

 Team Strategic Biz Mavericks

# Airtel iCreate 2024





## Team Strategic Biz Mavericks

Team Members:

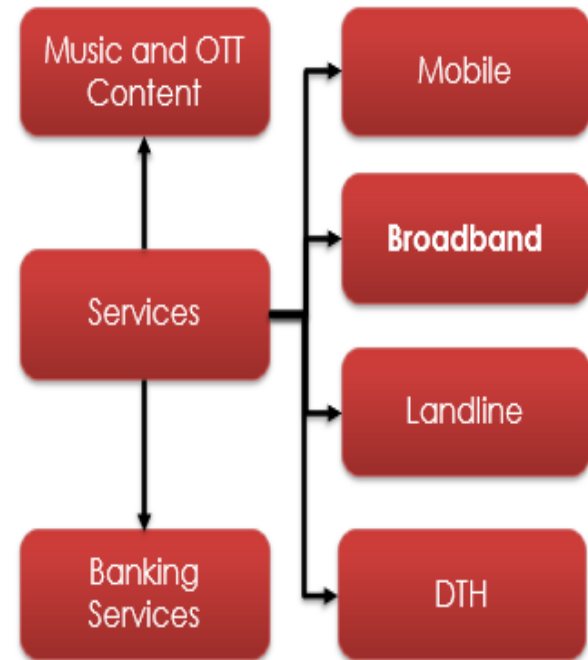
1. Dhruv Nawani
2. Amol Kawade
3. Manjiri Patil



**It is up to us to #BeLimitless**

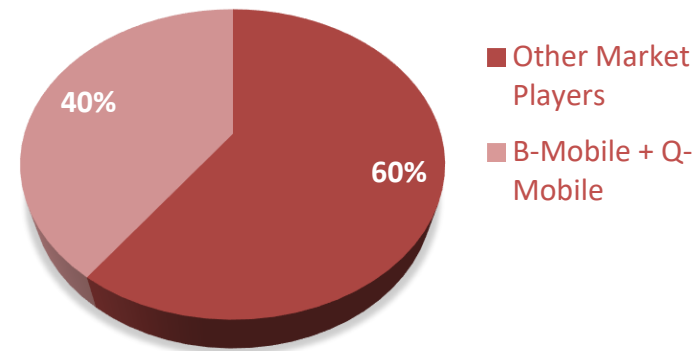


## B-MOBILE



## Case Overview

### Market Share

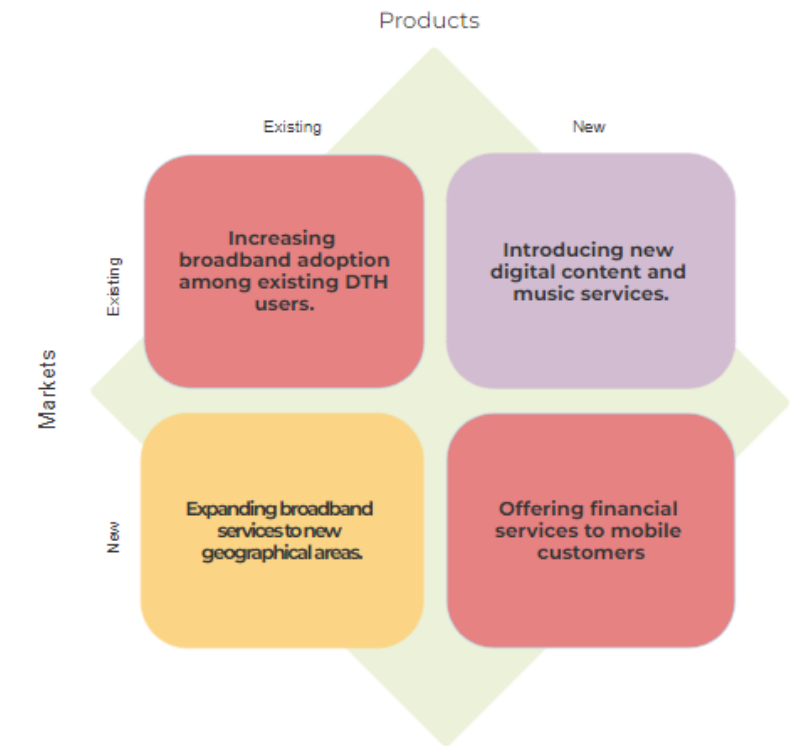


| Distribution Channel             | Quantity     |
|----------------------------------|--------------|
| COCO                             | 2000         |
| Mom & Pop Stores (Kirana Stores) | 1000000      |
| Promoter Force                   | 10000        |
| TV Services Supplier             | In Large No. |

