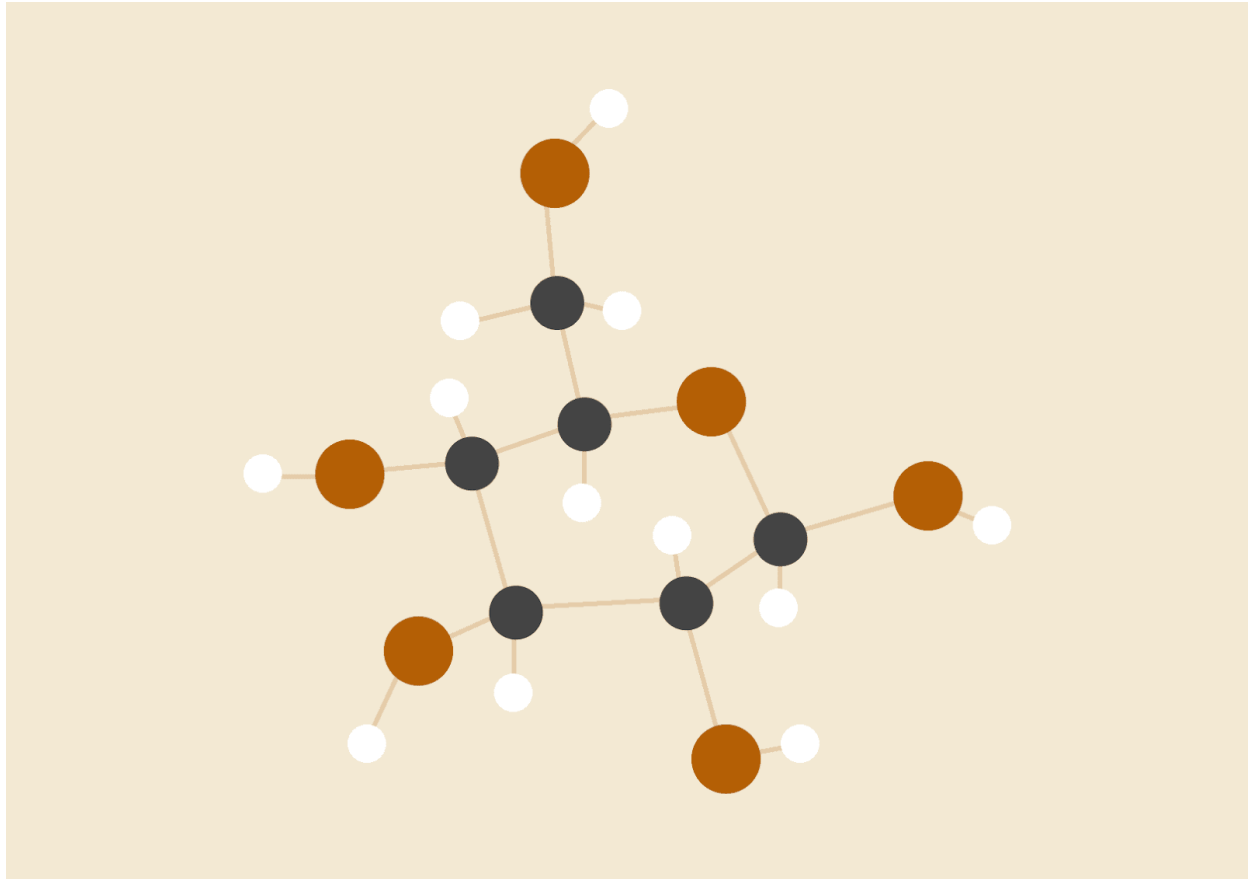


# Feasibility Study On India

*–Low Cost wins!*



**Rajan Verma**

23.03.2025  
MAS WES 269 , HW-2

INTRODUCTION

Telecom costs are one of the lowest in the world. With razor thin margins lot of consolidation has happened in the Telecom sector in India in last 5 6 years. Actually India has seen many telecom players folding up their businesses. India allocates the spectrum and in India's case it has been the winner often times turns out to be the loser since they are never able to recover the spectrum costs. Anyhow the customer is the winner. There were 2 competitors Airtel and Reliance Jio but with wider options and integration of add on services I picked Out winner - Reliance Jio \_ Post paid Plan.

