

The background features abstract geometric lines in orange and blue. These lines form various rectangular and L-shaped patterns, some of which are partially visible at the edges of the frame. The lines are thin and create a modern, architectural feel.

INDIAN TELECOM

BUSINESS MODEL

INTRODUCTION

- Telecom provides comprehensive communication services, including mobile voice and data, broadband internet, and digital TV.
- It has diverse customer base spanning **individual consumers, businesses and government entities**.
- To better serve this audience, telecom companies are **partnering with OTT providers** to provide enticing bundles that incorporate access to streaming media and other digital offerings.

India is the world's **second-largest** telecommunications market.

At the start of 2024, India had **751.5 million** internet users, with an internet penetration rate of **52.4 %**.

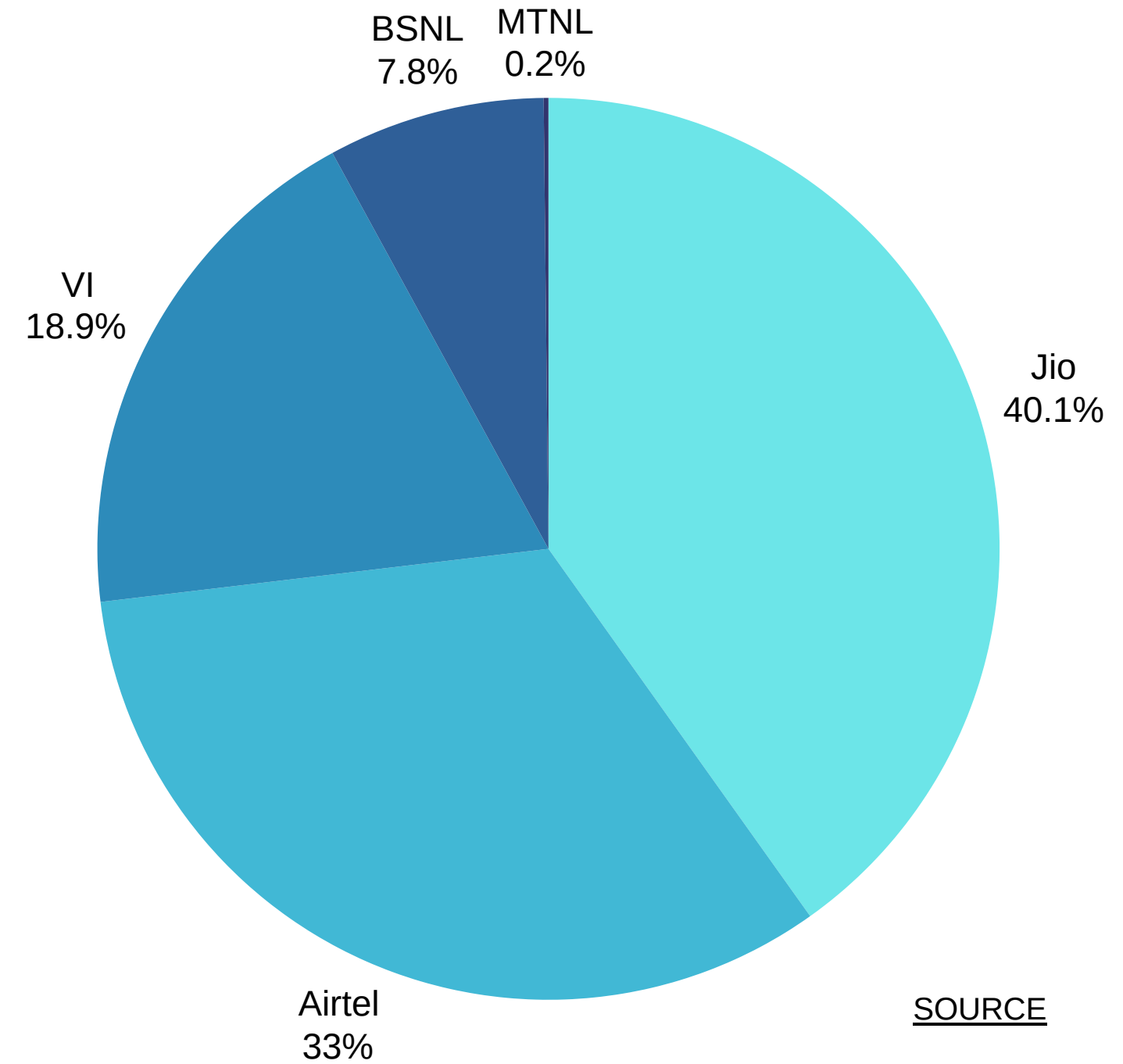
Gross revenue of the Telecom Sector stood at **Rs. 82,741 crore** in the second quarter of FY24.

Overall tele-density of **85.69%**, of which, the tele-density of the rural market is **59.19%** while the tele-density of the urban market is **133.72 %**.

