

**RESEARCH PROJECT ON**  
**TO IDENTIFY THE OVERALL IMPACT OF JIO ON THE**  
**TELECOM INDUSTRY OF INDIA –**  
**A STUDY ON RELIANCE JIO**

*FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE  
AWARD OF*

*BACHELOR OF BUSINESS ADMINISTRATION  
(2018-2021)*



**SCHOOL OF BUSINESS , GALGOTIAS UNIVERSITY**

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## Certificate from Faculty Guide

This is to certify that the project report A study on Reliance Jio has been prepared by Diplove Rana , Devansh Agarwal,Nidhi Singh under my supervision and guidance. The project report is submitted towards the partial fulfilment of 3 year, full time Bachelor of Business Administration .

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## Executive Summary

The present study is based on Reliance Jio Infocomm Limited which is popularly known as Reliance Jio. The main aim of the research is to identify the overall impact of Reliance Jio on the telecom industry of India. With the base of 1.19 billion subscribers, the Indian telecom industry is the second largest telecom sector in the entire world. The business model is defined as the plan which is devised and implemented by companies with an objective to carry out successful operations and activities in the long run.

The business model of Reliance Jio also includes a partnership with eight different global brands in the telecom industry which are MTS, Milicom, TeliaSonera, Orange, British Telecom, Rogers, Tim and Deutsche Telecom. For conducting the present study in the most effective manner inductive approach has been adopted. Further, interpretivism philosophy has been adopted, sample size of 10 managers working in Reliance Jio has been undertaken and primary data has been obtained with the help of questionnaire from the managers working in Reliance

The entire analysis carried out has supported in knowing that the overall telecom industry of India has become very competitive and large number of players are operating in this market. Different companies are introducing different plans so as to retain customers and satisfying their overall needs in the best possible manner. Primary analysis has clearly supported in knowing that with the presence of loss strategy Reliance Jio has been positively benefitted. One of the main recommendation is associated with conducting market research on continuous basis as through this it will become possible for Reliance Jio to understand the actual need and requirement of the target market

## I. Introduction



### **Mission and Vision of the company –**

To be a responsible corporate citizen nurturing human values and concern for society. To improve the lives of local community in all our projects. To be a partner in nation building and contribute towards India's economic growth.

In the present scenario, the competition among businesses operating in the telecom industry of India has become very intense, and now it has become very complicated for companies to sustain in the marketplace. Currently, India has been recognized as the second largest and the most potential communication sector in the world. It can be expressed that a substantial number of the subscriber base of 1.19 Billion is the critical factor which has contributed to such rapid growth and development of the Indian Telecommunication industry. Over the past decade, the nation has witnessed drastic changes and growth on telecom sector and at the same time, the telecom sector has contributed a lot to the overall development of India's GDP. Apart from this, strong demand from customers is also a critical factor which is contributing to long-term growth and sustainability of the telecommunication industry of India.

Currently, the Indian Telecom industry is also contributing to economic development of the country by creating adequate and compelling opportunities for employment. It can be asserted that in the next five years, the industry is expected to create more than four million indirect and direct jobs within the nation.

The present study is based on Reliance Jio Infocomm Limited which is popularly known as Reliance Jio whose entry has resulted in creating a transformation of the entire telecommunication industry of the country. Reliance Jio is also considered as the game changer in the whole market, and its entry has adversely affected the sales, profits, market share and customer base of the existing market players such as Airtel, Idea, Vodafone.

The services offered by Reliance Jio are innovative, high satisfactory and at the same time, the brand has employed a low price strategy. The result of this is that Reliance Jio has been able to penetrate the Indian telecommunication industry within a short span of time. The study will outline a business model of Reliance Jio which has played a critical role in bringing innovations in the telecom industry of India.

### **Research Questions:**

- What is the present situation of the Indian Telecom Industry?
- What are the key attributes in the business model of Reliance Jio
- What are the ways in which Reliance Jio has affected other players in the telecom industry of India?
- How Reliance Jio has dominated the entire telecom industry?
- What are the ways through which Reliance Jio can become leader in the Indian Telecom Sector?