## Key Points about Reliance Jio Services:

- 99.5 % percent population is covered.
- Over 80% of geographical area is covered.
- 2G Sunset Timeline: Jio doesn't support 2G,3G which could impact legacy devices
- Jio IoT Platform Features: Detailed capabilities of Jio's IoT management console
- API Integration Options: Available APIs for device management and data access
- Security Features: Encryption, access controls, and security compliance
- KYC Documentation Details: Specific documents required for enterprise IoT deployments
- TRAI Compliant
- Account Setup Time: Expected timeframe for enterprise account creation (2-3 weeks)
- SIM Procurement Lead Time: Time required from order to delivery (typically 1-2 weeks)

## Analysis :

Parameter	Reliance Jio- Prepaid	Reliance Jio - Postpaid
Sim Cost	Free	Free
Activation Fees	Zero	Zero
6 Month Plan	4Usd (per month)X6=24	5Usd (per month)X6=30
Limits on Data	Fair usage policy applies (e.g., 1.5 GB/day for basic plans).	30 GB Data, thereafter Rs 10/GB
Total Cost for 1000 connections	USD 24000	USD 30000


Reliance Jio - Postpaid - the Winner due to higher data with marginally higher cost.


✕

₹349

INDIVIDUAL PLAN

Subscriptions

JioTV

JioAI Cloud

Details

TRUE5G

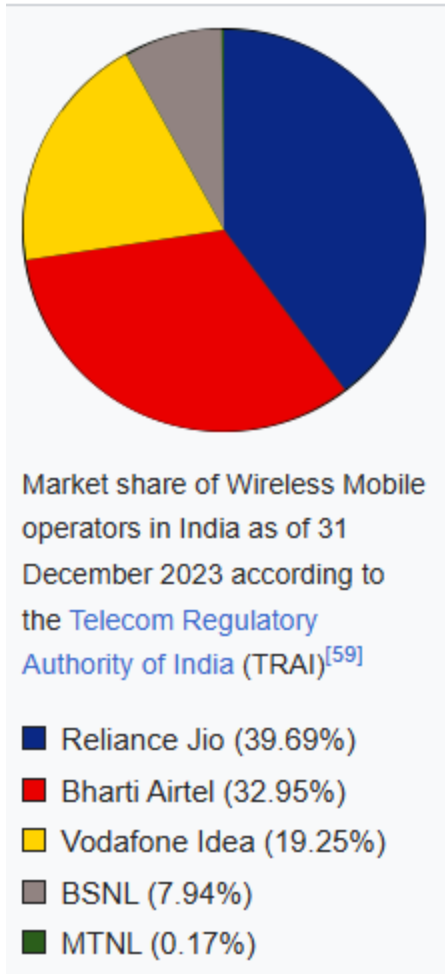
Plan Rental	Rs 349
Plan validity	Bill cycle
Total Data	30 GB Data, thereafter Rs 10/GB
Add-on Family SIMs	NA
Family SIM Data	NA
Voice Call	Unlimited

Get Now

## DATA for Indias Telecom Market:

### Highlights of Telecom Subscription Data as on 31<sup>st</sup> December, 2024

Particulars	Wireless	Wireline	Total (Wireless+ Wireline)
<b>Broadband Subscribers</b> (Million)	<b>903.78</b>	<b>41.19</b>	<b>944.96</b>
<b>Urban Telephone Subscribers</b> (Million)	<b>627.08</b>	<b>36.29</b>	<b>663.37</b>
Net Addition in December, 2024 (Million)	2.75	0.74	3.50
Monthly Growth Rate	0.44%	2.09%	0.53%
<b>Rural Telephone Subscribers</b> (Million)	<b>523.58</b>	<b>2.98</b>	<b>526.56</b>
Net Addition in December, 2024 (Million)	-0.74	0.03	-0.72
Monthly Growth Rate	-0.14%	0.85%	-0.14%
<b>Total Telephone Subscribers</b> (Million)	<b>1150.66</b>	<b>39.27</b>	<b>1189.92</b>
Net Addition in December, 2024 (Million)	2.01	0.77	2.78
Monthly Growth Rate	0.17%	1.99%	0.23%
<b>Overall Tele-density*(%)</b>	<b>81.67%</b>	<b>2.79%</b>	<b>84.45%</b>
Urban Tele-density*(%)	124.31%	7.19%	131.50%
Rural Tele-density*(%)	57.89%	0.33%	58.22%
Share of Urban Subscribers	54.50%	92.42%	55.75%
Share of Rural Subscribers	45.50%	7.58%	44.25%



## CONCLUSION

Reliance Jio - Post paid is chosen for a good balance of Services, Quality, features and data and roaming services. Though there was flip side that 2G and 3G was not covered by Jio so if the team works in cities Reliance Jio works if they want to travel to rural areas with 3G or 2G coverage we need to reconsider our decision.