INTRODUCTION

Revenue is primarily generated through subscription fees, supplemented by income from value-added services, advertisements, and enterprise solutions.

- The industry is highly competitive, with major players like **Reliance Jio, Airtel, and Vodafone Idea** engaging in aggressive pricing and marketing strategies to attract and retain customers.
- As of December 2023, the wireless subscriber base of Jio stood at 459.81 million, followed by Bharti Airtel (257.37 million), Vodafone Idea (127.28 million) and BSNL (21.28 million).



Market Share of Telecom Companies in India

1. RELIANCE JIO

Jio, an Indian telecommunications company and a subsidiary of Jio Platforms, provides 5G, 4G, and 4G+ services across India, with 5G coverage extending to nearly the entire country. Additionally, its 6G service is currently under development.

MISSION

The nation is spanned by a network that weaves threads of connection, empowering even the most remote communities to thrive in the digital age. Bringing people closer, one click at a time, is a dedicated mission.

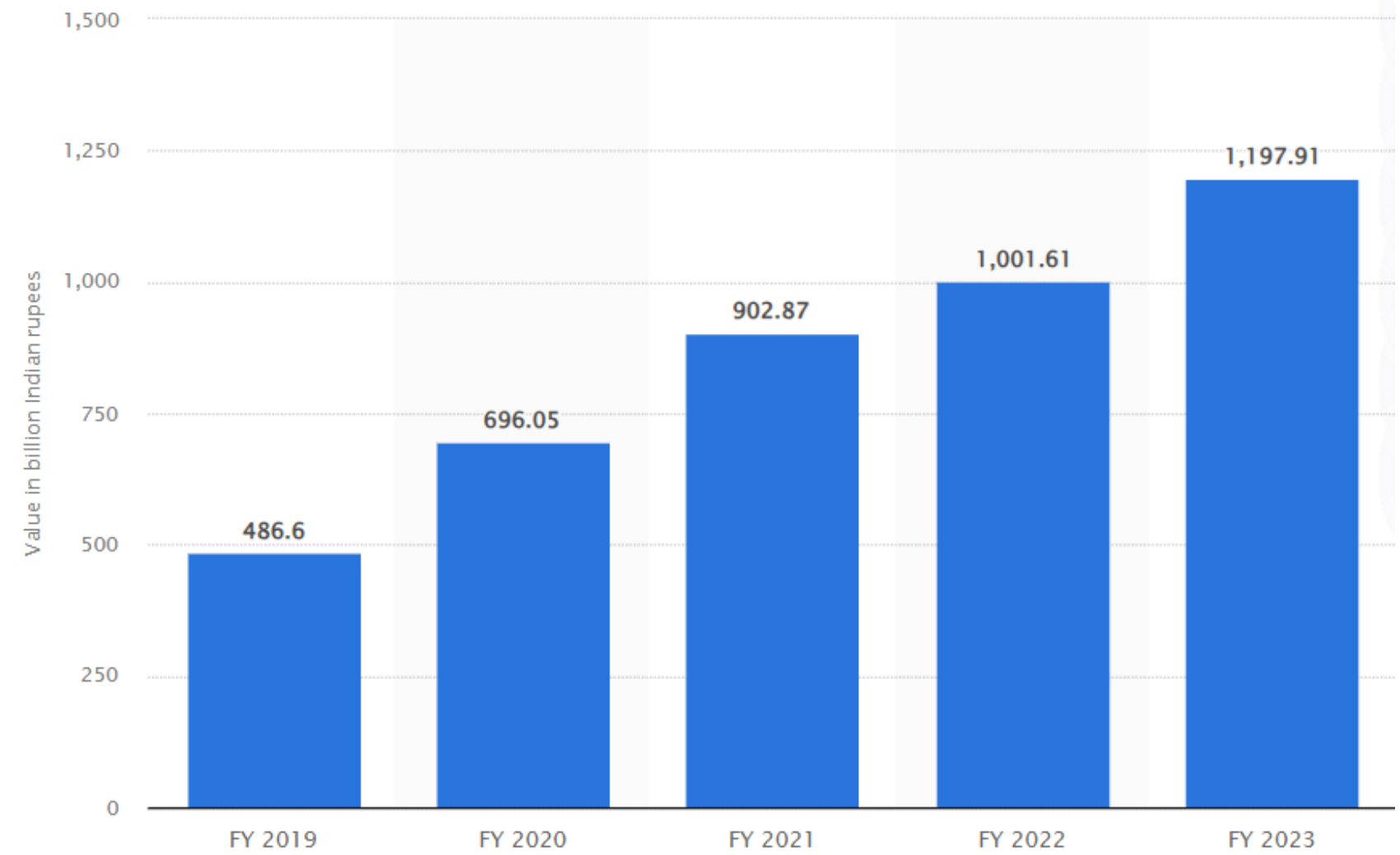
VISION

To transform India through the power of the digital revolution by connecting everyone and everything, everywhere, with the highest quality and most affordable prices.