### **Significance of the study**

The present study is significant because it will highlight the key strategies which have been employed by Reliance Jio within the Indian market. It has been identified that there are limited studies and research papers conducted in the telecommunication industry of India.

However, most of the studies focus on providing the overview of Indian telecom industry, and not a single research is directed towards identifying the overall impact of Jio on the telecom industry of India. It can be asserted that data from different primary and secondary sources will be collected in this study to understand the innovative business model and strategies adopted by Reliance Jio to carry out its business operations in the highly competitive telecommunication industry of the country.

## **I. Literature Review**

As per the view of Purkayastha, Kumar & Lu, (2017) with the base of 1.19 billion subscribers, the Indian telecom industry is the second largest telecom sector in the entire world. Furthermore, the industry has emerged as one of the most potential and rapidly growing sector within the country. On the other side of this, Panda & Shastri, (2016) has argued that India is also considered as the fourth largest application economy in the entire world. It can be stated that there are two significant reasons because of which the telecom industry of India is growing rapidly. The first and foremost factor or reason is linked with increasing demand of the consumers in the country. The customers in the Indian market are now looking forward to a telecom service provider who can offer services such as fast internet connectivity and efficient mobile network at prices which are affordable and convenient.

According to Sharma & Pandey, (2015) the Indian government has taken almost every possible step to boost up the performance and growth of the telecom industry. The statement can be justified by the fact that Indian government has developed effective strategies with an objective to ensure easy accessibility of the telecom equipment. In addition to this, the plans of government are also directed towards facilitating a proactive and fair regulatory framework with an objective to ensure that customers in the industry are provided with the best quality of services at prices which are affordable.

As per the view of Dhar, (2016) the Indian government is supporting the telecom sector because it is directly contributing to the growth and development of the country's economy. The statement can be justified by the fact that the Indian telecom is expected to create more than four million opportunities for employment in the country.

The other network providers in the country used to increase their tariff on festivals and special occasions. However, considering the case of Reliance Jio, the company has focused on keeping its tariff same even on special occasions and holidays. The strategy has encouraged the customers in the industry to switch from other brands towards Reliance Jio and at the same time, the brand has been able to attain high degree of satisfaction among customers.

## **Research Objective :**

- To gain an overview of the present situation of the Indian Telecom Industry
- To identify key attributes in the business model of Reliance Jio
- To define the ways in which reliance Jio has affected other players in the telecom industry of India
- To assess the key ways in which Reliance Jio has dominated the entire telecom industry
- To recommend ways through which Reliance Jio can become leader in the Indian Telecom sector

## **II. Research Methodology**

It is one of the most important part of the study that takes into consideration the different tools and techniques adopted for conducting the overall study in the most effective manner. Further, the different areas that are covered in the research methodological part takes into consideration research approach, design, data collection, data analysis, research limitations etc. Each and every part in the research methodological section has its own importance and it brings favorable results for the entire study in the best possible manner.

### **Research Design**

Considering the character of this study where the foremost aim of the study is to understand the real impact of the Reliance Jio on the telecom industry of India and for accomplishing this aim descriptive design has been adopted as through this design it's possible to know about the topic within the proper manner. It cause proper analysis of the subject and successively all the key objectives of the study are often accomplished easily. This is often the foremost reason due to which descriptive design has been adopted within this study instead of exploratory design.

We analyze the impact of Reliance Jio on telecom industry in India. Our study is based on secondary data; the sources of data are articles, journals, paper, blogs, report etc within the introduction of Reliance Jio within the telecom sector it's affected telecom industry in various way.

Reliance Jio create a revolution in telecom industry with their free data packs and free voice calls.

