

Marketing strategy of bharti airtel assignment

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REPORT ON BHARTI AIRTEL LIMITED Uploaded for www. projectsparadise.
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for www. projectsparadise. com 2 3 EXECUTIVE SUMMARY

This report on Bharti Airtel is done to findout certain objective regarding the strategic approach Adopted by Airtel to stand strongly in the competitive telecom market. Airtel's marketing strategies are analyses using various models like SWOT analysis, BCG Matrix, Ansoff's matrix, porter's five forces etc. The outcomes of these models are properly analyzed to find out the various aspects like companies position and competitors position in the market. This report on Airtel not just give description about the company but it also talks about the various marketing strategy adopted by the company.

SWOT analysis of Airtel helps to find out the weak points of the company and to find out the way to overcome this problem. Similarly with the help of Ansoff matrix it can be finding that what are the different strategic options available to the company under the different market condition. and to find the answer that why company is looking for overseas market like Nigeria and Seychelles. Uploaded for www. projectsparadise. com 4 INTRODUCTION
(Company overview) Incorporated on July 7, 1995, Bharti Airtel Ltd is a division of Bharti Enterprises.

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The businesses of Bharti Airtel are structured into two main strategic groups - Mobility and Infotel. The Mobility business provides GSM mobile services in all 23 telecommunications circles in India, while the Infotel business group provides telephone services and Internet access over DSL in 15 circles. The company complements its mobile, broadband, and telephone services with national and international long-distance services. The company also has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore.

Bharti Tele-Ventures provides end-to-end data and enterprise services to corporate customers by leveraging its nationwide fibre-optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station. All of Bharti Tele-Ventures' services are provided under the Airtel brand. As of September 2005, Bharti Tele-Ventures was the only company to provide mobile services in all 23 telecom circles in India. By the end of October 2005, Bharti Tele-Ventures was serving more than 14.74 million GSM mobile subscribers and 1.0 million broadband and telephone (fixed line) customers. The equity shares of Bharti Tele-Ventures are currently listed on the National Stock Exchange of India Ltd (NSE) and the Stock Exchange, Mumbai (BSE). As of September 30, 2005, the main shareholders of Bharti Tele-Ventures were: Bharti Telecom Ltd (45.65%), a subsidiary of Bharti Enterprises; Singapore Telecom (15.69%), through its investment division Pastel Ltd; and, Warburg Pincus (5.65%), through its investment company Brentwood Investment Holdings Ltd). Other shareholders with more than a 1% stake were: Citi Group Global Markets Mauritius Pvt Ltd (2.9%); Europacific Growth

Fund (2.04%); Morgan Stanley & Co International Ltd (1.93%); CLSA Merchant Bankers Ltd A/C Calyon (1.33%); Life Insurance Corporation of India (1.34%); and, The Growth Fund of America Inc (1.11%). Sunil Bharti Mittal, the founder-chairman of Bharti Enterprises (which owns Airtel), is today, the most celebrated face of the telecom sector in India. He symbolises the adage that success comes to those who dream big and then work assiduously to deliver it. Sunil Bharti Mittal began his journey manufacturing spare parts for bicycles in the late 1970s.

His strong entrepreneurial instincts gave him a unique flair for sensing new business opportunities. In the early years, Bharti established itself as a supplier of basic telecom equipment. His true calling came in the mid 1990s when the government opened up the sector and allowed private players to provide telecom services. Bharti Enterprises accepted every opportunity provided by this new policy to evolve into India's largest telecommunications company and one of India's most respected brands. Airtel was launched in 1995 in Delhi. In the ensuing years, as Uploaded for www.projectsparadise.com 5 he Airtel network expanded to several parts of India, the brand came to symbolise the very essence of mobile services. Product Airtel provides a host of voice and data products and services, including high-speed GPRS services. Airtel also offers a wide array of 'postpaid' and 'prepaid' mobile offers, with a range of tariff plans that target different segments. A comprehensive range of value-added, customised services are part of the unique package from Airtel. The company's products reflect a desire to constantly innovate. Some of these are reflected in the fact that Airtel was the first to develop a 'single integrated billing system'

Airtel comes to you from Bharti Airtel Limited – a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. Bharti is the leading cellular service provider, with an all India footprint covering all 23 telecom circles of the country. It has over 21 million satisfied customers. Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit.

Bharti has many joint ventures with world leaders like Singtel (Singapore Telecom); Warburg Pincus, USA; Telia, Sweden; Asian infrastructure fund, Mauritius; International Finance Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and recently introduced National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to export its products to the USA.

