

**A STUDY ON THE NETWORK CONNECTION PROVIDED BY
IDEA AND RELIANCE JIO AND THEIR CUSTOMER
SATISFACTION WITH SPECIAL REFERENCE TO MAVELIKARA
TALUK**

PROJECT REPORT

SUBMITTED TO

The University of Kerala in partial fulfillment of the requirement for the award of degree of bachelor of commerce (Tax procedure and practice).

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CERTIFICATE

This is to certify that project report entitled "A STUDY ON THE NETWORK CONNECTION PROVIDED BY IDEA AND RELIANCE JIO AND THEIR CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MAVELIKARA TALUK" a bonafide work carried by LAKSHMI CHANDRAN NAIR (33717171011), LITO VARUGHESE (33717171012), GEORGE ZACHARIAH (33717171029), MUHAMMED LUQUMAN S (33717171034), SUMI SARA BABU (33717171045) student of B.com Tax Procedures and Practice, Mar Ivanios College of Arts and Science, Mavelikara under my guidance and supervision in partial fulfillment of the requirement for the award of Bachelor of Commerce of University of Kerala.

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DECLARATION

We hereby declare that this report is a bonafide work done by us in a study of “THE NETWORK CONNECTION PROVIDED BY IDEA AND RELIANCE JIO AND THEIR CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MAVELIKARA TALUK” in partial fulfillment of the requirement for the Award of Bachelor of Commerce (Tax procedures and practice), of the University of Kerala. The findings in the report are based on the study done by us and are not reproduced from any other source.

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CHAPTER-1
INTRODUCTION

1.1: INTRODUCTION

India is currently the world's second largest telecommunications market and has registered strong growth in the past decade and half. Customers are the soul of any business some books have been expressed that they are like a spine for any business. A customer could not be satisfied person unless he/she gets the rights products and services according to his/her expectations. A satisfied customer never jumps frequently from one service provider to another. The word "fulfillment" highly connected with the word "satisfaction". Customer satisfaction is the person feeling of pleasure resulting from evaluation of service provided in relation to the customer expectations. But the real problem lies on understanding the customer and whether the companies are able to meet their expectation or not? Also many of the companies find difficulties or trying hard to understand which aspect of the product or services resulting in satisfaction or meet the customer's expectations. By knowing the factors, they create satisfaction among the subscriber and they can take measure to retain the existing customer and also to gain new customer and also to gain new customers. In this aspect, the present study focuses on customer satisfaction with special reference to mobile network users in mavelikara taluk rapid growth of information.

Mobile phone network communication plays a pivotal role in connecting the people anywhere in the world. Mobile phones are playing a major role in communicating with others from one place to another place. As we know mobile phone not only for making call, but it also being used in communicating in other way such as through messaging via multimedia and also connect to the internet. The users can stay connected on a global scale without travelling and can collaborate with anyone around the world by just having good telecommunication services. Several services such as international roaming, mobile money, internet facilities and teleconferencing facilities giving customer a range of choice from only just making and receive call when the innovation of mobile communication services. The goals of most of the companies are to maintain their existing customer and retain new customer without losing of them.

The significant relationship between expectation and the perceived value of the important factor for customer satisfaction. The most important is to meet the customer satisfaction by improving quality of service, network coverage, and mobile internet and customer services. The network connectivity quality is about the quality of mobile network in the area and connectivity especially the number of error during downloading and uploading activity. Success of every business depends on growth maximization, profit maximization and maximizing the customer's fulfillment. The companies' prime responsibility is to fulfill the customer's needs and wants and also their expectation

1.2: REVIEW OF LITERATURE

- Danish Kumar pandiya et al.,(2014)found that the customer satisfaction lies in GPRS services, festival offer services free roaming services, validity services, bonus service and dissatisfied with the service quality of network, customer care, SMS packs, free talk time, connection charges, Ease of availability of the retailer selling recharge coupon, Ease of availability of retailers transferring the recharge voucher.
- Kannan et.al.,(2013) in their study, they mainly concentrated on the six popular mobile service network in Kerala and exemplified the association between the customer satisfaction this service that they perceived by the subscribers from i.e., BSNL, Airtel, Vodafone, TATADOCOMO, Idea and Reliance.
- Vipin Bansal and Bindu Banal (2013), Examined the malware region mobile phone service users satisfaction and result revealed the most of the users were satisfied with their current service provider but still 20% of the customer want to shift their service provider due to dissatisfaction in call charges, poor network and poor customer care services.
- Leelakerlthanit and Hongcharn (2011) resulted in their study the customer satisfaction determinants in their mobile phone market and the study resulted the promotional value, mobile shops, service quality, image etc. are the major determinants of customer satisfaction.

- Bajaj (2009) examined the antecedents and consequences of customer satisfaction in Indian mobile services and found that customer's perceived quality is a vital predictor of customer satisfaction.
- Gupta and Sharma (2009) found that service with reasonable quality and no hidden price were the determinant of customer satisfaction.
- Motley (2003) in his research he observed that ensuring customer satisfaction highly rely on the company's efforts on identifying the determinants of customer satisfaction or dissatisfaction.

Most of the previous studies and review were focused only on the customer's satisfaction on various services offered by mobile network service provider.

1.3: STATEMENT OF THE PROBLEM

Customer satisfaction is marketing terms that measure how products of service supplied by the company meet or surpass customer expectations. Now a day's customers are more conscious customer has been observation towards the product brands because from this they get great satisfaction more than benefits. The importance of the study is to make research on customer's views, satisfaction and problems regarding IDEA and JIO sim service provides

1.4: OBJECTIVES OF THE STUDY

- To find the market potential and market penetration of JIO product and product service offering in mavelikara taluk.
- To identify the advantage of JIO over idea.
- To know the socio economic profile of sample users.
- To ascertain the preference level of the customer regarding the service provided in 4G data service.
- To identify customer preference towards the IDEA and JIO mobile service provided in mavelikara
- To analysis the customer satisfaction regarding JIO and IDEA 4G data service in study area.
- To understand the problem related to IDEA and JIO
- To make a comparison of the JIO sim with other mobile.

1.5: SCOPE OF THE STUDY

This study covers customer satisfaction on Idea and Reliance jio in the areas of mavelikara town. The study makes effort to ascertain satisfaction level of its customer. The company should satisfy the need of the customers. The study has been taken the research as it plays key role in the success of telecom sector .No company can think of selling their product throughout having satisfied customer. No company can survive in long seen without coming up to the satisfaction level of the customer.

In short, it is the level of satisfaction that is linked between end user and the company. As long as the company is able to satisfy their customer, customer would remain in the bracket of loyal customer. Hence, it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time. There is always scope for improvement. The research will always be beneficial in analyzing the overall market position of these companies and measure which should be adopted by the IDEA and RELIANCE JIO to increase their market shares in the region of mavelikara town.

1.6: RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problems. Research methodology is a science that helps studying how research is done scientifically. This section deals with the research design to be used, data collection method to be used, sampling technique to be used, field work to be carried out, analysis and interpretation to be done, limitations inherent in the project and finally coverage (scope) of the research work given this section.

Research Design

Research design is the basic framework which provides guidelines for the rest of the research process. The research design specializes the method for data collection and analysis. It specializes the pinpoint to carry out research properly. The research design used in this study is descriptive. Here the reason is to identify various factors for improving motivation among employees.

Research Approach

Research Approach is a survey method and conducted by meeting each every respondent and collecting data from them. Data are collected through a well structure questionnaire

Research instrument

Research Instrument is a questionnaire. The questionnaire is structured one containing a list of questions.

Sampling Procedure

Here the research used simple random sampling study. Random sample from a finite population refers to methods of sample selection which gives each possible combination and of being picked up and each item in entire population have an equal chance of being included in the sample.

Sampling Unit

Sample unit is the network connection provided by IDEA and JIO in mavelikara taluk

Data Collection

Data are represented of facts, concept or instruction in a formulized manner suitable for communication and interpretation. Data collection is an important phase research process. Data can be obtained from primary and secondary source.

Primary Data

Primary source include the actual information received from the individual directly, concerned with the problem of study. So we can collect from the respondents directly through structured questionnaire.

Secondary Data

Secondary data collected are the information which is obtained indirectly. The secondary service of information includes the published and unpublished documents and other type of information .The secondary data collected from personal policies, compendium, the house journals, periodical reports, magazines, websites and test books from libraries

1.7: NEED AND SIGNIFICANCE OF THE STUDY

IDEA and RELIANCE JIO, both these telecom service provider have good market standing. Till jio I a startup company. These companies' tariff plans and service level are good because they are largely responsible for their position. These companies have to know their customer perception, the satisfactions level and problem, which are facing their customers in order to take appropriate action. In this study, we compare both the jio and idea and to choose the best service provider. According to the preference of the customers. Hence, the study titled "A study on network connection provided by idea and jio and their customer satisfactions with special reference to mavelikara taluk" has been undertaken.