After few months of free services , Reliance Jio give very cheaper plans that affect rivals such as Airtel, Vodafone, Idea etc. There is comparison in data plans before Reliance Jio and after the arrival of Reliance Jio.



io which show changes in data plan and voice call plans. Earlier data plans were costly and a amount of data is extremely less but after the arrival of Reliance Jio data plans are cheaper and amount of data is more. The whole number of internet user also increase since Reliance Jio enter within the telecom market because before everyone unable to afford those costly plans but plans are such tons cheaper so everyone able to afford it.

## **Data collection**

In this study primary data has been obtained with the assistance of questionnaire from the managers working in Reliance Jio. Further, questionnaire has been prepared where different questions are asked to the managers so on realize the business model of Reliance along with the key tactics that are adopted by the corporate thanks to which it's become possible to influence the whole telecom industry of India. Aside from this, different articles have been accessed that gives overview of the Indian telecom industry and therefore the key players that are operating within the market. Therefore, during this way both the sources are undertaken for obtaining information and it's proved to be beneficial for the whole research.

## **Sampling**

Considering the nature of the present study where main focus is on identifying the key attributes in the business model of Reliance Jio in the Indian market probability sampling technique has been undertaken where purposive sampling has been undertaken. Sample size of 10 managers working in Reliance Jio has been undertaken for obtaining information from them in the best possible manner. The main reason due to which purposive sampling technique has been undertaken as through this the data from the respondents is obtained on the basis of main purpose behind conducting the study. This is the main reason behind undertaking purposive sampling technique as compared with others.

## **Data Analysis**

This part is linked with analyzing information so as to know the actual results obtained after conducting the overall study. Mainly two techniques of data analysis are present that involves qualitative and quantitative. In case of qualitative technique the data is present in the non numeric form and mainly thematic analysis is carried out .

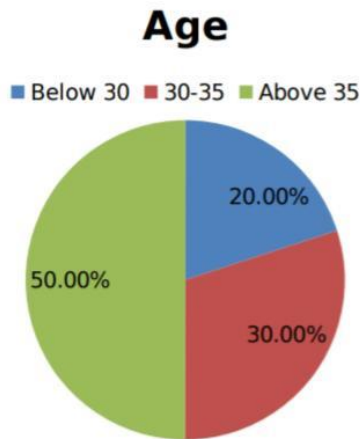
Further, different themes are formed that helps in knowing the real response of the respondents and it contributes a lot in understanding about the overall results in the most appropriate manner. On the other hand, in quantitative technique statistical tools are adopted through which analysis is done. It involves computation of mean, mode, median etc for the overall analysis. In the present study both data analysis techniques have been undertaken where the results have been shown with the help of different themes. Along with this, data has been represented with the help of pie charts, bar charts and other form of diagrams for better understanding.

### **III. Results**

#### **CASE 1: AGE**

Interpretation: the info has been collected by ten managers of Reliance Jio and it's been analyzed that majority which is 50% of the entire respondents were above 35 years aged . In addition to the present , 20% of the respondents were below 30 years and therefore the remaining 30% were within the age group of 30-35 years.

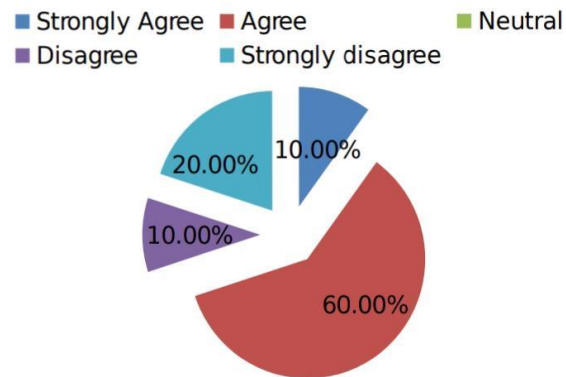
Age	Number of respondents
Below 30	2
30-35	3
Above 35	5