Launched
in 2016

Total
Subscribers
470.9
million

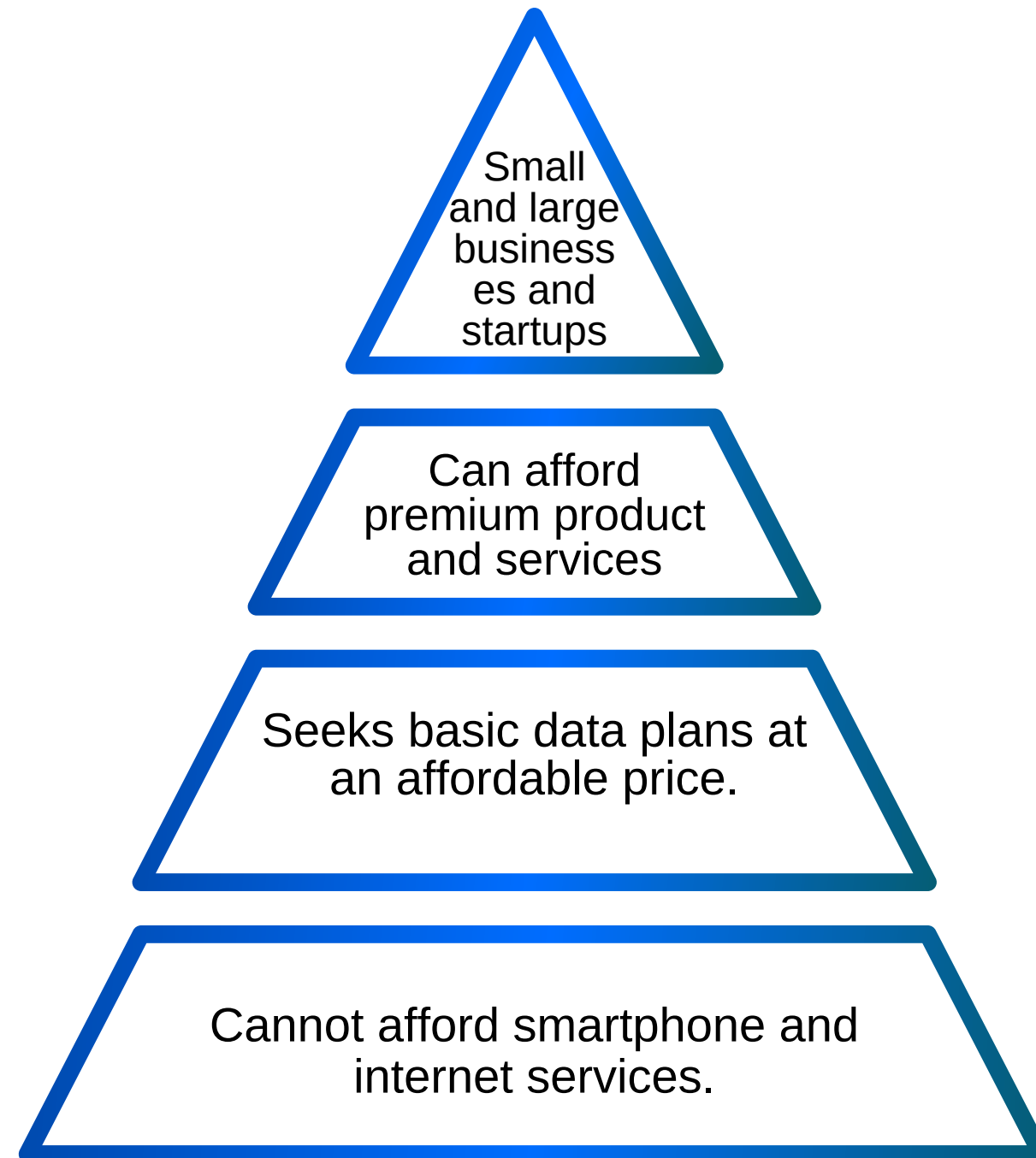
Market
share
40.15%



Revenue of Reliance JIO from FY 2019-23

1. RELIANCE JIO

TARGET CONSUMERS



MOST POTENTIAL SERVICES

JIOBusiness

JIO Fiber, Air FIBER, Postpaid

Prepaid, JIO Router

Free sim cards, JIO feature phone and data plans at very affordable prices

1. RELIANCE JIO

SERVICES

- Prepaid
- Postpaid
- Port to Jio
- International roaming
- eSIM
- WiFi calling
- 5G Network
- JIO FIBER
- AIRFIBER
- JIOBusiness

MAJOR PARTNERSHIPS

- **GOOGLE CLOUD:** Jio and Google Cloud collaborated on powering 5G in enterprise and consumer segments across India.
- **BSNL:** Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode.
- **SAMSUNG :** Jio announced a partnership with Samsung to work on LTE – Advanced Pro and 5G
- **CISCO:** Jio partnered with Cisco Systems for 5G deployment.
- **HFCL:** Jio announced partnership with HFCL to deploy Fiber-optic communication to support the rollout of FTTx services.
- **NOKIA & ERICSSON :** Jio contracted with Nokia & Ericsson for supplying standalone 5G network equipment.

