A

Project Report

On

A STUDY ON DIGITAL MARKETING STRATEGIES AT AIRTEL

IN PARTIAL FULFILLMENT FOR THE AWARD OF

BACHELOR OF COMMERCE

SUBMITTED

BY

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(Affiliated To Osmania University)

SECUNDERABAD, HYDERABAD.

2022-2025

COLLEGE CERTIFICATE

This is to certify that project title **A STUDY ON DIGITAL MARKETING STRATEGIES** Was carried out at **Bharti Airtel Limited** This project work is done by students and submitted in partial fulfilment of the requirement of the award of the Bachelor of Commerce Computer Application Degree by Osmania University.

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DECLARATION

I hereby declare that this Project Report titled "**A STUDY ON DIGITAL MARKETING STRATEGIES**" submitted by us to the **Department of Commerce** Affiliated to O.U., Hyderabad, is a Bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

DATE: **Name & Roll no:**

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ABSTRACT:

This study examines **The Digital Marketing Strategies** adopted by **Airtel** and their impact on consumer behaviour, with a focus on customer engagement and purchase decisions. Digital marketing has become a pivotal aspect of modern business strategies, and this research aims to evaluate how Airtel leverages various digital platforms such as social media, email, SEO, influencer marketing, and online advertising to build brand loyalty and drive growth in the highly competitive telecom sector. The study assesses key performance indicators (KPIs) such as customer interaction, website traffic, and social media engagement, while also exploring the effectiveness of Airtel's online campaigns and digital presence. Primary data was collected through questionnaires, with a sample size of 50 respondents, and secondary data was sourced from company profiles, reports, and online materials. The findings highlight the influence of digital marketing strategies on consumer decision-making and offer insights into areas where Airtel can enhance its digital efforts. Despite limitations such as a short study duration and potential biases in responses, the research provides valuable recommendations for improving Airtel's digital marketing practices and staying ahead in the digital landscape.

CHAPTER-1

INTRODUCTION

1.1 Introduction To study

What Is Digital Marketing?

Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.

Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s.

Key Performance Indicators (KPIs) in Digital Marketing

Digital marketers use key performance indicators (KPIs) just like traditional marketers. KPIs let them measure the long-term performance of their marketing initiatives and compare those to their competitors' efforts.

The following are some of the most common KPIs that marketers can use to gauge how well they're doing:

- **Click-through rate**: This KPI is commonly used to measure the effectiveness of online advertising, by counting the number of people who clicked on a particular ad as a percentage of all the people who might have seen it.
- **Conversion rate**: The conversion rate goes even further than the click-through rate to compare the percentage of people who took some desired action, such as making a purchase, to the total audience that a particular ad or promotion reached.
- **Social media traffic**: This tracks how many people interact with a company's social media profiles. It includes likes, follows, views, shares, and/or other measurable actions.
- **Website traffic**: This metric tracks how many people visit a company's website during a given time period. Among other uses, it can help companies judge how effective their marketing efforts are at driving consumers to their site.

1.2 Objectives of Study

. • To understand various digital marketing strategies adopted by Airtel.

• To assess the impact of digital marketing strategies on consumer purchase decisions.

• To analyze customer engagement through digital platforms (social media, email, SEO, influencer marketing, etc.).

• To evaluate the effectiveness of Airtel's online advertising, promotional campaigns, and digital brand presence.

• To suggest improvements in Airtel's digital marketing practices based on customer feedback.

1.3 Need of the study

The need for digital marketing strategies has grown due to the profound changes in consumer behavior, technological advancements, and shifts in market dynamics. Below are key points highlighting why businesses need digital marketing strategies: Changing Consumer Behaviour, Shift From Traditional Marketing, Cost-Effectiveness, Enhanced Customer Engagement, Better Targeting and Personalization, Increased Accessibility, Measurable Results, Competitive Advantage. The **need for this study** arises from the growing influence of online platforms, changing consumer behavior, and the increasing dependency on digital channels for information, entertainment, and service consumption. This study is essential to understand how effectively Airtel leverages various digital marketing strategies—such as SEO, social media marketing, content marketing, email campaigns, influencer partnerships, and online advertising—to build brand loyalty and drive business growth in the telecom sector.

1.4 Scope Of study

The **scope of the study** includes evaluating Airtel's digital marketing presence across multiple platforms like Facebook, Instagram, YouTube, Google Ads, and its own mobile apps and websites. It aims to assess how these strategies impact customer engagement, lead generation, service subscriptions, and overall brand perception. The study will explore customer preferences for digital content, responsiveness to online campaigns, and satisfaction with Airtel's digital communication. It also covers the effectiveness of personalized marketing through data analytics, use of AI and automation in marketing, and integration of customer feedback through digital touchpoints. Furthermore, the study will identify areas for improvement and suggest innovative strategies that Airtel can adopt to stay ahead in the digital race.

1.5 Research Methodology

The research methodology outlines the approach and methods used to collect, analyze, and interpret data in order to understand digital marketing strategies and their effectiveness. This methodology is designed to address the objectives outlined above and ensure a comprehensive analysis.

DATA SOURCES:

Based on the nature and purpose of study there are various modes of data collection. Data sources can be classified into two categories namely primary and secondary sources.

Primary Data

The Primary data are those, which are collected fresh for the first time and thus happen to be original in character. We collect primary data during the course of doing experiments in an experimental research. In our research, data was collected through the questionnaire method.

Secondary Data

The Secondary data are collected by analyzing Various materials like company profiles, magazines, journals, past records, reports and websites

SAMPLE TECHNIQUE :

The sampling technique used in this study is Simple random sampling technique that comes under probability sampling

SAMPLE SIZE:

The simple size used in this study is 50.

STATISTICAL TOOL:

Percentage, average and have been represented in the forms of tables. Diagrams as well.

1.6 Limitations of the Study

1. The time period of study is short which is a major constraint

2. The findings are based on the data collected from the respondents through questionnaire

3. This study restricted to 50 investors

4. Because of fear the answers given to the questionnaire by the respondents may be biased.

CHAPTER-2

REVIEW OF LITERATURE

2.1 Review of Articles

1. A STUDY ON DIGITAL MARKETING AND IT'S IMPACTS

Authors Ms. A. Lavanya and Mrs. M. Radhikamani   May 2021

Overview: Digital marketing has become a crucial tool for both consumers and marketers as the world transitions from analog to digital. It utilizes various online platforms such as social media, search engines, and websites to promote products and services. Compared to traditional marketing, digital marketing offers greater reach, cost-effectiveness, and real-time interaction with consumers. The increasing number of internet users has significantly boosted digital marketing's effectiveness and influence. As consumer behavior shifts towards online engagement, businesses must adapt to stay competitive in the digital era.

2. DIGITAL MARKETING: A REVIEW

Authors Dr. Mrs. Vaibhava Desai   Mar 2019

Overview: Digital marketing involves promoting products and services through digital technologies, primarily the Internet, along with mobile devices and online advertising. Since the 1990s, its evolution has transformed how businesses engage with consumers and integrate technology into marketing strategies. With the rise of digital platforms, businesses are increasingly leveraging online marketing to reach their target audience effectively. Digital marketing has become essential as consumers shift towards online shopping and digital interactions. This paper explores the concept of digital marketing, its benefits for businesses, and real-world examples of its impact.

3. DIGITAL MARKETING STRATEGIES AND THE IMPACT ON CUSTOMER EXPERIENCE: A SYSTEMATIC REVIEW

Authors Mohammed T. Nuseir, Ghaleb A. El Refae, Ahmad Aljumah,

Muhammad Alshurideh, Sarah Urabi, and Barween Al Kurdi   Feb 2023

Overview: This study examines modern digital marketing strategies and tools and their role in various marketing activities. It explores market segmentation in the digital era to enhance customer experience. The research aims to identify the most effective strategy for improving customer engagement. A Systematic Literature Review (SLR) is used to analyze key publications, extract data, and assess their quality. The findings provide insights into optimizing digital marketing for better customer experiences.

4. A STUDY OF THE GROWTH OF DIGITAL MARKETING IN INDIAN SCENARIO

Authors Kishor Kumar   2019

Overview: Digital marketing in India is growing rapidly, with many companies leveraging it for a competitive edge. The internet plays a crucial role in expanding digital marketing channels for businesses and consumers. This study explores the current growth of digital marketing and the increasing inclination towards online marketing. It examines perspectives from three key entities—Consumers, Companies, and Third-Party Agencies. Findings highlight that internet awareness is essential for the continued growth of digital marketing.

5. SETTING THE FUTURE OF DIGITAL AND SOCIAL MEDIA MARKETING RESEARCH: PERSPECTIVES AND RESEARCH PROPOSITIONS

Authors Yogesh K. DwivediElvira Ismagilova, D. Laurie Hughes   2021

Overview: The rise of the internet and social media has transformed consumer behavior and business strategies. Digital and social marketing provide businesses with opportunities such as cost efficiency, enhanced brand awareness, and increased sales. However, challenges like negative electronic word-of-mouth and intrusive advertising persist. This study compiles insights from experts on key topics, including AI, augmented reality, digital content, mobile marketing, and ethical concerns. It identifies research gaps and proposes future directions to advance knowledge in digital and social marketing.

6. IMPACT OF DIGITAL MARKETING DEVELOPMENT ON ENTREPRENEURSHIP

Authors KenzhegulBizhanova, Arafat Mamyrbekov   2019

Overview: This article examines the impact of digital marketing on modern entrepreneurship and business structure development. The rise of the Internet and social media has empowered consumers, prompting firms to rethink their marketing strategies. Unlike most studies that focus on the customer, this research explores digital marketing from a firm's perspective, highlighting its benefits and challenges. It emphasizes how second-generation Internet applications enhance marketing by fostering communication and content co-creation. The study underscores the importance of relationship-based interactions for successful digital marketing engagement

7. DIGITAL MARKETING – EMERGING TRENDS AND STRATEGIES

Authors Pooja Herplani   2023

Overview: Digital marketing has become essential for businesses to grow and succeed in the digital era. It leverages electronic media to promote products and services while enabling consumer interaction. This paper explores the impact of digital marketing, highlighting its tools and key differences from traditional marketing. It also examines the advantages and challenges of digital marketing in today's fast-changing landscape. Understanding these aspects helps businesses maximize their digital marketing potential.