Airtel's journey to leadership began in Delhi in 1995. Since then, Airtel has established itself across India in sixteen states covering a population of over 600 million people. Airtel will soon cover the entire country through a process of acquisitions and green field projects. With a presence in over 1,400 towns, Airtel today has the largest network capacity in the country. In the last nine years Airtel has achieved many firsts and unique records: it was the first to launch nationwide roaming operations, it was the first to cross the one million and the five million customer marks.

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It was also the first to launch services overseas. There are other 'firsts' credited to Airtel - many of them in the area of innovative products and services. Today, Airtel innovates in almost everything that it presents to the market. An excellent example is Easy Charge - India's first paperless electronic recharging facility for prepaid customers. As evidence of its fine record, Airtel has also been conferred with numerous awards. It won the prestigious Techies Award for 'being the best cellular services provider' for four consecutive years between 1997 and 2000 - a record that is still unmatched.

And in 2003, it received the Voice & Data Award for being 'India's largest cellular service provider', amongst others. Uploaded for www.projectsparadise.com

6 As part of its continuing expansion, Airtel has invested over Rs. 1, 065 billion in creating a new telecom infrastructure. In 2003/04, Bharti Tele-Ventures earned a gross profit of Rs. 16 billion on revenues of Rs. 50 billion. Corporate Structure Uploaded for www.projectsparadise.com

7 OBJECTIVE The Indian communications scenario has transformed into a multiplayer, multi product market with varied market size and segments.

Within the basic phone service the value chain has split into domestic/local calls, long distance players, and international long distance players. Apart from having to cope with the change in structure and culture (government to corporate), Airtel has had to gear itself to meet competition in various segments ??? basic services, long distance(LD), International Long Distance (ILD), and Internet Service Provision (ISP). It has forayed into mobile service provision as well. Objective of study are: ??? What marketing strategies the <https://assignbuster.com/marketing-strategy-of-bharti-airtel-assignment/>

Airtel is implementing to defend and increase the market share. To find who are the competitors of the Airtel and the market shares of the competitors and what strategies Airtel is implementing to beat its competitors. ??? To find out how Airtel react to the technology changes in the communications sector, METHODOLOGY PRIMARY DATA SOURCES ??? Observation method, and ??? Experiment SECONDARY SOURCE ??? Internet ??? Newspaper ??? Magazines Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 8 ??? Others AIRTEL ENTERPRISE SERVICES The Company is a part of Bharti Enterprises, and is India's leading provider of telecommunications services.

The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - mobile services, broadband & telephone services (B&T) & enterprise services. The mobile services group provides GSM mobile services across India in 23 telecom circles, while the B&T business group provides broadband & telephone services in 90 cities. The Enterprise services group has two sub-units - carriers (long distance services) and services to corporate. All these services are provided under the Airtel brand. Its include Voice Services Mobile Services Satellite Services Managed Data & Internet Services Managed e-Business Services

Voice Services Bharti Airtel became the first private fixed-line service provider in India. It is now promoted under the Airtel brand. Recently, the Government opened the fixed-line industry to unlimited competition. Airtel has subsequently started providing fixed- line services in the four circles of Delhi, Haryana, Madhya Pradesh, Karnataka, Tamil Nadu & UP (West).

AirtelEnterpriseServicesbelievesthatthesecircleshavehigh telecommunications potential, especially for carrying Voice & Data traffic. <https://assignbuster.com/marketing-strategy-of-bharti-airtel-assignment/>

These circles were strategically selected so as to provide synergies with Airtel's long distance network and Airtel's extensive mobile network.

Airtel Enterprise Services, India's premium telecommunication service, brings to you a whole new experience in telephony. From integrated telephone services for Enterprises and small business enterprises to user-friendly plans for Broadband Internet Services (DSL), we bring innovative, cost-effective, comprehensive and multi-product solutions to cater to all your telecom and data needs. Voice - Product Portfolio Airtel Enterprise Services telephone services go beyond basic telephony to offer our users a whole host of Value Added Services as well as premium add-ons.