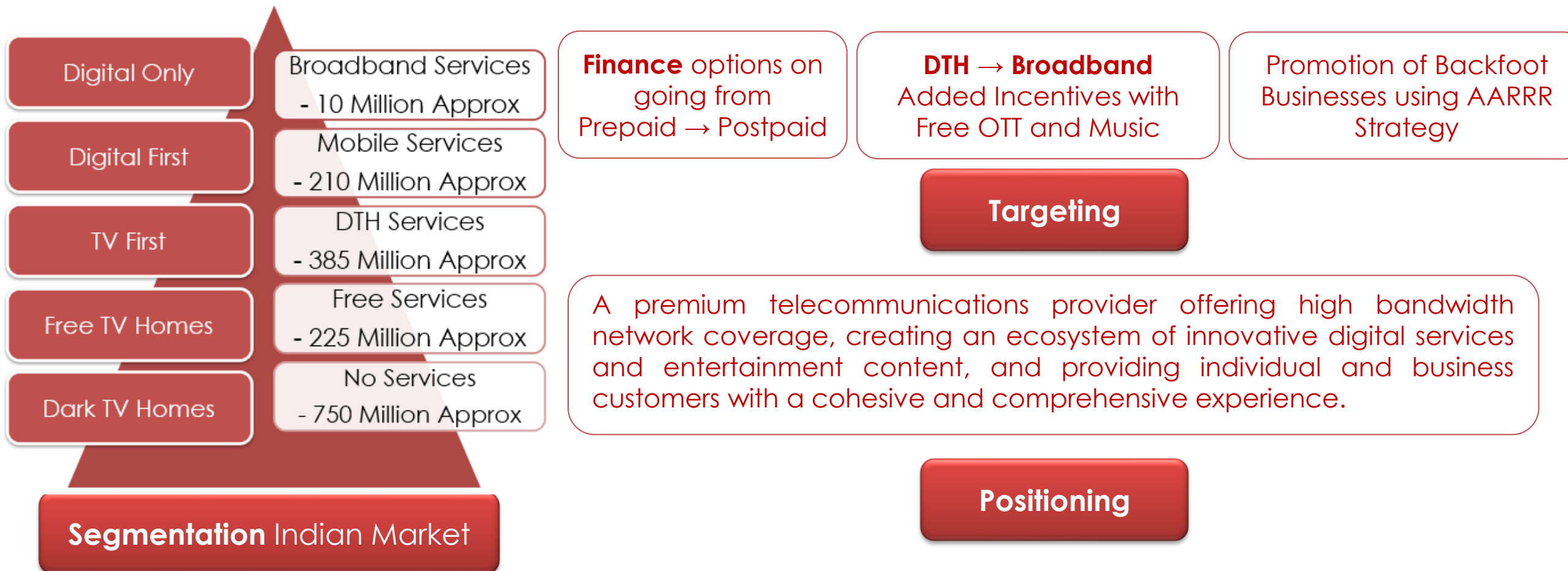
### Consumer Stickiness ∝ No. of Services the consumer uses

1. B-Mobile has excelled in cross-selling by bundling Mobile, Broadband, and DTH services, boosting the consumer base to 40.64 Cr.
2. Despite this growth, there is potential for a 3x increase by leveraging underutilized channels for additional bundling opportunities.
3. The key strategy for further growth lies in utilizing multiple channels to offer bundled services, beyond discounting.