8. AN ANALYSIS OF THE DIGITAL MARKETING STRATEGIES USED BY INDIAN E-COMMERCE WEBSITES

Authors PAVITHRAVIJAYAN   Dec 2023

Overview: This study analyzes digital marketing strategies used by Indian e-commerce platforms to assess their effectiveness and industry impact. It explores key tactics such as social media marketing, search engine optimization, and user engagement techniques. The research highlights both successes and challenges faced by e-commerce businesses in India's fast-evolving digital landscape. By identifying trends and areas for improvement, the study provides valuable insights for industry practitioners. It contributes to a deeper understanding of digital marketing dynamics in the Indian e-commerce sector.

9. DIGITAL MARKETING STRATEGIES IN RESPECT OF E -COMMERCE AND ITS CONTEMPORARY ISSUES

Authors Dr Neethu Suraj & Soumya K   Dec 2024

Overview: This study examines the role of digital marketing in e-commerce, focusing on online buying and selling through the internet and digital technologies. It highlights challenges faced by businesses and the strategies they adopt to overcome them. The research is based on literature reviews from various academic sources, analyzing how digital marketing enhances opportunities for companies. Findings suggest that effective e-commerce strategies help reduce costs, meet customer demands, and improve profitability. The study emphasizes the importance of adapting digital marketing strategies to address contemporary challenges in the industry.

10. SYSTEMATIC LITERATURE REVIEW ON DIGITAL MARKETING IN INDIA: PRESENT SCENARIO

Authors Uma Anurag and Simran Kaur

Overview: Digital marketing, also known as online or internet marketing, has evolved since the 1990s and focuses on promoting products and services through digital channels. This study highlights the rapid growth of digital marketing in India, driven by increasing internet users and changing consumer behavior. The paper reviews research on digital marketing concepts, its advantages and disadvantages, and strategies to overcome challenges. The COVID-19 pandemic accelerated digital adoption, shifting consumer purchases from physical stores to online platforms. As businesses increasingly leverage digital marketing, it continues to shape preferences, boost sales, and offer cost-effective solutions.

2.2 Review of Topic

Definition: A digital marketing strategy is a set of planned actions performed online to reach specific business goals. In simple terms, this means performing consistent actions at the right time via the most suitable online channels to increase revenue and improve relationships with your audience.

Meaning of Digital Marketing

Digital marketing refers to the promotion of products, services, or brands using digital channels such as websites, search engines, social media, email, and mobile applications. It involves online strategies to engage with potential and existing customers, drive sales, and enhance brand visibility. Unlike traditional marketing, digital marketing leverages internet-based tools to analyze consumer behavior, personalize interactions, and optimize campaigns in real-time. With the increasing use of the internet and mobile devices, digital marketing has become an essential strategy for businesses worldwide.

Concept of Digital Marketing

The concept of digital marketing revolves around using digital technologies to connect businesses with consumers. It includes various techniques designed to enhance customer interaction and engagement. Some of the key components of digital marketing include:

1. Search Engine Optimization (SEO) – Improving a website's visibility on search engines like Google to attract organic traffic.

2. Content Marketing – Creating and sharing valuable content such as blogs, videos, and infographics to educate and engage the audience. Social Media Marketing – Using platforms like Facebook, Instagram, Twitter, and LinkedIn to promote brands and interact with consumers.

3. Email Marketing – Sending personalized messages and promotional offers directly to customers' inboxes.

4. Pay-Per-Click (PPC) Advertising – Running paid advertisements on platforms like Google Ads to generate quick traffic and leads.

5. Affiliate Marketing – Partnering with third parties who promote products or services in exchange for a commission.

6. Influencer Marketing – Collaborating with influencers to reach a larger and more engaged audience.

Digital marketing enables businesses to create customized marketing campaigns based on user preferences and behaviors, making it a more efficient and targeted approach compared to traditional marketing methods.

Advantages of Digital Marketing

1. Wider Reach – Businesses can market their products to a global audience without geographical limitations. Online platforms enable companies to reach potential customers across different regions.

2. Cost-Effective – Digital marketing is more affordable than traditional marketing methods like television, radio, or print advertising. Small businesses can start campaigns with minimal investment and scale them as needed.

3. Targeted Advertising – With tools like Google Ads and Facebook Ads, businesses can target specific demographics, interests, and behaviors to reach the right audience. This increases the chances of conversions.

4. Measurable Results – Unlike traditional marketing, digital marketing provides real-time analytics and insights. Marketers can track metrics like website traffic, click-through rates, engagement levels, and return on investment (ROI).

5. Flexibility and Adaptability – Digital marketing campaigns can be adjusted and optimized in real-time based on performance data. This ensures that businesses can make quick changes to improve effectiveness.

6. Higher Conversion Rates – Well-targeted digital marketing strategies lead to higher conversion rates as they reach potential customers at the right moment with the right message.

Disadvantages of Digital Marketing

1. High Competition – Since digital marketing is accessible to all businesses, competition is intense. Standing out requires innovative strategies, creative content, and continuous optimization.

2. Privacy and Security Concerns – Digital marketing relies on user data, raising privacy concerns. Companies must comply with data protection regulations such as GDPR (General Data Protection Regulation) to ensure ethical marketing practices.

3. Dependence on Technology – Digital marketing relies heavily on technology and internet connectivity. Technical issues, website downtime, or cyber threats can negatively impact marketing campaigns.

4. Negative Feedback and Reputation Risks – Socialmedia and online platforms allow customers to leave reviews and comments. Negative feedback, complaints, or bad publicity can spread quickly and damage a brand's reputation.

5. Constantly Changing Algorithms – Search engines and social media platforms frequently update their algorithms, affecting content visibility and marketing strategies. Businesses must continuously adapt to these changes to maintain effectiveness.

6. Requires Expertise and Skilled Professionals – Effective digital marketing requires knowledge of various tools, platforms, and strategies. Businesses need skilled professionals to manage campaigns, analyze data, and implement best practices.

7. Time-Consuming – Creating high-quality content, managing social media interactions, and analyzing marketing data can be time-consuming. Businesses must allocate sufficient resources to ensure successful execution.

Functions of Digital Marketing

Digital marketing serves multiple purposes in a business, helping companies connect with their target audience, increase brand awareness, and drive sales. Below are some of the key functions:

1. **Brand Awareness** – Digital marketing helps businesses establish a strong online presence and create recognition among potential customers. Through various platforms like social media, search engines, and email marketing, brands can reach a broader audience.

2. **Customer Engagement** – Unlike traditional marketing, digital marketing allows businesses to interact with their customers directly through social media, live chat, and personalized emails, fostering stronger relationships.

3. **Lead Generation** – Digital marketing attracts potential customers through strategies like search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing. These leads can then be converted into sales.

4. **Market Expansion** – Businesses can expand their reach beyond local boundaries, targeting international customers through e-commerce platforms and global digital campaigns.

5. **Data Analysis & Insights** – Digital marketing tools provide real-time data on consumer behavior, campaign performance, and website traffic. This helps businesses optimize their strategies for better results.

6. **Cost-Effective Promotion** – Compared to traditional marketing, digital marketing is more affordable and allows businesses to allocate their budget effectively through targeted advertising and automated marketing.

7. **Personalized Marketing** – Companies can create tailored marketing campaigns based on customer preferences, purchase history, and behavior, increasing conversion rates.

8. **Customer Retention** – Through loyalty programs, remarketing, and personalized content, businesses can retain existing customers and encourage repeat purchases.

Types of Digital Marketing

Digital marketing encompasses various strategies and techniques to reach and engage customers. Below are the most common types:

1. **Search Engine Optimization (SEO)** – This involves optimizing websites to improve their ranking on search engines like Google. By using the right keywords, high-quality content, and backlinks, businesses can increase their visibility and organic traffic.

2. **Search Engine Marketing (SEM) / Pay-Per-Click (PPC) Advertising** – Businesses pay search engines like Google Ads to display their advertisements at the top of search results. This helps drive instant traffic to websites.

3. **Content Marketing** – This focuses on creating valuable and informative content such as blog posts, videos, infographics, and e-books to educate and engage potential customers.

4. **Social Media Marketing (SMM)** – Companies use platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to promote their brand, engage with customers, and run advertisements.

5. **Email Marketing** – Businesses send promotional emails, newsletters, and personalized messages to inform customers about offers, new products, or company updates.

6. **Affiliate Marketing** – This involves partnering with third-party marketers who promote products or services in exchange for a commission on sales generated through their links.

7. **Influencer Marketing** – Companies collaborate with social media influencers and celebrities to promote their products to a targeted audience.

8. **Mobile Marketing** – This includes SMS marketing, in-app advertisements, and push notifications to reach customers through their mobile devices.

9. **Video Marketing** – Platforms like YouTube, Instagram Reels, and TikTok are used to engage audiences through visual storytelling, product demonstrations, and brand advertisements.

10. **Viral Marketing** – This strategy involves creating highly engaging content that spreads quickly across social media, increasing brand visibility and engagement.

<u>Objectives of Digital Marketing</u>

Digital marketing aims to achieve multiple business goals, helping companies grow and remain competitive in the digital landscape.

1. **Increase Brand Awareness** – Digital marketing helps businesses establish a strong online presence, ensuring their brand is recognized by a larger audience.

2. **Drive Website Traffic** – By using SEO, PPC, and social media marketing, businesses can attract more visitors to their website, increasing potential sales.

3. **Generate Leads & Sales** – Digital marketing campaigns are designed to attract and convert potential customers into actual buyers. Strategies like lead magnets, landing pages, and email automation help in this process.

4. **Enhance Customer Engagement** – Through personalized communication, interactive content, and social media engagement, businesses can build meaningful relationships with their customers.

5. **Improve Customer Retention** – By implementing loyalty programs, remarketing campaigns, and personalized recommendations, companies can retain customers and increase repeat purchases.

6. **Target the Right Audience** – Digital marketing allows businesses to focus on specific demographics, interests, and behaviors, ensuring that marketing efforts are directed toward the right audience.

7. **Increase Return on Investment (ROI)** – By using data-driven strategies, businesses can optimize their marketing budget and generate higher profits while minimizing costs.

8. **Expand Business Reach** – Companies can use digital marketing to enter new markets and attract international customers without the need for a physical presence.