1.8: CHAPTERISATION SCHEME

A study on network connection provided by IDEA and JIO and their customer service with special reference to mavalikara taluk is designed into four chapters;

- A study begins with an introduction. It explains needs and significances, objectives, limitation of the study, research methodology and chapterisation, review of literature.
- Theoretical frame work is discussed in the second chapter.
- The 3rd chapter includes an assessment of data analysis and interpretation.
- The 4th chapter includes finding, suggestion and conclusion.

CHAPTER-2

THEORETICAL BACKGROUND

2.1: THEORITICAL BACKGROUND

The third generation or 3G system were initially deployed in 2001 and offer both digital voice and digital data service. They also come with a lot of jargon and many different standards to choose from 3G is loosely defined by the ITO as providing rates of at least 2 Mbps for stationary or walking users and 384kbps in a moving vehicle. UMTS (Universal Mobile Telecommunication System) also called WCDMA (Wideband Code Division Multiple Access) is the main 3Gsystem that is being rapidly deployed worldwide. It can provide up to 14Mbps on the download link and almost 6Mbps on the uplink. Future release will use multiple antennas to provide even greater speed for users.

The scare resource in 3G system as in 2G and 1G system before them is ratio spectrum. Government license the right to use parts of the spectrum to the mobile phone network operators, of using a spectrum auction in which network operators submit bids. Having a piece of lice need spectrum makes it easier to design and operate system, since no one else is allowed transmit on that spectrum, but it often costs a serious amount of money. In the UK in 2000, for example, five 3G license were auctioned for a total of about 40 billion.

In the scarcity of spectrum that led to the cellular networks design is now used for mobile networks. To manage the radio interference between users, the coverage area is divided in to cells. Within in a cell users are assigned channels that do not interfere with each other and do not cause too much interference for adjacent cells. This allows for good reuse for the spectrum or frequency reuse in the neighboring cells, which increase the capacity of the network. In the 1G system which carried each voice call on a specific frequency band, frequencies were carefully chosen so that they did not conflict with neighboring cells.

In broad terms 3G connections lend themselves to fully mobile situation although collection speed and reliability may be limited for certain application. WIFI on other hand generally offer higher speed expectedly with super fast fixed board band and where the wireless network is private but at the expense of mobility. WIFI is better suited for static or monastic situations such as hot-disking

4G LTE, when compared with 3G allows more application to be truly mobile. It provides faster sharing of large files and streaming media and improved performance for latency-sensitive application, such as real time videoconferencing or remote desktops. Compared with WIFI, LTE offers full mobility and provides convenient, secure connectivity at true broad band speed

4G LTE is the 4th major generation of mobile network technology its bandwidth, latency and capacity offer the promise that network connectivity will no longer be a barrier to the benefits of high-performance mobile applications.67% of business already using LTE in the united state report increased productivity-with externally-focused departments, such as sales and customer services benefiting most.

The architecture of the mobile phone network has changed greatly over the past 40 year along with its tremendous growth. First generation mobile phone system transmitted voice calls as continuously varying signal rather than sequences of bits. An AMP (Advanced mobile phone system) which was deployed in United States in 1982 was a widely used first generation system. Second generation mobile phone system switched to transmitting voice calls in digital form to increase capacity, improve security, and offer text messaging. GSM (Global system for mobile communications) which was deployed started in 1991 and has become the most widely used mobile phone system in the world, is a 2G system.

The 3rd generation or 3G system were initially deployed in 2001 and after both digital voice and broadband digital data service. They also come with a lot of jargon and many different standards to choose from. 3G is loosely defined by ITU as providing rates of a least 2Mbps for stationary or walking users and 384kbps in a moving vehicles.

JIO soft launched on 27 December 2015 (the eve of what would have been the 83rd birthday of reliance industries founder Dhirubhai Ambani), with a beta for partners and employees, and became publicly available on 5 September 2016. As of 31 January 2019, it is the third largest mobile network operator in India and the ninth largest mobile network operator in the world with over 289.44 million subscribers.

The company was registered in Ambawadi, Ahmadabad, and Gujarat on 15 February 2007 as reliance jio infocomm limited. In June 2010, reliance industries (RIL) bought a 59% stake in infotel broadband services limited (IBSL) for Rs 4,800 crore (US\$670 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, infotel broadband services limited was renamed as reliance jio infocomm limited January 2013.

In June 2015 Jio announced that it would start its operation all over the country by the end of 2015. However four month later in October, the companies' spokesmen sent out a press release stating that the launched was postponed to the first quarter of the financial year 2016-2017.

Later in July, a PIL filed in the Supreme Court by an NGO called the central for public interest litigation, through prashant bhusham, challenged the grant of a pan-India license to jio by the government of India. The PIL also alleged that jio was allowed to provide voice telephony along with its 4 G data service by paying an additional fee of just Rs 165.8 crore (US\$23 million) which was arbitrary and unreasonable, and contributed to a loss of Rs 2,284.2 crore (US\$320 million) to the exchequer. The Indian department of telecommunication (DoT) however refuted all of CAG's claims, in its statement DoT explained that rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally to jio's partners its staff and their families on 27 December 2015 Bollywood actor shah rukh khan, who is also the brand ambassador of jio, kick-started the launch event which took place in reliance corporate park in navi Mumbai along with celebrities like musicians A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker rajkumar hernia the closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around thousand locations including Dallas in the USA

The company commercially launched its services on 5 September 2016. within first month; jio announced that it had acquired 16 million subscribers. This the fastest ramp-up by any mobile network operator anywhere in the world. JIO crossed 50 million subscriber mark in 8 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017 it had about 130 million subscribers

"The idea of JIO was first seeded by my daughter Isha, in 2011. She was student at Yale (in the US) and was home for holidays. She wanted to submit some course work and she said, 'Dad, the internet in our house is sucks,'" Mukesh Ambani recalled lately in press. On 5 July 2018, fixed line broad band service named Giga fibre, was launched by the reliance industrial limited chairman Mukesh ambani, during the companys annual general meeting. In contract Law, a non compete clause (often NCC), or covenant not to compete (CNC) is a clause under which one party (usually an employee) agree not to enter in to or start a similar profesion or trade in competition against another party. Some courts refers to these as "restrictive covenant". As a contract profession, a CNC is bound by traditional contract requirements include the consideration doctrine.

Ambani brothers, Mukesh ambani and anil ambani were on a non compete pact since their death of their father Dhirubai ambani in 2002. The pact was the officially scraped by the brothers in 2010. JIO was a hue entry on mukesh ambani in to the telecom industries clearly taking the pact cancellation in to the hand. JIO also paved way for the ambani brothers first collaboration after splitting their father business enterprise 8 years ago, with mukesh ambani, the chairman of the reliance industries, agreeing to use his anil ambani optic fiber network to launch JIO mobile venture. Later in 2018, RCom industries had declared to improve their focus in real estate industry rather than telecom with successful expansion of JIO. IDEA is the third largest mobile telecommunications operator in the country; with pan India operations offering voice, broadband data, and value added services (VAS), Digital Content and Mobile Banking services. The Revenue Market shares (RMS) for idea stands at 18.7% for the quarter ended December 2016. As of February, 2017, the subscriber base idea stands at 196.1 Mn (on VLR), with subscriber market share of 19.4%.

The GSM-based 2G services of the company are available in all 22 service areas of India, covering approximately 1 billion Indians, in nearly 400,000 towns and villages. In October 2016 spectrum auction, company has acquired 349.2MHz of spectrum and completed its pan India broadband spectrum footprint. The company now owns

3G spectrum in 15 service Areas and 4G spectrum in 20 services Areas out of 22 service areas.

During the year the company has launched 3G services in 2 additional service areas of Bihar and Rajasthan on its own spectrum, taking the total count to 15 from earlier 13. However, the 3G services of the company are available in 21 service areas (excluding Odisha) including through intra-circle roaming arrangements with other mobile telecommunications service providers. On 4G front, the company has rolled out 4G services in 9 new service areas during the year. The 4G launch in Mumbai service area is slated by end of May, 2017, post which the 4G services of the company will be available in 20 Service Areas (Except Kolkata and Delhi)

The company withstood the unprecedented prolonged free services offers of the new entrant in the industry and maintained its tag of 'One among the Top Three' operators in India. The company continues to maintain and strengthen its market position both in terms of revenue and subscriber.