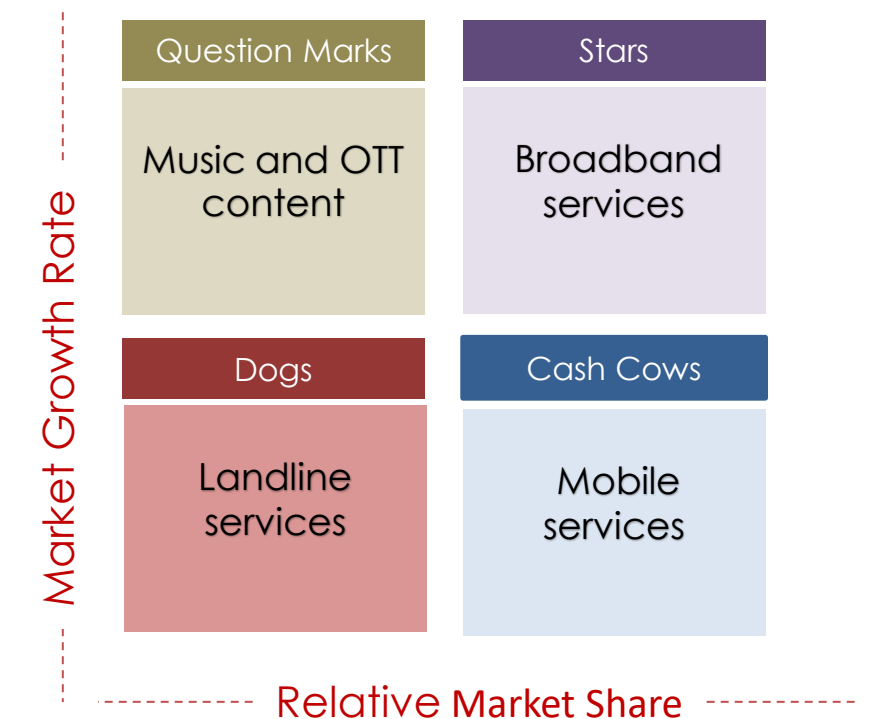
## Ansoff Matrix



## Segmentation – Targeting – Positioning



## BCG Matrix



# SWOT Analysis

### Strengths

Utilization of multiple channels, strong cross-selling strategy, and existing consumer base.

### Weaknesses

Low broadband consumption, potential high churn rate.

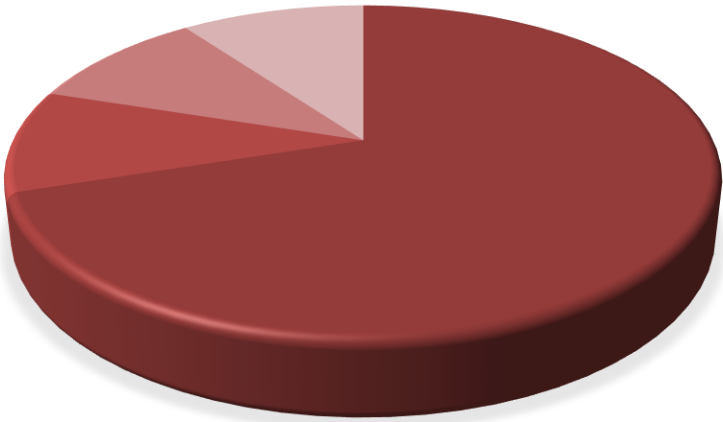
### Opportunities

Converting DTH users to broadband, bundling services to increase ARPU, and leveraging OTT and music services.

### Threats

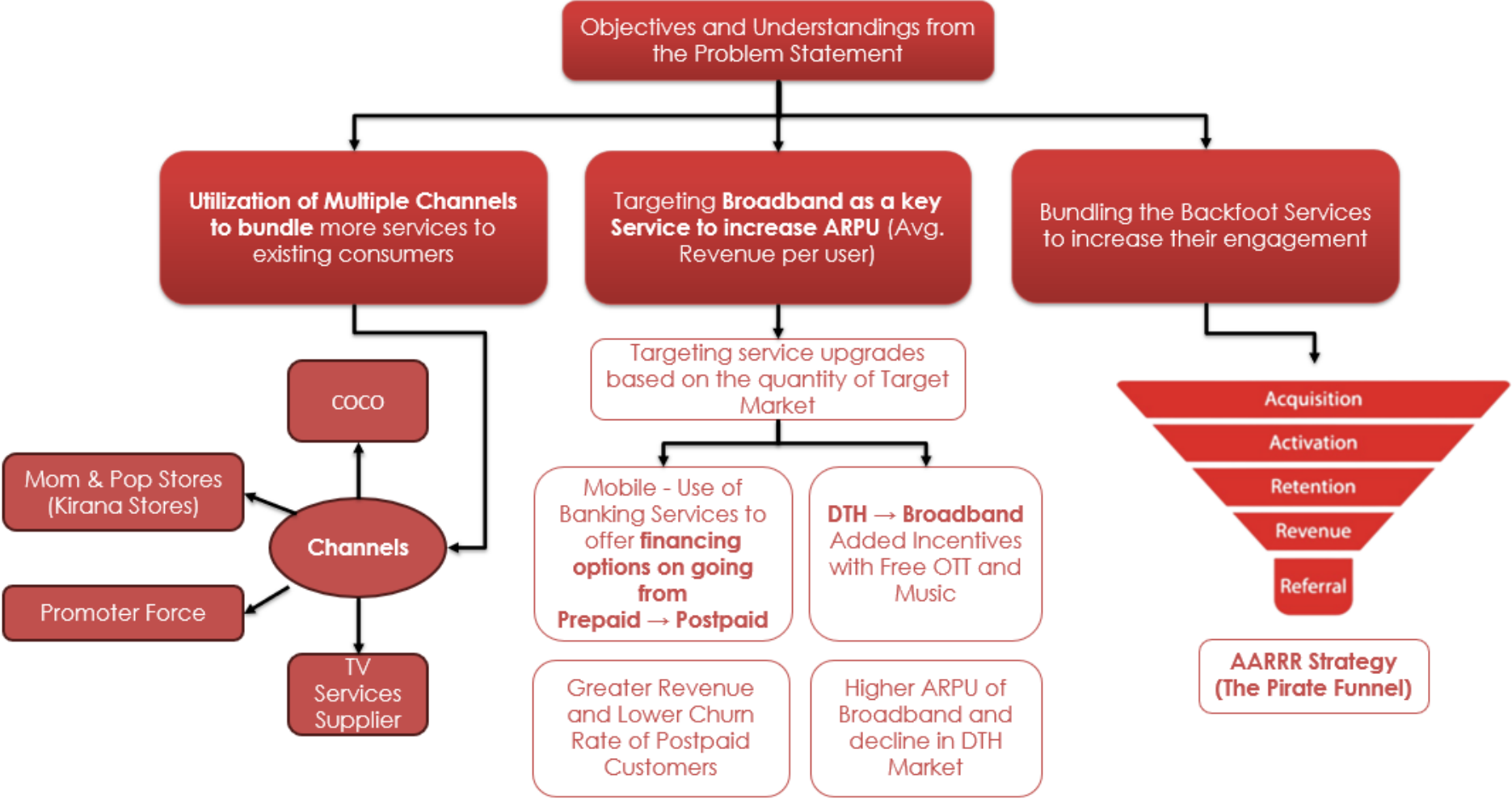
Competition from other market players, changing consumer preferences.