Each telephone connection from Airtel Enterprise Services is backed by a superior fibre-optic backbone for enhanced reliability and quality telephony. Few Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 9 of the Value Added Services offered are Calling Line Identification, Three Party Conferencing, Dynamic Lock, Hunting Numbers, and Parallel Ringing etc. Airtel Enterprise Services Voice Services provide Free Dial-up Internet access that is bundled along with your Telephone connection from Airtel. It's fast, reliable and gives you unlimited Internet access. Mobile Services

Airtel's mobile footprint extends across the country in 21 telecom circles. It's service standards compare with the very best in the world. In fact, that's how Bharti has managed to win the trust of millions of customers and makes it one of the top 5 operators in the world, in terms of service and subscriber base. The company has several Firsts to its credit: The First to launch full roaming service on pre-paid in the country. The First to launch 32K SIM

cards. The First in Asia to deploy the multi band feature in a wireless network for efficient usage of spectrum.

The First to deploy Voice Quality Enhancers to improve voice quality and acoustics. The First telecom company in the world to receive the ISO 9001:2000 certification from British Standards Institute Satellite Services Airtel Enterprise Services provides you connectivity where ever you take your business Our Satellite Services bring you the benefits of access in remote locations. Airtel Enterprise Services is a leading provider of broadband IP satellite services and DAMA/PAMA services in India. Our solutions support audio, video and voice applications on demand. Satellite Services include :

Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 10 PAMA/DAMA BIT - Internet VPN Satellite based IPLCs for redundancy reasons Managed Data & Internet Services Airtel Enterprise Services brings you a comprehensive suite of data technologies. So we are able to support all types of networks and ensure our customers can migrate their network to the future seamlessly. Our Managed Data & Internet services make our customers future proof. Managed Data & Internet Services include : MPLS ATM FR Internet IPLC Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 11 Leased Lines Customised Solutions International Managed Services

Metro Ethernet Managed e-Business Services Airtel Enterprise Services, offers an internationally benchmarked, carrier class hosting, storage and business continuity services. A range of services that help to keep your business running the way you want- 24x7. Thanks to our world-class high tech Data Centres. Managed e-Business Services include : Co-lo: Dedicated

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and Shared BCRS Services Web hosting Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 12 ANALYSIS SWOT ANALYSIS Following is the SWOT Analysis for AIRTEL

STRENGTH WEAKNESS Very focused on telecom. ??? Leadership in fast growing cellular segment. ??? Pan-India footprint. ??? The only Indian operator, other than VSNL, that has an international submarine cable. ??? The fast-expanding IPLC market. ??? Latest technology and low cost advantage. ??? Huge market. ??? Price Competition from BSNL and MTNL ??? Untapped Rural market ??? Competition from other cellularandmobile operators. ??? Saturation point in Basic telephony service

OPPORTUNITIES THREATS Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 13 **STRENGTH VERY FOCUSED ON TELECOM**Bharti Airtel is largely focused on the telecom, around 93% of the total revenue comes from telecom(Total telecom revenue Rs 3, 326). ??? **LEADERSHIP IN FAST GROWING CELLULAR SEGMENT**Airtel is holding leadership position in cellular market.. Bharti Airtel is one of India's leading private sector providers of telecommunications services based on an aggregate of 27, 239, 757 customers as on August 31, 2006, consisting of 25, 648, 686 GSM mobile and 1, 591, 071 broadband & telephone customers. ??? **PAN INDIA FOOTPRINT**Airtel offers the most expansive roaming network. Letting you roam anywhere in India with its Pan-India presence, and trot across the globe with International Roaming spread in over 240 networks. The mobile services group provides GSM mobile services across India in 23 telecom circles, while the B&T business group provides broadband & telephone services in 92 cities. ??? **THE ONLY OPERATOR IN INDIA OTHER THAN VSNL HAVING INTERNATIONAL SUBMARINE CABLES.** Airtel, the monopoly breaker shattered the Telecom monopoly in the International Long

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Distance space with the launch of International Submarine cable Network i2i jointly with Singapore Telecommunications Ltd. in the year 2002. This has brought a huge value to the IPLC customers, delivering them an option besides the incumbent carrier, to connect to the outside world. Uploaded for www.projectsparadise.com 14

WEAKNESS ??? Price Competition from BSNL and MTNL. Airtel is tough competition from the operators like BSNL and MTNL as these two operators are offering services at a low rate. ??? Untapped Rural market. Although Airtel have strong Presence throughout the country but still they are far away from the Indian rural part and generally this part is covered by BSNL so indirectly Airtel is losing revenue from the rural sector.

OPPORTUNITIES ??? THE FAST EXTENDING IPLC MARKET An IPLC (international private leased circuit) is a point-to-point private line used by an organization to communicate between offices that are geographically dispersed throughout the world. An IPLC can be used for Internet access, business data exchange, video conferencing, and any other form of telecommunication. Airtel Enterprise Services and SingTel jointly provide IPLCs on the Network i2i.