Despite the free voice and data services by new operator the company continues to maintain its attractiveness for subscribers. As on February 28, 2017, the reported subscriber base of the company was 193.3Mn, an increase of 18.6Mn subscriber representing a growth of 10.7% over last 12 month period. The VLR subscriber base of the company grew by 7.5% during same period and stand at 196.1Mn representing market share of 19.4% as on February 28, 2017. Percentage of active subscriber base to total subscriber base for the company stands at 101.4%. With over 198 Mn VLR subscriber in March, 2017, the company opens multiple vistas for growth in broadband, Digital content and payment services etc.

As per latest published TRAI reports, the company has gained 29.3% incremental Revenue Market Share (RMS) of the Indian mobile telecommunication service industry during nine month period from April, 2016 to December, 2016. Further, the company maintained its leadership position in mobile number portability (MNP), based on the net subscriber additions. The trends emerging from MNP are clearly distinguishing the strong operators in terms of customer preference for better quality of services and brand value. The company as MNP gain of 22.1Mn subscribers, with one out of existing mobile customers, who ports out from their existing mobile operator preferring to shift and stay with world class Idea services.

During the year, the company added a total of 50,004 sites across 2G, 3G, and 4G highest ever site addition by the company in a year. 2G services are now available nearly 4,00,000 towns and villages covering around 1 billion Indians, representing approximately 82% of Indian population. On 3G front, your company added 90,142 sites expanding the 3G site count to 69,202. 3G services of the company are now available in more than 92 thousand towns and villages covering more than 45% of population in 15 service areas where it is providing 3G services with own spectrum.

Idea added 26,209 4G sites across these 19 service areas during the year taking the total 4G site count to 40,852. The 4G service are now available in more than 23,000 towns and villages covering 23% of population in these 19 service areas. The company is rapidly working in expanding its optical fibre cable (OFC) backbone network, to support growth

for broadband data services. During the year the company expanded its OFC transmission network to 144,600km compare to 115,500km a year ago, and expansion of 29,100km.

Idea Cellular Ltd. is the third largest wireless operator by subscribers in India with a Revenue Market Share of approximately 15.9% of the Indian mobile telecommunications services industry in Q3 December 2017. Idea Cellular is a pan-India integrated wireless broadband operator offering 2G 3G and 4G services and has its own National Long Distance (NLD) and International Long Distance (ILD) operations and Internet service provider (ISP) license. With nearly 200 million subscribers Idea ranks sixth in the global rankings of operators in subscriber terms for single country operations.

The company offers affordable and world-class mobile services to varied segments of mobile users. The company is an Aditya Birla Group Company. They offers basic voice and short message service (SMS) services to high-end value added and general packet radio service (GPRS) services such as Blackberry Datacard Mobile TV and Games. Their subsidiaries include Swinder Singh Satara and Co Ltd Aditya Birla Telecom Ltd Idea Cellular Services Ltd Idea Cellular Infrastructure Services Ltd Idea Cellular Towers Infrastructure Ltd and Carlos Towers Ltd. Idea Cellular Ltd was incorporated in the year 1995 with the name Birla Communications Ltd.

The company obtained licenses for providing GSM-based services in the Gujarat and Maharashtra Circles following the original GSM license bidding process. In the year 1996 the company changed the name from Birla Communication Ltd to Birla AT&T Communications Ltd following joint venture between Grasim Industries and AT&T Corporation. In the year 1997 they commenced operations in the Gujarat and Maharashtra Circles. In the year 2000 the company merged with Tata Cellular Ltd thereby acquired original license for the Andhra Pradesh Circle. In the year 2001 they acquired the RPG Cellular Ltd and consequently they acquired the license for the Madhya Pradesh (including Chattisgarh) Circle. Also they obtained the license for providing GSM-based services in the Delhi Circle following the fourth operator GSM license bidding process. The name of the company was changed from Birla Communications Ltd to Birla Tata AT&T Ltd. In the year 2002 the name of the company was further changed to Idea Cellular Ltd and also they launched the 'Idea' brand name. They commenced commercial operation in Delhi circle.

In June 3 2002 they acquired Swinder Singh Satara & Company Ltd through a share purchase agreement. In the year 2004 the company acquired Escotel Mobile Communications Ltd (subsequently renamed as Idea Mobile Communications Limited). They commercially launched EDGE services 2005 and became the first operator in India to do so. In the year 2005 the company won an Award for the 'Bill Flash' service at GSM Association Awards in Barcelona Spain. They sponsored the International Indian Film Academy Awards. In the year 2006 the company became a part of the Aditya Birla Group subsequent to the TATA Group transferring their entire shareholding in the company to the Aditya Birla Group.

They received Letter of Intent from the DoT for a new UAS License for the Mumbai Circle. Also they received Letter of Intent from the DoT for a new UAS License for the Bihar Circle through Aditya Birla Telecom Ltd. During the year 2006-07 the company commenced National Long Distance service to carry part of the Company's own traffic.

They launched commercial mobile services in the service areas of Rajasthan Uttar Pradesh (East) and Himachal Pradesh. They made Initial Public Offering and raised Rs 25000 million. They won an award for the 'CARE' service in the 'Best Billing or Customer Care Solution' at the GSM Association Awards in Barcelona Spain. During the year the company entered into a ten years business transformation pact to integrate innovates and transform its business processes and IT infrastructure with International Business Machines (IBM). They signed USD 500 million contracts with Nokia Siemens Networks to expand and strengthen the Company's network. Also they signed a USD 343 million contract for GSM expansion with Ericsson in the Maharashtra Gujarat Rajasthan Madhya Pradesh and Himachal Pradesh service areas

.In June 2006 Escorts Telecommunications Ltd became the subsidiary of the company and subsequently was renamed as Idea Telecommunications Ltd. In February 2007 they acquired 10000000 equity shares of Rs.10 each of Aditya Birla Telecom Ltd a company holding License to operate in the telecom service area of Bihar for a purchase consideration of Rs 100 million. During the year 2007-08 the company expanded their network from 4432 cities and towns to 13308 cities and towns. They formed three new subsidiaries namely Idea Cellular Services Ltd Idea Cellular Infrastructure Services Ltd and Idea Cellular Tower Infrastructure Ltd. The main purpose of Idea Cellular Services Ltd is to provide manpower services to Idea Cellular and Idea Cellular Infrastructure Services Ltd & Idea Cellular Tower Infrastructure Ltd are meant for hiving off Idea's passive infrastructure network. In December 2007 the company in association with Bharti Airtel and Vodafone Essar formed a joint venture namely Indus Tower to provide passive infrastructure services in India to all operators on a non discretionary basis.

In February 2008 the company received the Unified Access Services Licenses for the telecom service areas of Punjab Karnataka Tamilnadu including Chennai North East West Bengal Kolkata Jammu & Kashmir Orissa and Assam. During the year 2008-09 the company acquired 40.8% stake in Spice Communications Ltd (Spice) having operations in Punjab and Karnataka service areas from MCorp Global Communications Pvt Ltd the erstwhile promoters of Spice. They launched services in Mumbai Orissa Tamil Nadu (including Chennai) Jammu & Kashmir Kolkata and West Bengal. In addition Aditya Birla Telecom Ltd a wholly owned subsidiary launched operations in Bihar (including Jharkhand) service area. During the year the company made a tie-up with Indian Oil Corporation the largest petroleum company in India to use their petrol pumps and gas agencies for branding and distribution of Idea SIM Cards and Recharge Vouchers. They were the first operator in India to launch Nokia Life Tools in association with Nokia. They launched 'International Airtime Transfer' a unique VAS service whereby NRI community can directly recharge the prepaid mobiles of Idea subscribers in India through several international merchants and the web in Gulf the USA and UK. During the year the

company launched NetSetter Data Cards and Blackberry solutions to cater to their data-savvy consumer segments.

As per the scheme of arrangement the company de-merged their passive infrastructure assets in the service areas of Andhra Pradesh Delhi Gujarat Uttar Pradesh (both East & West including Uttarakhand) Haryana Kerala Rajasthan and Mumbai to Idea Cellular Towers Infrastructure Ltd a wholly owned subsidiary with an appointed date of January 1 2009. During the year 2009-10 the company expanded their pan-India presence through service launches in Orissa Tamil Nadu Jammu & Kashmir Kolkata West Bengal Assam and North East service areas thereby making it a nationwide service provider. As one of Idea's new VAS activities the company launched 'Buddy Recharge' - a unique peer-to-peer talk time transfer product. They also launched Oongli Cricket during the IPL season.