9. **Adapt to Market Trends** – Digital marketing enables businesses to stay updated with changing consumer behavior, technological advancements, and market trends.

10. **Enhance Competitive Advantage** – Businesses that adopt innovative digital marketing strategies can stay ahead of competitors and establish a strong foothold in their industry.

CHAPTER-3

COMPANY PROFILE AND INDUSTRY PROFILE

Airtel-Company profile

Company Profile

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 403 million customers across its operations at the end of March 2019.

Bharti Airtel Mission Statement

Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven "to seize the day" with an ambition to become the most admired telecom service provider globally. airtel, in just ten years of operations, rose to the pinnacle of achievement and continues to lead.

Bharti Airtel Vision Statement

Our Focus is to Win customers for life by offering an exceptional experience

Bharti Airtel Values

· Connection

· Creativity

Business Divisions

Home Services

Bharti Airtel offers fixed-line telephone and broadband services across 93 cities pan-India. Our product offerings include voice connectivity over fixed-line and high-speed broadband on copper &fiber with speeds up to 1 Gbps for your homes.

Mobile Services

Bharti Airtel offers GSM mobile services in all the 22 telecom circles of India.

Airtel Business

Bharti Airtel is a leading and most trusted provider of ICT services in India and offers a diverse portfolio of services to enterprises, governments, carriers and small and medium business. Along with voice, data and video, our services also include network integration, data centers, managed services, enterprise mobility applications and digital media. We also offer global services in both voice and data including VAS services like International Toll Free Services and SMS hubbing.

Digital TV Services

We offer both standard and high definition (HD) digital TV services with 3D capabilities and Dolby surround sound. We currently offer a total of 635 channels including 80 HD channels, 5 international channels and 3 interactive services.

Sustainability

Airtel's evolution as an organization has centred on customer obsession, leading us to continuously raise the bar of innovation to make a positive impact to the lives of our customers. We are led by our strategy of responsible growth and guided by a strong foundation of ethics and transparency as we deliver on our commitments to our customers and stakeholders.

Our strategy to create long-term sustainable value for our stakeholders draws on the synergistic aspirations of our financial and non-financial goals. With this in mind, we have moved from the stand-alone reporting of our performance on sustainability goals to an Annual Integrated Report since FY 2017-18. An Integrated Report enables us to present both material financial and non-financial aspects of our performance against the backdrop of a stringent governance framework and robust business model. Timely and transparent reporting and disclosures are key to earn and retain our stakeholder trust.

At Airtel, we conduct periodic stakeholder assessments for determining material issues every two years to gather insights on emerging environmental, social and governance (ESG) issues that may impact our business. In FY 2020-21, we undertook a comprehensive materiality assessment exercise following GRI Standards and guided by Account Ability's AA1000 principles (2018).

At the centre of our focus to create sustainable value for many lives, our commitment is to foster new connections, experiences, and possibilities for a new generation of customers.

These customers are evangelists and powerful disrupters who use digital power to re-balance asymmetrical access to information, knowledge, and resources and create a more equitable world. In 2011, we created a 'Blueprint for Social Inclusion' that envisioned a sustainable social and economic growth plan for a million more people.

In 2018, we launched our Sustainability Targets and we are fully committed to achieve the same. The growing awareness of ESG issues are no longer a choice but a necessity. At Airtel, we consider climate change as one of the most critical emerging risk and for the same, we have taken a public goal to reach net-zero emissions (aligned with 1.5ºC emission scenarios) by no less than 2050 in line with Science-Based Target Initiatives (SBTi) recommendations.

We will continue to endeavour to create holistic and sustained value for our people, communities, environment, partners, shareholders, and other stakeholders while protecting our environment and the planet. We stay customer-obsessed and innovation-driven as we reimagine possibilities in the digital world led by a purpose beyond profits.

Our Core Values

We understand that social progress and environment protection are extremely critical to sustainable economic growth. Both these aspects are embedded in our core values. Our corporate vision describes what we aim to do, our values of AIR "Alive, Inclusive and Respectful" describe how we intend to get there.

Respectful

We live the same lives as customers, sharing the same joys and the same pains. We never forget that they are why we exist. We act with due humility, always open and honest, to achieve mutual respect.

Our Services

In India, the company's offers products and services both for the end consumer as well as for businesses. The consumer business offers 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV and Digital TV. The enterprise services include national & international long distance services to large enterprises and carriers and tower infrastructure services. In the rest of the geographies (i.e. Africa), it offers 2G, 3G wireless services and mobile commerce.

Environment

- 98.9% Reduction in network emission intensity for mobile (carbon emissions per terabyte) from FY 2017-18.

- 5,554 tonnes E-waste from IT and network infrastructure was responsibly recycled through our authorised partners.

- 28% Reduction in CO_2 emission per square feet in our facility and 24% Reduction in CO_2 emission per rack in data center operations as compared to FY 2018-19.

- 38.50% Increase in renewable energy deployment at our own operations from FY 2014-15 and 81,315 MWh green energy procured through various green power wheeling agreements which helped 83.14% increase in renewable energy deployment in our MSCs from FY 2019-20.

- 284 MWh energy saved in our facilities.

- 169 million e-bills were sent which led to savings of over 508 million sheets of paper.

- Annual internal energy audits conducted at data centers.

Social

- Over 2.2 million lives impacted through Bharti Foundation till date including over 4.5 lacs+ students since inception.

- Over 21 lakh farmers benefitted. 1.15+ lakh IFFCO Kisan Mobile App Active Users.

- Constructed 31,661 toilets to promote sanitation, benefiting 2,17,129 people.

- Amount of INR 87 Mn spent on all trainings; 7772 total training interventions.

- 23.34 hours of training provided per employee.

- 67% succession rate - middle to top management.

- ~9% females out of total employees.

Governance

- As a continued promise to provide best in class mobile broadband experience to our customers, we added 51,807 4G Base stations and 39.4k Km of fiber across India to support the 4G growth.

- Infrastructure presence in 7,907 Census Towns and 792,827 Non-Census Towns and Villages. Airtel mobile network covers 95.5% population.

- 6,600 rural stores employing over 5,000 people; 17.87 Mn customers served by Airtel rural call centres.

- 56% Reduction in customer complaint calls over FY 2019-20 (across all businesses).

- Airtel Thanks App recognised as the most innovative among mobile applications, at ET Telecom Awards 2020.

- Airtel Xstream Fiber won the Best Broadband Service Provider for its super reliability and advanced network coverage, at ET Telecom Awards 2020.

Industry Profile

INTRODUCTION

Currently, India is the world's second-largest telecommunications market with a subscriber base of 1.16 billion and has registered strong growth in the last decade. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP) according to a report prepared by GSM Association (GSMA) in collaboration with Boston Consulting Group (BCG). In 2019, India surpassed the US to become the second largest market in terms of number of app downloads.

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The Government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework, that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms have made the sector one of the fastest growing and the top five employment opportunity generator in the country.

MARKET SIZE

India is the world's second-largest telecommunications market. The total subscriber base, wireless subscriptions as well as wired broadband subscriptions have grown consistently.

Tele-density stood at 85.91%, as of December 2021, total broadband subscriptions grew to 792.1 million until December 2021 and total subscriber base stood at 1.18 billion in December 2021.

Gross revenue of the telecom sector stood at Rs. 64,801 crore (US$ 8.74 billion) in the first quarter of FY22.

The total wireless data usage in India grew 16.54% quarterly to reach 32,397 PB in the first quarter of FY22. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.48% in the same quarter.

Over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

By 2025, India will need ~22 million skilled workers in 5G-centric technologies such as Internet of Things (IoT), Artificial Intelligence (AI), robotics and cloud computing.

INVESTMENT/MAJOR DEVELOPMENT

With daily increasing subscriber base, there have been a lot of investment and development in the sector. FDI inflow in the telecom sector stood at US$ 38.25 billion between April 2000-December 2021.

Some of the developments in the recent past are:

- In January 2022, Google made a US$ 1 billion investment in Airtel through the India Digitization Fund.

- In October 2021, Vodafone Idea stated that it is in advanced talks to sell a minority stake to global private equity investors including Apollo Global Management and Carlyle to raise up to Rs. 7,540 crore (US$ 1 billion) over the next 2-3 months.

- In October 2021, British satellite operator Inmarsat Holdings Ltd. announced that it is the first foreign operator to get India's approval to sell high-speed broadband to planes and shipping vessels. Inmarsat will access the market via Bharat Sanchar Nigam Ltd. (BSNL) after BSNL received a license from the Department of Telecommunications.

- In October 2021, Dixon Technologies announced plans to invest Rs. 200 crore (US$ 26.69 million) under the telecom PLI scheme; this investment will include the acquisition cost of Bharti Group's manufacturing unit.

- In September 2021, Bharti Airtel announced an investment of Rs. 50 billion (US$ 673 million) in expanding its data centre business to meet the customer demand in and around India.

- In August 2021, Tata Group company Nelco announced that the company is in talks with Canadian firm Telesat to sign a commercial pact for launching fast satellite broadband services in India under the latter's Lightspeed brand, a move which will pit the combined entity against Bharti Enterprises-backed OneWeb, Elon Musk's SpaceX and Amazon.

- In March 2021, Vodafone Idea Ltd. (VIL) announced that the acquired spectrum in five circles would help improve 4G coverage and bandwidth, allowing it to offer 'superior digital experience' to customers.

- In March 2021, Advanced Television Systems Committee (ATSC) and Telecommunications Standards Development Society, India (TSDSI) signed a deal to boost adoption of ATSC standards in India in order to make broadcast services available on mobile devices. This allows the TSDSI to follow ATSC standards, fostering global digital broadcasting standard harmonisation.

- In the first quarter of FY21, customer spending on telecom services increased 16.6% y-o-y, with over three-fourths spent on data services. This spike in consumer spending came despite of the COVID-19 disruption and lack of access of offline recharges for a few weeks.

- India had over 500 million active internet users (accessed Internet in the last one month) as of May 2020.

GOVERNMENT INITIATIVES

The Government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the key initiatives taken by the Government are as follows:

- In Union Budget 2022-23 the Department of Telecommunications was allocated Rs. 84,587 crore (US$ 11.11 billion) out of which Rs. 30,436 crore (US$ 3.99 billion) was revenue expenditure which was 36% of the total expenditure and Rs. 54,150 crore (US$ 7.11 billion) was capital expenditure which is 64.01% of total expenditure.