VALUE PROPOSITION

- Provides high speed internet at extremely affordable prices.
- Provides other complimentary services like subscription of various JIO platforms like JIO cinema ,JIO TV ,installation of set top boxes etc.

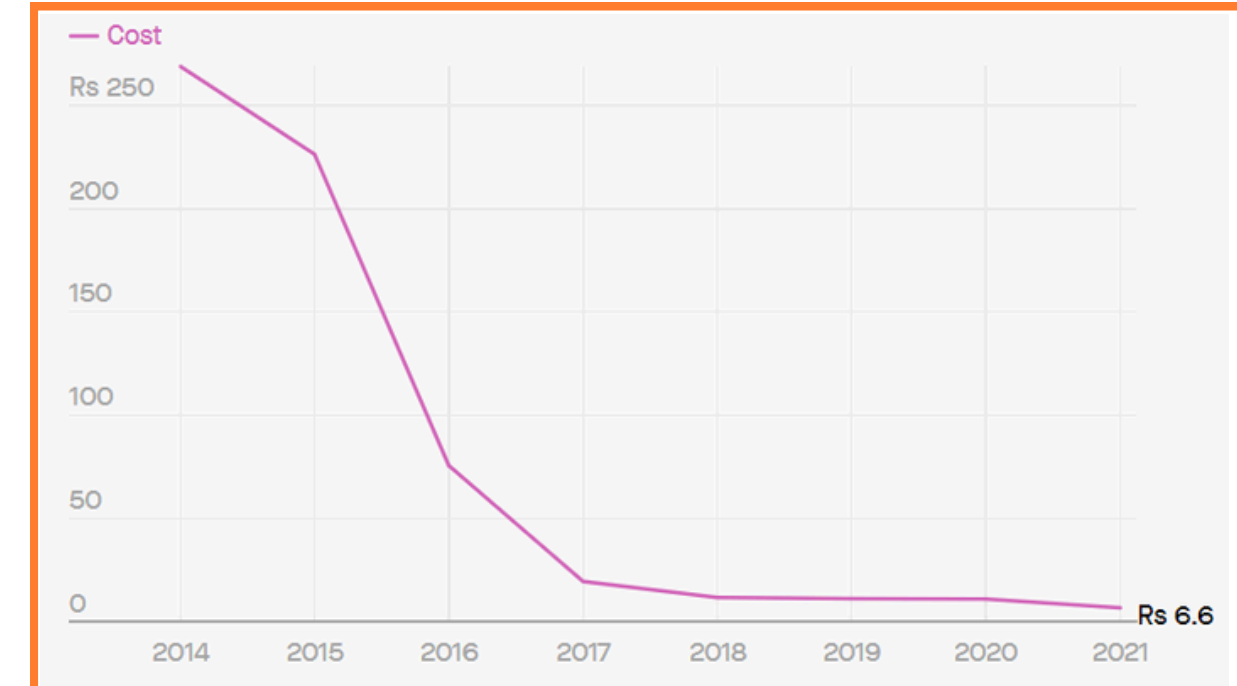
REVENUE STREAMS

- Voice service, data service
- Value added services (like OTT ,music streaming platforms etc.)
- Hardware sales(Jio router, Jio fibre etc.
- Partnerships

1. RELIANCE JIO

HOW JIO ACQUIRED CUSTOMERS (DURING LAUNCH)

- **Targeting the bottom of the pyramid (people who cannot afford smartphones and internet):** Providing JIO 4G feature phones at very affordable prices with free unlimited calling and SMS along with 500 MB data.
- **Higher penetration:** Jio has approximately 5.32 lakh 4G LTE network base stations and covers more than 95% of India's population.
- **Free SIM distribution:** During its launch, Jio distributed free SIM cards as a strategy to enhance its customer base. In some cases, Jio even provided multiple SIM cards per Aadhaar card to maximize its reach and attract more users.
- **Free services for the initial 6 months:** The company offered free data and voice services until 31 December, which was extended until 31 March 2017.
- **Pricing strategy:** Before Jio's entry, the cost of 1GB of mobile data in India was 225 rupees (\$3). But Jio backed by the financial strength of its parent company Reliance Industries, reduced operational expenses from focusing solely on 4G services (rather than focusing on 2G or 3G), and favorable regulatory decisions, made internet access extremely affordable.



