

 Team Strategic Biz Mavericks

Airtel
iCreate
2024



It is up to us to #BeLimitless



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Team Members:

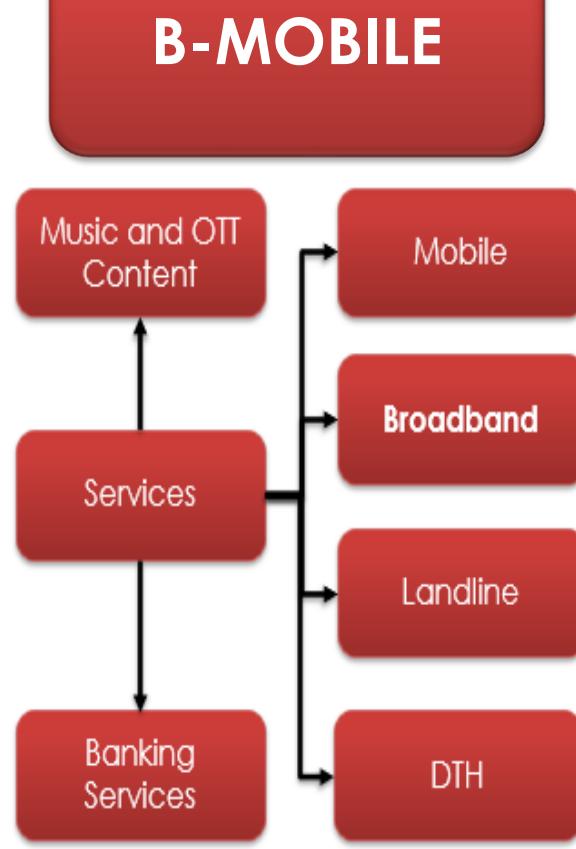
1. Dhruv Nawani
2. Amol Kawade
3. Manjiri Patil



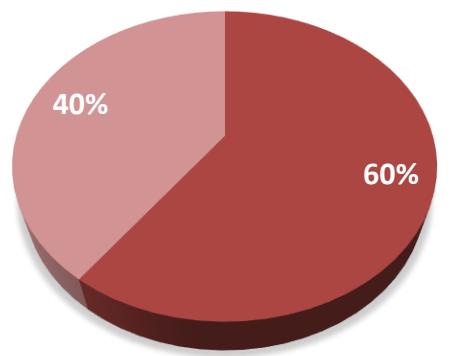
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Case Overview



Market Share



■ Other Market Players
■ B-Mobile + Q-Mobile

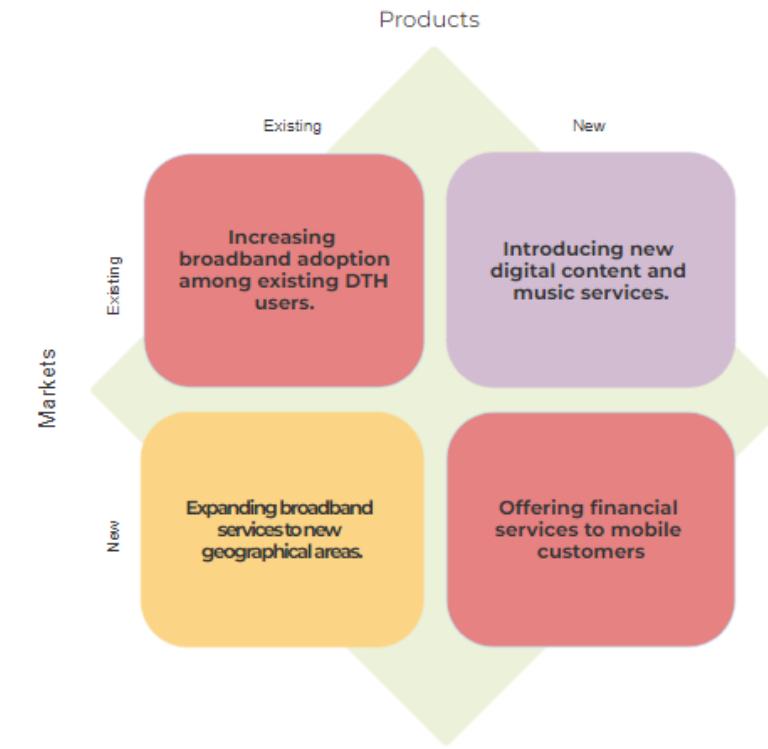
Distribution Channel	Quantity
COCO	2000
Mom & Pop Stores (Kirana Stores)	1000000
Promoter Force	10000
TV Services Supplier	In Large No.