- To drive the development of 6G technology, the Department of Telecommunications (DoT) has developed a sixth generation (6G) innovation group.

- In October 2021, Telecom Secretary Mr. K. Rajaraman inaugurated the Quantum Communication Lab at the Centre for Development of Telematics (C-DOT), Delhi, and unveiled the indigenously developed Quantum Key Distribution (QKD) solution by C-DOT. QKD can support a distance of >100 kms on standard optical fibre.

- In August 2021, the Department of Telecommunications (DoT) initiated discussions with banks to address financial stress in the telecom sector, particularly Vodafone Idea Ltd. (VIL) that urgently requires fund infusion to stay afloat.

- In August 2021, the Department of Telecommunications (DoT) officials stated that it is working on a package, which includes reducing the revenue share licence fee to 6% of adjusted gross revenue (AGR) of the operators from the current 8%. This would be done by reducing the 5% universal service obligation levy by two percentage points and provide.

- In July 2021, Bharat Broadband Network Limited (BBNL), on behalf of the Department of Telecommunication, invited global tender for the development of BharatNet through the Public-private Partnership model in 9 separate packages across 16 states for a concession period of 30 years. Under this project, the government will provide a maximum grant.

- The Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive (PLI) scheme or telecom is expected to bring in investment of around Rs. 3,000 crore (US$ 400.08 million) and generate huge direct and indirect employment.

- In April 2021, the government pointed out that firms such as Ericsson and Nokia are now eager to expand their operations in India, and global companies like Samsung, Cisco, Ciena and Foxconn have expressed interest to set up their manufacturing base in the country for telecom and networking products.

- In March 2021, TEPC (Telecom Equipment Export Promotion Council) organised India Telecom 2021—a platform for convergence of technologies and business exchange.

- The Union Cabinet approved Rs. 12,195 crore (US$ 1.65 billion) production-linked incentive (PLI) scheme for telecom & networking products under the Department of Telecom.

- In 2021-22, the Department of Telecommunications has been allocated Rs. 58,737.00 crore (US$ 8 billion). 56% allocation is towards revenue expenditure and the remaining 44% is towards capital expenditure.

- Under Union Budget 2021-22, the government allocated Rs. 14,200 crore (US$ 1.9 billion) for telecom infrastructure that entails completion of optical fibre cable-based network for Defence services, rolling out broadband in 2.2 lakh panchayats and improving mobile services in the North East.

- On January 15, 2021, India and Japan signed an MoU to enhance cooperation in the field of Information and Communications Technologies. The MoU was signed between the Union Minister for Communications, Electronics and IT, Ravi Shankar Prasad, and the Japanese Minister for Internal Affairs and Communications, Takeda Ryota.

- On January 6, 2021, the Department of Telecommunications (DoT) issued Notice Inviting Applications (NIA) for auction of Spectrum in 700 MHz, 800 MHz, 900 MHz, 1,800 MHz, 2,100 MHz, 2,300 MHz and 2,500 MHz bands. Last date for submission of applications for participation in the auction is February 5, 2021, and auction to commence online from Mar.

- In December 2020, the Union Cabinet, chaired by the Prime Minister, Mr. Narendra Modi, approved a proposal by Department of Telecommunications for setting up of Public Wi-Fi Networks by Public Data Office Aggregators (PDOAs) to provide public Wi-Fi services through Public Data Offices (PDOs).

- In December 2020, the Union Cabinet, chaired by the Prime Minister, Mr. Narendra Modi, approved the provision of submarine optical fibre cable connectivity between Mainland (Kochi) and Lakshadweep Islands (KLI Project).

- On November 4, 2020, The Union Cabinet, chaired by the Prime Minister, Mr. Narendra Modi, approved to sign a Memorandum of Understanding (MoU) between the Ministry

of Communication and Information Technology and the Department of Digital, Culture, Media and Sports (DCMS) of United Kingdom Government on cooperation in the field of telecommunication.

- On September 21, 2020, Prime Minister, Mr. Narendra Modi launched a project to connect all 45,945 villages in Bihar with optical fibre internet service. This project will be completed by March 31, 2021 at a cost of Rs. ~1,000 crore (US$ 135.97 million); Rs. 640 crore (US$ 87.01 million) of capital expenditure will be funded by Department of Telecommunication.

- In March 2020, the government approved the Production Incentive Scheme (PLI) for Large- scale Electronics Manufacturing. The scheme proposes production-linked incentive to boost domestic manufacturing and attract large investments in mobile phone manufacturing and specified electronic components including Assembly, Testing, Marking and Packaging.

- FDI cap in the telecom sector has been increased to 100% from 74%; out of 100%. In October 2021, the government notified 100% foreign direct investment (FDI) via the automatic route from previous 49% in the telecommunications sector. FDI of up to 100% is permitted for infrastructure providers offering dark fibre, electronic mail and voice mail.

ACHIEVEMENTS

Following are the achievements of the Government in the past four years:

- Department of Telecommunication launched 'Tarang Sanchar' - a web portal sharing information on mobile towers and EMF Emission Compliances.

- Payments on unified payments interface (UPI) hit an all-time high of 3.65 billion (by volume), with transactions worth ~Rs. 6.54 trillion (US$ 87.11 billion) in September 2021.

- Over 75% increase in internet coverage from 251 million users to 446 million.

ROAD AHEAD

Revenue from the telecom equipment sector is expected to grow to US$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow four-fold at a CAGR of 30% by 2021.

According to a Zenith Media survey, India is expected to become the fastest-growing telecom advertisement market, with an annual growth rate of 11% between 2020 and 2023.

The Indian Government is planning to develop 100 smart city projects, and IoT will play a vital role in developing these cities. The National Digital Communications Policy 2018 envisaged attracting investment worth US$ 100 billion in the telecommunications sector by 2022. App downloads in India is expected to increase to 18.11 billion in 2018F and 37.21 billion in 2022F.
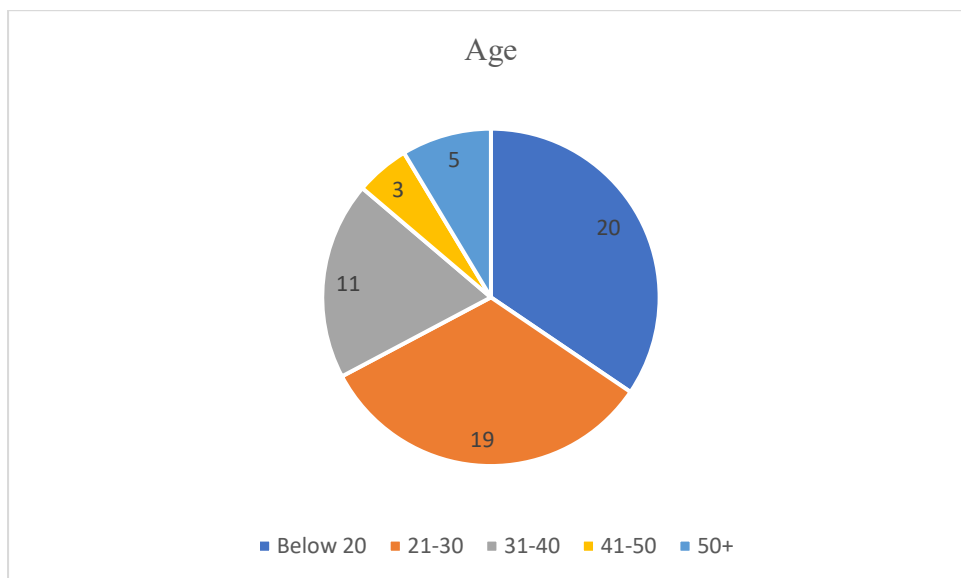
CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

Table No: 4.1Age

| NO	Particulars	No of responses	% of Responses
1.	Below 20	20	34.5%
2.	21-30	19	32.8%
3.	31-40	11	19%
4.	41-50	3	5.2%
5.	50+	5	8.6%
	Total	58	100%

Graph No: 4.1

Interpretation: From the above table & graph it is clear that out of 58 respondents most of them (34.5%) are younger than 20 years. The next largest group (32.8%) is between 21 and 30 years old. About 19% are between 31 and 40 years. Only 5.2% are between 41 and 50 years, and 8.6% are 50 years or older. This means that most of the people who answered are young.

Table No:4.2 Gender

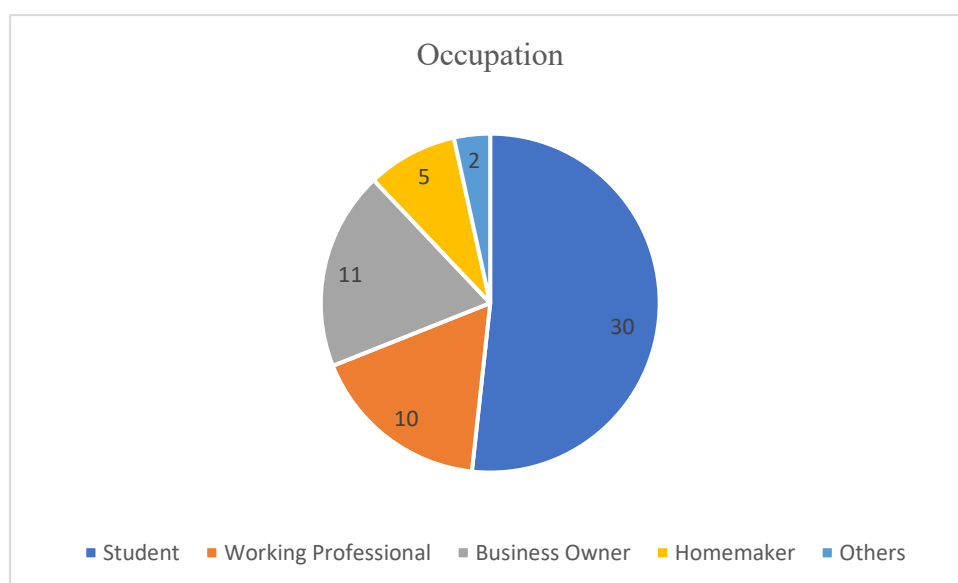| NO	Particulars	No of responses	% of Responses
1.	Male	32	55.2%
2.	Female	24	41.4%
3.	Others	2	3.4%
4.	Total	58	100%

