Chapter 3

Profile of the Mobile Network Companies

In this chapter, an attempt has been made by the researcher to examine the profile of the sample telecom companies of the study.

3.1. Bharti Airtel limited

1. Airtel

This is the 5th largest mobile operator in the world and India’s Largest GSM Service with Technology of GSM, EDGE, and HSPA. Airtel is the market leader in India with about 193.4 million Subscribers at the end of October 2013 and growing. Airtel founded in 7 July 1995 by Sunil Bharti Mittal and head quartered in New Delhi. Airtel has 21,548 employees as on 2011. Airltel shared ownership with Singapore Telecommunications (32%), Vodafone (4.4%) and rest of the share for Bharti Enterprises.

Bharti Airtel38 is a provider of telecommunications services. The businesses at Bharti Airtel have been structured into three individual strategic business

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38 Source: www.airtel.in)
units (SBU’s) - mobile services, broadband & telephone services (B&T) & enterprise services. The company's mobile services include pre-paid and post-paid tariffs, value-added services, roaming services, Blackberry services, and business solutions. These services are provided under the Airtel brand. The company's broadband and telephone services include those for both residential and business customers. Services comprise DSL Internet access and fixed line telephony. These services are provided under the Airtel Broadband brand. The company's enterprise services include voice services, mobile services, satellite services, managed data and Internet services, managed e-Business services, and managed customized integrated solutions. The company serves over 37 million mobile customers and around one million broadband and telephony customers.

**Growth and Development**

Bharti Airtel was established as Bharti Tele-Ventures, in 1995. The company offered its initial public offering in 2002. During 2004, the company delisted its shares from the Delhi Stock Exchange. It continued to trade on the National Stock Exchange and the Mumbai Stock Exchange. Vodafone acquired a 10% stake in Bharti Tele-Ventures for around $1.5 billion, in 2005. Bharti Tele-Ventures renamed itself to Bharti Airtel Limited, in 2006. In September 2007, the company signed a managed networks deal for 151 its Sri Lanka operations with Huawei Technologies Company, a leader in providing next generation telecommunications network solutions for operators around
the world. In October 2007, Bharti Airtel and Indian Institute of Technology (IIT) Delhi announced their plans to establish the Bharti-IIT Delhi Telecom Centre of Excellence. Bharti Infratel, a subsidiary of the company announced plans to partner with Vodafone Essar and Idea Cellular to form Indus Towers, an independent tower company to provide passive infrastructure services in India, in December 2007. Bharti Airtel along with eight companies of the global telecommunications industry signed a formal Construction and Maintenance Agreement in Rome today to build a high-capacity fiber-optic submarine cable that stretches from India to France via the Middle East, in February 2008. In the same month, the company along with five international companies executed an agreement to build a high-bandwidth undersea fiber-optic cable linking Asia and the US. In March 2008, the company launched Airtel Call Home service for calls made from US to India. In the same month, Guernsey Airtel, a subsidiary of the Bharti Group, launched its mobile services in Guernsey (Channel Islands, Europe).

Management Group

Sunil Bharti Mittal, Chairman and Managing Director, Since: 2001, Age: 49

Mr. Sunil Bharti Mittal is the Founder, and has been the Chairman and Managing Director at Bharti Airtel since 2001, and a Director since 1995. He started his first business in 1976, with a capital investment of Rs 20,000. Mr. Sunil Bharti Mittal initially founded a number of trading concerns, and established the first company to manufacture push button telephones in India.
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. 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.

3.2. Vodafone – India

Vodafone India formerly known as Vodafone Essar and Hutchison Essar (1992-2007) founded in 1994 headquartered in Mumbai. Vodafone India is the 3rd largest Mobile network operator in India with roughly 155.5 million subscribers as of November 2013. The Ownership shared to Essar Group 33% and Vodafone 67%. Vodafone uses technology of GSM, EDGE, and HSPA in India. Vodafone Essar started its operations in India in 1994 and is under the Vodafone Group. The company Vodafone Essar Limited has become one of the leading companies in the telecom sector in India due to its high standard of services that it provides to its customers. The company Vodafone Essar has its operations in 16 telecom circles of the country, which
covers around 86% of the customer mobile base in India. The company offers both postpaid and prepaid GSM cellular mobile coverage all across India and its hold is especially strong in the metropolitan cities. The company Vodafone Essar Limited provides services like 2G, which are based on 1800Mhz and 900Mhz GSM digital technology. The company Vodafone Essar also offers voice and data services.