The Landing Station in Singapore is managed by SingTel and by Airtel in Chennai (India). Each Landing Station has Power Feeding Equipment, Submarine Line Terminating Equipment and SDH system to power the cable, add wavelengths and convert the STM-64 output to STM-1 data streams respectively. ???

LATEST TECHNOLOGY AND LOW COST ADVANTAGE The costs of introducing cellular services for Airtel are marginal in nature, as it needs only to augment its cellular switch/equipment capacity and increase the number of base stations.

The number of cities, towns and villages it has covered already works to its advantage as putting more base stations for cellular coverage in these areas comes with negligible marginal cost. Besides such cost advantages, it has also other cost advantages for the latest cellular technology. As a late entrant into the cellular market, it has dual advantage of latest technology with modern features, unlike other private cellular operators who started their service more than 4-5 years back and low capital cost due to advantages of large scale buying of cellular switch/equipment. HUGE MARKET

The cellular telephony market is presently expanding at a phenomenal / whopping __ rate every year and there is still vast scope for Airtel to enter /expand in this market. Besides there is a vast rural segment where the cellular services have not made much headway and Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 15 many customers are looking towards Airtel for providing the service to them. With its wide and extensive presence even in the remotest areas, Airtel poised to gain a big market share in this segment when it expands cellular services into the rural areas. THREATS

COMPETITION FROM OTHER CELLULAR

It is time for BSNL to improve/expand its cellular services. Fierce and cut-throat competition is already in place with the markets ever abuzz with several tariff reductions and announcement of attractive packages, trying to grab most of the ' mind share' of the ' king' - ' the consumer', whose benefits are increasing with passing of everyday. If BSNL is not innovative and agile, its cellular service will be a flop. It needs to be proactive with attractive packaging, pricing and marketing policies lest its presence in the market be treated with disdain by the private cellular companies.

The launch of WLL services by Reliance Infocomm has aggravated the situation. ??? MARKET MATURITY IN BASIC TELEPHONY SEGMENT Although Airtel entered in the basic telephony market it's a biggest there for the company as the basic telephony market has reached Uploaded for www.projectsparadise.com 16 BCG MATRIX HIGH STARS QUESTIONMARKS GROWTH % LOW LEASED PRIVATE CIRCUIT COWS BASIC TELEPHONE (Fixed Line) HIGH ISP CELLULAR SERVICE DDDDD LOW RELATIVE MARKET SHARE BCG Matrix is used to find out the relative growth prospects of the product line. Within the Airtel product line leased, private, circuit are among star.

Airtel is going to have a submarine cable between Singapore and Chennai with the collaboration of singtel. This wills airtel to maintain its position in IPLC market. Right in India only VSNL have such cables. Uploaded for www.projectsparadise.com 17 ANSOFF MATRIX MARKET PENETRATION ENTERED IN BROADBAND AND FIXED LINE MARKET MARKET DEVELOPMENT LOOKING FOR OVERSEAS MARKET PRODUCT DEVELOPMENT IPLC PRODUCTS DIVERSIFICATION OUTSOURCING To portray alternative corporate growth strategies, Igor Ansoff conceptualized a matrix that focused on the firm's present and potential products and markets / customers.

He called the four product-market strategic alternatives ??? market penetration [existing market + existing product], ??? market development [existing product + new market], ??? product development [existing market + new product], and ??? Diversification [new product + new market]. The company should follow all four strategies depending on the demand and product as indicated in the matrix. The company perhaps needs to focus more on the comparatively neglected area of diversification. ??? MARKET <https://assignbuster.com/marketing-strategy-of-bharti-airtel-assignment/>

PENETRATION: Airtel entered in broadband and fixed phone line market. ???

PRODUCT DEVELOPMENT: IPLC products MARKET DEVELOPMENT: Airtel is now looking for overseas market. Company has already make his presence in Nigeria and Seychelles ??? DIVERSIFICATION : Airtel has now outsourcing sum of its services like customer services with IBM Uploaded for www.

projectsparadise. com 18 INDUSTRY STRUCTURE PORTER'S MODEL The industry structure has become relatively unfavorable compared to earlier monopolistic times The earlier pattern used to be that the national telecom company used to own every segment of the value chain till the international gateway. With liberalization there was competition in virtually every segment.