The declining cost of 1GB of data in India over the years

KEY RESOURCES

- Data centers and cloud integration
- Electromagnetic spectrum
- Transmission networks

Within a month of its launch, Jio had acquired 1.6 crore (16 million) subscribers.

1. RELIANCE JIO

HOW JIO RETAINED ITS CUSTOMERS

- **Habitation:** After Jio's free services ended, users sought affordable 4G data options as they were accustomed to 4G but couldn't afford high costs. Jio introduced budget-friendly data plans to retain these users, allowing them to continue using Jio's services.

- **New Products and Services:** In August 2019 , JioFiber was officially launched

In March 2021 , JioBusiness was launched

In August 2023 , JioAirFiber was launched
and many more

These new products and services attract new users while also compelling existing users to remain with Jio.

- **Complimentary Services:** Jio offers various perks, such as subscriptions to Jio Cinema, Jio TV, and other services with certain data plans, free set-top box with JioFiber. These incentives encourage users to continue using Jio, as they benefit from multiple services.

JIO ECOSYSTEM

Along with providing subscriptions and other free services, JIO has also introduced various feature phones, smartphones, VR headset, USB camera, Game controller and many more devices.

AIM

To create a JIO ecosystem around users so that they get deeply accustomed with it and continue using JIO products in one or another form.

2. VODAFONE IDEA

Vodafone Idea or Vi is an all-India integrated GSM (Global System for Mobile Communications) operator offering 2G, 3G, 4G, LTE Advanced, VoLTE and VoWiFi service.

MISSION

To create a just and sustainable world by harnessing the collective power of activists, organisations, excluded groups, communities and social movements, to challenge existing power structures and ensure that the internet is developed and governed as a global public good.

VISION

Create world class digital experiences to connect and inspire every Indian to build a better tomorrow.

Total
Subscribers
219.8
million

Market
share
18.9%



Revenue of Vodafone Idea from FY 2017-23

2. VODAFONE IDEA

- On 30 August 2018, **National Company Law Tribunal** gave the final nod to the Vodafone-Idea merger.
- It was completed on 31 August 2018 and the new entity was named Vodafone Idea Limited
- In 2020, the two separate brands Vodafone and Idea **rebranded as Vi** to deal with falling market shares and revenues.

Reasons For Vodafone Idea Merger:

1. The main reason for the Vodafone-Idea merger is to **handel the rising dominance of Reliance Jio** in the Telecom industry.
2. **Free services from the Jio** started the price war between the companies in the telecom sector(as it in an oligopoly market structure).
3. As a result in case of a price war, merger brings confidence in companies with synergy benefits.
4. The combined entity of Vodafone and Idea was expected to hold a strong position in the industry. So, a **joined company can focus on being the service provider in pan India.**

2. VODAFONE IDEA

Customer Segments

Individual Consumers

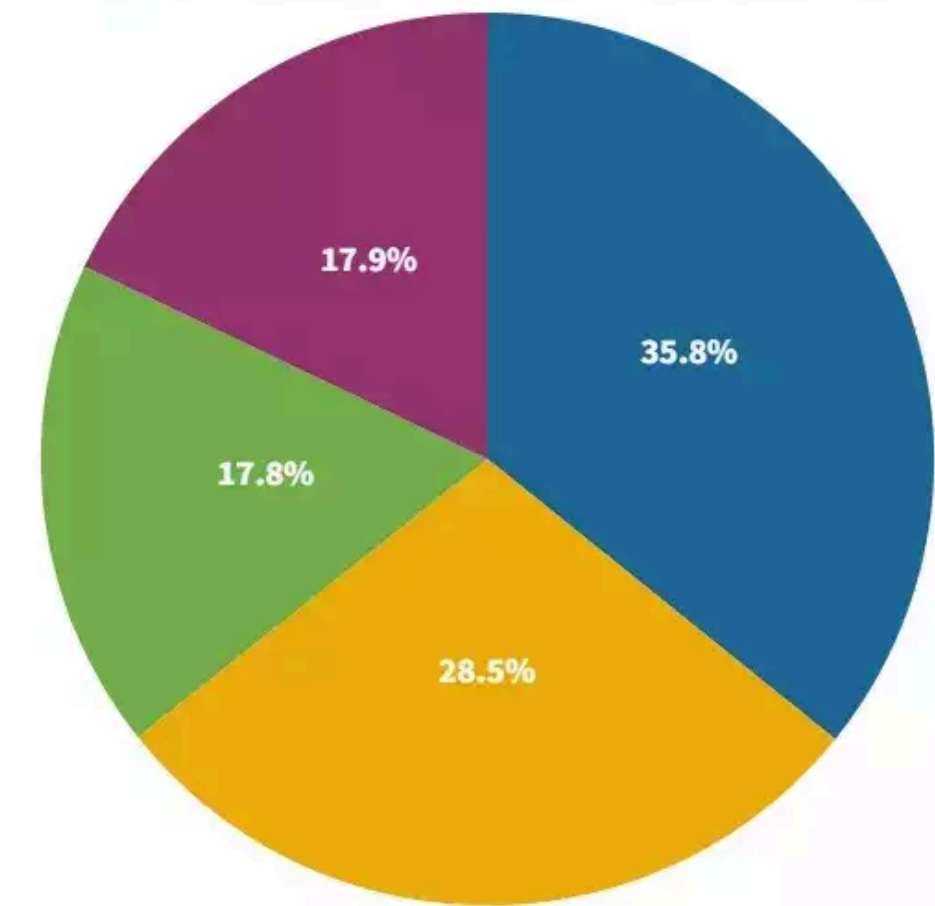
Targeted with prepaid and postpaid mobile plans, broadband services and entertainment packages.