Graph No: 4.2
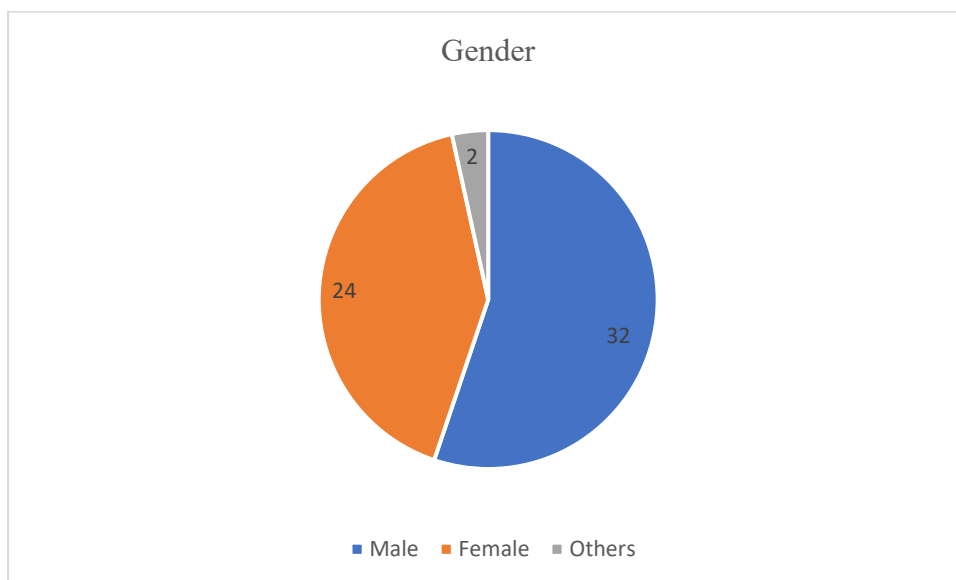
Interpretation: From the above table & graph it is clear that out of 58 respondents most of them (55.2%) are male, while 41.4% are female. A small percentage (3.4%) belong to other gender identities. This means that the majority of respondents are male, but there is also good participation from females and others.

Table No: 4.3Occupation

| NO	Particulars	No of responses	% of Responses
1.	Student	30	51.7%
2.	Working Professional	10	17.2%
3.	Business Owner	11	19%
4.	Homemaker	5	8.6%
5.	Others	2	3.4%
6.	Total	58	100%

Graph No: 4.3

Interpretation: From the above table & graph it is clear that out of 58respondents most of them (51.7%) are students, followed by business owners (19%) and working professionals (17.2%). Homemakers make up 8.6%, while 3.4% belong to other categories. This means that students form the largest group, with fewer working professionals and homemakers.

Table No: 4.4 How long have you been an airtel customer?

| NO	Particulars	No of responses	% of Responses
1.	<1 year	17	29.3%
2.	1-3 years	20	34.5%
3.	4-6 years	13	22.4%
4.	>6 years	8	13.8%
5.	Total	58	100%

Graph No: 4.4
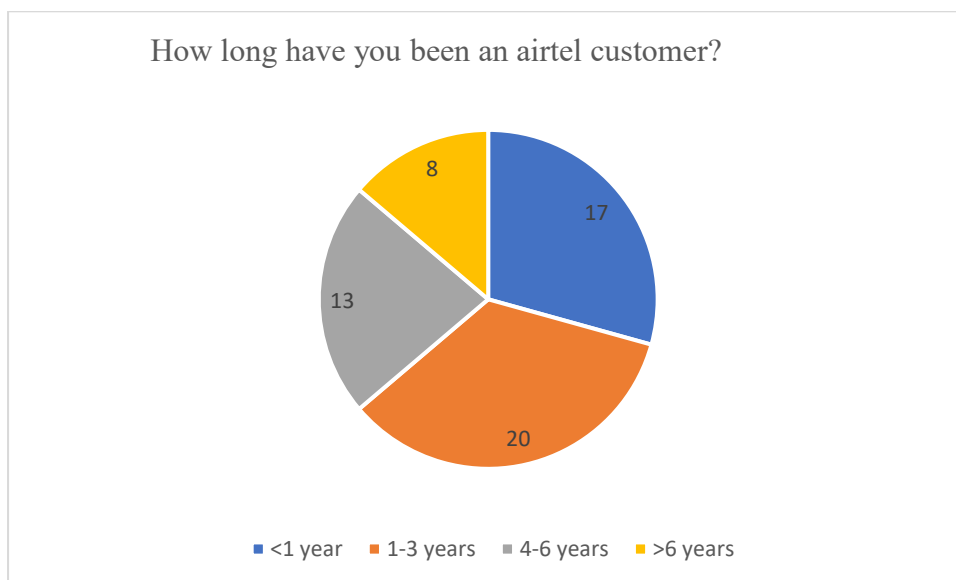
Interpretation: From the above table & graph it is clear that out of 58 respondents most of them (34.5%) have used Airtel for 1-3 years, while 29.3% have been customers for less than a year. About 22.4% have stayed with Airtel for 4-6 years, and 13.8% have used it for more than 6 years. This means that most customers are relatively new, with fewer long-term users.

Table No: 4.5 Primary services used from Airtel

| NO	Particulars	No of responses	% of Responses
1.	Mobile	25	43.1%
2.	Broadband	7	12.1%
3.	DTH	8	13.8%
4.	Postpaid	13	22.4%
5.	Others	5	8.6%
6.	Total	58	100%

Graph No: 4.5
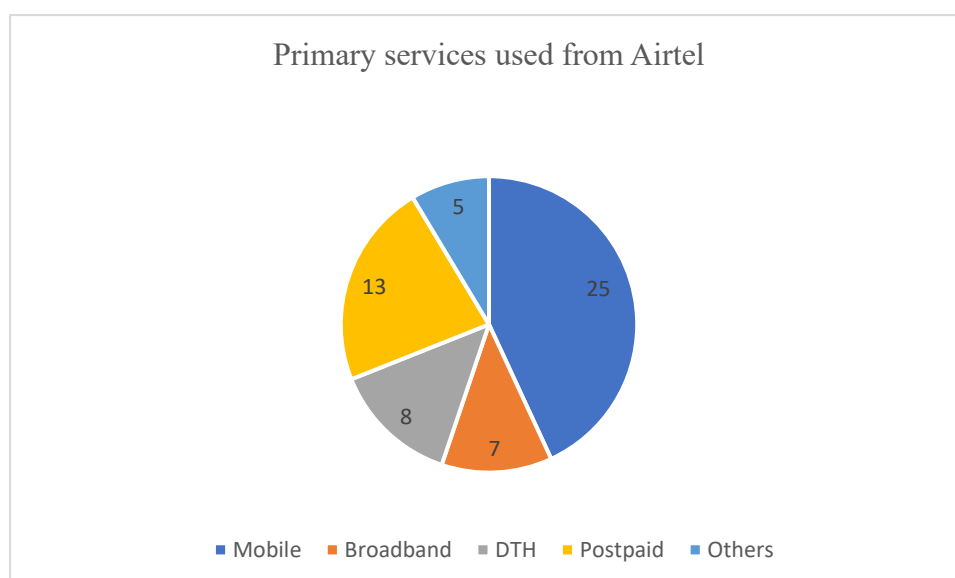
Interpretation: From the above table & graph it is clear that out of 58 respondents most people (43.1%) use mobile services, followed by 22.4% who use postpaid connections. DTH services are used by 13.8%, while 12.1% prefer broadband. The remaining 8.6% use other services. This means that mobile services are the most popular among Airtel customers.

Table No: 4.6 I am aware if Airtel's digital advertisements on social media platforms.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	17	29.3%
2.	Agree	17	29.3%
3.	Neutral	11	19%
4.	Disagree	8	13.8%
5.	Strongly Disagree	5	8.6%
6.	Total	58	100%

Graph No: 4.6
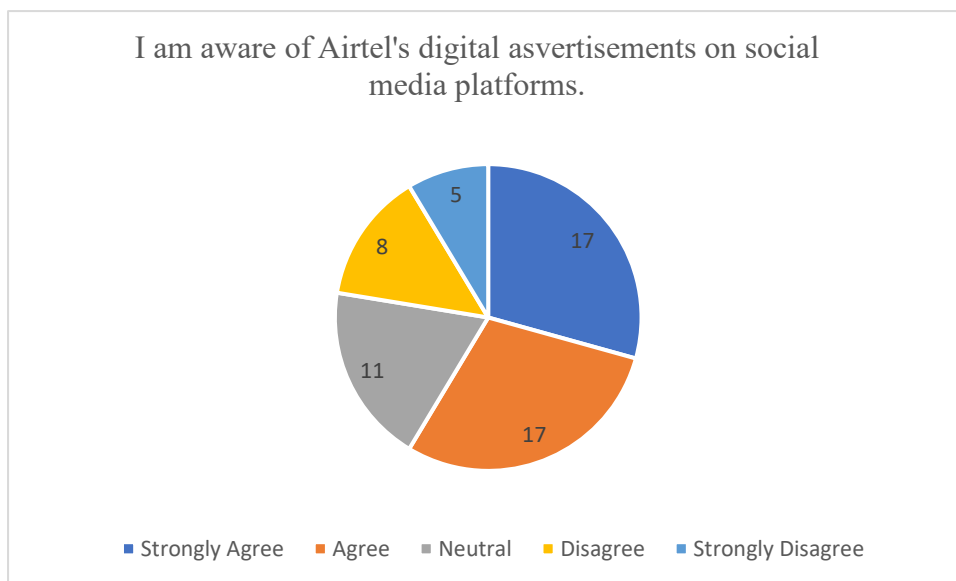
Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (58.6%) either strongly agree or agree that they have seen these ads. About 19% are neutral, while 22.4% either disagree or strongly disagree. This suggests that most people notice Airtel's digital advertisements, but some are uncertain or unaware.

Table No: 4.7 I have come across Airtel promotions on Youtube, Instagram, Facebook, etc.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	12	20.7%
2.	Agree	19	32.8%
3.	Neutral	15	25.9%
4.	Disagree	10	17.2%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.7

I have come across Airtel promotions on Youtube, Instagram, Facebook, etc.

