Indian telecommunication network has the distinction of being the second largest in the world on the basis of telecom users, thanks to telecom revolution in India. There are fifteen players in this Industry, some of whom are giant players with a long period of struggling existence. These players offer post-paid and pre-paid services to cater to the needs of different types of consumers. They offer a number of schemes at lowest call tariff rates in the world. Their main challenge is not getting new customers but preventing the turnover of the customers.

In this task many of them have designed and adopted innovative schemes to arrest the churn. The national average rate of monthly churn averages six percent in 2014. The service providers have multidimensional challenges in this vibrant industry. Hence it is imperative to undertake a critically in-depth study of the behavior of churners, predominantly high in prepaid services. Such a study has to be on a continuous basis so as to design matching strategies to arrest the churn.

This research study has brought out a list of determinants influencing churn behavior, apart from the direction in which the customer disloyalty goes. It brings to light the churn situation prevailing in tier I and tier II cities which could serve as an eye opener for the players operating in the Industry and adopt rural focused strategies.

The industry environment is regulated by Telecom Regulatory Authority of India (TRAI), to protect the interest of the users. Hence there is limited scope to arrest the churn in terms of pricing but unlimited scope in terms of design, packages, voice quality, coverage etc. The study by using multivariate techniques brings out vital findings and offers useful suggestions. However there are limitations conditioned by time and accessibility.