**Focus group interpretation**

**Internet**

Jio has reduced the cost of internet services, earlier which was 1GB per month now at the same cost its 1.5GB per day . It has facilitated the digital transactions and increased use of digital wallets due to its low cost internet services but jio has spectrum only for 4G Network which doesn’t have very good signal strength inside closed houses or rooms, this is where Airtel, Vodafone and idea have an edge because they have 2G and 3G spectrums as well.

Jio has revolutionized mobile TV market with its JIO TV app which is way better than Airtel TV app by Airtel.

**Impact after launch of JIO/ Price War ( GAP ANALYSIS)**

The prices has reduced drastically, also they offer cashback on recharge with other facilities. No one knew about TV on phone before as 4G was very costly and there were no application for TV and Music Streaming. But now JIO is not only Telecom Company, it is Technology Company that offer various platform such JIO TV, MUSIC, PAY etc. This has changed whole telecom industry and people have started expecting more due to increase in data offering.

The price of 1 GB was very high but we consume 1 GB per day now.

There are problem with their voice services due to unavailability of 2G and 3 G band whereas other service provider are have all bands in their kitty.