Consumer Stickiness

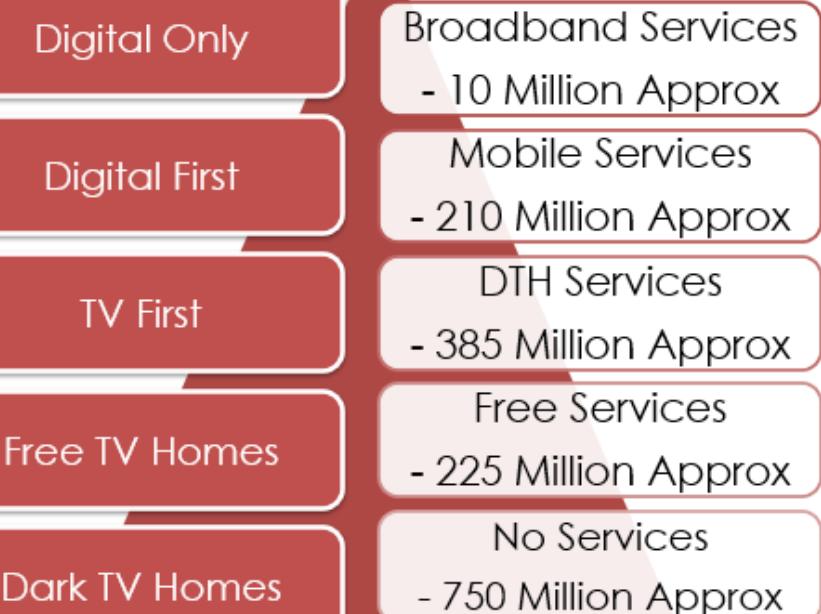
α No. of Services the consumer uses

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



Finance options on going from Prepaid → Postpaid

DTH → Broadband
Added Incentives with Free OTT and Music

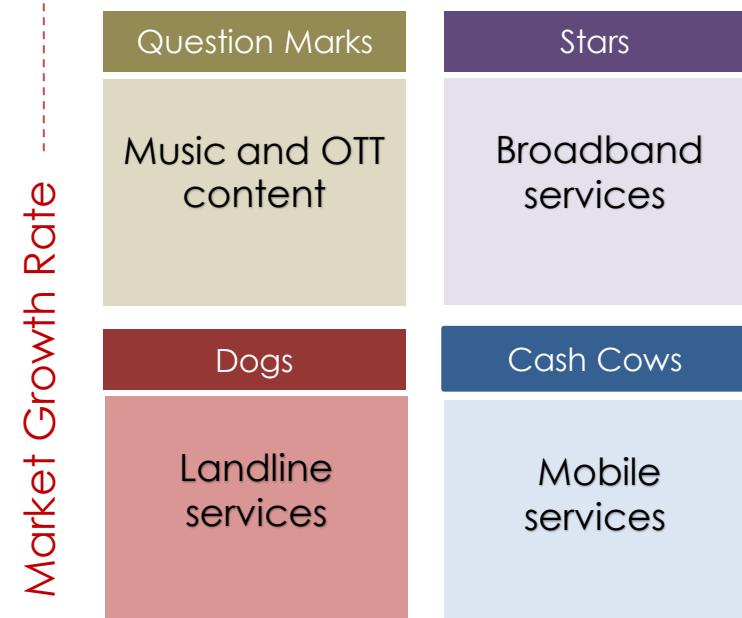
Promotion of Backfoot Businesses using AARRR Strategy

Targeting

A premium telecommunications provider offering high bandwidth network coverage, creating an ecosystem of innovative digital services and entertainment content, and providing individual and business customers with a cohesive and comprehensive experience.