**Ownership**

Vodafone Essar\(^{39}\) is owned by Vodafone 52%, Essar Group, 33% and other Indian nationals, 15%. On February 11, 2007, Vodafone agreed to acquire the controlling interest of 67% held by Li Ka Shing Holdings in Hutch-Essar for US$11.1 billion, pepping Reliance Communications, Hinduja Group, and Essar Group, which is the owner of the remaining 33%. The whole company was valued at USD 18.8 billion. 

It has over 303 million customers calculated on a proportionate basis in 31 countries and the brand is present in a further 40 countries through partnership networks. In an increasingly connected world, we intend to be a global communications operator capable of responding to all our customers’ needs, whether it’s using a mobile, a fixed line or broadband, building on the know-how and experience that we have acquired in the mobile sector. We are in the forefront of the definition of mobile voice and data services throughout the

\(^{39}\) (Source: www.vodafone.in)
world and are constantly exploiting new technologies. We also differentiate ourselves in terms of our prices by offering customers the most transparent and competitive price plans in the market. With roaming calls, for example, we pass on to the customer the advantages of being part of a global operator.

Sir John Bond - Chairman of Vodafone Group Plc on 25 July 2006 having previously served as a Non-Executive Director. Vittorio Colao - Chief Executive of Vodafone Group Plc on 29 July 2008, having previously served as a Board Director.

3.3. Idea Cellular Limited

This is one of the largest telecommunication services in India with 127.3 million Subscribers in 2013 and it uses technology such as GSM, EDGE, and HSPA. Idea is founded in 1995 and headquartered in Mumbai of Maharashtra state. It has 6,481 Employees all around India. Idea is recently ranked 4th largest mobile network provider in India. Idea Shared ownership to Axiata Group Berhad for 19.1% and rest of the share for Aditya Birla Group. IDEA Cellular is a publicly listed company, having listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) in March 2007. IDEA Cellular is a leading GSM mobile services operator in India with

40 (Source; www.ideacellular.com)
over 53 million subscribers, under brand IDEA. It is a pan India integrated
GSM operator covering the entire telephony landscape of the country, and has
NLD and ILD operations. A frontrunner in introducing revolutionary tariff
plans, IDEA Cellular has the distinction of offering the most customer
friendly and competitive Pre Paid offerings, for the first time in India, in an
increasingly segmented market. From basic voice & Short Message Service
(SMS) services to high-end value added & GPRS services such as Blackberry,
Datacard, Mobile TV, Games etc - IDEA is seen as an innovative, customer
focused brand. IDEA Cellular has partnership with over 400 operators to
ensure that customers are always connected while on the move, within the
country or other parts of the world.
IDEA Cellular is part of the Aditya Birla Group, India's first truly
multinational corporation. Global in vision, rooted in Indian values, the Group
is driven by a performance ethic pegged on value creation for its multiple
stakeholders. The group operates in 25 countries, and is anchored by over
100,000 employees belonging to 25 nationalities. The Group has been
adjudged 'The Best Employer in India and among the Top 20 in Asia' by the
conglomerate, the Aditya Birla Group is a leader in swathe of products -
viscose staple fiber, aluminum, cement, copper, carbon black, insulators,
garments.
Area of Operation

They offer pre-paid and post-paid mobile services in our 11 Circles under the brand names of —Idea Chit Chat‖ and —Ideal‖, respectively. We seek to identify new business opportunities and be the first mover amongst our competitors for value added services (—VAS‖). We were the first mobile operator to offer an extended validity post-paid product, which now forms a sizeable percentage of our post-paid base

3.4. Bharat Sanchar Nigam Limited

BSNL is the India’s largest and oldest communication service provider in India and 5th largest mobile telephony provider with 97.17 million subscribers at the end of October 2011, its Indian state Government owned enterprise. BSNL provides technology such as GSM, EDGE, HSDPA, CDMAOne, EVDO, WiMAX, WiFi. BSNL founded in 19th century and incorporated in 2000, it has 281,635 employees in March 2007. BSNL headquartered in New Delhi which is capital of India.