- Strongly Agree
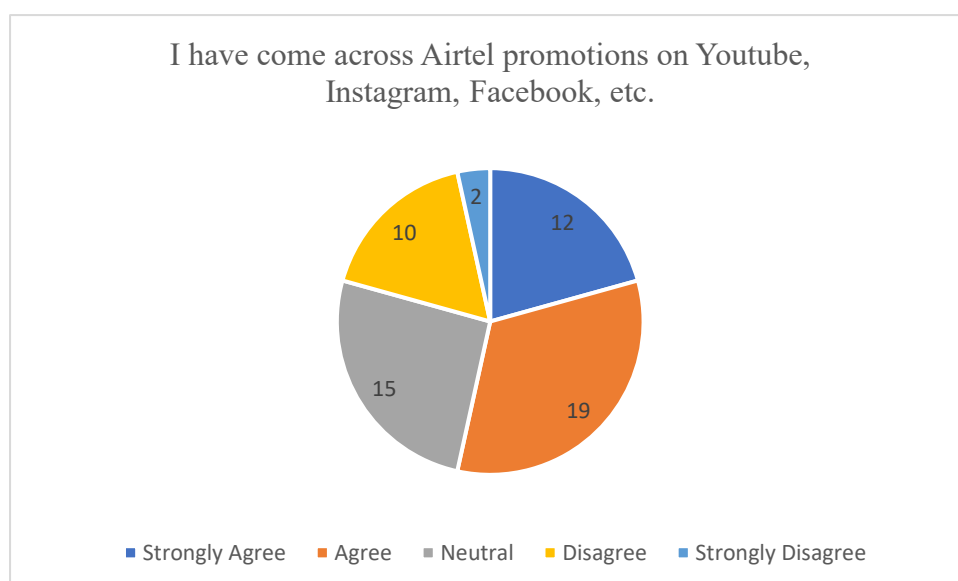- Agree
- Neutral
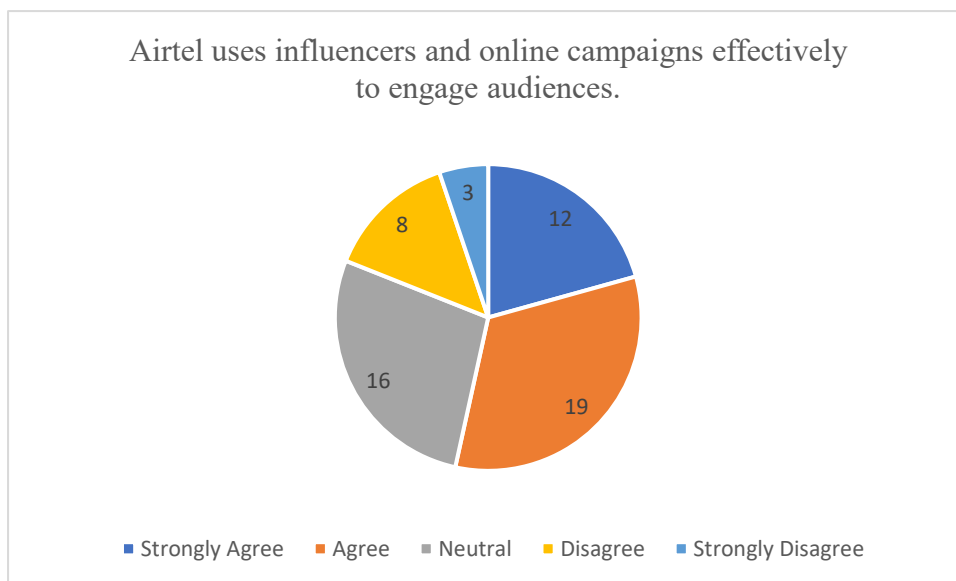- Disagree
- Strongly Disagree

Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (53.5%) either strongly agree or agree that they have come across these ads. About 25.9% are neutral, while 20.6% either disagree or strongly disagree. This means that most people have noticed Airtel promotions on social media, but some are unsure or haven't seen them.

Table No: 4.8 Airtel uses influencers and online campaigns effectively to engage audiences.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	12	20.7%
2.	Agree	19	32.8%
3.	Neutral	16	27.6%
4.	Disagree	8	13.8%
5.	Strongly Disagree	3	5.2%
6.	Total	58	100%

Graph No: 4.8

Airtel uses influencers and online campaigns effectively to engage audiences.

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree
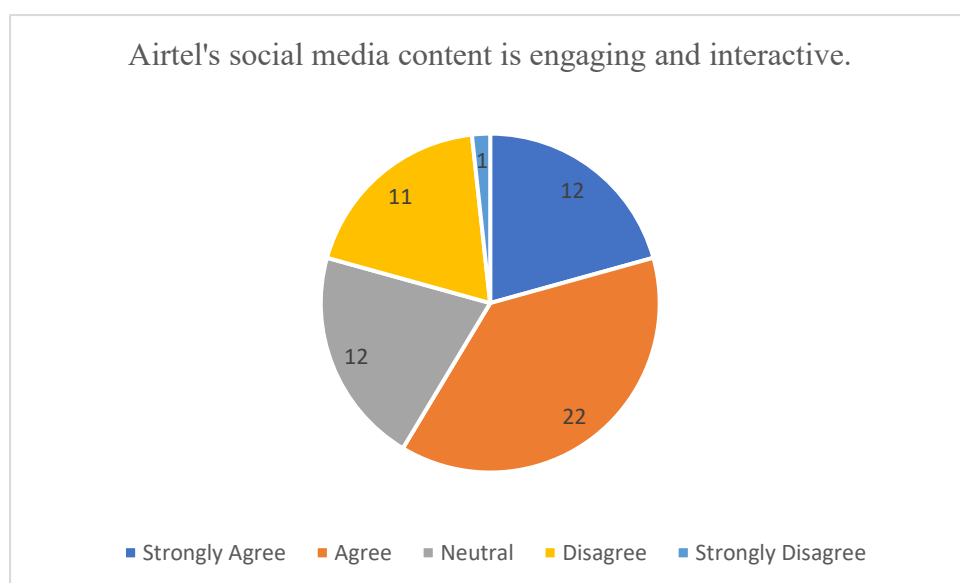
Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (53.5%) either strongly agree or agree that Airtel effectively engages audiences this way. About 27.6% are neutral, while 19% either disagree or strongly disagree. This suggests that most people believe Airtel's digital marketing is effective, but some are unsure or disagree.

Table No: 4.9 Airtel's social media content is engaging and interactive.

| NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	12	20.7%
2.	Agree	22	37.9%
3.	Neutral	12	20.7%
4.	Disagree	11	19%
5.	Strongly Disagree	1	1.7%
6.	Total	58	100%

Graph No: 4.9

Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (58.6%) either strongly agree or agree that it is engaging and interactive. About 20.7% are neutral, while 20.7% either disagree or strongly disagree. This suggests that most people find Airtel's social media content engaging, but some are unsure or do not agree.

Table No: 4.10 The contests, offers, and promotions on digital platforms keep me involved.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	11	19%
2.	Agree	25	43.1%
3.	Neutral	15	25.9%
4.	Disagree	5	8.6%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.10
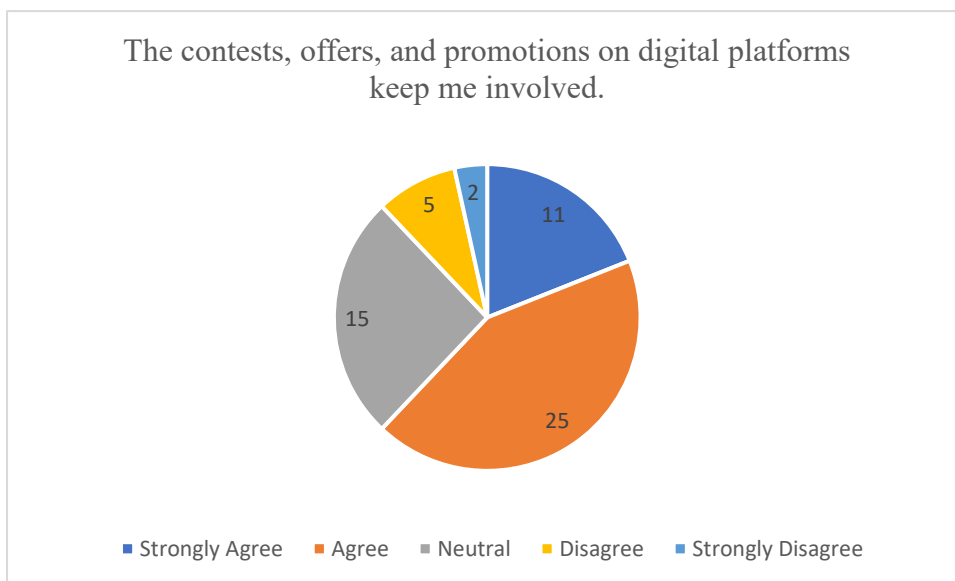
Interpretation: From the above table & graph it is clear that out of 58 respondents majority (62.1%) either strongly agree or agree that these keep them involved. About 25.9% are neutral, while 12% either disagree or strongly disagree. This suggests that most people find Airtel's digital promotions engaging, but some are unsure or not interested.

Table No: 4.11 I actively follow Airtel's updates through their app, social media, or website.