During the year the company launched a standardized self care portal 'CARE' which gives information to the customer on products/tariffs and information of their account such as billed amount last recharge last calls unbilled amount etc. They were the first operator to launch 'Pre Tones' which is an innovative VAS service which allows the user to listen to the caller tones of his/her own choice while making an outgoing call instead of listening to the respondent's caller tone. As per the scheme of arrangement the company telecom operations of the Bihar service area along with certain assets and liabilities of Aditya Birla Telecom Ltd a wholly owned subsidiary was de-merged and transferred to the company with effect from March 1 2010.

Spice Communications Ltd which had operations in the Punjab and Karnataka service areas and licenses for National and International Long Distance operations was amalgamated with the company with effect from March 1 2010. Also Carlos Towers Ltd became a subsidiary company pursuant to the amalgamation of Spice Communications Ltd with the company. In April 2010 the company received a License for providing pan India Internet Services (ISP License). In the 3G Spectrum auction the company emerged as a winner in 11 Service Areas viz. Maharashtra Gujarat Andhra Pradesh Kerala Punjab Haryana Uttar Pradesh (E) Uttar Pradesh (W) Madhya Pradesh Himachal Pradesh and Jammu & Kashmir at a total cost of Rs 5768.59 crore. During the year under review the company became a pan India operator following the roll out of services in the remaining service areas of Orissa Tamilnadu (including Chennai) Jammu & Kashmir West Bengal Kolkata North East and Assam. In January 20 2011 the Company launched mobile number portability (MNP) an invite to all Indian mobile customers to change their wireless operator while retaining their mobile number.

In March 2011 Company launched 3G services in 9 out of these 11 service areas. The Company also entered into bilateral roaming arrangement for the service areas of Mumbai Bihar Karnataka Delhi Kolkata and Tamil Nadu (including Chennai) with leading quality operators enabling it to offer 3G services in 15 service areas. In 2012 Department of Telecom (DoT) has said that the proposal of Malaysia based Axiata group to raise 1 per cent stake in Idea cellular to 21 per cent would not create any fresh security threat for the country. The company bagged the prestigious World Communication Awards 2012

(WCA) under the 'Best Brand Campaign' category at the recently held awards ceremony in London. The company wins at the prestigious World Communication Awards 2012 second year consecutively.

In 2013 the company Signs Unified License with the Department of Telecommunications -Idea Cellular introduces buffet plans for post-paid subscribers. In 2014 the company wins wins 900 MHz for Delhi and 4G in 8 strategic markets. In 2015 Microsoft has tied with Idea Cellular to launch operator billing on the Windows Store for Idea subscribers. The company has successfully retained the crucial 900 MHz spectrum and won 54 MHz of 900 MHz spectrum. Videocon Telecommunications sold its spectrum in Gujarat and UP (West) circles to the company at a valuation of Rs 3310 crore during the year. The company launches world-class high-speed 4G LTE services in all four Telecom service areas of South India. The company launches 4G in all 5 states of South India Andhra Pradesh Karnataka Kerala Tamil Nadu and Telangana.

In 2016 Idea Cellular launched 4G services across key markets viz. Madhya Pradesh & Chhattisgarh Punjab Haryana Orissa North East Service Area and Himachal Pradesh. During the year the company won spectrum in FDD technology on 1800 and 2100 bands and in TDD technology on 2300 and 2500 bands to achieve pan-India wireless broadband footprint. On 16 March 2016 Idea Cellular and Videocon Telecommunications Limited mutually agreed to terminate their earlier agreement regarding 'Transfer of Right to Use 1800 MHz Spectrum' in two service areas with immediate effect. Earlier on 24 November 2015 the Board of Directors of Idea had empowered the company to enter into an acquisition agreement for right to use 1800 MHz spectrum of Videocon Telecommunications Limited (VTL) in the telecom service areas of Gujarat and U.P. (West) for an aggregate consideration of Rs 3310 crore (approx.) pursuant to the DoT Guidelines for Trading of Access Spectrum by Access Service Providers dated 12 October 2015.

The Board of Directors of Idea Cellular at its meeting held on 28 April 2016 decided to consolidate the company's business of providing tower infrastructure services through approximately 7997 telecom towers that it owns and operates across India (Tower Infrastructure Undertaking) with its wholly owned subsidiary Idea Cellular Infrastructure Services Limited (ICISL) which is engaged in the business of providing tower infrastructure services in Bihar and Orissa. To implement this transaction a business transfer agreement will be executed between Idea Cellular and ICISL. ICISL will issue approximately 10000 equity shares to Idea Cellular in consideration for the tower infrastructure undertaking. The transfer of the tower infrastructure undertaking to ICISL is expected to be completed within 3 to 6 months subject to obtaining requisite regulatory approvals.

On 30 January 2017 Idea Cellular announced the launch of 3 new exciting entertainment apps - Idea Music Lounge Idea Movie Club and Idea Game Spark. The new suite of integrated Digital Apps present one of the best range of entertainment content for its nearly 200 million customers. With the launch of Idea Music Lounge Idea Movie Club

and Idea Game Spark the company has begun its transformation from a pure play mobile operator to an integrated digital services and solutions provider .On 20 March 2017 Idea Cellular and Vodafone Group Plc announced that they have reached an agreement to combine their operations in India (excluding Vodafone's 42% stake in Indus Towers) to create India's largest telecom operator. The combined company would become the leading communications provider in India with almost 400 million customers 35% customer market share and 41% revenue market share.

The brand strategy of the combined company will be developed in due course and will leverage customers' affinity for both existing brands built up over the past decade. The name of the combined listed company will be changed in due course.The combined company will have sufficient spectrum to compete effectively with the other major operators in the market. It would hold 1850 MHz including circa 1645 MHz of liberalised spectrum acquired through auctions. It will be capable of building substantial mobile data capacity utilising the largest broadband spectrum portfolio with 34 3G carriers and 129 4G carriers across the country.

Vodafone India's strong presence in metro circles and Idea's leadership in semi-urban and rural telecom markets will allow for nationwide leadership within Indian M&A guidelines. In circles where both Idea and Vodafone India currently have a limited presence the combined entity will become the leading challenger with the scale to compete more effectively and enhance consumer choice.On 25 May 2017 Idea Cellular announced that it has completed pan-India 4G rollout with the launch of 4G services in Mumbai on 2100 MHz spectrum band. On 24 July 2017 Idea Cellular announced that the Competition Commission of India has approved the proposed merger of Vodafone India Vodafone Mobile Services Limited and Idea Cellular under sub section (1) of section 31 of the Act. The transaction is expected to close during calendar year 2018 subject to customary approvals.

On 14 September 2017 Idea Cellular announced that it has achieved a major milestone in its network growth journey. The company has rapidly expanded network to 260000 sites across the country with 50% sites dedicated to mobile broadband services establishing it as `India's Big 4G network'. Idea added nearly 50000 broadband sites over the last 12 months period ending August 2017 growing its broadband footprint to cover 5888 Census towns and nearly 105755 villages reaching out to 45% population of the country. It has set up an optical fibre network of approximately 150000 route kms to strengthen its wireless broadband services.

On 13 November 2017 Idea Cellular and Vodafone India announced that they have separately agreed to sell their respective standalone telecom tower businesses in India to ATC Telecom Infrastructure Private Limited a majority owned subsidiary of American Tower Corporation for an aggregate enterprise value of Rs 7850 crore (USD 1.2 billion). The standalone telecom tower businesses of Idea Cellular and Vodafone India are pan-India passive telecommunication infrastructure businesses comprising a combined

portfolio of approximately 20000 towers with a combined tenancy ratio of 1.65x as at 30 June 2017.

On 12 January 2018 Idea Cellular announced that the National Company Law Tribunal Bench at Ahmadabad vide its order dated 11 January 2018 has sanctioned the Composite Scheme of Amalgamation and Arrangement among Vodafone Mobile Services Limited and Vodafone India Limited and Idea Cellular and their respective shareholders and creditors. On 12 February 2018 Idea Cellular completed the allotment of 32.66 crore equity shares to the promoter Aditya Birla Group entities at an issue price of Rs 99.50 per share aggregating to Rs 3250 crore.

As a result of this preferential allotment the aggregate shareholding of the promoter group in Idea has increased from 42.4% to 47.2%. On 23 February 2018 Idea Cellular announced the successful closure of its qualified institutions placement. The company issued and allotted approximately 42.42 crore equity shares of face value of Rs 10 each to qualified institutional buyers at an issue price of Rs 82.50 per equity share aggregating to approximately Rs 3500 crore. This equity raise of Rs 3500 crore along with recent infusion of Rs 3250 crore by Idea's promoter/promoter group will reduce Idea's net-debt by approximately Rs 6750 crore.

