



INDIAN TELECOM SECTOR

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AGENDA

1. Highlights last decade of telecom industry
2. Bharti Airtel & Reliance Jio revenue report analysis
3. Airtel Stock from 2016-2023
4. Indian Market Analysis
5. Business Strategies to create or capture established market

HIGHLIGHTS OF LAST DECADE

- Jio entered established market of telecommunication & gave tough competition to big sharks like: Airtel, Vodafone, Idea....

- Repercussion of Reliance Jio entry in market:

-  &  merge together to 
-  is struggling to sustain in current telecom war of  & 
-  &  vanished from market

BHARTI AIRTEL & RELIANCE JIO REVENUE REPORT ANALYSIS

- In FY21, Bharti Airtel ↓ 12000 Cr on other hand Reliance Jio ↑ 12,534 Cr
- Bharti Airtel started generating profit by end of FY22
- In ongoing FY 23, Bharti Airtel comeback with noticeable Reliance Jio



AIRTEL STOCK FROM 2016-2023

Airtel Stock value faced a major hit after launch of Jio in 2016 but in last 6 quarter, stock value improved in comparison of Nifty 50 with health margin.



INDIAN MARKET ANALYSIS



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Indian Telecom Market Analysis

Video Consumption Segment & market size



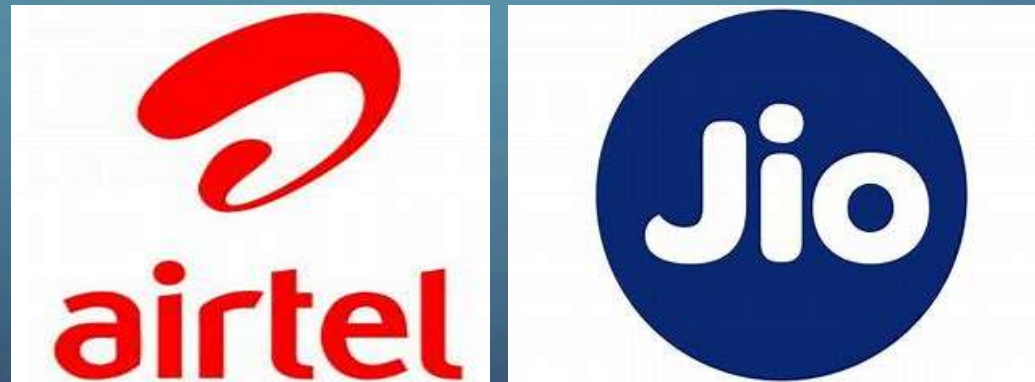
Indian Market can be categorised in five bins based upon two factors

Factors are accessibility of the technology & economy to afford it.

Categories are:

1. Dark TV Homes: Daily wagers
2. Free TV Homes: Lower-middle class
3. TV First Homes: Middle class
4. Digital First: Middle to upper class
5. Digital Only: Upper class & above

BUSINESS STRATEGIES TO CREATE OR CAPTURE ESTABLISHED MARKET





AVERAGE REVENUE PER USER (ARPU)

- In 2018 yr. end Airtel implemented a subscriber clean-up initiative & loose 49 million subscribers at bottom end
- Increase minimum recharge of Rs. 99 to 155 in many tier 2 cities
- Min recharge plan is 50% higher than Jio

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FORTUNE AT BOTTOM OF PYRAMID

- JioBharat phone for lower class 4G feature phone



- Generating revenue from adv. slots during IPL

By these two things Jio create market for itself also monetize it.

RELIANCE JIO



No Access-TV or OTT
(150 million):

- JioBharat feature phone which support 4G networking to market of 2G at reasonable price. Projection of 100 million new subscriber & Generating 5 Billion revenue in 4 yrs