**CASE 2: Is Indian telecom industry become very competitive?**

Interpretation: the info has been collected from ten different managers working in Reliance Jio and it's been analysed that at the present , the degree of competition with Indian telecom industry has become very intense. Out of the entire ten respondents from whom the info has been collected, majority which is 60% agrees with the mentioned above fact and therefore the other 10%strongly agreed with an equivalent . On the opposite side of this, 10% of the respondents disagreed whereas the remaining 20% strongly disagreed with an equivalent supported the response provided by majority of the managers, it are often asserted that the Indian telecom industry goes through the stage of fierce competition and it's not easy for a brand to sustain with in the industry. It has been also analysed that the network providers operating in industry face several issues and challenges in context of attracting new customers and retaining the old ones.

At present, the Indian Telecom Industry has become very competitive	Number of respondents
Strongly Agree	1
Agree	6
Neutral	0
Disagree	1
Strongly disagree	2

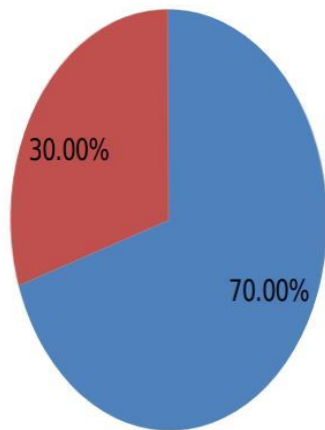


### CASE 3 : Jio has administered digital transformation within the Indian Telecom

Interpretation: From the info collected, it's been observed that the Indian telecom industry has undergone through digital transformation due to the entry of Reliance Jio within an equivalent t . Out of the entire ten respondents, majority which is 70% strongly agrees with this fact and therefore the remaining 30% agrees with an equivalent . The respondents have further explained that the services linked with voice call and mobile data of reliance Jio is high advanced and up-graded in terms of technology. The respondents also explained the due to Jio's entry within the industry, other network providers are forced to introduce advanced and up-graded technology in their services and overall business strategy.

The entry of Reliance Jio has resulted in digital transformation of the Indian Telecom Industry	Number of respondents
Strongly Agree	7
Agree	3
Neutral	0
Disagree	0
Strongly disagree	0

■ Strongly Agree    ■ Agree    ■ Neutral  
■ Disagree    ■ Strongly disagree

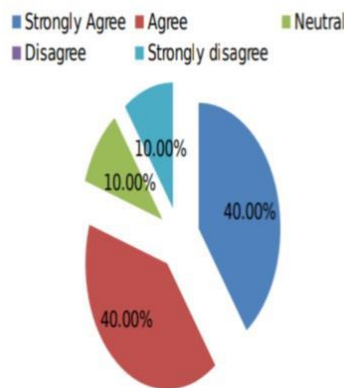


**CASE 4: The sales and profitability of brand name has been affected adversely due to Reliance Jio**

Interpretation: From the knowledge gathered through primary sources, it has been analysed that the entry of Reliance Jio within the market has resulted in affecting the sales and profitability of other brands operating the telecom industry of India. Out of the whole ten respondents, majority which is 40% strongly agreed with this fact whereas the other 40% agreed with the same. The remaining 10% of the whole respondents strongly disagreed with the actual fact mentioned above. Based on the response provided by majority of the participants, it has been analysed that the overall volume of sales and profitability of brands like Airtel, Vodafone, Idea and BSNL are affected negative due to Jio’s entry in telecom industry.