Reliance Jio was originally called IBSL - In June 2010, after the broadband wireless auction (BWA), Reliance Industries bought 96% stake in Infotel Broadband, which had won 22 circles in the auction. At a total cost of Rs 4,800 crore, it was the only company to have won broadband spectrum in all 22 zones across the country. Infotel started operations as a telecom subsidiary of Reliance. In January 2013, it was renamed to Reliance Jio Infocomm Limited. The actual launch date of Reliance Jio was December 27, 2015 - Although the company originally aimed at launching the services on December 27 2015 (83rd birth anniversary of Dhirubhai Ambani), it could only reach the beta stage by the time. The service was made available to Jio employees and their family members for testing purposes.

Young employees- Jio boasts almost 60,000 young employees, working towards building the best data service network in India. The average age of Jio employees is 30. LTE enables smart phones coming soon - Jio had earlier partnered with Index to make 4G enabled smart phones, but later launched its own LYF series of smart phones with VoLTE support. The company is soon planning to launch LTE enabled smart phones as well.

Looking forward to partner with digital entrepreneurs- Since it has already built a huge platform; Jio is looking forward to partner with young digital entrepreneurs to accelerate penetration of digital services and internet consumption in the country.

CHAPTER -3

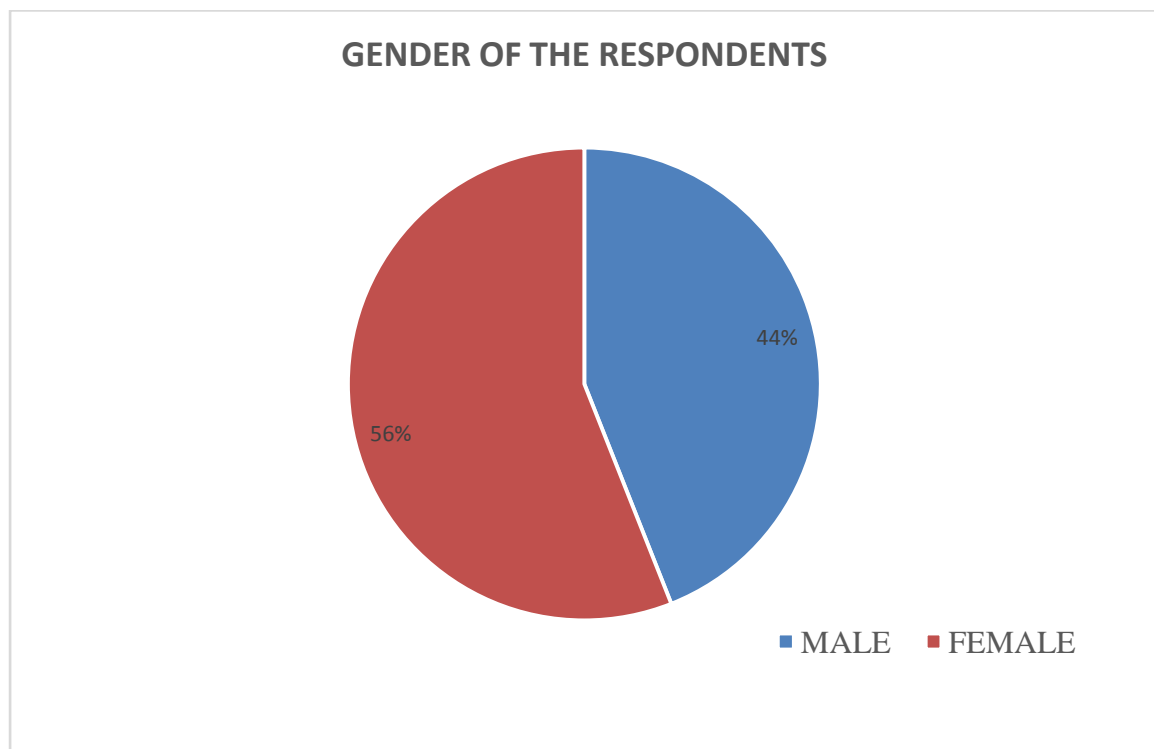
DATA ANALYSIS AND INTERPRETATIONS

3.1 GENDER OF THE RESPONDENTS

TABLE – 3.1

GENDER	NO: OF RESPONDENTS	PERCENTAGE
MALE	44	44
FEMALE	56	56
TOTAL	100	100

FIGURE 3.1



INTERPRETATION:

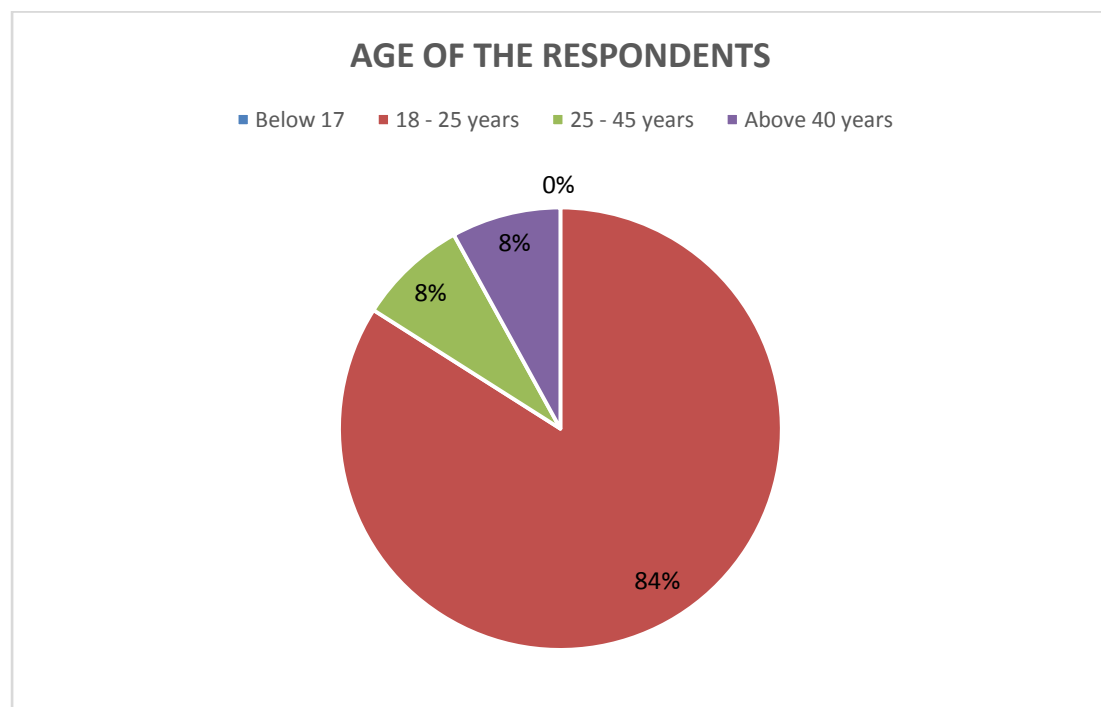
In case of gender of respondent 44 percentages are male 56 percentages females.

3.2 AGE OF RESPONDENTS

TABLE – 3.2

AGE	NO: OF RESPONDENTS	PERCENTAGE
Below17 years	0	0
18 to 25 years	84	84
25 to 40 years	8	8
Above 40 years	8	8
TOTAL	100	100

FIGURE 3.2



INTERPRETATION:

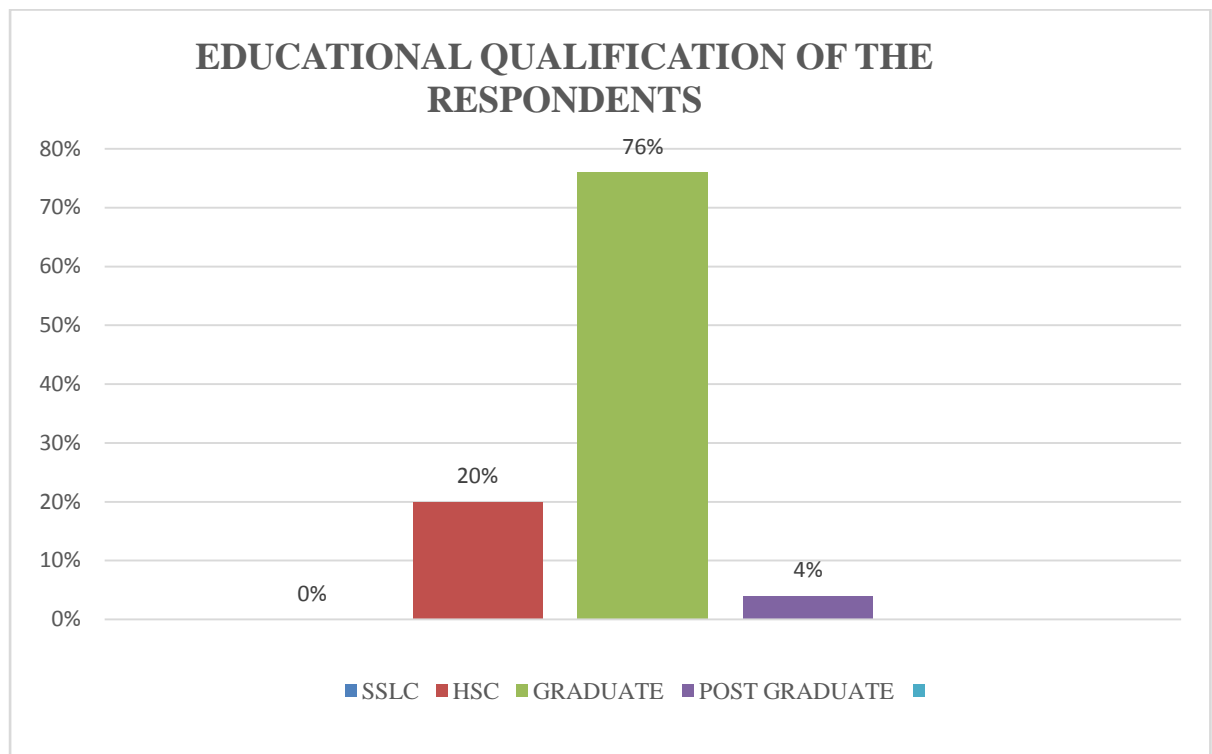
It I revealed that age of respondents 84 percentage belong to 18 to 5 years,8 percentage to 24 to 40 years and 8 percentage of above 40 years.

3.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TABLE – 3.3

QUALIFICATION	NO: OF RESPONDENTS	PERCENTAGE
SSLC	0	0
HSC	20	20
GRADUATE	76	76
POST GRADUATION	4	4
TOTAL	100	100

FIGURE 3.3



INTERPRETATION:

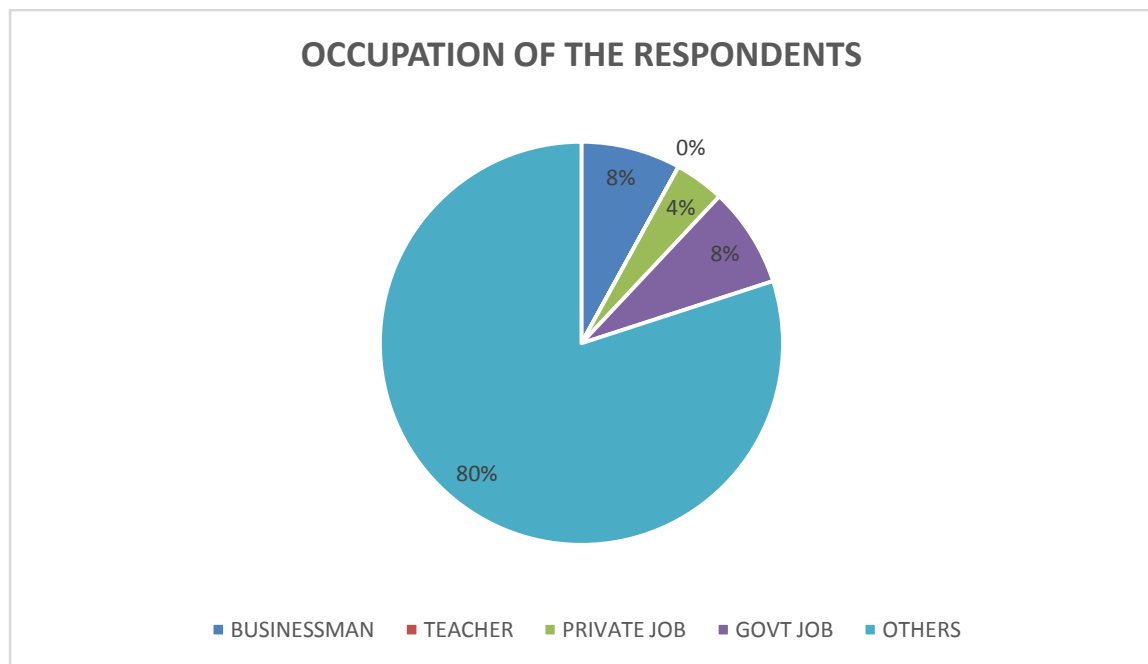
In the case of educational qualification of the respondent 20 percentage of HSC, 76 percentage graduate and 4 percentage post graduation.

3.4 OCCUPATION OF THE RESPONDENTS

TABLE - 3.4

OCCUPATION	NO: OF RESPONDENTS	PERCENTAGE
BUSINESSMAN	8	8
TEACHER	0	0
PRIVATE JOB	4	4
GOVT JOB	8	8
OTHERS	80	80
TOTAL	100	100

FIGURE 3.4



INTERPRETATION:

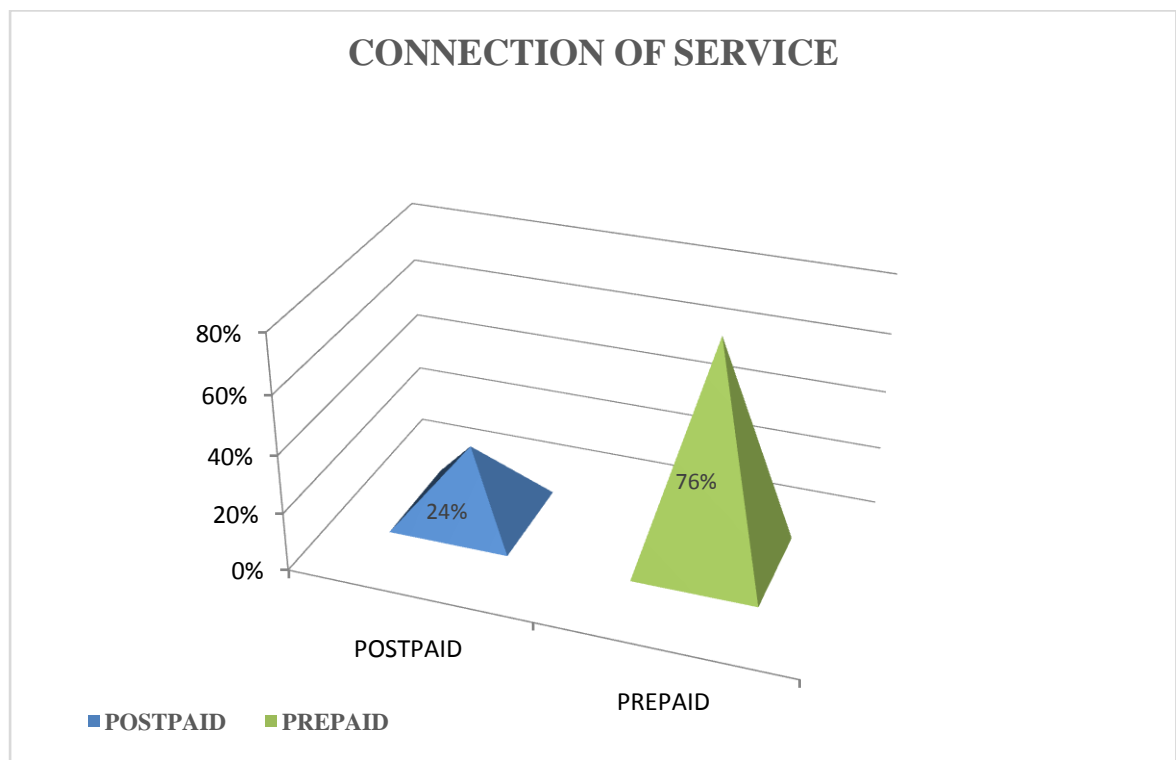
It is observed that case of occupation of respondent 8 percentage of business man, 4 percentage of private job ,8 percentage of government job and 80 percentage of other.