Enterprise Customers

Offers tailored solutions like cloud services, IoT and enterprise mobility solutions

On 3 February 2023, the Government of India ordered the company to convert its interest dues worth 161.33 billion Indian Rupees (\$1.96 billion) to equity at the rate of 10 rupees per share face value (well over then market value ~8.5), thus **making the government the single biggest shareholder** in the company

Government Vodafone Plc Aditya Birla Group Others



Shareholders of Vodafone Idea

2. VODAFONE IDEA

SERVICES

- Prepaid
- Postpaid
- Self KYC
- GIGAnet
- eSim
- WiFi Calling
- 5G
- Family Plans
- VI Business
- OTT Bundled Plans

MAJOR PARTNERSHIPS

- **Nokia & Ericsson:** To upgrade its 4G network and including preliminary 5G agreements as well
- **Google RCS and Dotgo:** Collaborated to offer Rich Communication Services (RCS) through Dotgo's MaaP solution, enhancing business messaging capabilities
- **Nazara Technologies:** To enter the mobile gaming segment through the Vi Games application
- **Truecaller:** To make communication with consumers more trusted, safe, and reliable

VALUE PROPOSITION

- Provides high speed internet and digital solutions
- Offers like Vi Business solutions support the growing needs of business customers

REVENUE STREAMS

- Voice and Data Service
- OTT Platforms
- Business Customers

3. AIRTEL

Airtel is a leading Indian telecom provider offering 2G, 3G, 4G, 5G, LTE Advanced, VoLTE, and VoWiFi services nationwide.

