



CASE STUDY AIRTEL

BHARTI AIRTEL LTD.

AIRTEL PAYMENTS BANK

- Use of USSD and IVR for transactions against conventional bank.
- Rural areas should be more focussed as Airtel has better reach in rural India over any telecom service.
- Accidental insurance is also accessible upto 1 Lakh



FOCUSSING ON RURAL STRATA & MARKETING

- Training the rural childrens using their enthusiasm to influence their family members
- Discounts & Insurance
- Nukkad Natak on significant weekdays
- Telling the customers about impact of the demonetization
- Using Digital India as a emotional tool





Thank You

By Deepanshu Jayswal