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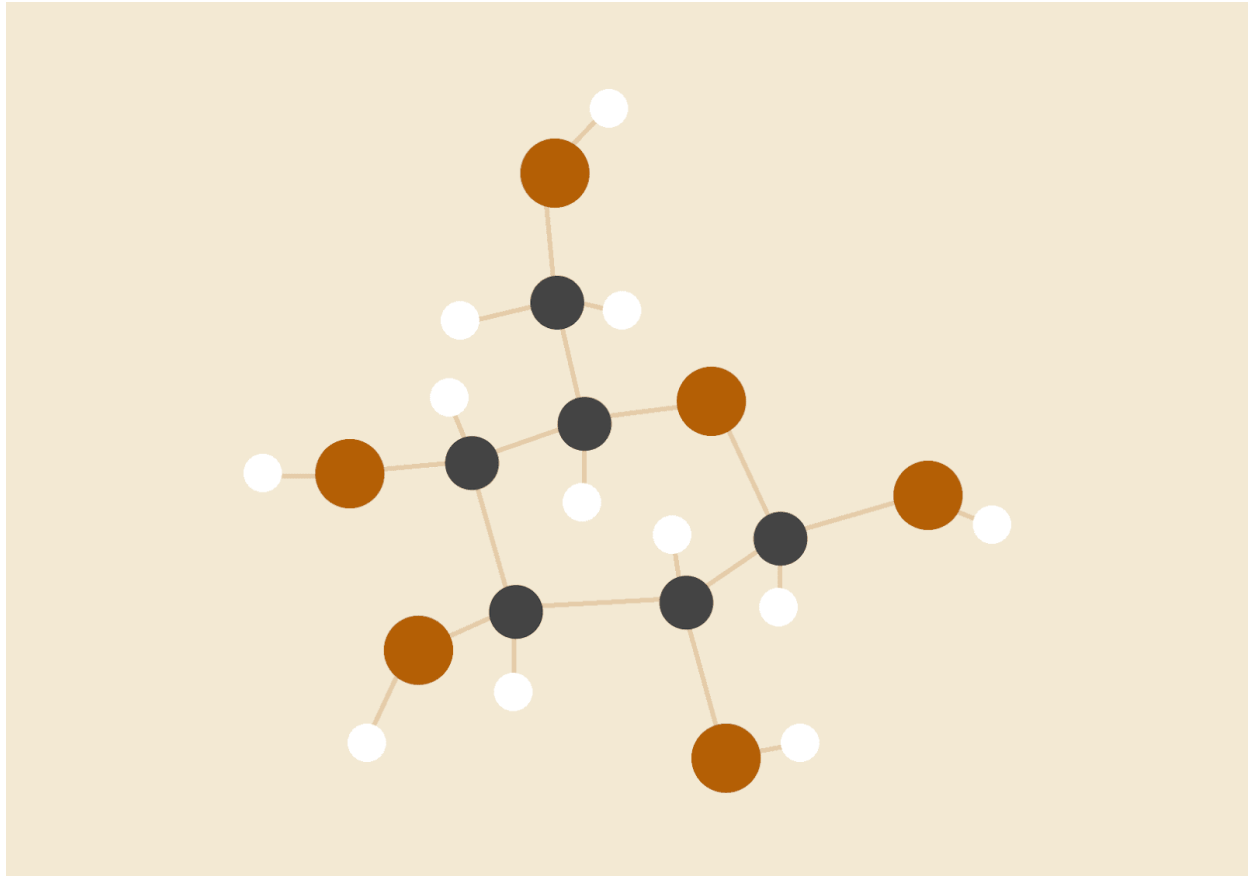
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# Feasibility Study On UK