MISSION

Hunger to win customers for life

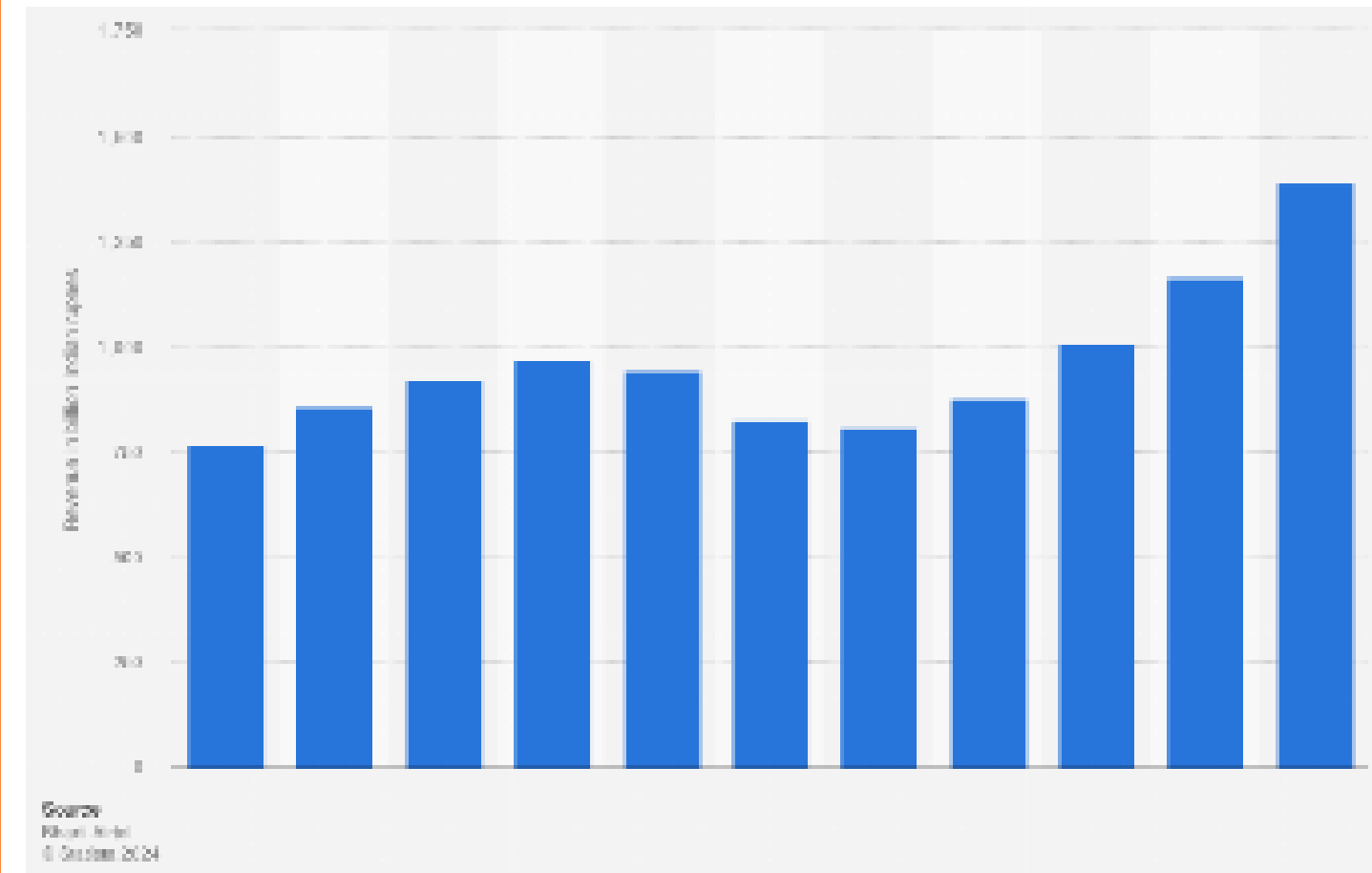
VISION

Our vision is to enrich the lives of our customers. Our obsession is to win customers for life through an exceptional experience

Launched
in 1995

Total
Subscribers
257.37
million

Market
share
33%



Revenue of AIRTEL from FY 2013-23

3. AIRTEL

DIFFERENT DIVISIONS

Airtel Mobile Services:

Airtel offers extensive mobile services including prepaid options with recharge offers and family packs, and postpaid plans with customizable features. Additional perks like high-speed internet, voicemail.

Airtel Broadband and Internet Services:

Airtel provides high-speed 4G home internet, broadband connections, and devices like Dongles and routers across 87 cities in India, catering to residential and business needs.

Airtel Digital TV (DTV):

Airtel Digital TV delivers premium entertainment with over 540 HD channels and recording options through Airtel TV, ensuring a rich viewing experience for subscribers.

Airtel Business Solutions:

Airtel offers essential IT services such as secure data centers, network integration for seamless connectivity, and tower infrastructure management, supporting businesses, governments, and carriers in their telecom operations.