3.5 CONNECTION OF SERVICE

TABLE – 3.5

CONNECTION	NO: OF RESPONDENTS	PERCENTAGE
POSTPAID	24	24
PREPAID	76	76
TOTAL	100	100

FIGURE 3.5



INTERPRETATION:

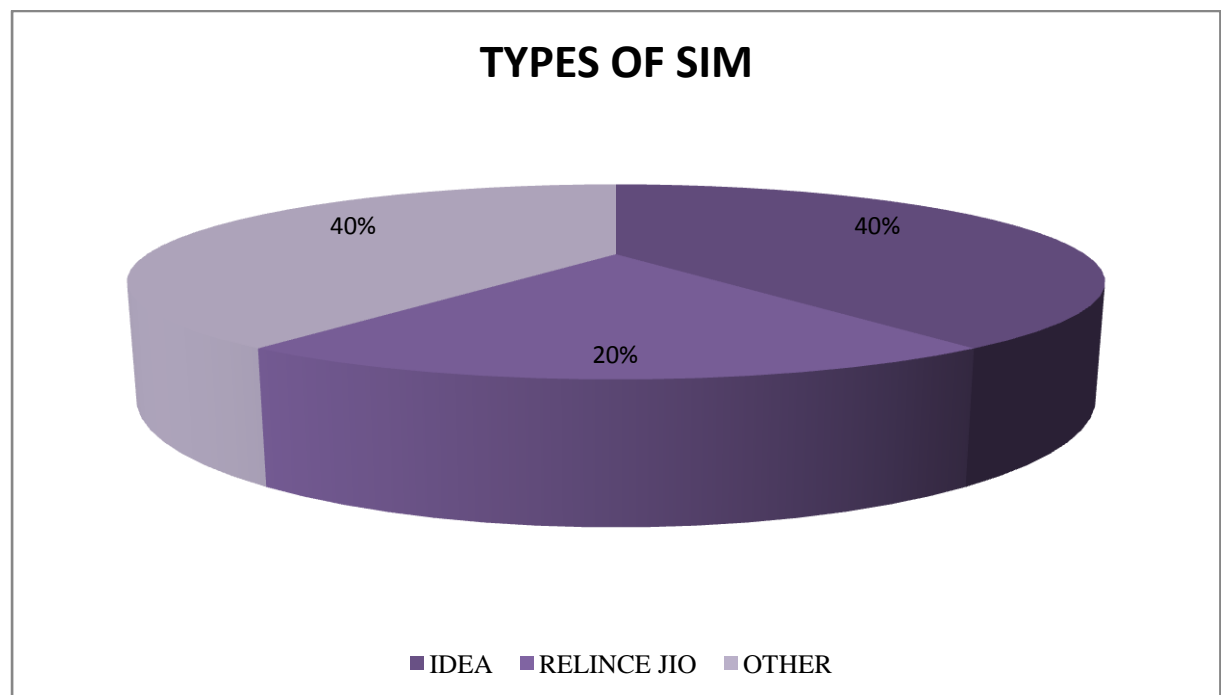
In the case of type of connection used by the respondent 24 percentage are postpaid and 76 percentages are prepaid.

3.6 TYPE OF SIM

TABLE – 3.6

SIM	NO: OF RESPONDENTS	PERCENTAGE
IDEA	40	40
RELIANCE JIO	20	20
OTHER	40	40
TOTAL	100	100

FIGURE 3.6



INTERPRETATION:

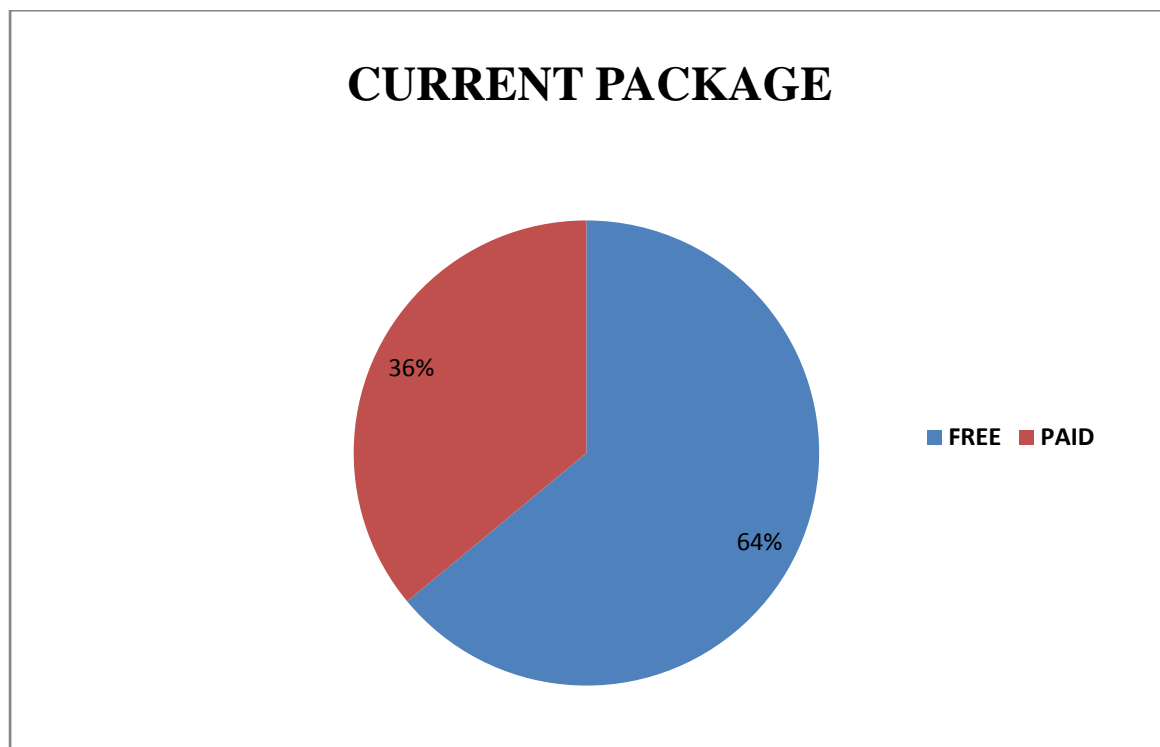
From the above, it is understood that the type of SIM used by the respondent 40 percentage are idea, 20 percentage are reliance jio and 40 percentage are others

3.7 CURRENT PACKAGE

TABLE – 3.7

PACKAGE	NO: OF RESPONDENTS	PERCENTAGE
FREE	64	64
PAID	36	36
TOTAL	100	100

FIGURE 3.7



INTERPRETATION:

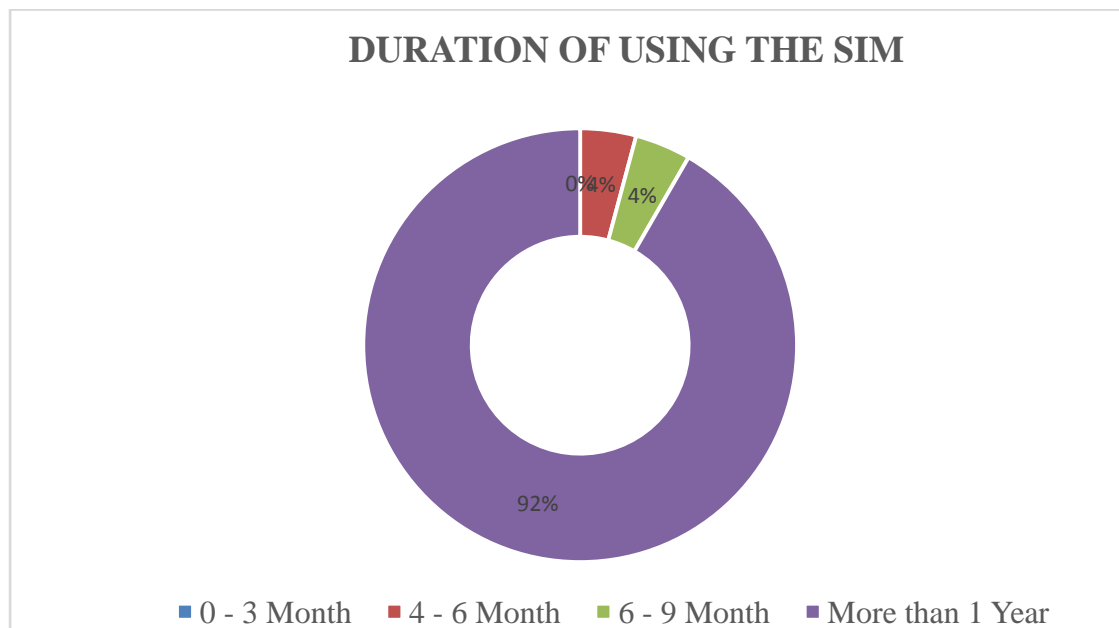
It I revealed that case of current packages, 64 percentages are free and 36 percentages are paid.