There are companies that provide local connectivity, those that function as long distance carriers, and those that provide only gateway links. Some integrated players operate in all segments. The intensity of competitive pressures across the chain is reflected in the downward spiral being witnessed in tariffs and prices to customer. The value chain for cellular mobile service and Internet Service Providers (other than cable based net connections) are similar in as much as the calls reach the destination through similar local loop, long distance and international gateway. Uploaded for www. projectsparadise. com 9 ENVIRONMENTAL ANALYSIS It is a systematic examination of all 3 levels of the environment with at least three purposes: ??? Detecting important economic, social, cultural, environmental, health, technological, and political trends, situations, and events ??? Identifying the potential opportunities and threats for the institution implied by these trends, situations, and events ??? ? Gaining an accurate

understanding of your organization's strengths and limitations STEEP refers to changes in the social, technological, economic, environmental, and political sectors that affect organizations directly and indirectly.

A STEEP analysis of the macro environment indicates that economic (a phone call being a cheaper way to stay in touch than outstation travel for example) and social factors (working outside the home town) have forced the pace of utilization of technology (Public Call Offices, mobile phones, networked companies). Increasing customer awareness has raised expectations and vocal demands are being articulated for consumer rights; such political factors have in turn impacted the competitive environment by way of entry of private players, independent regulation, and a policy framework tilted towards a 'level playing field' for new entrants.

A near environment analysis indicates that the competitors are becoming active resource rivals (political and financial) apart from applying pressures as customer rivals. The customer has, needless to say, benefited from increased choice from within the communications services basket itself.

CORE COMPETENCE Airtel core competencies are sales & promotions and as of now Airtel is leading brand in mobile services in India. Airtel have three big personality viz. Sachin Tendulkar, Shahrukh Khan and music maestro A. R.

Rahman for endorsing their product and services currently Airtel is outsourcing their non-competence function and try to fully concentrate on his core competency that is sales promotion. Uploaded for www.

projectsparadise.com 20 ANNEXURE st Subscriber Base as on 31 July 2005
(in millions) Market share Fixed Mobile Total (%age) Private Operators 6.

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4347. 3353. 76 50. 24 PSU Operators 40. 7412. 5053. 24 49. 76 Total 47.
 1759. 83 107. 00 100 S. No. Service Providers 1 BSNL 2 MTNL 3 Tata 4
 Reliance 5 Bharti 6 HFCL 7 Shyam All India Subscribers (in millions) 36. 3. 94
 3. 23 1. 86 0. 97 0. 21 0. 16 47. 17 Market Share (% age) 78. 02 8. 35 6. 85
 3. 94 2. 06 0. 44 0. 34 100 OPERATOR WISE SUBSCRIBER BASE OF FIXED
 SERVICES & THEIR MARKET SHARE Uploaded for www. projectsparadise. com
 21 S. No. Service Providers Subscribers (in millions) Market Share (% age) 1
 2 3 4 5 6 7 8 9 10 11 12 Bharti Reliance BSNL Hutch IDEA BPL Airtel Tata
 Spice MTNL HFCL Shyam 12. 79 12. 15 11. 16 8. 85 5. 73 2. 7 1. 94 1. 61 1.
 49 1. 33 0. 06 0. 02 21. 38 20. 31 18. 65 14. 80 9. 58 4. 51 3. 24 2. 69 2. 49
 2. 22 0. 10 0. 03 All India 59. 83 00 OPERATOR WISE SUBSCRIBER BASE OF
 MOBILE SERVICES & THEIR MARKET SHARE S. No. Service Providers
 Subscribers (in millions) Market Share (% age) 1 2 3 4 5 6 7 8 9 10 11 12
 BSNL Reliance Bharti Hutch IDEA MTNL Tata BPL Airtel Spice HFCL Shyam
 107 47. 96 14. 01 13. 76 8. 85 5. 73 5. 27 4. 84 2. 7 1. 94 1. 49 0. 27 0. 18
 44. 82 13. 09 12. 86 8. 27 5. 36 4. 93 4. 52 2. 52 1. 82 1. 39 0. 25 0. 17 100
 All India OPERATOR WISE TOTAL SUBSCRIBER BASE OF MOBILE AND FIXED
 TELECOM SERVICES AND THEIR MARKET SHARE AS ON JULY 2005 Uploaded
 for www. projectsparadise. om 22 GROWTH PATTERN OF MOBILE AND FIXED
 SUBSCRIBERS OF PSU'S AND PRIVATE OPERATORS FOR THE LAST SEVEN
 YEAR Nov. 05 Dec 05 Jan. 06 TOTAL SUBSCRIBERS TELE DENSITY FIXED LINE
 ADDITION DURING THE MONTH MOBILE ADDITION DURING THE MONTH GSM
 ADDITION CDMA ADDITION 119. 9 Mn 11. 00 48. 47Mn 0. 28 Mn 71. 46Mn 3.
 51Mn 2. 32 Mn 1. 18Mn 123. 85Mn 11. 43 48. 93 Mn 0. 46 Mn 75. 92 Mn 4.
 46 Mn 3. 19 Mn 1. 17Mn 129. 82 Mn 12. 00 49. 21 Mn 0. 28 Mn 80. 61 Mn 4.
 69 Mn 3. 52Mn 1. 17Mn India telecom stats Source : TRAI Uploaded for www.
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rojectsparadise. com 23 Factsheet [Bharti Airtel Limited] Proportionate Revenue Rs. 117, 255million(year ended March 31, 2006-Audited) Rs. 81, 558 million (year ended March 31, 2005-Audited) As per Indian GAAP Accounts Proportionate EBITDA Rs. 42, 250million(yearendedMarch Rs. 30, 658 million (year ended March 31, 2005-Audited) As per Indian GAAP Accounts Shares in Issue 1, 895, 241, 565 as at June 30, 2006 Listings 31, 2006-Audited) The Stock Exchange, Mumbai (BSE) The National Stock Exchange of India Limited (NSE) Market Customer Base Capitalisation 5, 648, 686 GSM mobile and 1, 591, 071 broadband & telephone (fixed line) customers (Status as at month ended August 31, 2006) Operational Network Provides GSM mobile services in all the 23 telecom circles in India, and was the first private operator to have an all India presence. Provides broadband (DSL) and telephone services (fixed line) in 92 cities in India. FINDINGS ??? Strategic allianceThe company has a strategic alliance with SingTel. The investment made by SingTel is one of the largest investments made in the world outside Singapore in the company. The company also has a Uploaded for www. rojectsparadise. com 24 strategic alliance with Vodafone. The investment made by Vodafone in Bharti is one of the largest single foreign investments made in the Indian telecom sector. The company's mobile network equipment partners include Ericsson and Nokia. In the case of the broadband and telephone services and enterprise services (carriers), equipment suppliers include Siemens, Nortel, Corning, among others. The Company also has an information technology alliance with IBM for its group-wide information technology requirements and with Nortel for call center technology requirements. OutsourcingThe call center operations for the mobile services have been outsourced to IBM Daksh, Hinduja TMT, Teletech <https://assignbuster.com/marketing-strategy-of-bharti-airtel-assignment/>