Positioning

BCG Matrix



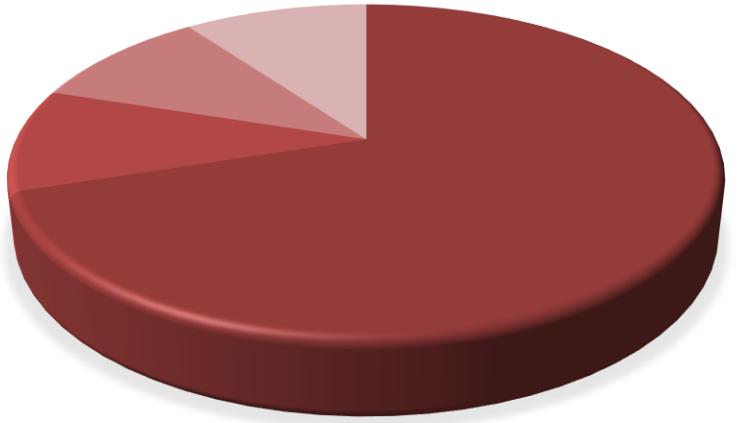
Market Growth Rate

Relative Market Share

SWOT Analysis

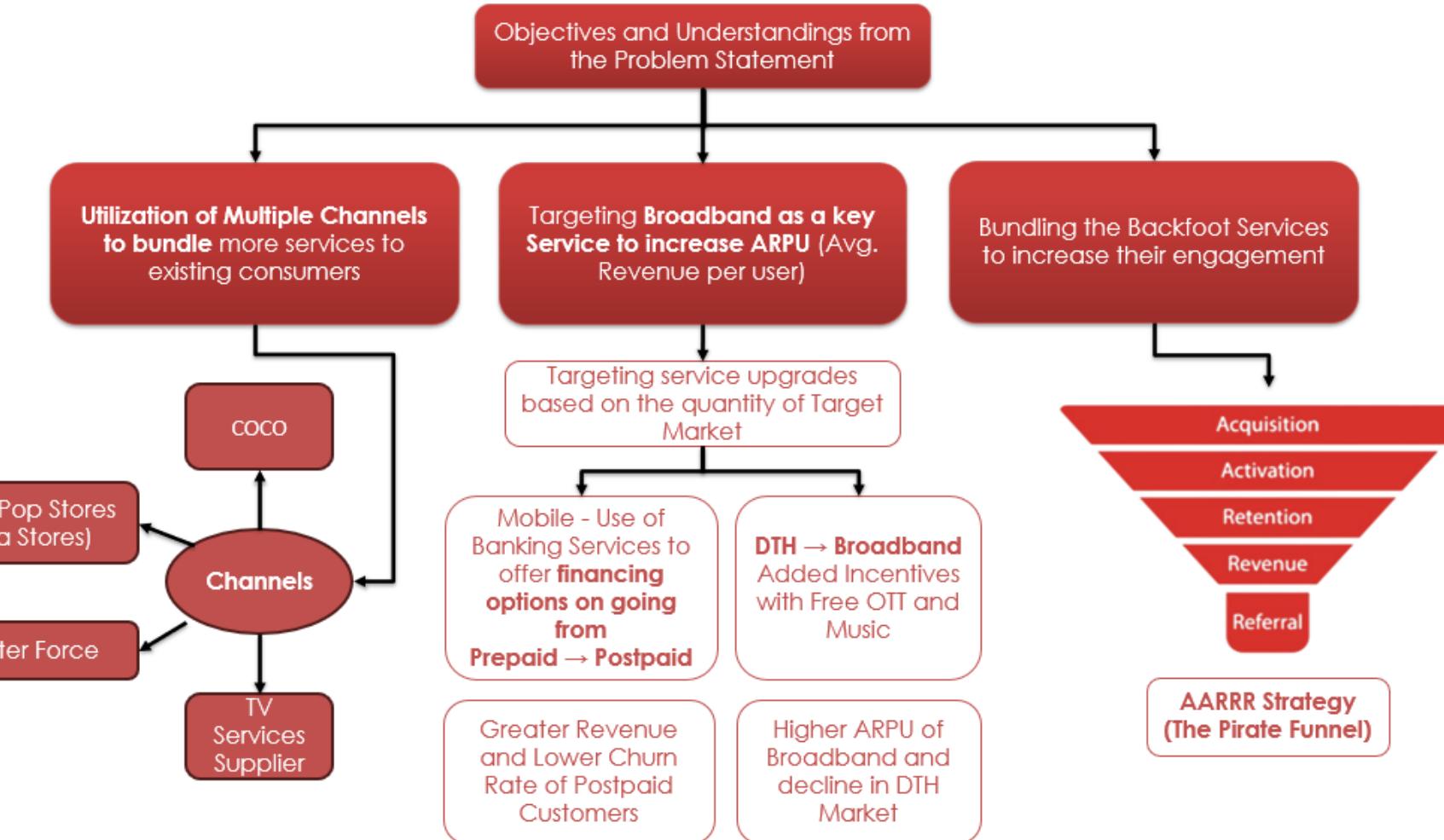
Strengths	Weaknesses
Utilization of multiple channels, strong cross-selling strategy, and existing consumer base.	Low broadband consumption, potential high churn rate.
Opportunities	Threats
Converting DTH users to broadband, bundling services to increase ARPU, and leveraging OTT and music services.	Competition 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)