Vision

To become the largest Telecom Service Provider in Asia.
Mission

To provide world class State-of-art technology telecom services to its customers on demand at competitive prices and also to provide world class telecom infrastructure in its area of operation and to contribute to the growth of the country's economy.

Objectives

To be a Lead Telecom Services Provider;

To provide quality and reliable fixed telecom service to our customer and thereby increase customer's confidence; To provide mobile telephone service of high quality and become No.1 GSM operator in its area of operation. To provide point of interconnection to other service provider as per their requirement promptly; Contribute towards: National Plan Target of 500 million subscriber base for the country by December 2010. Broadband customer's base of 20 million in the country by 2010 as per Broadband Policy 2004. Providing telephone connection in villages as per government policy.

Bharat Sanchar Nigam Ltd. formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: 115 Wireline, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services

41 Source ; www.bsnl.co.in
etc. Presently it is one of the largest and leading public sector units in India. BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages and winning customer's confidence. Today, it has about 46 million line basic telephone capacity, 8 million WLL capacity, 52 Million GSM Capacity, more than 38302 fixed exchanges, 46565 BTS, 3895 Node B (3G BTS), 287 Satellite Stations, 614755 Rkm of OFC Cable, 50430 Rkm of Microwave Network connecting 602 Districts, 7330 cities/towns and 5.6 Lakhs villages. BSNL is the only service provider, making focused efforts and planned initiatives to bridge the Rural-Urban Digital Divide ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of country and operates across India except Delhi & Mumbai.

Faced with stiff competition from the private telecom service providers, BSNL has subsequently tried to increase efficiencies itself. Dot veterans, however, put the onus for the sorry state of affairs on the Government policies, where in all state-owned service providers were required to function as mediums for achieving egalitarian growth across all segments of the society. At present BSNL enjoys around 60% of market share of ISP services. 2007 has been declared as "Year of Broadband" in India and BSNL is in the process of providing 5 million Broadband connectivity by the end of 2007. BSNL has upgraded existing Data one (Broadband) connections for a speed
of up to 2 Mbit/s without any extra cost. This 2 Mbit/s broadband service is being provided by BSNL at a cost of just US$ 11.7 per month (as of 21/07/2008 and at a limit of 2.5GB monthly limit with 0200-0800 hrs as no charge period). Further, BSNL is rolling out new broadband services such as triple play. BSNL is planning to increase its customer base to 108 million customers by 2010. With the frantic activity in the communication sector in India, the 118 target appears achievable. BSNL is a pioneer of rural telephony in India. BSNL has recently bagged 80% of US$ 580 m (INR 2,500 crores) Rural Telephony project of Government of India. [ On the 20th of March, 2009, BSNL advertised the launch of BlackBerry services across its Telecom circles in India. The corporation has also launched 3G services. Bharat Sanchar Nigam Limited, the largest Public Sector Undertaking of the Nation, is certainly on a financial ground that's sound. The Company has a net worth of Rs. 88,634 crores (US$ 17.40 billion), authorized equity capital of Rs. 10,000 crores (US $ 1.96 billion), Paid up Equity Share Capital of Rs. 5,000 crores (US $ 0.98 billion) and Revenues is Rs. 35,812 crores (US $ 7.03 billion) in 2008-09. (Note: 1 US $ = 50.9500 INR as on 31-03-2009).. BSNL BROADBAND includes Internet dial up/ Leased line access, 119 CLI based access (no account is required) and DIAS service, for web browsing and E-mail applications. CellOne offers all India Roaming facility to both pre-paid and post-paid customers (including Mumbai & Delhi). WLL ; This is a communication system that connects customers to the Public Switched
Telephone Network (PSTN) using radio frequency signals as a substitute for conventional wires for all or part of the connection between the subscribers and the telephone exchange. Countrywide WLL is being offered in areas that are non-feasible for the normal network. Helping relieve congestion of connections in the normal cable/wire based network in urban areas.

3.5. Tata tele-services limited

This is the Joint venture telecommunication service founded in November 2008, Headquartered in New Delhi. It uses technology of CDMA, EVDO, GSM, EDGE, and HSPA+, has good 3g coverage in major states in India. Tata DOCOMO and Virgin Mobile had about 90.09 million subscribers as on 2012. It shared ownership to NTT DoCoMo of 26% and 74% for Tata Teleservices.