The sales and profitability of brand such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry	Number of respondents
Strongly Agree	4
Agree	4
Neutral	1
Disagree	0
Strongly disagree	1

**The sales and profitability of brand has been affected adversely because of Reliance Jio**



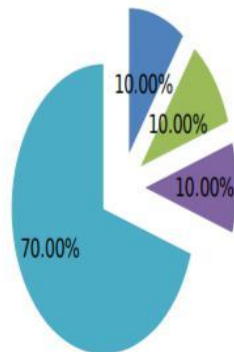
**CASE 5: The area of development of other brands affected due to Jio entry.**

Interpretation: it's been also analysed that aside from sales other areas of mobile network providers within the country have also been affected due to the entry of Reliance Jio within the market. The info has been collected from ten different managers working in Jio and it's been found that 10% of the entire respondents stated that customer base of brands like Airtel, Idea, BSNL and Vodafone has been suffering from Jio's entry whereas the opposite 10% stated that profits of these companies has been affected due to an equivalent. the opposite 10% of the respondents explained that overall operations of other network providers are affected due to Jio's entry whereas the remaining and majority of the respondents which is 70% favoured the very fact all the mentioned above areas of other network providers within the country are affected.

What are the areas of other brands which has been affected because of Jio's entry in the industry	Number of respondents
Customer base	1
Market share	0
Profitability	1
Operations	1
All the above	7

**What are the areas of other brands which has been affected because of Jio's entry in the industry**

■ Customer base 
 ■ Market share 
 ■ Profitability  
■ Operations 
 ■ All the above



#### **IV. Discussion and Analysis**

The entire analysis administered has supported in knowing that the overall telecom industry of India has become very competitive and massive number of players are operating during this market. Different companies are introducing different plans so on retain customers and satisfying their overall needs within absolutely the best manner. Primary and secondary study has shown that presence of high level of competition within the market has benefitted customers tons where they're able to obtain big choice of services from the telecom companies and successively it's contributing tons in satisfying their needs within absolutely the best manner.

Primary study has supported tons in knowing that with the help of Reliance Jio the overall digital transformation has been administered within the right manner. variety of the key services of the company on which its business model depends are highly advanced just like the mobile data especially 4G and thus the voice call is additionally also effective that contributes tons in enhancing the satisfaction level of the target market. With the doorway of Reliance Jio within the market the other players within the market are adversely affected like Vodafone, Bsnl, Airtel etc.

Overall reliance is functioning with the most recent technology and this is often often the foremost reason because of which the firm is during a position to deliver advanced services. within the Indian market Reliance Jio is particularly known for the 4G network that's highly advanced and it's unique too where internet are often accessed easily and it's in no time too. This is the main effectiveness of this network that makes it totally different from other kind of telecom brands operating within the market. at this within the Indian market no other company is offering advanced 4G services and only Reliance has been able to do this after modifying the business model of the firm. In short, the adoption of the new business model has allowed to understand competitive advantage and successively it's acted as development tool for the entire company within the best possible manner.

In the Indian market Reliance Jio is particularly known for the 4G network that's highly advanced and it's unique too where internet are often accessed easily and it's in no time too. This is the main effectiveness of this network that makes it totally different from other kind of telecom brands operating within the market. at this within the Indian market no other company is offering advanced 4G services and only Reliance has been able to do this after modifying the business model of the firm. In short, the adoption of the new business model has allowed to understand competitive advantage and successively it's acted as development tool for the entire company within the best possible manner.



The primary analysis has directly assisted tons in knowing that different attributes within the business model of Reliance Jio are present that has contributed tons in making the services of the business much more effective.

Further, it has been identified that the towers installed by the company are of fiber cable and eco friendly too because of which its overall installation takes place in the best manner. In conjunction with this, the pricing strategy of the firm is additionally effective where it's already been stated that pricing of the firm is little bit low as compared with other brands within the market. Without the effective business model it isn't within the least possible for the Reliance Jio to enhance its overall operations within the market. Moreover, after the introduction of 4G service the entire scenario has changed where services of Reliance are considered to be highly superior as compared with other companies within the market. Reliance Jio is well known for its 4G and other kind of advanced services. The main benefit is that it's under the purchasing power of people and successively they're going to easily afford the services of the Reliance within absolutely the best manner.