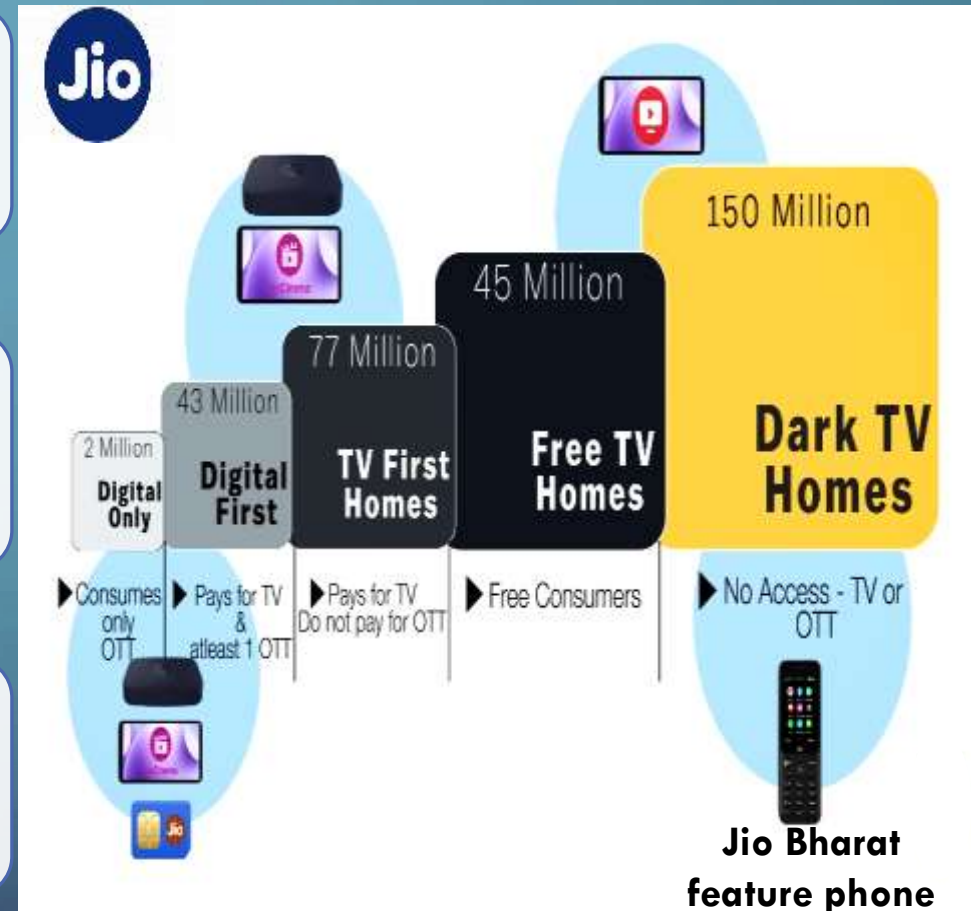
Free Consumers & Pay
for TV Do not Pay for
OTT
(123 million (45+ 77))

- Jio has also targeted, customer segment by providing cheaper plans also adv. charge as they use JioCinema app without subscription

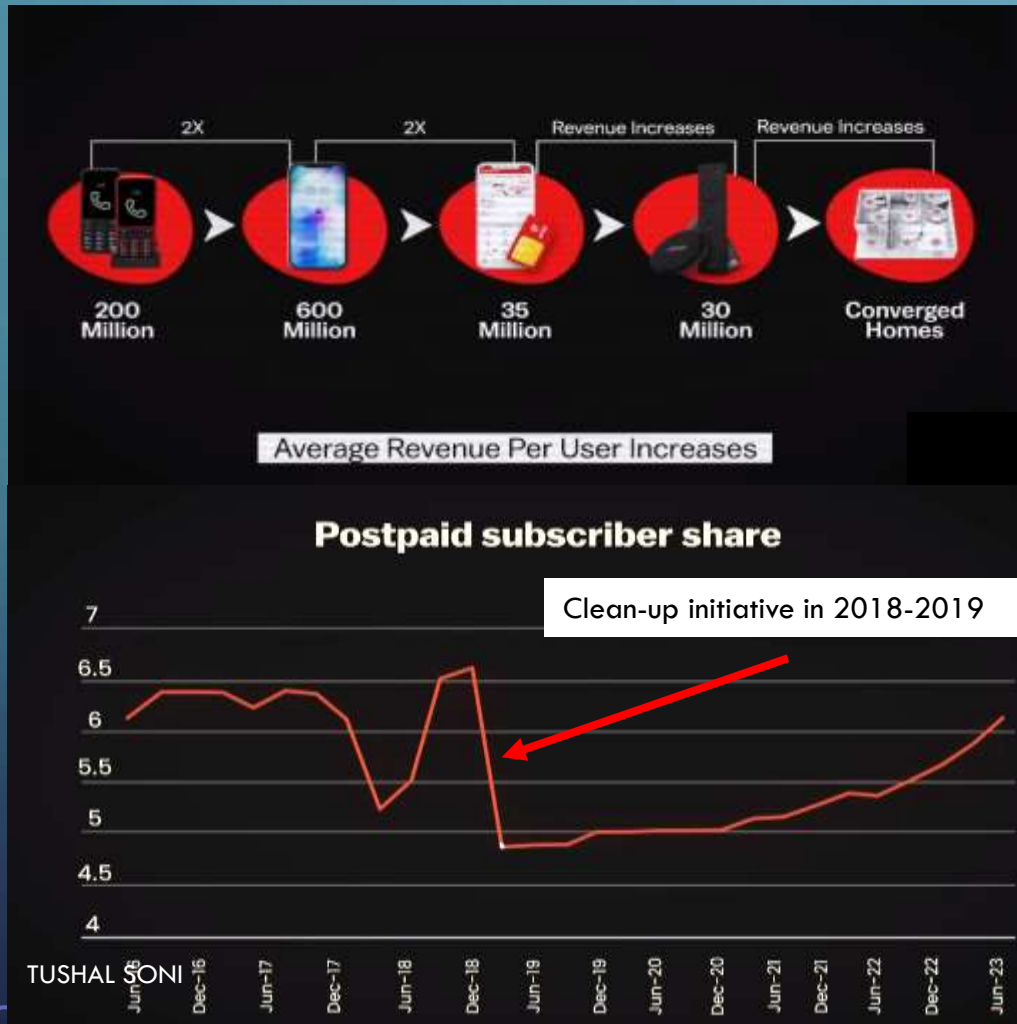
Pays for TV & Atleast
1 OTT (43 million) &
Consumers only OTT (2 million)

- Jio has also touched market segment by providing subscription plans also affordable laptop

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BHARTI AIRTEL

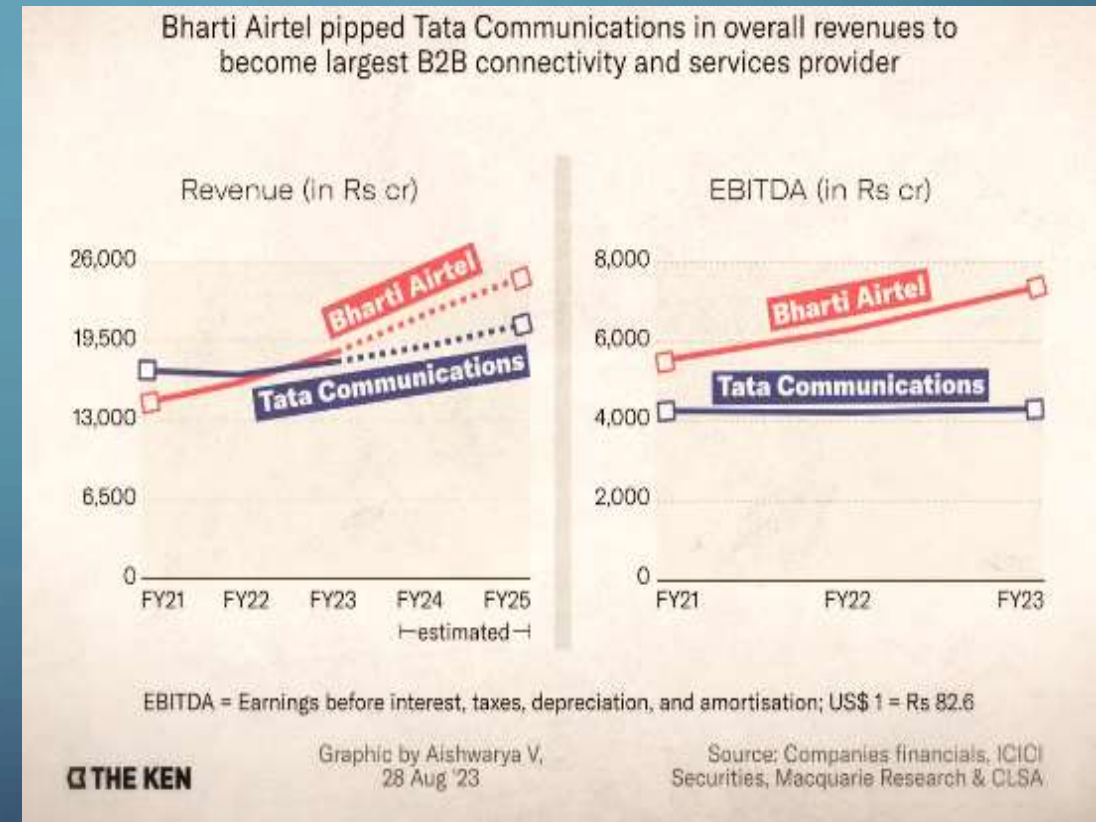


- No plan to launch feature phone or other segments of market
- Capture premium customer by providing excellent service
 - Zero unfulfilled queries using AI interface build in collaboration with Nvidia
 - Prioritizing 700+ districts for high quality customer support
 - DTH connection 70-80% customer are of Airtel
 - Top to bottom approach can pay more for better user experience

AIRTEL PROVIDE ENTERPRISE CONNECTIVITY BUSINESS

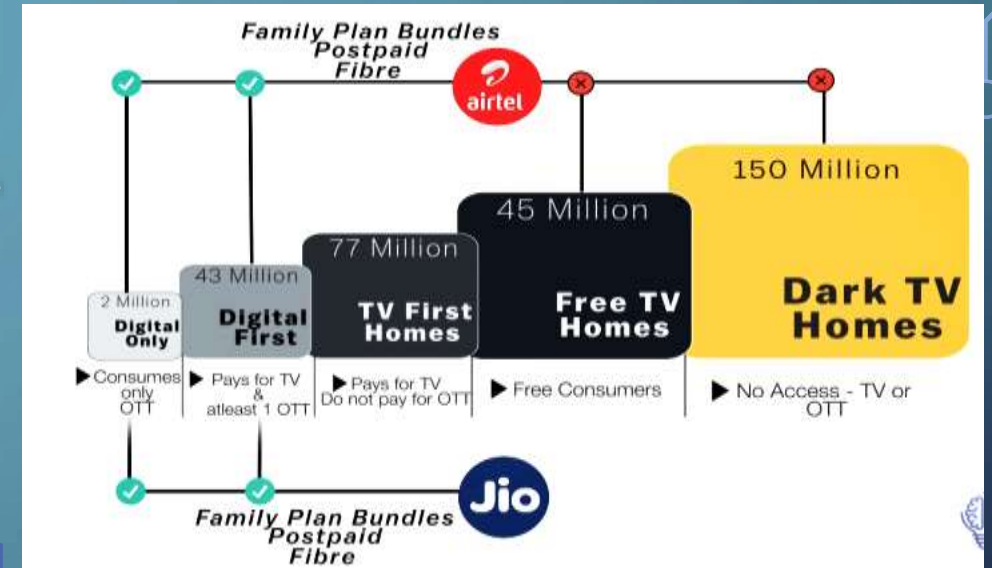
THE KEN (Indian Business News Website)

- Airtel Business serves over 1200 global enterprises 2000 large, and a million small and medium business (SMBs) across India (भारत)
- Is market leader with 33.67% of Revenue market share for the year end March 2023.



TELECOM WAR BTW RELIANCE JIO & BHARTI AIRTEL

- For Airtel post-paid audience is 6% but generate 25-30% of Revenue
- Post-paid customer are charged 3X prepaid customer base but are active users
- DTH connection 70-80% customer are of Airtel
- Home broad band customer which give ARPU of 1000



Post-paid plan audience

- Airtel
2 Sim for 599
- Jio
2 sim for 499

Finance aid prepaid to post-paid

- Airtel Finance
- Jio has no such department

Home broad band connection (Optical fibres)

- Airtel spread 400,000 Km
- Jio spread 1.1 million Km

	Jio	airtel
Optical Fibre Length	1.1 Million Km	400,000 Km
Year 25 Million Homes Connected	2021	2023

SUMMARY

- ✓ Society beneficial initiatives like: Feature phones lower than market price, IPL broadcast free for users will generate market and you can also monetize them.
- ✓ Eventually valuable customer will not only purchase a sim card or recharge but also complete package:
 - ✓ Post-paid or subscription plan (Jio cinema app)
 - ✓ DTH connection
 - ✓ Broadband
 - ✓ Home broadband connection
 - ✓ Family plans
- ✓ Users can be long term customers if they are getting excellent service.
- ✓ Customer lifetime value at bottom of pyramid is far less for Airtel in comparison of JIO based upon my analysis.

At last, customer experience matters a lot



THANK
YOU

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