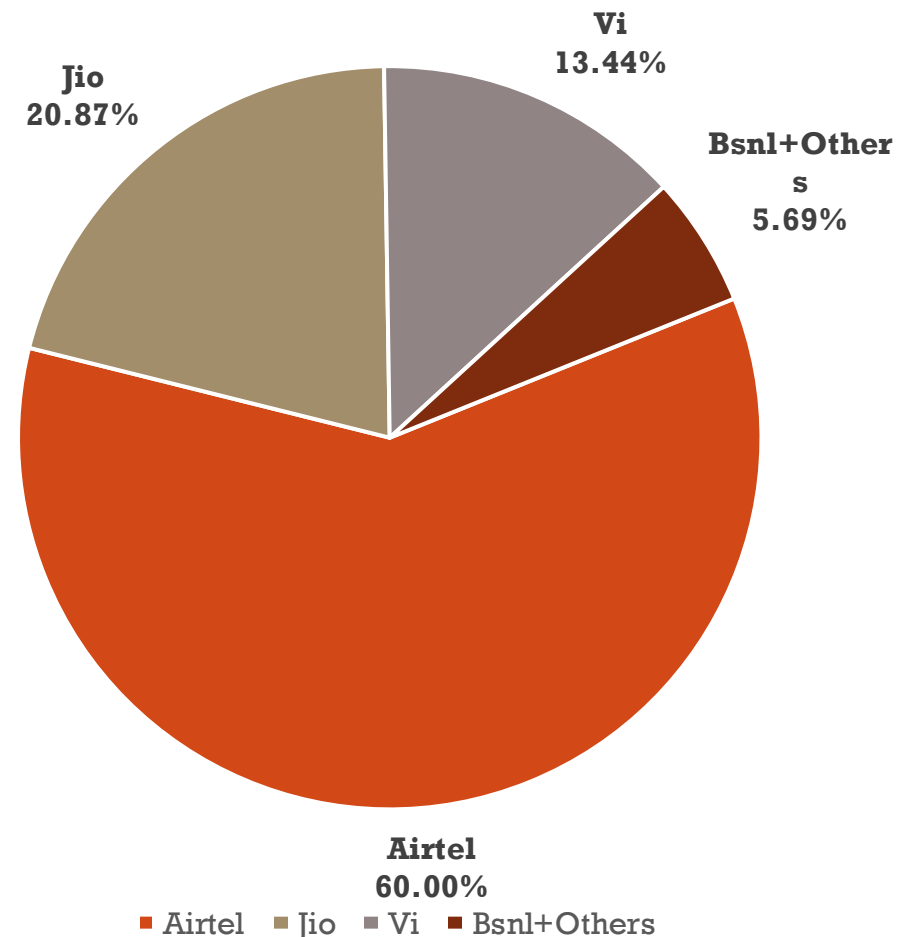
- Mobiles services: Assets and liabilities pertaining to bandwidth capacities were allocated to this segment.
- Homes services: The Company provides fixed-line telephone and broadband services for homes under this segment.
- Digital TV services(DTH): Covers entertainment services & products.
- Passive infrastructure services(PIS): Management of telecom towers and communication comes under this.



# 4. AIRTEL'S COMPETITOR ANALYSIS

- Airtel had competitors such as Vodafone, Idea, Aircel, and Telenor but with the emergence of Reliance Jio, the competition is now at a higher level.
- By using social media insights the competitors are optimizing interactions with their users across all platforms.
- The major strength of the competitors is their cheap quantitative services compared to costly quality services by airtel.

Market Share (in %)



# 5. SCOT ANALYSIS

## **STRENGTHS:**

- ✓ Market Leadership.
- ✓ High Brand Value.
- ✓ Large Distribution Platform.
- ✓ Strong Network .

## **CHALLENGES:**

- ❑ Integration of Operations across the diversified regions.
- ❑ Fast Changing Customer Needs in multi-cultural and multi-lingual environment.

## **OPPORTUNITIES:**

- ❖ Strong Partner Ecosystem.
- ❖ Remote Working with work from home.
- ❖ Digital Payments.
- ❖ Content development of videos, music, games, etc. for mobile app.
- ❖ Other non-mobile businesses like DTH services, airtel money bank, etc.

## **THREATS:**

- Increased Competition.
- Regulatory Changes.
- Pandemic/Disasters.



# 6. AIRTEL-PAIN POINTS

- In the year 2020, Airtel's debt increased by about 350 billion Indian rupees when compared with 2019.
- The strategic investments made by Google and Facebook in Jio and telecom.
- Annual net profit declined for the last 2 years, however increasing revenue every quarter.
- Increase in cost structures ahead of revenues.
- Lack of Digitization and Innovations.
- Fiercely competitive battleground.
- It has been in controversies due to several factors including political, religious, and rivalry-clash.
- Not much influence in social media marketing compared to others.

# 7. FEASIBLE SOLUTIONS

- ✓ The company must adopt a pricing strategy that is based on the principles of profitability and affordability.
- ✓ There must be a carefully chosen finance team for generating the highest returns or reducing taxes according to the govt. policies and offerings.
- ✓ The company must be more open to share the owned infrastructure (towers, fiber, data centers, etc.) with other operators which will increase the output without any extra input.
- ✓ After analyzing the customer data collected till date, the most unused services must be removed from the company's portfolio to increase the revenue to services ratio.
- ✓ Must focus to strengthen the digital reach by powering the core digital properties such as Airtel Xstream, Thanks app, Wynk, etc., which would further open other revenue sources.
- ✓ The company must start investing in digitization of its operations using automation and machine learning practices to improve the user experience.
- ✓ The company must adopt the green energy solutions (like rooftop solar panels) in the major centers which will drastically reduce their daily costs of operations.
- ✓ There must be dedicated social marketing team for keeping the public informed about the great offerings made by the company through different social medias.

# 8. CONCLUSION

- ❑ There are five major performance parameters:- Profitability, affordability, market share, customer satisfaction and employee satisfaction, in which the company must always try to make growth. The telecom sector is continuing to have a positive outlook with an increasing purchasing power, rapid urbanization, rising middle class and growing smartphone penetration, which gives the huge opportunity to grow. The company must divide its investment between another profit-making sector also which would obviously decrease the risk of loss one. With this much amount of data, company's priority must always be the data leakage protection(DLP) strategy.

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# THANK YOU.

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