& Mphasis. ??? Overseas Market. Airtel is looking for overseas market and already started operation in Nigeria and Seychelles. ??? Competition Airtel is facing strong competition from MTNL and BSNL inspite of the fact they are far away from airtel technologically but but these two have a inside reach in rural and urban area and have low tariff rates. ??? Brand Ambassador Airtel have strong brand ambassador, Sachin tendulcar, Shahrukh khan and A . R. rehman to promote there product and services. Leader in Telecom market Airtel is holding a position of Market Leader by having 21 percent of the total market share. RECOMMENDATIONS After the complete analysis of entire STUDY we put forward a set of recommendations which are a follows:

Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 25 ??? PRICING Depending on the market conditions / competition from cellular or wll-mobile service providers and also to suit local conditions, there should be flexible pricing mechanism (either at central or local level). ??? IMPROVEMENT IN TECHNOLOGY Airtel should immediately shift to third generation switches by replacing its c-dot switches.

This will improve the quality of service to desired level and provide simultaneous integration with the nationwide network. The special distribution of the transmission towers should be increased to avoid “ no signal pockets” ??? ESTABLISHMENT OF DISTRIBUTION CHANNELS Airtel should establish widespread and conspicuous distribution to match that of the competitors. The distribution network shall make the product visible and available at convenient locations. ??? UNTAPPED RURAL MARKET Large part of Indian rural market is still untapped therefore airtel is required to bring that area under mobility.

BIBLIOGRAPHY IPCL International Private Leased Circuit BSNL Bhart Sanchar Nigam Ltd MTNL Mahanagar Telephone Nigam Ltd TRAI Telephone Regulatory Authority Of India Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 26
REFERENCE [www. airtelworld. com](http://www.airtelworld.com) [airtel-broadband. com](http://airtel-broadband.com) [www. trai. gov. in](http://www.trai.gov.in)
[www. hindustantimes. com](http://www.hindustantimes.com) Uploaded for [www. projectsparadise. com](http://www.projectsparadise.com) 27