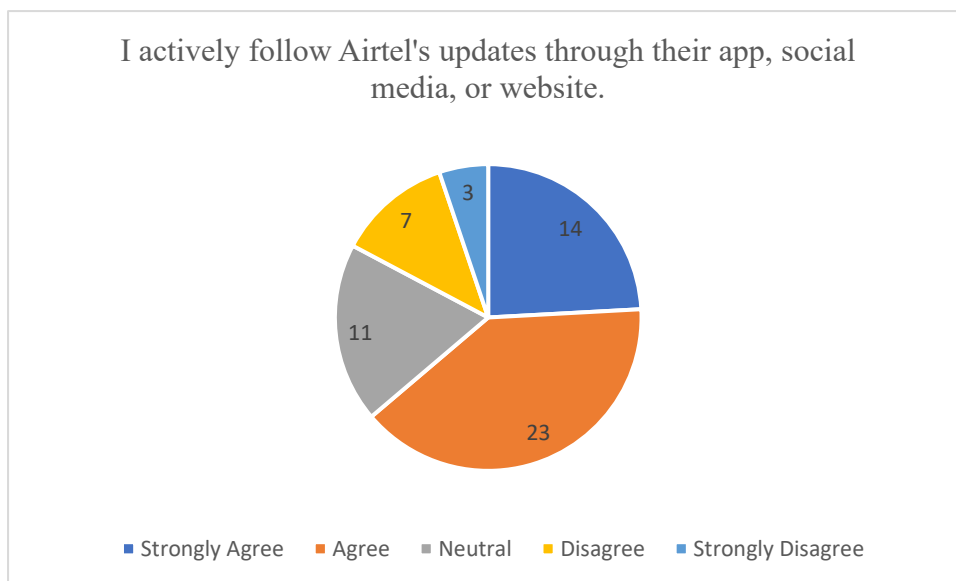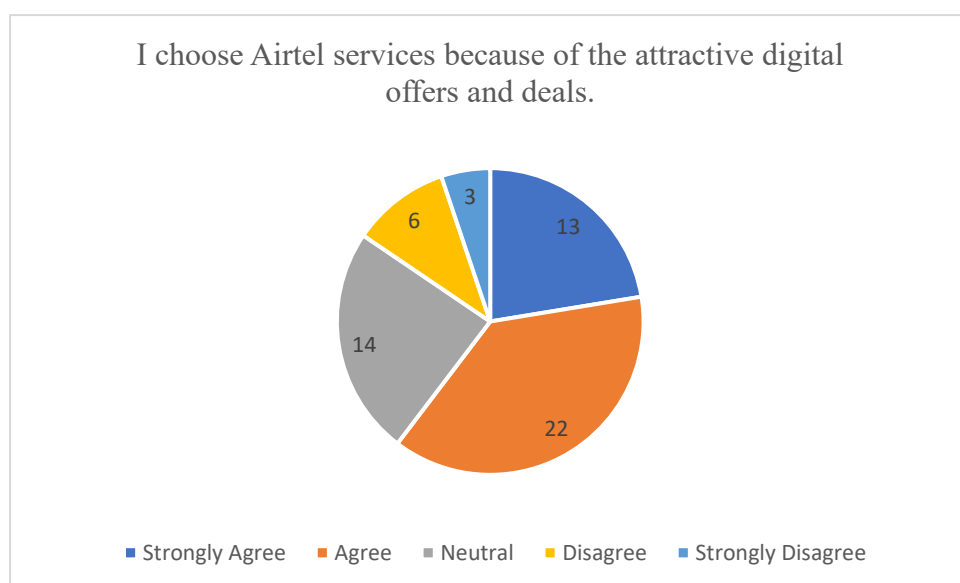| NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	14	24.1%
2.	Agree	23	39.7%
3.	Neutral	11	19%
4.	Disagree	7	12.1%
5.	Strongly Disagree	3	5.2%
6.	Total	58	100%

Graph No: 4.11

Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (63.8%) either strongly agree or agree that they keep up with Airtel's updates. About 19% are neutral, while 17.3% either disagree or strongly disagree. This suggests that most people actively follow Airtel's updates, but some are indifferent or uninterested.

Table No: 4.12 I choose Airtel services because of the attractive digital offers and deals.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	13	22.4%
2.	Agree	22	39.7%
3.	Neutral	14	24.1%
4.	Disagree	6	10.3%
5.	Strongly Disagree	3	5.2%
6.	Total	58	100%

Graph No: 4.12

I choose Airtel services because of the attractive digital offers and deals.

Strongly Agree · Agree · Neutral · Disagree · Strongly Disagree
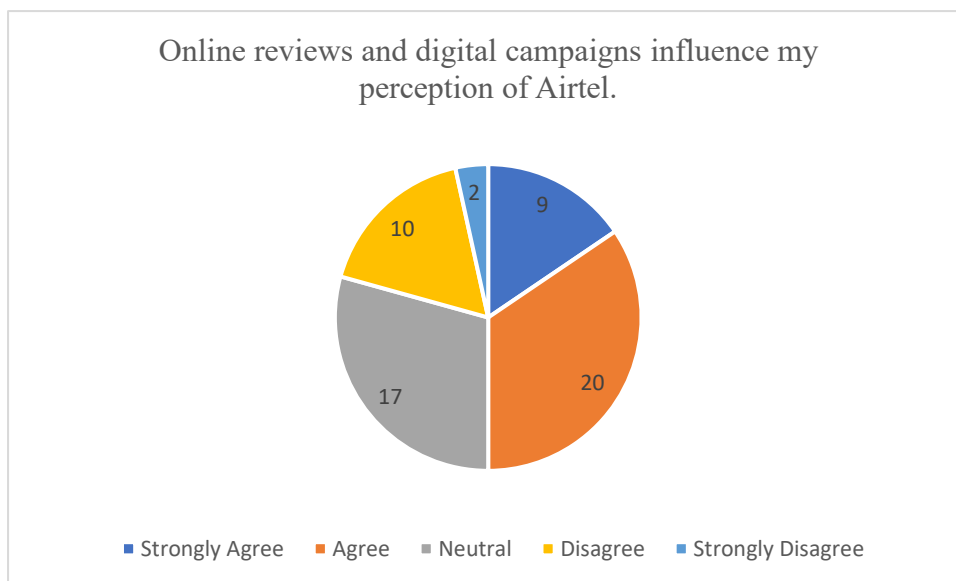
Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (62.1%) either strongly agree or agree that offers influence their choice. About 24.1% are neutral, while 15.5% either disagree or strongly disagree. This suggests that Airtel's digital offers play a key role in attracting customers, though some remain unsure or unaffected.

Table No: 4.13 Online reviews and digital campaigns influence my perception of Airtel.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	9	15.5%
2.	Agree	20	34.5%
3.	Neutral	17	29.3%
4.	Disagree	10	17.2%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.13

Online reviews and digital campaigns influence my perception of Airtel.

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree
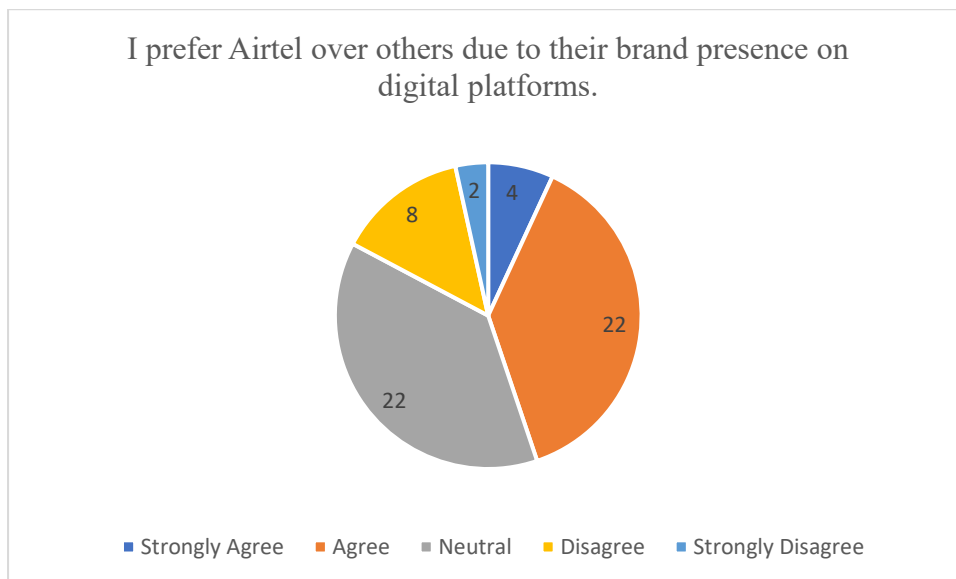
Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (50%) either strongly agree or agree that these factors affect their view. About 29.3% are neutral, while 20.6% either disagree or strongly disagree. This suggests that digital campaigns and reviews have a significant impact on many customers, though some remain undecided or unaffected.

Table No: 4.14 I prefer Airtel over others due to their brand presence on digital platforms.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	4	6.9%
2.	Agree	22	37.9%
3.	Neutral	22	37.9%
4.	Disagree	8	13.8%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.14

I prefer Airtel over others due to their brand presence on digital platforms.

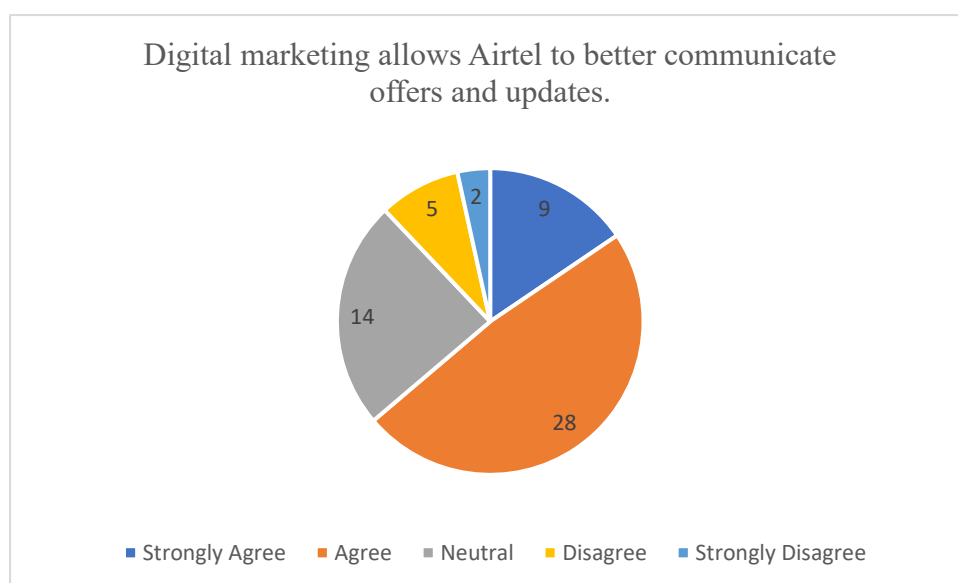■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

Interpretation: From the above table & graph it is clear that out of 58 respondents a total of 44.8% either strongly agree or agree, while 37.9% remain neutral. About 17.2% either disagree or strongly disagree. This suggests that while Airtel's digital presence impacts many customers, a significant portion remains undecided or unaffected.