*–Low Cost wins!*



**Rajan Verma**

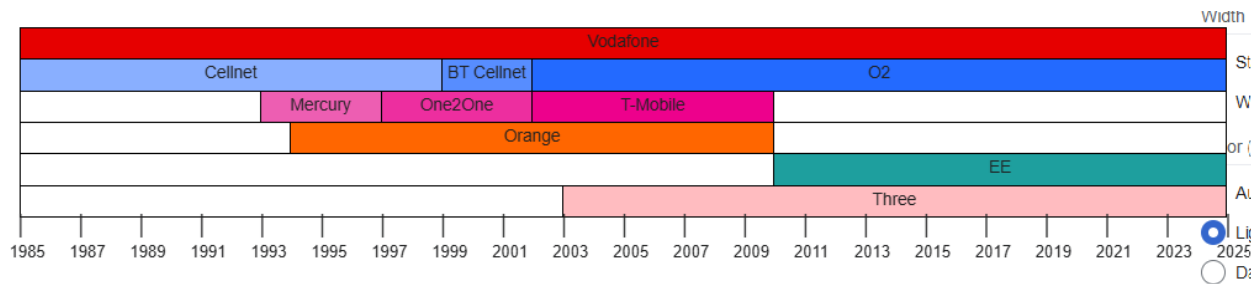
23.03.2025  
MAS WES 269 , HW-2

## INTRODUCTION

The UK telecommunications market is a mature and highly consolidated landscape dominated by four major Mobile Network Operators (MNOs): BT/EE, Vodafone, O2, and Three, complemented by numerous Mobile Virtual Network Operators (MVNOs). Valued at approximately £39 billion annually, the sector faces intense price competition and declining traditional revenue streams, offset by data growth.

With 92% smartphone penetration, UK consumers prioritize network reliability, value for money, and data allowance, showing a trend towards 24-month contracts and digital-first engagement. Regulatory oversight by Ofcom ensures consumer protection and open market principles, while technological advancements like 5G, IoT growth, and network virtualization drive market dynamics. The market faces challenges in rural coverage. Compared to India this telecom market is not cheap at all! When I researched cost differences were huge and thats why I went with a cheaper provider taht is GifdfGaff which is MNO but I save alsmoste half the money over Vodafone. So before we jump into the winner details and comparison here is history of UK telecom sector and providers.

History of UK Telecom Providers:



Comparison between 2 choices:

Parameter	GiffGaff	Vodafone
Sim Cost	Free	Free
Activation Fees	Zero	Zero
6 Month Plan	62.2	156
Limits on Data	20GB per month	1Gb daily then , throttled at 2Mbps
Total Cost for 1000 connections	62200	1,56000

GiffGaff (operating on O2 network)- the Winner due to cheaper cost and great coverage.

## Key Points:

- 99% percent population is covered.
- Over 70% of geographical area is covered.
- 2G Sunset Timeline: 2033
- 3G Sunset Timeline : 2025
- IoT Platform Features: Not Supported.
- API Integration Options: Not Supported
- Security Features: emphasizes account security with features like two-step verification, strong password requirements, and fraud prevention measures. However, it lacks enterprise-grade security features like encryption for IoT data
- Account Setup Time: 1-2 Days
- SIM Procurement Lead Time: 1-2 Days

### Monthly rolling plans

👍 Hassle free plans that renew monthly

🔄 Switch your plan each month

📶 5G speeds at no extra cost

**20 GB**

data

**£10**

per month

✓ Hassle free plans that renew monthly

✓ Switch your plan each month

#### Plan highlights

📞 Unlimited UK calls and texts

✈️ EU roaming included up to 5 GB

📱 Keep your number

📶 5G speeds at no extra cost

[View full plan details](#)

## CONCLUSION

Giffgaff stands out as a winner in the UK telecom market due to its unique customer-centric approach and flexible offerings. As an MVNO operating on the O2 network, Giffgaff provides excellent coverage and competitive pricing without long-term contracts, appealing to cost-conscious consumers. Giffgaff's flexible, no-commitment plans and data bundles cater to diverse needs, and the icing on the top for the prices.



This combination of affordability, flexibility, and community engagement makes Giffgaff a popular choice among UK consumers

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