## **V. Limitations**

Considering the present study main focus is on knowing the overall influence of the Reliance Jio on the entire telecom industry. This is directly representing that research is only confined to Reliance job with respect to the Indian market and not other companies have been undertaken in the research that are operating in the market of India. Apart from this, the overall analysis is restricted to one company only named Reliance and this is the main limitation associated with the present study. Apart from this, another main limitation is time where the researcher has to approach different managers working in Reliance and approaching different form of managers in single time period is also time consuming. So, this is the also one of the main limitation that has affected the entire study. These limitations have acted as hurdle in accomplishing the key objectives associated with the research.

Reliance Jio has been stuck in a dispute with incumbent operators over points of interconnectivity. Jio has accused Bharti Airtel, Vodafone and Idea Cellular of providing insufficient points of interconnectivity leading to call drops. Jio put out data for September 22, 2017 saying over 12 crores out of 15 crore call attempts by its users failed.

Of the 6.13 crore call attempts made to Airtel network on September 22, 4.8 crore or 78.4 per cent of the calls failed. The failure on Vodafone network was higher at 84.1 per cent with 3.95 crore call drops out of 4.69 crore calls. Calls to Idea saw 3.36 crore call drops out of 4.39 crore calls made. Bharti Airtel has hit back at Reliance Jio saying network connectivity issues and call drops are due to Jio's own "underpreparedness", insufficient testing efforts and acquiring a large number of customers at the pre-launch stage itself.

### **Decreased Internet Speed**

With addition of users to the Jio network, the speed of Jio's 4G data services has come down drastically after September 5. Now, the internet speed has come down to 6-10 Mbps from 50Mbps during the launch stage. On paper, the difference is huge but in terms of average customer use, even a speed of 8Mbps should work flawlessly. However, the Jio connection faces frequent fluctuations hampering the user experience. Users have also complained about varying speeds despite no change in location.

### **Buggy Jio Apps**

The Reliance Jio apps have not shown consistent performance, but the idea of free content sites pretty well with the Indian audience. The Jio TV app is subjected to frequent crashes and has a long boot-time, which is also the case with most apps released by Jio. In our experience, the Jio4GVoice is one of the glitchiest Jio apps. The app often fails to load and when it does, the experience is pretty laggy.

### **Lack of VOLTE Support in Older Phones**

All those who don't have VOLTE technology-supported phones cannot make voice calls without the use of Jio4GVoice app which, as mentioned above, seems buggy. This one drawback makes the lucrative free voice-calling feature obsolete for most new consumers. Apart from the VOLTE support, most Indian smartphone users are still stuck with 3G phones. The Jio sims won't benefit them in any way.

### **Battery Consumption**

Reliance Jio has launched its internet services on the 4G band. With not much difference in the rates of 2G or 3G services and 4G connection, new users are inclining towards Jio. The only constraint with 4G services is that they take a toll on the phone's battery, forcing the user to charge it repeatedly. With no 2G or 3G options, the user can't switch to a slower connection to save battery.

## **VI. Conclusion**

The after effects of launch of Jio is like a tsunami, it completely swallows anything that comes in front of it, just like that Jio swallowed every competitor, taking the life out of them, forcing them to move or exit or merge. Data, data in this era is the new Oil. Ancient civilization prospered when there was a river, the modern civilization prospers when there is information available. As rightly said in a speech by Mr. Mukesh Ambani, information will lead to India out of poverty, out of misery thus it is like Oil. With the increase in the data consumption and every human

being now relying and getting addicted to internet, Jio has created a perfect opportunity for itself. By enticing free calls for the end users and then tempting the users for free data in the beginning and now cheap data, once the habit is formed it won't be difficult for them to retain the consumers. Jio has already announced its future plans of creating huge libraries of 10 million songs, 6000 movies and 60000 video songs, 1 lakh episodes of TV shows in more than 10 languages. We can derive that in the coming days there can be massive investment in technology driven sectors and entertainment sector with each and every Jio user having access to 4G data with as low as 50 per month and thus Jio is now unstoppable. It is a bull which has been now set free in the industry to offer anything they want at the lowest price. From all the findings and analysis, we conclude that after the launch of Jio the economic structure of the market is still the same, but the level of competition has grown unexpectedly. If Jio continues at this pace, it will completely redefine the Telecom sector in India and a new Post Jio era will be formed in the sector where anything and everything is possible. The state-run company has a strong market presence in terms of network reach, particularly in the states like Kerala, Himachal Pradesh, Punjab, Odhisa, and Haryana. The company will be announcing zero voice tariff plans from 2017 which could be lower than that of JIO.