Table No: 4.15 Digital marketing allows Airtel to better communicate offers and updates.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	9	15.5%
2.	Agree	28	48.3%
3.	Neutral	14	24.1%
4.	Disagree	5	8.6%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.15

Digital marketing allows Airtel to better communicate offers and updates.

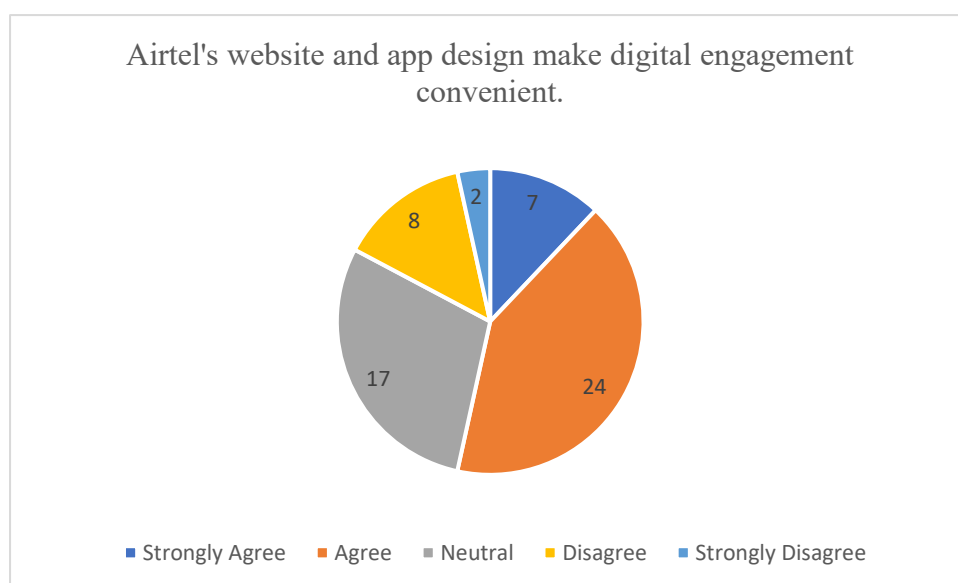Legend: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (63.8%) either strongly agree or agree, while 24.1% are neutral. About 12% either disagree or strongly disagree. This suggests that most people believe digital marketing improves Airtel's communication, though some remain unsure or disagree.

Table No: 4.16Airtel's website and app design make digital engagement convenient.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	7	12.1%
2.	Agree	24	41.4%
3.	Neutral	17	29.3%
4.	Disagree	8	13.8%
5.	Strongly Disagree	2	3.4%
6.	Total	58	100%

Graph No: 4.16

Airtel's website and app design make digital engagement convenient.
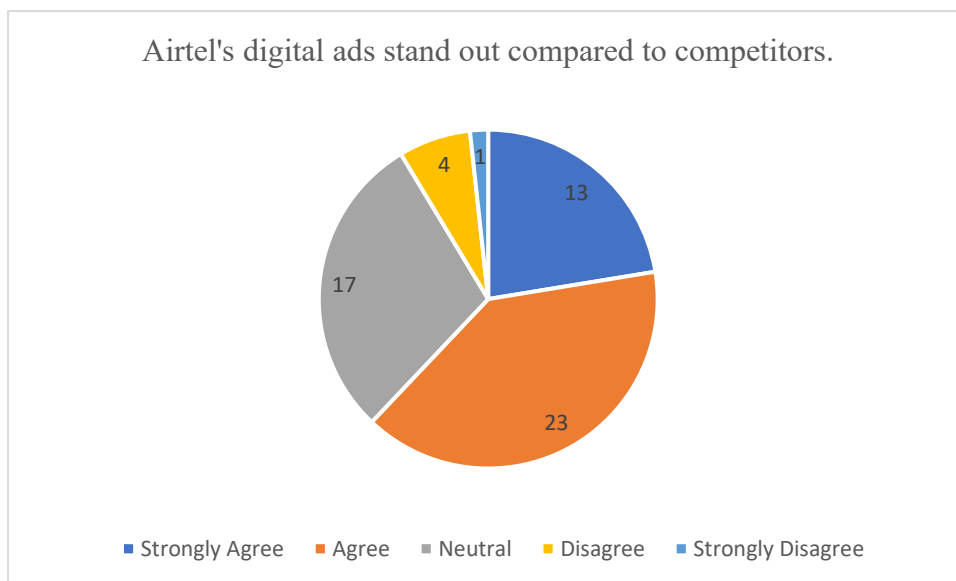
Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (53.5%) either strongly agree or agree, while 29.3% are neutral. About 17.2% either disagree or strongly disagree. This suggests that most people find Airtel's digital platforms user-friendly, though some are unsure or dissatisfied.

Table No: 4.17 Airtel's digital ads stand out compared to competitors.

NO	Particulars	No of responses	% of Responses
1.	Strongly Agree	13	22.4%
2.	Agree	23	39.7%
3.	Neutral	17	29.3%
4.	Disagree	4	6.9%
5.	Strongly Disagree	1	1.7%
6.	Total	58	100%

Graph No: 4.17

Interpretation: From the above table & graph it is clear that out of 58 respondents a majority (62.1%) either strongly agree or agree, while 29.3% are neutral. Only 8.6% either disagree or strongly disagree. This suggests that most people find Airtel's digital ads distinctive, though some remain unsure or unimpressed.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

1.Most of them (34.5%) are younger than 20 years.

2. Most of them (55.2%) are male, while 41.4% are female.

3. Most of them (51.7%) are students.

4. Most of them (34.5%) have used airtel for 1-3 years.

5.Most people (43.1%) use mobile services.

6.A majority (58.6%) either strongly agree or agree that they have seen these ads.

7. A majority (53.5%) either strongly agree or agree that they have come across these ads.

8. A majority (53.5%) either strongly agree or agree that airtel effectively engages audiences this way.

9. A majority (58.6%) either strongly agree or agree that it is engaging and interactive.

10. A majority (62.1%) either strongly agree or agree that these keep them involved.

11. A majority (63.8%) either strongly agree or agree that they keep up with airtel's updates.

12. A majority (62.1%) either strongly agree or agree that offers influence their choice.

13. A majority (50%) either strongly agree or agree that these factors affect their view.

14.A total of 44.8% either strongly agree or agree, while 37.9% remain neutral.

15. A majority (63.8%) either strongly agree or agree, while 24.1% are neutral.

16. A majority (53.5%) either strongly agree or agree, while 29.3% are neutral.

17.a majority (62.1%) either strongly agree or agree, while 29.3% are neutral.

5.2 Suggestions

1. Most respondents (62.1%) believe Airtel's digital ads stand out, while some remain neutral or unimpressed.

2. A majority (53.5%) find Airtel's website and app design convenient for digital engagement, though some are uncertain or dissatisfied.

3. Most people (63.8%) think digital marketing helps Airtel communicate offers effectively, but a few disagree.

4. While 44.8% prefer Airtel due to its digital presence, a significant portion remains neutral or unaffected.

5. Half of the respondents (50%) say online reviews and digital campaigns influence their perception of Airtel, while others are unsure or disagree.

6. A majority (62.1%) choose Airtel for its digital offers and deals, though some remain indifferent.

7. About 63.8% actively follow Airtel's updates online, but a small percentage does not engage with them.

8. Most respondents (62.1%) feel Airtel's digital promotions keep them involved, though some are unsure.

9. A majority (58.6%) find Airtel's social media content engaging, but a few disagree.

10. More than half (53.5%) believe Airtel effectively uses influencers and campaigns, while some are neutral or disagree.

11. Most respondents (53.5%) have come across Airtel promotions on social media, though some remain unaware.

12. A majority (58.6%) are aware of Airtel's digital advertisements, while 22.4% disagree.

5.3 Conclusion

A study was done on <u>A Study On Digital Marketing Strategies</u> (topic name)at the <u>AIRTEL</u>(company name), in relation with it a set of objectives have been framed like <u>Identify Effective Digital Marketing Channels</u> and <u>Examine Consumer Behavior in the Digital Era</u>(2 objectives) for which a set a questionnaire is being prepared and is forwarded to the respondents for the data collection with the help of the Google form by using the simple random sampling technique that comes under the probability sampling technique the data was collected successfully from <u>58</u>(respondents. The data collected was analyzed with the help of percentage analysis formula i.e. (no of respondents / total no of respondents * 100) which was analyzed with the help of bar graphs, pie charts, tables etc and a few findings like <u>Most of them (51.7%) are students</u>, <u>Most of them (34.5%) have used airtel for 1-3 years</u> and <u>Most people (43.1%) use mobile services</u>(any 2 or 3 findings) are identified and appropriate suggestions were given.

Bibliography

TEXT BOOK NAMES

Principles of Marketing: by Philip Kotler and Gary Armstrong.

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WEBSITES

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Annexure

• Age: ☐ Below 20 ☐ 21–30 ☐ 31–40 ☐ 41–50 ☐ 50+

• Gender: ☐ Male ☐ Female ☐ Other

• Occupation: ☐ Student ☐ Working Professional ☐ Business Owner ☐ Homemaker ☐ Others

• How long have you been an Airtel customer? ☐<1 year ☐ 1–3 years ☐ 4–6 years ☐>6 years

• Primary services used from Airtel: ☐ Mobile ☐ Broadband ☐ DTH ☐ Postpaid ☐ Others

• I am aware of Airtel's digital advertisements on social media platforms.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• I have come across Airtel promotions on YouTube, Instagram, Facebook, etc.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• Airtel uses influencers and online campaigns effectively to engage audiences.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• Airtel's social media content is engaging and interactive.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• The contests, offers, and promotions on digital platforms keep me involved.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• I actively follow Airtel's updates through their app, social media, or website.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• I choose Airtel services because of the attractive digital offers and deals.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• Online reviews and digital campaigns influence my perception of Airtel.

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

• I prefer Airtel over others due to their brand presence on digital platforms.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

• Digital marketing allows Airtel to better communicate offers and updates.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

• Airtel's website and app design make digital engagement convenient.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

• Airtel's digital ads stand out compared to competitors.

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree