district has well-laid out roads and they comprise 116.4 kms of the state highways, 679.1 kms of the major district roads, 1422.48 kms of Panchayat Union roads and 1024.515 kms of Panchayat roads. The railway lines connect all the major towns within and outside the state. Besides, the district possesses a very good communication network and almost all the villages in the district are fully electrified.\textsuperscript{26}

\section*{CHAPTER III}

\textbf{TELECOM SERVICE PROVIDERS – A PROFILE OF SELECTED TELECOMMUNICATION COMPANIES}

\section*{3.1 INTRODUCTION}

This chapter describes the profile of selected telecommunication services provided by companies namely:

(i) Bharat Sanchar Nigam Ltd (BSNL)

(ii) Aircel

(iii) Airtel and

(iv) Vodafone,

\textsuperscript{26}“G” Returns of the Office of the Assistant Director of Statistics, Madurai, 2013.
3.2 BHARAT SANCHAR NIGAM LTD (BSNL)

Bharat Sanchar Nigam Limited is a State-owned telecommunications company headquartered in New Delhi, India. BSNL is one of the largest Indian cellular service providers, with over 83.6 million subscribers as of January 2011, and the largest land line telephone provider in India. However, in recent years the company’s revenue and profit plunged into heavy losses due to intense competition in the Indian Telecommunication sector\footnote{www.bsnl.co.in.}.

BSNL is India’s oldest and largest communication service provider (CSP). It had a customer base of 90 million as of June 2008. It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi, which are managed by Mahanagar Telephone Nigam Limited (MTNL). As of June 30, 2010, BSNL had a customer base of 27.45 million wireline and 72.69 million wireless subscribers.
Bharat Sanchar Nigam Limited has got net fixed assets valuing more than Rs.54,321 Crores (US $ 10.67 billion), which are in the form of land, buildings cables, apparatus & plants etc., as on 31.03. 2009.

Services Offered

BSNL provides almost every telecom service in India. Following are the main telecom services provided by SBNL:

- **Universal Telecom Services**: Fixed wireline services & landline in Local loop (WIL) using CDMA technology called bfone and Tarang respectively. As of June 30, 2010, BSNL has 75 per cent market share of fixed lines.

- **Cellular Mobile Telephone Services**: BSNL in major provider of Cellular Mobile Telephone services using SGM platform under the brand name Cellone & Excel (BSNL Mobile). As of June 30, 2010 BSNL has 13.50 per cent share of mobile telephony in the country.

- **WLL – CDMA Telephone Services**: BSNL’s WLL (Wireless in Local Loop) service is a service giving both fixed line telephony & Mobile telephony.

- **Internet**: BSNL provides internet services through dial-up connection (Sancharnet) as prepaid, (NetOne) as Postpaid and ADSL broadband (BSNL Broadband). BSNL holds 55.76 per cent of the market share with
reported subscriber base of 9.19 million internet subscribers with 7.79 per cent of growth at the end of March – 10.[citation needed] Top 12 Dial-up Service Providers, based on the subscriber base, It also Provides Online Games Via Its Games on Demand (GOD).

- **Intelligent Network (IN):** BSNL provides IN services offers value – added services, such as Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele – Voting, Premium Rae Service (PRM), Universal Access Number (UAN) and more.

- **3G:** BSNL offers the ‘3G’ or the ‘3rd Generation’ services which includes facilities like video calling, live TV, 3G video portal, streaming services like online full length movies and video on demand etc.

- **IPTV:** BSNL also offers the “Internet Protocol Television’ facility which enables us [who] to watch television through internet.

- **FITH:** Fibre To The Home facility that offers a higher bandwidth for data transfer. This idea was proposed on post – December 2009.

- **Helpdesk:** BSNL’ Helpdesk (Helpdesk) provides help desk support to their customers for their services.

**Global Services**
Bharat Sanchar Nigam Ltd., formed in October, 2000, is World’s 7th largest Telecommunications company providing comprehensive range of telecom services in India: wireline, CDMA mobile, GSM Mobile, internet, broadband, carrier service, MPLS-VPN, VSAT, VoIP services, IN services etc., presently it is one of the largest & leading public sector units in India.

BSNL has installed Quality Telecom Network in the country and now is focusing on improving it, expending the network, introducing new telecom services with ICT applications in villages and winning customer’s confidence. Today, it has about 46 million lien 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. Whether it is the inaccessible areas of Siachen glacier and
North – eastern region of the country. BSNL serves its customers with its wide bouquet of telecom services.

BSNL is number of unoperator of India in all services in its license area. The company offers vide ranging & most transparent tariff schemes designed to suit every customer.

BSNL cellular service, Cellone, has 55,140,282 2G cellular customers and 88,493 3G customers as on 30.11.2009. In basic services, BSNL is miles ahead of its rivals, with 35.1 million Basic Phone subscribers i.e., 85 per cent share of the subscriber base and 92 per cent share in revenue terms.

BSNL has more than 2.5 million WLL subscribers and 2.5 million internet customers who access internet through various modes viz., Dial-up, Leased Line, DIAS, and Account Less Internet (CLI). BSNL has been adjudged as the NUMBER ONE ISP in the country.

BSNL has set up a world class multi-gigabit, multi-protocol convergent IP infrastructure that provides convergent services like voice, data and video
through the same backbone and Broadband Access network. At present there are 0.6 Million data one broadband customers.

The company has vast experience in planning, Installation, network integration and Maintenance of Switching & Transmission Networks and also has a world class ISO 9000 certified Telecom Training Institute.

Scaling new heights of success, the present turnover of BSNL is more than Rs.351,820 million (US$8 billion) with net profit to the tune of Rs.99,390 million (US$2.26 billion) for last financial year. The infrastructure asset on telephone alone is worth about Rs.630,000 million (US$14.37 billion).

The turnover, nationwide coverage, reach, comprehensive range of telecom services and the desire to excel had made BSNL the No.1 Telecom Company of India.

**Growth and Performance**

BSNL has continued its growth story ever since its formation & ahs reached a customer base of 81.49 million as on 31st March, 2009 from 28.11
million as on 31st March, 2001. BSNL further plans to increase its customer base to 160 million by March, 2014.

**New Services Introduced / Planned by BSNL**

3G services: BSNL has started 3G services in 290 cities and acquired more than 6 lakhs customers. It has planned to roll out 3G services in 760 cities across the country in 2010-11.

**Broadband Services:** The shift in demand from voice to data has revolutionized the very nature of the network. BSNL is poised to cash on this opportunity and has planned for extensive expansion of the Broadband services. The Broadband customer base of 3.56 Million customer in March 2009 is planned to be increased to 16.00 million by March 2014.

BSNL is also offering prepaid broadband services. The customers availing of prepaid broadband have many advantages over post paid broadband like control on usage, Mobility etc.
In addition to wireline broadband services, BSNL is also in the process of rolling out its Wi-MAX network in rural areas to take an initial lead and provide wireless broadband services in all rural blocks in the country during 2010-11. The Urban Wi-Max is also being deployed in Kerala & Punjab Circles and shall cover all the major cities in these circles.

Wi-Max services are also being provided through a Franchisee agent with M/s SOMA in three states of Gujart, AP and Maharashtra.

Value Added Services: BSNL is focusing on provision of value added services/features to attract high end customers and to double its revenues from VAS.

Fibre to Home (FTTH): To meet the demand for high bandwidth services, BSNL is rolling FTTH services (GPON & GE-PON) for the first time in the country, which is likely to generate substantial revenue in coming years. Services are likely to start by March 2010.

Mobility in WLL: BSNL is planning to provide full mobility on its WLL network form March 2010.
**Telecom Factories**

“BSNL Telecom Factories located at Koltaka, Gopalpur, Kharagpur, Jabalpur, Bhilai, Richhai and Mumbai are in–house manufacturing units of the company. These are presently engaged in production of pay phones, Mini Pillars, CT Box, DP Box, Line Jack Unit, OFC Accessories, FDMS, Towers, SS Drop wire, Jointing Kits, SIM Card, DDF etc. all Seven Telecom Factories are now ISO 9001:2000 certified.

In the changed telecom scenario, it is the Endeavour of the telecom factories to venture into new technology areas and support BSNL as manufacturing –cum-service support organization. The factories have supplied 246356 kms of Drop wire and 6777 Nos. of towers during 2008-09. TF Mumbai has supplied 89.45 lakh SIM cards to various circles during 2008-09”.

**Customer Care**

- Access round the clock help at following toll free numbers\(^{28}\)
  - *Dataone Broadband ‘1800 – 421-1600’

\(^{28}\) [www.telecoma.in](http://www.telecoma.in)
- PSTN Call Center ‘1500’ (in select states)
- Sancharnet Help Desk’ 1957’
- CEllone all India Help ‘ 1800 180 1503’ or ‘1503’

- All BSNL Customers Service Centers (CSCs) now remain open on all seven days from 8.00 AM to 00PM without any break for all activities.
- Cheque deposit machines have also been installed in many cities, so that customers can make payments 24x7 at their convenience.
- Customers can also make payment by cheque/demand draft to BSNL franchisees all over the country.
- With a view to simplify and offer customer friendly services, more than one Bfone connections can be applied on a single application form. Accordingly, a single demand note would be issued to the customer in respect of all the connections applied for.
- Shifting charges for coal as well as all India shifting of fixed telephone (bfone) has been abolished.
- Pagers being given to outdoor staff in a phased manner for speedy rectification of faults.
- Majority of the local network is built up on jelly field and OFC for trouble free service.
- Internal Distribution Points (DPs) being provided in the customers premises to eliminate the faults arising out of overhead wires.

- Extensive use of digital loop carrier (DLC) / Wireless in Local Loop (WLL) system for improving reliability of external plant.

- Remote Line Units (RLUs). Remote subscriber Units (RSUs) being provided extensively to reduce the long lengths of copper cables.

- Establishing call centers across the nation to provide single window solutions and convenience to customers.

- Countrywide network management & Surveillance System (NMSS) to ensure uninterrupted and efficient flow of telecom traffic.

- Application forms for new connections have been made free of charge for all services.

- Procedure for restoration of telephones disconnected due to non-payment simplified and powers delegated to Secondary Switching Area (SSA) heads.

- Payment of telephone bills being received on Saturday and Sunday through cheques in City Telecom Offices (CTOs).

- More than one Public Call Office (PCO) permitted at the same premises.

- Various application forms and procedures being simplified for new telephone connections, shifting and third party transfer.
Corporate Social Responsibilities

BSNL is committed to provide quality Telecom Services at affordable price to the citizens of the remotest part of the country, BSNL is making all effort to ensure that the main objectives of the new Telecom Policy 1999 (salient points indicated below) are achieved\textsuperscript{29}:

Access to telecommunication is of utmost importance for achievement of the country’s social and economic goals. Availability of affordable and effective communications for the citizens is at the core of the vision and goal of the new telecom policy 1999.

BSNL strives to provide a balance between the provision of universal service to all uncovered areas, including the rural areas, and the provisions of high-level services capable of meeting the needs of the country’s economy encourage development of telecommunication facilities in remote, hilly and

\textsuperscript{29}Report of PGM (VAS), BSNL Co, Bharat Sanchar Bhavan, New Delhi, 2010.
tribal areas of the country; Transform in a time bound manner, the telecommunications sector to a greater competitive environment in both urban and rural areas providing equal opportunities and level playing field for all players.

**Employee’s Welfare Activities**

Commitment towards the principles of corporate social responsibilities is inbuilt within corporate philosophy of BSNL. A very wide range of welfare programmes, with a focus on the employees’ welfare is continuously implemented by the Staff Welfare Board of the Company.

**Assistance during Natural Calamities**

BSNL always remains vigilant of its responsibility as a corporate citizen. When the destructive Tsunami waves struck the Indian shores, BSNL company swung into action immediately for providing relief to those affected in the coastal areas. Communication networks at the Coastal areas of Tamilnadu, Kerala and the Andaman and Nicobar Islands – worst hit in the Tsunami were promptly restored within the shortest possible time. BSNL along with the employees contributed an amount of Rs.2207 lakhs to the Prime Minister’s
Relief Fund. Telephone Services were restored in record time in the flood-hit areas of Gujarat and Maharashtra.

3.3 AIRCEL

The Aircel group is a joint venture between Maxis communication Berhad of Malaysia and Apollo Hospital Enterprise Ltd of India, with Maxis communications holdings a majority stake of 74 per cent.

History

Aircel commenced operations in 1999 and became the leading mobile operator in Tamilnadu within 18 months. In December 2003, it launched commercially in Chennai and quickly established itself as a market leader – a position it has held since.

30 www.aircel.com
Aircel began its outwards expansion in 2005 and met with unprecedented success in the Eastern frontier circles. It emerged a market leader in Assam and in the North Eastern provinces within 18 months of operations. Till today, the company gained a foothold in 18 circles including Chennai, Tamilnadu, Assam, North East, Orrissa, Bihar, Jammu & Kashmir, Himachal Pradesh, West Bengal, Kolkata, Kerala, Andhra Pradesh, Karnataka, Delhi, UP (West), UP (East), Maharashtra & Goa and Mumbai.

The company has currently gained a momentum in the space of telecom in India post the allocation for additional spectrum by the department of Telecom, government of India for 13 new circles across India. These include Delhi (Metro), Mumbai (Metro), Andhra Pradesh, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra & Goa, Rajasthan, Punjab, UP (West) and UP (East).

Aircel has won many awards and recognitions. Voice and Data gave Aircel the highest rating for overall customer satisfaction and network quality in 2006. Aircel emerged as the top mid-size utility company in Business world’s list of Best Mid – Size Companies’ in 2007. Additionally, Telenet recognized Aircel as the best regional operator in 2008. With over 20 million happy customers in the
country, Aircel the fast growing telecom company in India has revved up plans to become a full-fledged national operator by end of 2009.

It is India’s fifth largest GSM mobile service provider & seventh largest mobile service provider (both GSM and CDMA) with a subscriber base of over 51.38 million, as of January 31, 2011. (Citation needed) it has a market share of 6.72 per cent among the GSM operators in the country. (Citation needed).

**Aircel Expansion to New Markets**

The company has been gaining momentum in the telecom space in India post the allocation of additional spectrum by the Department of Telecom, Government of India for 13 new circles across India. These include Delhi (Metro), Mumbai (Metro), Andhra Pradesh, Gujarat, Harayana, Karnataka, Kerala, Madhya Pradesh, Maharastra & Goa, Rajasthan, Punjab, UP (West) and UP (East). Today it is present in 18 circles out of 23 circles of India and has licenses for the remaining 5 circle. By the end of 2010 Aircel plans to become a pan India. Telecom player.

**Aircel New Products Development**
Aircel has positioned itself on the future of telephony-data play. Its services are loaded with value-added applications, as would be apparent from its campaign. It wants to offer services that the youth craves for. It has moved beyond voice services and explore the VAS space. It is working a lot with content aggregators such as Yahoo and Makemytrip. It is looking to ropein more partners to help us position itself better in the VAS space. Aircel wants to offer a platform for innovation. So is an encouraging new and out-of-the-box idea. New technology like 3G would further give an impetus to its brand positioning.

**Products**

Aircel offers a bouquet of innovative products that are unique & simple to use with a single minded objective of solving a real problem and addressing the enterprise business needs. The products are unique in a various ways to keep you one step ahead. They are focused on demonstrating versatility in creating value to the subscribers though innovative products and services. Some products in Aircel are,

- NPLC
- VPN solution
NPLC

Product Overview

NPLC stands as an acronym for National Private Leased Circuit which essentially means a point to point private leased circuit over the domestic infrastructure of Aircel. NPKC circuit offers highly available, reliable and secure connectivity to enterprises with large communication requirements. NPLC Circuits are delivered to customers on the Aircel’s seamless NLD network having pan India coverage. Aircel’s NPLC network is deployed using state of the art Dense Wavelength Division Multiplexing (DWDM) technology.

VPN SOLUTION

VPN solution has several services they are,

- MPLS service
- Remote Access VPNs
Managed SSL VPN

Premium internet services

**MPLS Service**

Business applications form the most critical element of any enterprise as their performance is directly related to the business revenues. Network is a core enabler and an enterprise looks for a high performance network that enables them to launch, roll and implement business applications at a speedy rate and with the desired treatment required for respective application. Aircel’s MPLS service guarantees the application performance on its grade core network...

Aircel offers MPLS connectivity in 2 flavours

- Layer 3 MPLS VPN
- Layer 2 MPLS VPN
- Multicast VPN

**Remote Access VPNs**

Aircel’s Remote Access VPN service is positioned to meet the connectivity requirements of mobile employees, Tele workers and remotely distributed,
SOHO (Multi-user LAN) customer sites that require secure access to their corporate applications. Remote Access VPN provides a seamless and a secure integration to customer’s MPLS VPN implemented over Aircel MPLS backbone. Customers intending to connect remote sites or having a need of integrating their partner sites to their VPN can securely connect over internet using IPSec/SS: tunneling protocol and access the specific business applications residing on customer’s VPN

**Premium Internet Services**

Aircel Business Solutions offers high performance internet bandwidth services for its customers which could be offered over any kind of last mile. In order to meet customer expectations of uptimes and redundancies, Aircel ensures high speed and a redundant backbone. Moreover, with monitoring tools to check, measure and monitor the backbone, Aircel allows its customers to buy the bandwidth as per expectation and deploys the last mile connectivity over Wimax, Fiber or P2P radio. Aircel Business Solutions currently offer the following services to its enterprise customers.

- Premium internet bandwidth (1:1)
- Shared internet Bandwidth (1:2 and 1:4)
3.4 AIRTел

Bharti Airtel\textsuperscript{31}, commonly known as airtel, is an Indian telecommunications company that operates in 19 countries across South Asia, Africa and the Channel Islands. It operates a GSM network in all countries, providing 2G or 3G services depending upon the country of operation. Airtel is the fifth largest telecom operator in the world with over 207.8 million subscribers across 19 countries at the end of 2010. It is the largest cellular service provider in India, with over 152.5 million subscribers at the end of 2010. Airtel is the 3\textsuperscript{rd} largest in – country mobile operator by subscriber base, behind China Mobile and China Unicom.

Airtel also offers fixed line services and broadband services. It offers its telecom services under the Airtel brand and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom services provider to achieve this Cisco

\textsuperscript{31} \url{www.airtel.in}
Gold Certification. To each Gold Certification, Bharti Airtel had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco. The company also provides land–line telephone services and broad brand Internet access (DSL) in over 96 cities in India. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore.

It is known for being the first mobile phone company in the world to outsource everything except marketing, sales and finance. Its network (base stations, microwave links, etc) are maintained by Ericsson, Nokia Siemens Network and Huawei., business support by IBM and transmission towers by another company (Bharti Infratel Ltd., in India). Ericsson agreed for the first time, to be paid by the minute for installation and maintenance of their equipment rather than being paid up front. This enabled the company to provide pan-India phone call rates of Rs.1/minute (U$0.20/minute). Call rates have come down much further. During the last financial year (2009-10), Bharti has roped in a strategic partner Alcatel-Lucent to manage the network infrastructure for the Telemedia Business.
History

Sunil Bharti Mittal founded the Bharti Group\(^{32}\). In 1983, Sunil Mittal was into an agreement with Germany’s Siemens to manufacture the company’s push–button telephone models for the Indian market. In 1986, Sunil Bharti Mittal incorporated Bharti Telecom Limited (BTL) and his company became the first in India to offer push-button telephones, establishing the basis of Bharti Enterprises. This first mover advantages allowed Sunil Mittal to expand his manufacturing capacity elsewhere in the telecommunications market. By the early 1990s, Sunil Mittal had also launched the country’s first fax machines and its first cordless telephones. In 1992, Sunil Mittal won a bid to build a cellular phone network in Delhi. In 1995, Sunil Mittal incorporated the cellular operations as Bharti Tele-ventures and launched service in Delhi. In 1996, cellular service was extended to Himachal Pradesh. In 1999, Bharti Enterprises

\(^{32}\) Bharti Airtel Annual Report 2009-2010.


Today, Airtel is the largest cellular service provider in India and fifth largest in the world.

Airtel is the 5th largest mobile operator in the world in terms of subscriber base and has a commercial presence in 19 countries and the Channel Islands.
## Table 3.1

**Airtel Operations in the Following Countries**

<table>
<thead>
<tr>
<th>Country</th>
<th>Site</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>bd.airtel.com</td>
<td>Airtel Bangladesh had about 3.2 million customers at the end of 2010.</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>africa.airtel.com/burkina</td>
<td>Airtel Faso is the dominant player with 1,433,000 customers representing 50 per cent market share.</td>
</tr>
<tr>
<td>Chad</td>
<td>africa.airtel.com/chad</td>
<td>Airtel Chad is the no.1 operator with 69 per cent market share.</td>
</tr>
<tr>
<td>Democratic Republic of the Congo</td>
<td>africa.airtel.com/doc</td>
<td></td>
</tr>
<tr>
<td>Gabon</td>
<td>africa.airtel.com/gobon</td>
<td>Airtel Gabon has 829,000 customers and its market share stood at 61 per cent</td>
</tr>
<tr>
<td>Ghana</td>
<td>africa.airtel.com/Ghana</td>
<td>Airtel Ghana had about 1.76 million customers at the end of 2010.</td>
</tr>
<tr>
<td>India</td>
<td>airtel.in</td>
<td>Airtel is the market leaders with almost 152.5 million customers at the end of 2010.</td>
</tr>
<tr>
<td>Country</td>
<td>Website</td>
<td>Description</td>
</tr>
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<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Kenya</td>
<td>africa.airtel.com/Kenya</td>
<td>Airtel Kenya is the second largest operator and has 4 million customers.</td>
</tr>
<tr>
<td>Madagascar</td>
<td>africa.airtel.com/madagscar</td>
<td>Airtel holds second place in the mobile telecom market in Madagascar, has a 39 per cent market share and over 1.4 million customers.</td>
</tr>
<tr>
<td>Malawi</td>
<td>africa.airtel.com/Malawi</td>
<td>Airtel Malawi is the market leader with a market share of 72 per cent.</td>
</tr>
<tr>
<td>Niger</td>
<td>africa.airtel.com/niger</td>
<td>Airtel Niger is the market leader with a 68 per cent market share.</td>
</tr>
<tr>
<td>Nigeria</td>
<td>ng.airtel.com</td>
<td>ześci</td>
</tr>
<tr>
<td>Republic of the Congo</td>
<td>africa.airtel.com/congob</td>
<td>Airtel Congo is the market leader with a 55 per cent market share.</td>
</tr>
<tr>
<td>Seychelles</td>
<td>africa.airtel.com/Seychelles</td>
<td>Airtel is the leading comprehensive telecommunications services providers with over 55 per cent market share of mobile market is Seychelles.</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>africa.airtel.com/sierra</td>
<td>Mercy</td>
</tr>
<tr>
<td>Tanzania</td>
<td>africa.airtel.com/sierra</td>
<td>Airtel Tanzania is the market leader with a 38 per cent market share.</td>
</tr>
<tr>
<td>Country</td>
<td>Website</td>
<td>Description</td>
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<td>------------------</td>
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<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Uganda</td>
<td>africa.airtel.com/Uganda</td>
<td>Airtel Uganda stands as the no.2 operator with a market share of 38 per cent.</td>
</tr>
<tr>
<td>Zambia</td>
<td>africa.airtel.com//zambia</td>
<td>Airtel operates in the Channel islands under the brand name Airtel-Vodafone through an agreement with Vodafone.</td>
</tr>
<tr>
<td>Channel Islands:</td>
<td>Airtel – Vodafone.je</td>
<td>Airtel operates in the Channel islands under the brand name Airtel-Vodafone through an agreement with Vodafone.</td>
</tr>
<tr>
<td>Jersey and Guernsey</td>
<td></td>
<td>Airtel operates in the Channel islands under the brand name Airtel-Vodafone through an agreement with Vodafone.</td>
</tr>
</tbody>
</table>

On 1 May 2007, Jersey Airtel and Guernsey Airtel, both wholly owned subsidiaries of the Bharti group, announced they would launch mobile services in the British Crown Dependency islands of Jersey and Guernsey under the brand name Airtel-Vodafone after signing and agreement with Vodafone. Airtel-Vodafone operates 3G networks in Jersey and Guernsey.

Jersey and Guernsey are British Crown Dependencies. They are no independent countries. Therefore, Airtel’s countries of operation is considered to be 19.

Airtel provides various products and services in postpaid, prepaid and other related arenas. Attractive features of Airtel postpaid connection include, easy billing, strong network coverage, easy payment options, GPRS – Roaming, satisfactory credit limit, long distance calling facility, widest roaming (National...
and International) and many others. Bharti also offers customers an e-billing option which helps in saving precious time of company as well as customers.

Advantages associated with Airtel prepaid services are; total cost control, prepaid roaming, pre activated STD/ISD without any rental or deposits, instant balance and validity enquiry and strong network coverage so on. Users can also recharge according to their need and electronic recharge. This facility is a great help for many of the customers. To make things easy for customers, customers have also been given option of recharging from ATMs and by using internet banking facilities.

**Subscriber Base**

Bharti Airtel has about 207.8 million subscribers worldwide- 152.5 million in India, 50.3 million are in Africa, 3.2 million in Bangladesh and 1.8 million in Sri Lanka as of the end of 2010. The number include mobile services subscribers in 19 countries and Indian Telemedia services and Digital services subscribers.

**Airtel’s Fast Growing Customer base**
Bharti Airtel crossed the significant milestone of 200 million customers for all territories during the quarter ended December, 2010. The company’s total subscriber base has grown by 65.8 per cent in the last calendar year. For March 2011, the company led other mobile service providers to add 3.2 million users in India, taking its mobile service subscriber base to 162.2 million in India.

Merger Talks

In May 2008, it emerged that Bharti Airtel was exploring the possibility of buying the MTN Group, a South Africa–based telecommunications company with coverage in 21 countries in Africa and Middle East. The Financial Times reported that Bharti was considering offering US$45 billion for a 100 per cent stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize the tentative nature of the talks, while The Economist magazine noted, “If anything, Bharti would be marrying up”, as MTN has more subscribers, higher revenues and broader geographic coverage. However, the talks fell apart as MTN group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company.

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33 Atul Kumar, Stock Idea, Bajaj Centre for Investment Research, Vol.6/11-12, June 18, 2011. www.justtrade.in.
In May 2009, Bharti Airtel again confirmed that it was holding Talks with MTN and companies now agreed to discuss the potential transaction exclusively by July 31, 2009. Bharti Airtel said in a statement “Bharti Airtel Ltd is pleased to announce that it has renewed its effort for a significant partnership with MTN Group”.

Talks eventually ended without agreement, due to the South African government’s opposition.

Bharti Airtel has completed its $9 billion acquisition of African operations from Kuwait’s Zain in a deal that would make the firm the World’s No.5 wireless carrier by subscribers.

In March, Bharti struck a deal to buy the Kuwait firm’s mobile operations in 15 African countries, in India’s second biggest overseas acquisition after Tata Steel’s $13 billion buy of Corus in 2007.

**Rebranding**
On 18 November 2010, Airtel rebranded itself in India in the first phase of a global rebranding strategy. The company unveiled a new logo with ‘airtel’ written in lowercase. Designed by London-based brand agency, Brand Union, the new logo is the letter ‘a’ in lowercase, with ‘airtel’ written in lowercase under the logo.

On November 23, 2010, Airtel’s Africa operations were rebranded to ‘airtel’. Sri Lanka followed on November 28, 2010 and on December 20, 2010, Warid Telecom rebranded to ‘airtel’ in Bangladesh.

**Sponsorship**

On May 9, 2009 Airtel signed a major deal with Manchester United Football Club. As a result of the deal, Airtel gets the rights to broadcast the matches played by the team to its customers.

Bharti Airtel singed a five year deal with ESPN Star Sports to become the title sponsor of the Champions League Twenty 20 cricket tournament. The tournament itself is named “Airtel Champions League Twenty 20”.

**Signature Tune**
The signature tune of Airtel is composed by Indian musician. A.R. Rahman. The tune became hugely popular and is the world’s most downloaded mobile music with over 150 million downloads. A new version of the song was released on 18 November 2010, as part of the rebranding of the company. This version too was composed by Rahman himself.

2011

- On 23 February 2011, Bharti Airtel launched the Europe – India gateway cable system, along with 16 other global telecom firms. A 15,000 kilometre long cable, between Mumbai and London.
- On 27 February 2011, Bharti Airtel launched its speech recognition based service, ‘One Number, one Voice’.

Recent Developments

09-MAR-12

Bharti Airtel, a leading global telecommunications company has now introduced 1-day bridge DataRoam Unlimited – an all new international data roaming plan for its postpaid mobile customers. By subscribing to this, Airtel postpaid mobile customer will now be able to enjoy unlimited data roaming at
Rs.500 (approximately USD 1) a day for their travels within the Asia Pacific region.

**29-Feb-12**

Bharti Airel, a leading operator in India, has selected Nokia Siemens Networks to build and operate its TD_LTE (time division duplex long term evolution) network in Maharashtra, one of the country’s largest telecom circles. TD-LTE is a 4G mobile broadband technology that delivers instant internet access and can support video streaming and high-definition.

**27-Feb -12**

Infosys today announced that Bharti Airtel, a telecommunications company has chosen Infosys, as its partner for ‘airtel money’. Under this partnership, Infosys WalletEdge – the mobile commerce platform will enable the ubiquitous mobile wallet service to support cashless payments & settlement need of diverse customer segments.

**08-Feb -12**
Bharti Airtel has posted consolidated net profit of Rs.10.11 billion for the quarter ended December 31, 2011 as compared to Rs.13.03 billion for the quarter ended December 31, 2010, representing a decrease of 22.41%.

31 – Jan – 12

Bharti Airtel, a leading global telecommunications company with operations in 19 countries across Asia and Africa, today announced the launch of its all new ‘Name Tunes’ service which allows Airtel mobile customers to personalize their Hello Tune with their own name.

11-Jan – 12

Bharti Airtel, a leading global telecommunications company with operations in 19 countries across Asia and Africa, today announced the launch of Comedy FM for Airtel mobile customers.

TABLE 3.2

AIRTEL WORLD

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Country</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. **India**
   Airtel is the largest telecom service provider in India with 220.9 million subscribers at the end of March 2011.

2. **Bangladesh**
   Airtel Bangladesh had about 3.2 million customers as on Dec 31, 2010.

3. **Sri Lanka**
   Airtel Lanka that had started operations of Jan 12, 2009, had 1.8 million customers at the end of last year

4. **Burkina Faso**
   Airtel Burkina Faso is the dominant player with 1.43 million customers and a 50 per cent market share.

5. **Chad**
   Airtel Chad is the market leader with 69 per cent market share.

6. **Democratic Republic of Congo**

7. **Gabon**
   Airtel Gabon has 829,000 customers and it the leader with a market share of 61 per cent

8. **Ghana**
   Airtel Ghana had about 1.76 million customers at the end of CY2010.

9. **Kenya**
   Airtel Kenya is the second largest operator in the country with 4 million

10. **Madagascar**
    Airtel is the second largest telecom service provider with 1.4 million customers and a 39 per cent market share.

11. **Malawi**
    Airtel Malawi is the largest operator with a 72 per cent market share.

12. **Niger**
    Airtel Niger is the market leader with a 68 per cent market share.

13. **Nigeria**
    Airtel Nigeria is the no.3 player in the country with 15.8 million subscribers.

14. **Republic of Congo**
    Airtel in Congo is the market leader with 55 per cent market share

15. **Seychelles**
    Airtel is the leading player with over 55 per cent market share.

16. **Sierra Leone**
    Airtel Sierra Leone is the leading mobile service operator in the country.

17. **Tanzania**
    Airtel Tanzania is the market leader with a 38 per cent market share.

18. **Uganda**
    Airtel Uganda is the no.2 player with a market share of 38 per cent

19. **Zambia**
    Bharti Airtel controlled Celtel Zambia is the top mobile phone company with a 70 per cent market share.

Source: Bajaj Capital Centre for Investment Research

<p>| TABLE 3.3 |</p>
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Holders *</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bharti Telecom Limited</td>
<td>45.44</td>
</tr>
<tr>
<td>2</td>
<td>Pastel Limited</td>
<td>15.57</td>
</tr>
<tr>
<td>3</td>
<td>Indian Continent Investment Limited</td>
<td>6.82</td>
</tr>
<tr>
<td>4</td>
<td>Life Insurance Corporation of India</td>
<td>4.77</td>
</tr>
<tr>
<td>5</td>
<td>Europacific Growth Fund</td>
<td>0.91</td>
</tr>
<tr>
<td>6</td>
<td>ICICI prudential Life Insurance Company Ltd</td>
<td>0.87</td>
</tr>
<tr>
<td>7</td>
<td>Skagen</td>
<td>0.84</td>
</tr>
<tr>
<td>8</td>
<td>The Royal Bank of Scotland</td>
<td>0.82</td>
</tr>
<tr>
<td>9</td>
<td>Aberdeen</td>
<td>0.79</td>
</tr>
<tr>
<td>10</td>
<td>Emerging Markets</td>
<td>0.76</td>
</tr>
<tr>
<td>11</td>
<td>Comgest SA S/C</td>
<td>0.75</td>
</tr>
<tr>
<td>12</td>
<td>ICICI prudential</td>
<td>0.70</td>
</tr>
<tr>
<td>13</td>
<td>HSBC Global Investment Funds</td>
<td>0.70</td>
</tr>
<tr>
<td>14</td>
<td>J.P. Morgan</td>
<td>0.68</td>
</tr>
<tr>
<td>15</td>
<td>Franklin Templeton</td>
<td>0.67</td>
</tr>
<tr>
<td>16</td>
<td>CLSA (Mauritius) Limited</td>
<td>0.57</td>
</tr>
<tr>
<td>17</td>
<td>Bajaj Allianz Life Insurance Company Ltd</td>
<td>0.51</td>
</tr>
<tr>
<td>18</td>
<td>Capital International</td>
<td>0.48</td>
</tr>
<tr>
<td>19</td>
<td>Merrill Lynch</td>
<td>0.45</td>
</tr>
<tr>
<td>20</td>
<td>Comgest Growth PLC</td>
<td>0.38</td>
</tr>
<tr>
<td>21</td>
<td>Morgan Stanley</td>
<td>0.35</td>
</tr>
<tr>
<td>22</td>
<td>HDFC Standard Life Insurance Company Limited</td>
<td>0.36</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Ratio</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>23.</td>
<td>Norges Bank account Government Petroleum fund</td>
<td>0.35</td>
</tr>
<tr>
<td>24.</td>
<td>SBI Mutual Fund</td>
<td>0.31</td>
</tr>
<tr>
<td>25.</td>
<td>HDFC Mutual Fund</td>
<td>0.31</td>
</tr>
<tr>
<td>26.</td>
<td>PCA India</td>
<td>0.29</td>
</tr>
<tr>
<td>27.</td>
<td>Credit Suisse (Singapore) Limited</td>
<td>0.26</td>
</tr>
<tr>
<td>28.</td>
<td>Reliance Life Insurance Company Limited</td>
<td>0.26</td>
</tr>
<tr>
<td>29.</td>
<td>First State Investments</td>
<td>0.24</td>
</tr>
<tr>
<td>30.</td>
<td>Reliance capital Mutual Fund</td>
<td>0.22</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>86.43</strong></td>
</tr>
</tbody>
</table>

* Data as on April 23, 2010.

3.5 VODAFONE

Vodafone Group is a global telecommunications company with headquarters in London, United Kingdom. It is the world’s largest mobile telecommunications company measured by revenues and the world’s second – largest measured by subscribers (behind China Mobile), with around 332 million proportionate subscribers as of 30 September 2010. It operates networks in over 30 countries and has partner networks in over 40 additional countries. It owns 45 per cent of Verizon Wireless, the largest mobile telecommunications company in the United States measured by subscribers.

The name Vodafone comes from voice data fone, chosen by the company to “reflect the provision of voice and data services over mobile phones”.
History

Vodafone itself was formed in 1982\textsuperscript{34} as a joint venture between Racal Electronics please subsidiary Racal Strategic Radio Ltd (who won one of two UK cellular telephone network licenses) along with Millicom and the Hambros Technology Trust. In this arrangement Racal owned 80 per cent, Millicom 15 per cent and Hambros 5 per cent. The network was known as Racal Vodafone, with the Vodafone name being derived from the Firm’s goal of establishing a voice and data services over cellular telecommunication networks. Hence VO represented voice and DA symbolized data – yielding the name Vodafone.

Vodafone was launched on 1 January 1985 and later that year Racal Strategic Radio was renamed Racal Telecommunications Group Limited in 1985. A year later, on 29 December 1986 Racal Electronics bought out the minority shareholders of Vodafone for GB £ 110 million. In September 1988 Racal Electronic floated 20 per cent of the company – a floatation that valued Racal Telecom at GB 1.7 billion. On 16 September 1991 Racal Telecom was demerged

\textsuperscript{34} www.vodafone.in
from Racal Electronics as Vodafone Group and the mobile telephony giant was born.

In 2002 Vodafone rebrands Japan’s J – sky mobile internet as Vodafone live which presaged the global rollout of both the brand and the service.

22 February 2006: Vodafone announces that it is extending its footprint to Bulgaria with the singing of Partner Network Agreement with Mobiltel, which is part of mobilkom Austria group.

May 2007: Vodafone adds Jersey and Guernsey to the community, as Aircel is signed as Partner Network in both crown dependencies.

Headquarters

Newbury: New Vodafone Headquarters. This HQ is situated in the north western section of the grid square and the picture was taken from the west side of the building. Most of this square is residential with some farmland and some commercial activity.
Objectives

Vodafone UKs brief was that it wanted to understand its competitive landscape more clearly, to enable it to respond swiftly and effectively to customer requests and to ensure that it had a clear picture of how its offers stacked up against the competition. Specifically, the company wanted this information to be available not just to the management and marketing functions, but directly to advisors in its contact centres who deal with customers day-to-day.

The company also wanted a system that would not have major implications for its IT platforms and which could be integrated into the existing desktops used by contact centre advisors, complete with Vodafone corporate branding.

Finally, Vodafone UK needed an expert in the field that could provide end-to-end support from designing the service, through to delivery, advisor training and rollout across the organization.

Features
Comprehensive tariff and promotion monitoring

Handset/ device tracking with up to date pricing form all major competitors

On – demand, side – by –side comparisons of different deals, tariffs and handset options

Expert analysis and scripted points that enable Vodafone sales advisors to demonstrate why were better.

Fully branded interface to match Vodafone UKs intranet

Reliable, accurate data analyzed by teams with mobile telecoms knowledge

<table>
<thead>
<tr>
<th><strong>Vodafone</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Type</strong></th>
<th>Private (subsidiary of Vodafone International Holdings BV(VIH))</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry</strong></td>
<td>Telecommunications</td>
</tr>
<tr>
<td><strong>Predecessor(s)</strong></td>
<td>Hutchison Essar</td>
</tr>
<tr>
<td><strong>Founded</strong></td>
<td>1994</td>
</tr>
<tr>
<td><strong>Headquarters</strong></td>
<td>Mumbai, Maharashtra, India</td>
</tr>
<tr>
<td><strong>Products</strong></td>
<td>Mobile telephony Wireless broadband services</td>
</tr>
<tr>
<td><strong>Parent</strong></td>
<td>Vodafone Group</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.vodafone.in">www.vodafone.in</a></td>
</tr>
</tbody>
</table>
Benefits

- A contribution to a reduction in contract churn since its launch in Q3 2006
- Improvement in the rate of saves in consumer and enterprise customer bases
- Reduction in call handling time
- Increasing ability to set deals in a market context leading to better acquisition performance
- Improvement in operational efficiency by eliminating onerous, manual data collection

Vodafone Groups

<table>
<thead>
<tr>
<th>Name</th>
<th>Between</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sir Gerald Whent</td>
<td>October 1988 – December 1996</td>
</tr>
<tr>
<td>Sir Christopher Gent</td>
<td>January 1997 – July 2003</td>
</tr>
<tr>
<td>Vittoria Colao</td>
<td>July 2008- present</td>
</tr>
</tbody>
</table>
Vittoria Colao, stepped up from Deputy Chief Executive in July 2008. Each of his predecessors made a personal contribution to the development of the company.

Sir Gerald When, at that time an Executive with Racal Electronics plc, was responsible for the bid for a UK Cellular network license.

Sir Christopher Gent took over as Chief Executive in January 1997, after Sir Gerald’s retirement. Sir Christopher was responsible for transforming Vodafone from a Small UK operator into the global behemoth.

Arun Sarin was the driving force behind the company’s move into emerging markets such as Asia and Africa.

**Products**

Products promoted by the Group include Vodafone live, Vodafone Mobile Connect USB Modem, Vodafone Connect to Friends, Vodafone Passport, Vodafone Freedom Packs, Vodafone at Home, Vodafone 710 and Amobee Media Systems. Between June and August 2009, Vodafone suspended roaming charges within 35 different countries, allowing their customers to take their standard UK price plan aboard.
In October, 2009, it launched Vodafone 360 (1), a new internet service for the mobile, PC and Mac. On February 15, 2010 Vodafone launched world’s cheapest mobile phone known as Vodafone 150, will sell for below £ 15 (10) and is aimed at the developing world. It will initially be launched in India, Turkey and eight African countries including Lesotho, Kenya and Ghana.

Vodafone in India

Entry of Vodafone in India will change the equation. As Vodafone comes to Indian shores and almost all handset and network vendors are ding some developmental work in India, may be in a couple of years we can see a shift in telecom activity from Europe to India. Purely marketing telcos such as Airtel will find it extremely difficult to match Vodafone and will be forced to spend some amount of the money on R &D. Indian operators today have highest operating margins in the world ranging from 30 – 40 per cent\textsuperscript{35}.

Customers

\textsuperscript{35} ET Bureau, November 9, 2011.
Keep in touch with your family and friends with Vodafone’s prepaid or postpaid connections. Choose from a range of handsets and tariffs to match your needs. Also, enjoy downloads like Callertunes, Ringtones and so on.

**Business**

We offer mobile solutions to help your company stay connected 24/7. With us, you get business specific services that give you the edge over the competition and keeps you plugged with colleagues and clients.

**Keeping Companies Connected:**

Vodafone’s advanced mobile Xchange email and messaging services enhance collaboration and keep my colleagues in sync wherever they are.

**Effective data Communications**

With its robust nationwide and global network infrastructure, Vodafone has the data and voice solutions to meet my connectivity needs, whatever they are.

**Postpaid and Prepaid Plans**
With my Vodafone Postpaid plan, I can talk to my hearts content without worrying about minutes running out. A wide range of plans means I can find the one that best fits my lifestyle. And bill payment is easy, with several options available.

**Tariffs**

299 monthly
Talk 299 Hello plan
Free 12000 Local/ STD M2M seconds

325 monthly
Talk 325 super
1000 Local M2M mins

199 monthly
Talk 199 Super
199 M2M minutes

**Steps:**

Step 1 : Fill up a customer agreement from

Step 2 : Get your documents ready

Step 3 : Get your Vodafone postpaid connection
Step 4 : Choose your talkplan

Billing Options

- Itemized billing
- My Vodafone billing
- Duplicate bill
- Vernacular bills

Payment Options

- Quick bill pay
- Pay online
- Self service kiosk
- Payment centres
- Pay by credit card
- Pay by IVR
- Collection agencies

Prepaid in Vodafone

Mobile with a Vodafone prepaid connection can control how much you spend with a prepaid cell plan. Buy a special prepaid mobile handset for your Vodafone Prepaid mobile SIM card with our prepaid mobile handset offers. To keep talking without any talktime or validity hassles make use of our flexible recharging options for your Vodafone Prepaid mobile SIM card: Prepaid
recharge cards, eTopUp and Direct Top-Up. It’s easy to find a Prepaid recharge topup too: we’ve got prepaid outlets everywhere, so that you can stay connected wherever you are.

**Roaming in Vodafone**

**International Roaming**

<table>
<thead>
<tr>
<th>Zone</th>
<th>Calling India or any other destination outside visited country (Rs. /Min)</th>
<th>Outgoing SMS (Rs./SMS)</th>
<th>Calling local destinations in visited country (Rs./Min)</th>
<th>Incoming Call (Rs./Min)</th>
<th>GPRS (Rs./10 KB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>165</td>
<td>15</td>
<td>70</td>
<td>90.0</td>
<td>5.50</td>
</tr>
<tr>
<td>2</td>
<td>150</td>
<td>15</td>
<td>50</td>
<td>75.0</td>
<td>5.50</td>
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<td>27.6</td>
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</tr>
<tr>
<td>7</td>
<td>130</td>
<td>15</td>
<td>35</td>
<td>27.6</td>
<td>5.50</td>
</tr>
</tbody>
</table>


**Inactive Subscribers**

On 19 December 2011, Vodafone said it would discontinue mobile services of prepaid customers whose connections are lying unused – with no voice calls (income or outgoing), SMS and data usage – for any continuous period of 60 days. “This guideline has been implemented because the department of Telecommunications’ Stringent guideline for allocation of new number series based on Subscribers in VLR (Visitor Location Register) has
created acute shortage of numbers, for any telecom company”, Vodafone said in a statement. The mobile operator further said that new customers would be intimated of the deactivation process in their starker kits, while existing customers would be informed via SMS and outbound calls, wherever possible.

Ads per industry estimates, around 25 per cent of the total subscriber base is lying unused. DoT has asked mobile operate to screen their users and allocate unused numbers to new subscribers.

**Competitors**

Vodafone competes with 14 other mobile operators throughout India. They are Aircel, Airtel, Cheers Mobile, BSNL, Idea, Loop Mobile, MTNL, MTS, Ping Mobile, Reliance Communications, S Telk, Tata DoCoMo, Tata Indicom, Uninor, Videocon and Virgin Mobile.

**Awards and Recognition**
The Brand Trust Report, 2011 published by Trust Research Advisory has ranked Vodafone as the 16th most trusted brand in India.

**National Roaming**

With National Roaming rates dropped, call your loved ones and say “hello” while you travel on one of the most extensive roaming networks in India with coverage in more than 100 towns & cities across the country. So you’ll never lose touch.

**3.6 CONFERENCE SERVICES**

**eConferencing**

A video / collaborate conference is a new conference mode in the network age. The features of the conference mode are: using multimedia applications of various contents, real-time usage, remote communication and
low conference cost. These features improve the efficiency and effect of a conference. With the increasing requirements for work efficiency and equality, it is required to set up conference systems in offices, department, enterprises, and institutions. The eConference meets all these requirements of department, enterprises and institutions. It provides audio, video, and data co-operation functions. In a conference, the functions of enabling an e-whiteboard and sharing applications and documents facilitate the communication and discussion among the conference participants. As a result, the conference participants in various locations can enjoy data communication with the effect of being in the same location. A personal computer (PC) client of the eConference and connection to internet is all that is required for eConference. In addition, fixed line phones, GSM phones and other IP devices could also be connected to the eConference system.

Faced with the new business challenges, how can enterprise integrate various channels of communication to decrease “operational expenses” and increase “resource utilization” - a must in today’s competitive scenario? How can organization strive to achieve global collaboration in a dynamic environment where travel is becoming more difficult and expensive, employees are more dispersed, and business boundaries are constantly being expended. How can

---

enterprises reduce time to get employees, suppliers and partners up to speed and keep them current? Aircel eConference provides a perfect solution

- All networks and terminals: support full-service operation
- Rich service functions: Enhance customer values
- Open system architecture: provides flexible service applications.
- eConference is a convergent conference solution that integrates multiple conference methods like audio, video, and data collaboration. It is mainly used to convene and manage remote conference. It can be further extended to areas such as training, presentation, and collaboration.

**Features**

eConference brings you’re an undifferentiated convergent conference

Users on any network can access the conference through any terminal.

Data collaboration functions are provided: whiteboard sharing, applications sharing, documents sharing, and instant message. Thus, participants in different places can present, read, and edit document as if they are in the same actual conference room.
eConference provides the following services: high-quality audio and video conference, Web-based conference scheduling, and management of conference sites.

**Technical Features**

- Good openness and integrity
- High Reliability and Performance
- Ease of operation and maintenance

In addition, this system supports alarm reporting through the simple Network Management Protocol (SNMP). It also supports alarm management, topology management, and performance management.

### 3.7 SERVICES

1. **Aircel WI – FI**

   Work, plays, meet and laugh in the wonderful world of Aircel Wi-Fi with hi speed zones across India, access internet at the speed of thought. Explore more, experience more.
At any of the Aircel Wi-fi zones, simply connect to the internet with any Wi-Fi enabled device – smart phones, laptops, net books or tablets. Then, choose your session time as per your need, and that’s it, you’ll be connected.

Browse, work, play, or meet your friends with fast and secure broadband connectivity .. in the wonderful world of Aircel Wi-Fi.

2. Aircel Apollo Mobile Healthcare

“Get the assurance of Apollo health experts with Apollo Mobile health 24 ×7”.

Don’t let little health urgencies of life boy you down. Aircel, in association with Apollo, brings the finest healthcare services to your fingertips. Now, you have the privilege of access to the Apollo doctors of your town, round the clock. Not only do you get access to your doctors but you can also call for an ambulance, have medicine home delivered and book doctor’s appointments at Apollo Hospitals and Clinics\(^\text{37}\).

\(^{37}\) Joji Thomas Philip, ET Bureau, October 5, 2011.
“Call 55104 and start receiving advanced health advice instantly”.
There will be a onetime consultation fee of Rs.45/- which will cover

- Free follow up consultation within 3 days

Call Charges of 40 paise / minute

Any Medical or healthcare information provided on this service is designed to support and not replace the relationship that exists between you and your existing physician. It is not a substitute for medical examination by our Doctor and is not a diagnosis of your medical condition. This service is designed to address minor health issues and not medical emergencies. If you think you have a medical emergency, please call your doctor or an ambulance immediately.

3. MNP – Mobile Number Portability

“Switch to a new world of possibilities with Aircel and retain your mobile number”.

Aircel now empowers you to discover a world of possibilities without changing your mobile number. Live the life you always wanted with path-breaking services like:
4. Face book Voice Updates

“Express emotions that words can’t Dial 51555”.

Aircel & face book partner to introduce Voice Status Updates. Now express your emotions and much more on face book in your own distinctive voice. Just dial 51555 from your Aircel mobile to record and update your status, without even having access to the internet. The recorded voice clip will appear on your Face book wall as your status update. So go ahead, voice your mind.

Check out the amazing features of Face book Voice Updates on Aircel

- Voice Status: you can now update face book in your own voice
- Friends Status: There’s more. You can even listen to your friends’ updates and reply
- Find friends: you can use it to find friends on face book too
- Post notification: Did you know, you get notifications about your friends’ wall posts too?
• Event Alerts: Event alerts on face book on voice too No more forgetting birthdays.

**Aircel Business Solutions**

Aircel Business Solutions (ABS), part of Aircel, is an ISO 9000 certified company ABS is a registered member of WiMAX forum – both in the Indian and international chapters. ABS product range includes enterprise solutions such as multiprotocol Label Switching Virtual Private Networks (MPLSVPNs), Voice over Internet Protocol (VoIP) and Managed Video Services on Wireless platform including WiMAX 38.

**Sponsorships**

Aircel is one of the sponsors of the Indian Premier League Cricket Team Chennai Super Kings. It is also the major sponsors for Chennai Open (the only ATP tennis tournament in India), and professional Golf Tour of India.

**Shareholders**

Maxis, Aircel’s majority stake holder at that time, raised Rs.11.2 billions (USD 3.36 billions) for its shareholders (UTSB), making it the largest IPO in Malaysia and Southeast Asia, Tamilnadu.

Social Presence

Aircel placed an actual dingily lifeboat to a downtown billboard. A rope with a sign reading, “In case of emergency, cut rope”, held up the branded raft. July 15, 2009 the monsoon arrived with flooded streets and so did Aircel customer service. The dinghy was cut down and pedestrians were safely transported. What Aircel Calls “Corporate Social Responsibility- A Solution. The company was able to generate positive publicity and show consumers that they care.

Beautification of Anna Flyover in Chennai has been taken up by Aircel for a period of three years. The contract has been awarded by TNRIDC and executed by Chennai based outdoor advertising agency Abra Media Networks. This project boasts of first of its kind lighting solution for the entire stretch of the bridge and many other landscapes to enhance the look of the whole bridge. As far as the utility is concerned, they are building a dedicated toilet for the police guarding the Anna Flyover and the US Embassy. Once this flyover is beautified,
Aircel plans to maintain it for 3 years. Aircel tied up with Tamilnadu Public Works Department for beautification and maintaining of Gandhi Mandpam, Guindy in opposite of Anna university.

**Awards & Recognition**

Aircel has won many awards for its services. Aircel was honoured at the World Brand Congress 2009 with three awards, Brand Leadership in Telecom, Marketing Campaign & Marketing Professional of the year. Aircel was honoured by CMAI INFOCOM National Telecom Award 2009 for ‘Excellence in Marketing of New Telecom service. Aircel had been selected as the best regional operator in 2008 by Tele.net. Aircel was rated as the top mid-size utility company in business world’s list of Best Mid-Size companies’ in 2007. Aircel got the highest rating for overall customer satisfaction and network quality in 2006 by Voice and Data.

**Apple iPhone 4 Launch**

Aircel launched the Apple iPhone 4 apart from Bharti Airtel on 27\textsuperscript{th} May, 2011, which is one of the most popular smartphones in the contemporary world.

**Aircel Pocket Internet**

TABLE 3.4
**UNLIMITED GPRS PLAN FOR PREPAID SUBSCRIBERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Details</th>
<th>APN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket Internet Default</td>
<td>10 p / 10 kb</td>
<td>Unlimited internet access @ 10p/10kb  To Activate : Pre – activated</td>
</tr>
<tr>
<td>PI 5</td>
<td>5</td>
<td>20 MB of free internet usage for 1 day (till 23:59:59 hrs). To activate: purchase Voucher and dial * 124* followed by PIN</td>
</tr>
<tr>
<td>PI 14</td>
<td>3 days validity, Data cap: 250MB</td>
<td>Wap: Free, GPRS: Charged at 10p/10KB after 250 MB</td>
</tr>
<tr>
<td>PI 29</td>
<td>7 days validity, Data cap: 750 MB</td>
<td>Wap: Free, GPRS: Charged at 10p/10KB after 750 MB</td>
</tr>
<tr>
<td>PI 98</td>
<td>30 days validity, Data Cap: 3 GB</td>
<td>Wap: Free, GPRS: Charged at 10p/10KB after 3GB</td>
</tr>
<tr>
<td>PI 251</td>
<td>Unlimited internet access for 90 days. Addition Benefits: 150 local Aircel to Aircel minutes is also valid for 90 days.</td>
<td>By recharging with pocket internet pack of Rs.251</td>
</tr>
</tbody>
</table>

Nonstop downloads of your favorite stars’ Wallpaper, latest Polyphonic Ring tones, MP3 tones, True tones, Music videos, Movie videos, Themes, Movie Themes and Mobile games are accessible only on Aircel pocket internet.

**CHAPTER IV**

**PROFILE OF CUSTOMERS AND THEIR SATISFACTION WITH MOBILE PHONE SERVICES**