BSNL's broadband users will be getting benefitted from the new plans, the company stated. The idea is to reroute the outgoing calls from the users' mobile phones through their landlines.

BSNL surely has put a tonne of pressure on the other telecom companies such as Airtel, Idea, and Vodafone to cut down their tariffs by some margin.

## **VII. Recommendations**

On the basis of conclusion various recommendations are present to Reliance Jio so that overall

□ One of the main recommendation is associated with conducting market research on performance of the firm can be easily managed with the help of continuous basis as through this it will become possible for Reliance Jio to understand the actual need and requirement of the target market. This will assist a lot in modifying the existing services and introducing the new one so as to operate efficiently in the overall market.

□ Obtaining customer feedback on continuous basis is also vital as with the help of this it will be possible to know whether the customers are satisfied with the range of services offered to them or not. Along with this, if the satisfaction level of customer is low then in such case Reliance Jio can modify its services accordingly.

□ More focus must be on building the advanced services as in the modernization it is necessary for the telecom brands to offer advanced services that can assist in providing convenience to the customer and in turn can lead to rise in the performance level of the brand also. Company must identify in continuous basis like what form of techniques they can adopt for delivering better services.

□ Main focus must be on research and development as this is quite crucial area where proper research can assist a lot in the introduction of the latest services and in turn it can become one of the main reason behind success of the firm in the market. This will directly contribute a lot in enhancing the level of customer satisfaction and can assist a lot in gaining competitive advantage also.

□ Customer retention is most crucial in the entire telecom industry and it is recommended to Reliance to focus on this aspect in the every possible manner. The company is required to adopt every form of tactic through which customers can be retained easily. This is possible by offering discount on the services offered or other form of attractive services. This can assist a lot in influencing the purchase behaviour of the target market and in turn can deliver different benefits to the business also

□ Competitor analysis is necessary as through this the strategy of the competitors can be easily known what sort of different activities they are doing and through this the present performance of Reliance Jio can be easily known in the market. On continuous basis competitor analysis can be conducted and in turn Reliance can know how its services are superior from those of other telecom companies operating in the Indian market

□ More marketing and promotion related activities are required to be adopted in the rural areas as the customers expect telecom services at a low cost. Through this it will be possible for Reliance Jio to attract the people living in the rural areas and in turn it can provide competitive edge to the business in the best possible manner.

□ Main stress must be on network coverage as it is the major issue in the modern era where customers have to face issues due to poor network and installing towers in different areas more superior services can be offered to the customers in the market.

So above are some of the main recommendations that the company can adopt so as to maintain its long term performance in the market. By working on all these recommendations it will be possible to become market leader and in turn the range of opportunities present in the business environment can be easily grabbed with the help of this. All these recommendations will assist in customer satisfaction, enhancing brand loyalty level and can provide long term benefits to the business in the best possible manner.

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## **IX. Appendix**

### **Questionnaire**

Name

1.Age

- a) Below 30
- b) 30-35
- c) Above 35

2. At present, the Indian Telecom Industry has become very competitive?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

3. The entry of Reliance Jio has resulted in digital transformation of the Indian Telecom industry?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

4. The sales and profitability of brand such as Airtel, Vodafone, Idea and BSNL has been adversely affected because of the entry of Reliance Jio in the industry?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

5. What are the areas of other brands which has been affected because of Jio's entry in the industry?

- a) Customer base
- b) Market share
- c) Profitability
- d) Operations
- e) All the above