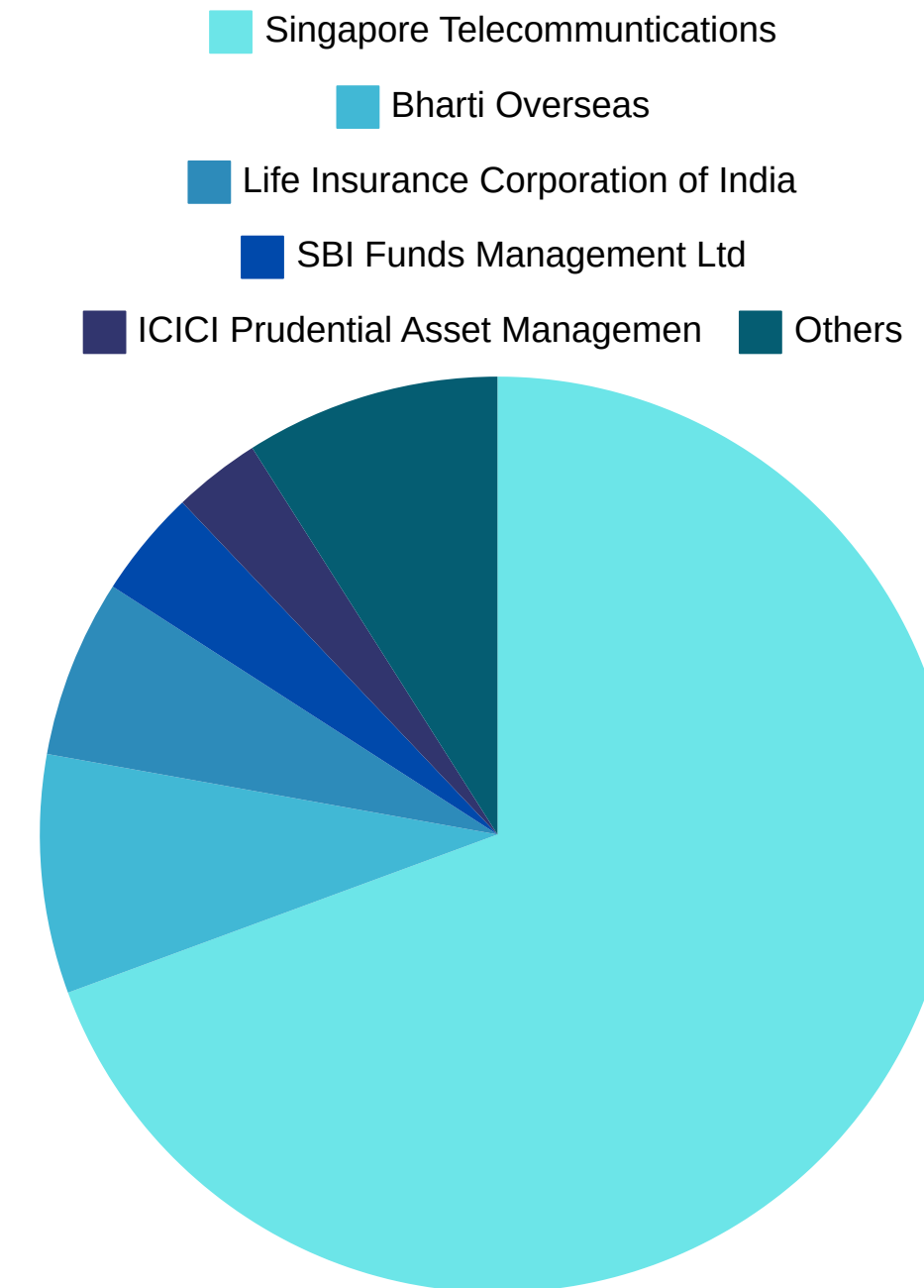
3. AIRTEL

Customer Targeting Solutions

Airtel employs advanced data analytics and AI for targeted customer solutions, tailoring offers to individual preferences. This approach enhances user satisfaction by delivering personalized services and promotions, fostering deeper engagement and loyalty across its diverse customer base

Product Features:

- Airtel offers robust 4G LTE and VoLTE networks for fast and reliable internet and voice services.
- Airtel provides a seamless experience with mobile, broadband, DTH TV, and digital content streaming through Airtel Xstream.
- Customers enjoy exclusive benefits, rewards, and discounts through the Airtel Thanks program.
- Facilitates digital transactions, savings accounts, and bill payments through a secure and convenient platform.



Shareholders of Airtel

3. AIRTEL

SERVICES

- Prepaid
- Postpaid
- Broadband Internet
- DTH TV Services
- eSim
- International Roaming
- Airtel Payments Bank
- Airtel Xstream
- Airtel Thanks App
- IoT (Internet of Things) Solution

MAJOR PARTNERSHIPS

- **Partnership with AWS:** Airtel collaborates with Amazon Web Services to deliver cloud solutions and enhance digital capabilities for enterprise customers.
- **Google Cloud Partnership:** A strategic alliance to leverage Google Cloud's technologies for enabling scalable and secure digital services.
- **Netflix Collaboration:** Airtel partners with Netflix to integrate the streaming platform into Airtel's digital content offerings, enhancing customer entertainment options.
- **Cisco Partnership:** Collaborates with Cisco to enhance Airtel's network infrastructure and cybersecurity capabilities, ensuring robust and reliable connectivity services.

VALUE PROPOSITION

- Reliable nationwide coverage with high-speed 4G, LTE, VoLTE, and VoWiFi.
- Integrated services including mobile, broadband, TV, and streaming content.

REVENUE STREAMS

- Mobile Services
- Broadband Internet Services
- DTH TV Services
- Airtel Payments Bank

CONCLUSION

- Jio dominates subscriber growth, Airtel excels in service quality, and Vodafone faces financial instability.
- Airtel and Jio offer diverse services, while Vodafone struggles to expand digital and broadband offerings.
- Jio's financial health is strong due to innovation; Airtel remains stable, while Vodafone deals with significant debt.
- Airtel offers superior network coverage, Jio provides competitive speeds, and Vodafone needs infrastructure improvements.
- Jio's affordable plans attract users, Airtel's quality service retains loyalty, and Vodafone's customer satisfaction is mixed.

Airtel excels in service quality, diverse offerings, and robust network coverage, maintaining stability and high customer satisfaction in a competitive market.

Jio leads in subscriber growth with innovative, affordable plans and strong financial health, significantly impacting India's telecom market dynamics.

Vodafone Idea struggles with financial instability and infrastructure issues, lagging behind competitors in subscriber growth and service diversification.

The background features several overlapping rectangles in blue and orange. A large orange rectangle is centered behind the text. Other blue and orange rectangles are positioned around the edges, some overlapping each other and the central orange rectangle. The text "THANK YOU" is centered in a bold, black, sans-serif font.

THANK YOU