# CUSTOMER DISTRIBUTION



- Prepaid
- Home Broadband
- Postpaid
- DTH

# Strategies



# Financial Metrics

| Service        | Consumers (Crore) | Monthly ARPU (₹) | Annual Revenue (₹ Crore) |
|----------------|-------------------|------------------|--------------------------|
| Prepaid        | 28.448            | 166              | 56754.816                |
| Postpaid       | 4.064             | 500              | 24384                    |
| Home Broadband | 4.064             | 700              | 34048                    |
| Paid TV        | 4.064             | 250              | 12192                    |
| Total Revenue  | -                 | -                | 127378.816               |
| 3x Target      | -                 | -                | 382136.448               |

| Strategy                                   | Expected Outcome   | Financial Impact   |  | Total Revenue Generated |
|--|--|--|--|-------------------------|
| Bundling Services                          | Increased ARPU, reduced churn, enhanced customer experience                | Higher overall revenue   | 30% increase in ARPU across all services             | ₹ 1,65,515.61           |
| Bundled services revenue impact            | Reduced churn rate and improved brand stickiness                           | Increase in revenue per consumer due to multiple service consumption | 25% increase in revenue due to bundled consumer base | ₹ 145054.108            |
| Expanding COCO Stores                      | More postpaid subscribers, higher ARPU, cross-sell broadband and paid TV   | Increase in postpaid revenue and bundled services                    | 20% increase in postpaid subscribers                 | ₹ 6,839.96              |
| Enhancing Kirana Network                   | Boost in prepaid sales, broadband adoption, better customer satisfaction   | Higher prepaid and broadband revenue                                 | 15% increase in prepaid subscribers                  | ₹ 11,625.73             |
| Strengthening Promoter Force               | More broadband subscriptions, cross-sell postpaid and paid TV              | Increase in broadband revenue and overall ARPU                       | 25% increase in broadband subscribers                | ₹ 11,576.96             |
| Improving Paid TV Distribution             | Enhanced user experience, reduced churn, cross-sell broadband and postpaid | Higher paid TV revenue and overall ARPU                              | 10% increase in paid TV subscribers                  | ₹ 2,010.32              |
| Bundled Business Services and Partnerships | Enhanced B2B engagement and lower churn due to bundling                    | Higher pay from B2B Services   | 20% increase in revenue from Businesses              | ₹ 39,513.76             |

**Total Revenue Generated**  
= Increased Revenue from Older Services  
+ Increased Revenue from Consumption  
= (Initial Revenue\*New ARPU Per Service\*12)  
+ (Initial Revenue\*Increased Consumption)