Mission\(^\text{42}\)

1. Enriching life by enabling reliable and affordable communication anytime, anywhere.

2. To be a competitive value provider in international business for Group companies and all our partners.

\(^{42}\) Source; www.tataindicom.com
Vision

1. We will strive to be the preferred partner to our customers by providing appropriate and Cost-effective communication solutions.

2. The vision of becoming a customer-focused organization offering quality, convenience and accessibility has always been the core of our business model. After mapping our customer expectations, we plan to aggressively bring new technology, add innovative products and services and increase the coverage area to make a major leap into the future. Tata Teleservices Limited spearheads the Tata Group’s presence in the telecom sector. Incorporated in 1996, Tata Teleservices Limited is the pioneer of the CDMA 1x technology platform in India. It has embarked on a growth path since the acquisition of Hughes Tele.com (India) Ltd [renamed Tata Teleservices (Maharashtra) Limited] by the Tata Group in 2002. It launched mobile operations in January 2005 under the brand Tata Indicom and today enjoys a pan-India presence through existing operations in all of India’s 22 telecom Circles. Ratan N. Tata was appointed as the Chairman of Tata Sons Limited in 1991. He is the Chairman of several of the leading Tata group companies including Tata Steel, Tata Motors, Tata Power, Tata Consultancy Services, Tata Tea, Tata Chemicals, Indian Hotels Limited and TTSL. He is also the Chairman of two of the largest private sector promoted philanthropic trusts in India. During his tenure, the Group's revenues have grown over six-fold to Rs. 80,000 crore ($ 17.8 bn.). Mr. Tata’s association with Tata group companies began in
December 1962. He was assigned to various companies before being appointed Director-in-Charge of the National Radio and Electronics Company Limited (NELCO) in 1971. He was named Chairman of Tata Industries Limited in 1981, where he was responsible for transforming the company into a group strategy think-tank, and was also responsible for the promotion of new ventures in high technology businesses. Mr. Tata received a Bachelor of Science degree in Architecture from Cornell University in 1962. He worked briefly with Jones and Emmons in Los Angeles, California before returning to India in late 1962. He completed the Advanced Management Program at Harvard Business School in 1975.

**Growth and Development**

TTSL pioneered the CDMA 3G1x technology platform in India. The company has established a robust and reliable telecom infrastructure that ensures quality in its services. It has partnered Motorola, Ericsson, Lucent and ECI Telecom to deploy a reliable and technologically advanced network. TATA Teleservices (Maharastra) Ltd. (TTML) (Formerly Hughes Tele.com (India) Ltd.), is India's premier broadband network based telecommunication service provider. On the consumer front, the company offers Internet connectivity and operates several cyber cafés. On the corporate front, it offers Internet connectivity, networking services 128 and data centre-based services. TISL has invested extensively in networking and IT infrastructure, to set up one of India’s most advanced data networks, with independent and redundant
domestic and international connectivity and world-class support services. We have the infrastructure. The expertise an integrated array of Internet services and solutions. Tata Indicom VSAT Services provides its users with a turnkey 129 solution for their Wide Area Networking needs including monitoring and managing their network with a 24 hour help desk and field support at most key locations throughout India. VSAT Networks: The Right Choice, VSAT is a an acronym for Very Small Aperture Terminal, or put more simply it is a 1 to 4 meter dish on a roof linking a central hub (e.g. your Head Quarter) with all the remote offices and facilities, keeping them all in constant and immediate contact. VSATs are suitable for connecting a large number of geographically dispersed sites to a central location. With VSAT networks, there is no dialing, no response delays, no interruptions.

3.6. Reliance Communications

This is the 16th largest mobile phone operator in the world and 2nd largest in India with **154.11 million** subscribers at the end of 2012. This telecommunication company headquartered in Navi Mumbai in Maharashtra State and founded in 2004 by Dhirubhai Ambani. Re liance has 28,065 employees as on 2010. It uses technology like CDMA one, EVDO, GSM,
HSPA, WIMAX. Reliance shares its ownership 26% for Public and rest for Reliance ADAG.

Shri Anil D. Ambani is regarded as one of the foremost corporate leaders of contemporary India, Shri Anil D. Ambani (50), the Chairman of all listed companies of the Reliance ADA Group, namely, Reliance Communications, Reliance Capital, Reliance Infrastructure, Reliance Natural Resources and Reliance Power. He is also the President of the Dhirubhai Ambani Institute of Information and Communication Technology, Gandhinagar, Gujarat. An MBA from the Wharton School of the University of Pennsylvania, Shri Ambani is credited with pioneering several path breaking financial innovations in the Indian capital markets. He spearheaded the country’s first forays into overseas capital markets with international public offerings of global depositary receipts, convertibles and bonds. Under his Chairmanship, the constituent companies of the Reliance ADA Group have raised nearly US$ 7 billion from global financial markets in a period of less than 3 years. Shri Ambani has been associated with a number of prestigious academic institutions in India and abroad. He is currently a member of: Wharton Board of Overseers, The Wharton School, USA Board of Governors, Indian Institute of Management (IIM), Ahmedabad Executive Board, Indian School of Business (ISB), Hyderabad.
Business Operations

Reliance Communications Limited (—RCOM, —Borrower‖ or the —Company‖) is the flagship Company of the Reliance Anil Dhirubhai Ambani (—ADA‖) Group. Rated among "Asia's Top 5 Most Valuable Telecom Companies", Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of over 65 million including over 1.7 million individual overseas retail customers, ranks among the Top 10 Telecom companies in the world by number of customers in a single country.

Due to its unique strength in high speed wireless data transmission, RCOM has 65% market share of the data card and USB modem market for laptops and PCs. The entire inter-city and metro fibre optic backbone network is deployed in a ring and meshes architecture and is MPLS enabled. The Reliance Data Network has over 180 MPLS integrated network nodes. 4 CDMA is a spread spectrum technology where the information at a standard rate of 9.6 Kbits per second is spread on 1.23 MHz bandwidth. RCOM’s network can support 146 2.3 times more simultaneous calls per MHz as compared to that of other GSM operators.

3.7. Aircel
Aircel is the sixth largest Mobile network operator in India headquartered in Chennai of Tamil Nadu State with subscriber of over 63.20 million as of October 2013. Aircel Provides Technology of GSM, EDGE, and HSDPA. Aircel founded in 1999 by Maxis Communications and shared to Apollo Hospital (26%). This is the leading mobile operator in Tamil Nadu, North-East and Assam.

Aircel recorded the highest growth of 37.2 per cent among operators in 2009-10. The company posted a revenue of Rs 4,700 crore (Rs 47 billion) to move to the number eight slot. It is a joint venture between Maxis Communications Berhad of Malaysia and Sindya Securities Investments Private Limited, whose current shareholders are the Reddy family of Apollo Hospitals Group of India. Aircel commenced operations in 1999 and became the leading mobile operator in Tamil Nadu. It emerged a market leader in Assam and in the North Eastern provinces within 18 months of operations. Today, the company has a foothold in 21 circles including Chennai, Tamil Nadu, Assam, North East, Orissa, Bihar, Jammu & Kashmir, Himachal Pradesh, West Bengal, Kolkata, Kerala, Andhra Pradesh, Karnataka, Delhi, UP(West), UP(East), Maharashtra & Goa, Mumbai, Madhya Pradesh and Punjab. It has over 43 million customers in the country.
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<th>Sr. No.</th>
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<th>Details of the Contact Person</th>
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<tr>
<td>1</td>
<td>Aircel Cellular Ltd</td>
<td>Chennai</td>
<td>Shri Ramesh K Sr. General Manager - Regulatory Aircel Group 706, 7th Floor, Ashoka Estate, 24, Bharakhamba Road, Connaught Place, New Delhi - 110001. Tel: 43154020 Fax: 43154000 Email: <a href="mailto:Ramesh.k@aircel.co.in">Ramesh.k@aircel.co.in</a></td>
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<td>2</td>
<td>Aircel Ltd</td>
<td>TN</td>
<td>Shri Ramesh K Sr. General Manager - Regulatory Aircel Group 706, 7th Floor, Ashoka Estate, 24, Bharakhamba Road, Connaught Place, New Delhi - 110001. Tel: 43154020 Fax: 43154000 Email: <a href="mailto:Ramesh.k@aircel.co.in">Ramesh.k@aircel.co.in</a></td>
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<td>3</td>
<td>Bharti Hexacom Ltd</td>
<td>NE</td>
<td>Ms. Jyoti Pawar, Director - Legal &amp; Regulatory Affairs, Bharti Airtel Ltd., Airtel Center Tower-A, 6th Floor, ‘A’ Wing Plot No. 16, Udyog Vihar Phase-IV, Gurgaon - 122016 Haryana Ph: +0124 4222222 Fax:+91 124 4243077 Email: <a href="mailto:jyoti.pawar@in.airtel.com">jyoti.pawar@in.airtel.com</a></td>
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<td>4</td>
<td>BSNL</td>
<td>All India (except Delhi &amp; Mumbai)</td>
<td>Shri S.B. Khare Principal GM (Regulation) Bharat Sanchar Nigam Ltd Room No. 504, 5th Floor, Bharat Sanchar Bhawan, Janpath H.C. Mathur Lane, Janepath, New Delhi – 110001. Tele: 23734097 Fax: 23734174. Email: <a href="mailto:sbkhare@bsnl.co.in">sbkhare@bsnl.co.in</a></td>
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<td>5</td>
<td>Idea Cellular Ltd</td>
<td>Delhi, MH, Gujarat, AP, MP, UP (W), Kerala, Haryana, UP (E), Raj, HP</td>
<td>Shri Rajat Mukarji Chief Corporate Affairs Officer M/s Idea Cellular Ltd Regulatory &amp; Corporate Affairs, 7th Floor, “Konnectus Building” Bhavbhuti Marg, Opp. New Delhi Railway Station (Ajmeri Gate side), New Delhi - 110001. Ph: 23210134/35/36 Fax: 23210138 Email: <a href="mailto:rajat.mukarji@idea.adityabirla.com">rajat.mukarji@idea.adityabirla.com</a></td>
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<td>6</td>
<td>Loop Telecom Ltd</td>
<td>Mumbai</td>
<td>Shri Harish Kapoor Chief Regulatory Officer Loop Telecom Ltd., 711-715, Tolstoy House 15-17 Tolstoy Marg Connaught Place New Delhi-110001 Ph:-011-43613986 Fax:-011-43613994 Email: <a href="mailto:hkapoor@loopcellular.com">hkapoor@loopcellular.com</a></td>
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<tr>
<td>7</td>
<td>MTNL</td>
<td>Delhi &amp; Mumbai</td>
<td>Shri L.K. Govil GM (RA&amp;C), Mahanagar Telephone Nigam Ltd 4th Floor, Room No. 4306, Mahanagar Doorsanchar Sadan, MTNL, 9, CGO Complex, Lodhi Road, New Delhi-3,</td>
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India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone).\textsuperscript{43} The above network diagram reveals that the major share is held by Airtel, followed by Reliance and Vodafone and other companies. India's telecommunication network has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. It has the world's third-largest Internet user-base. According to the Department of Telecommunication of India (DoT), as on March 2015, India has 302.35 million internet connections.\textsuperscript{44} Major sectors of the Indian telecommunication industry are telephony, internet and television broadcast Industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern

\textsuperscript{43} "India needs umbrella body on telecom". EconomicTimes, 16 August 2012. Retrieved 8 October- 2012.

\textsuperscript{44} Ibid
network elements such as digital telephone exchanges, mobile switching centres, media gateways and signalling gateways at the core, interconnected by a wide variety of transmission systems using fibre-optics or Microwave radio relay networks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fibre and wireless technologies. DTH, a relatively new broadcasting technology has attained significant popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India. Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world. India possesses a diversified communications system, which links all parts of the country by telephone, Internet, radio, television and satellite.

Indian telecom industry underwent a high pace of market liberalisation and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world's second-largest mobile phone user base with over 929.37 million users as of May 2012. It has the world's second-largest Internet user-base with over 300 million as of June 2015. The total revenue of the Indian telecom sector grew

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46 "Highlights of Telecom Subscription Data as on 31 May 2012" (PDF). TRAI. 4 July 2012.
by 7% to ₹2832 billion (US$42 billion) for 2010–11 financial year, while revenues from telecom equipment segment stood at ₹1170 billion (US$17 billion).47

Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folk of India.

To conclude, in this chapter an attempt has been made by the researcher to examine the profile of the Telecom companies and the Profile of the Respondents and CRM Strategies of the Mobile Network Companies were discussed in the next chapter.