3.8 DURATION OF USING THE SIM

TABLE – 3.8

TIME PERIOD	NO: OF RESPONDENTS	PERCENTAGE
0 – 3 MONTH	0	0
4 – 6 MONTH	4	4
6 – 9 MONTH	4	4
MORE THAN 1 YEAR	92	92
TOTAL	100	100

FIGURE 3.8



INTERPRETATION:

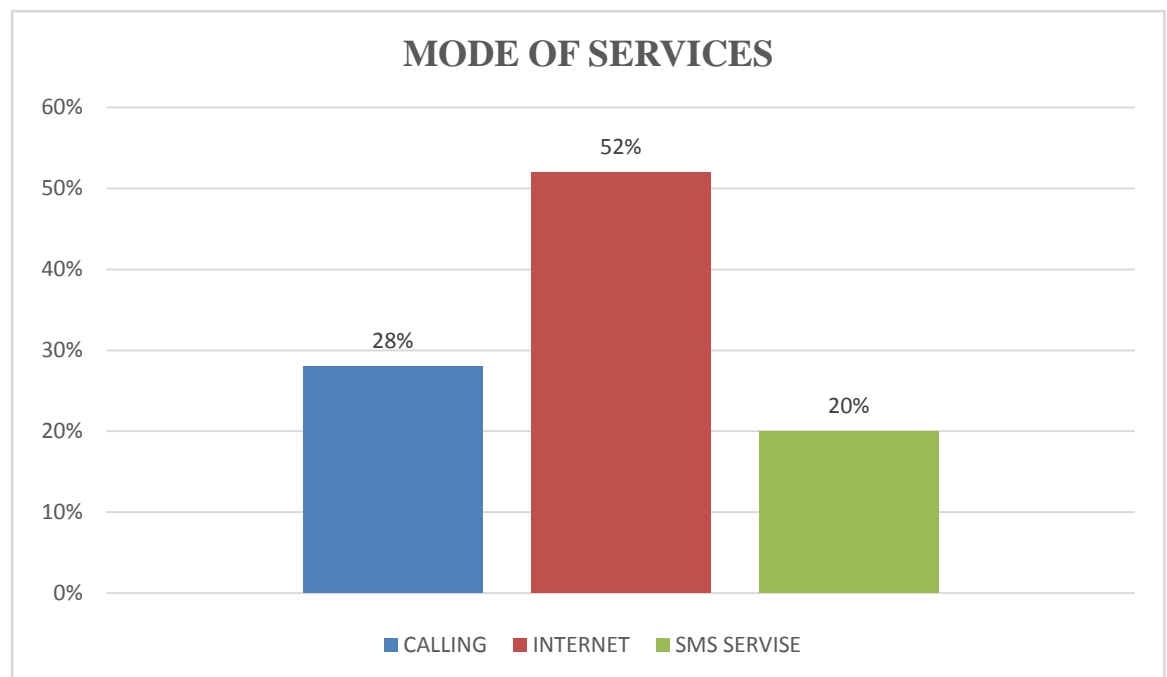
In the case of duration of using the sim 4 percentage of 4 to 6 months, 4 percentage of 6 to 9 months and 92 percentages for more than one year.

3.9 MODE OF SERVICE

TABLE 3.9

SERVICE	NO:OF RESPONDENTS	PERCENTAGE
CALLING	28	28
INTERNET	52	52
SMS SERVICES	20	20
TOTAL	100	100

FIGURE 3.9



INTERPRETATION:

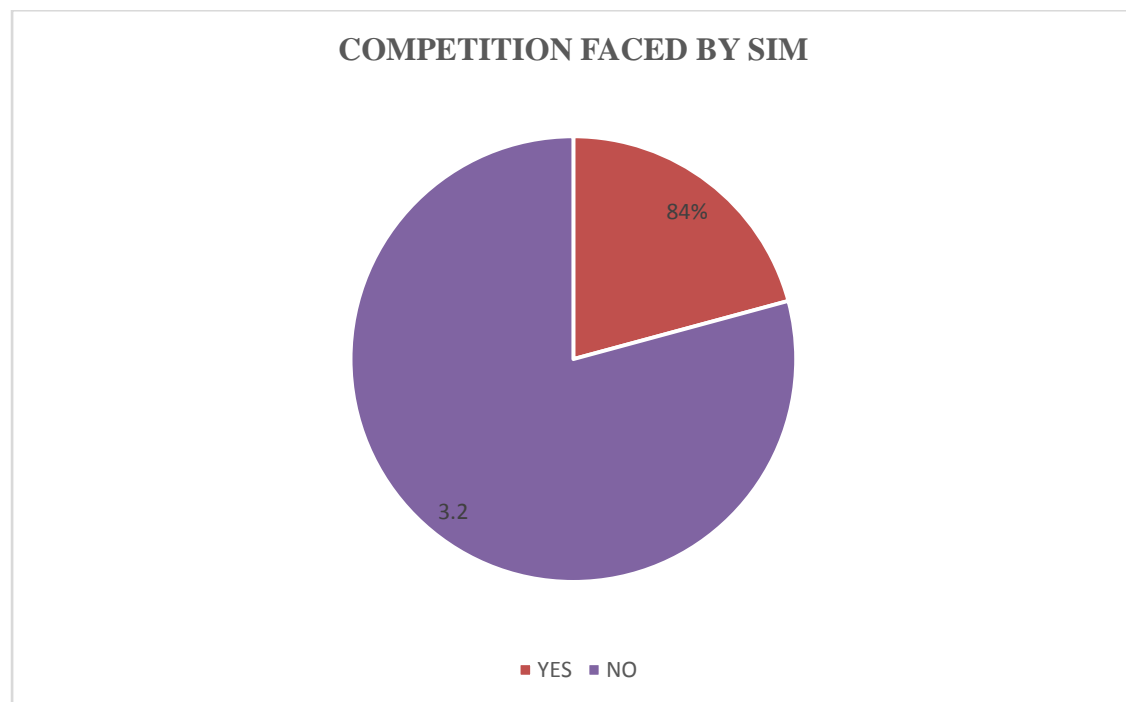
From the above, it I understood that mode of service 28 percentage for calling, 52 percentage of internet and 20 percentage for sms service.

3.10 COMPETITION FACED BY SIM

TABLE 3:10

COMPETITION	NO:OF RESPONDENT	PERCENTAGE
YES	84	84
NO	16	16
TOTAL	100	100

FIGURE 3.10



INTERPRETATION:

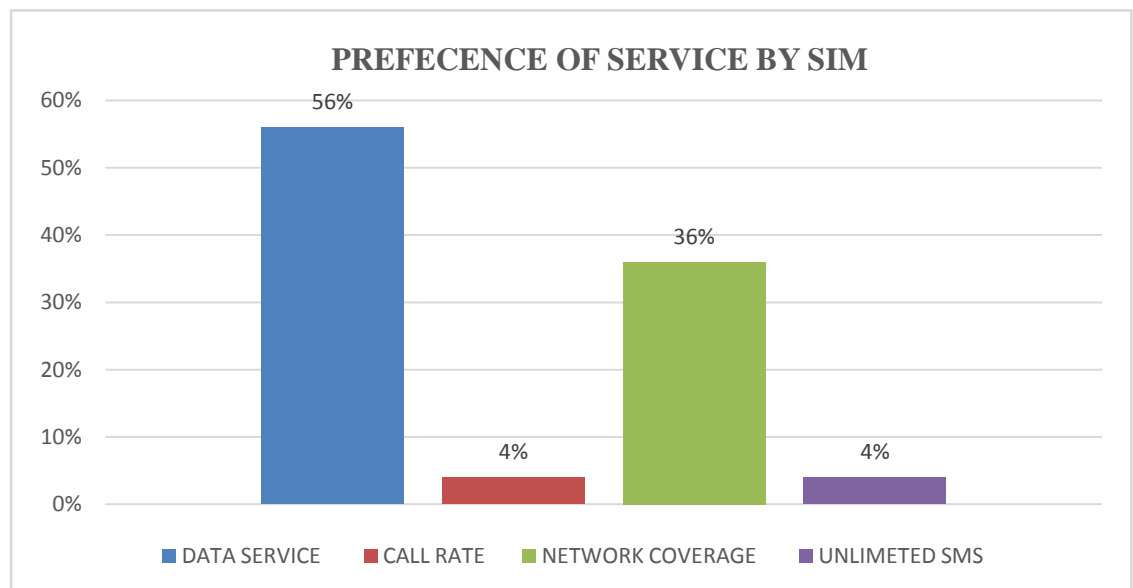
It I observed that sim faces any competition, 84 percentage respondent faces sim competition and the remaining 16 percentage respondent doesn't faces any sim competition.

3.11 PREFERENCE OF SERVICE BY SIM

TABLE 3.11

SERVICE	NO:OF RESPONDENTS	PERCENTAGE
DATA SERVICE	56	56
CALL RATE	4	4
NETWORK COVERAGE	36	36
UNLIMITED SMS	4	4
TOTAL	100	100

FIGURE 3.11



INTERPRETATION:

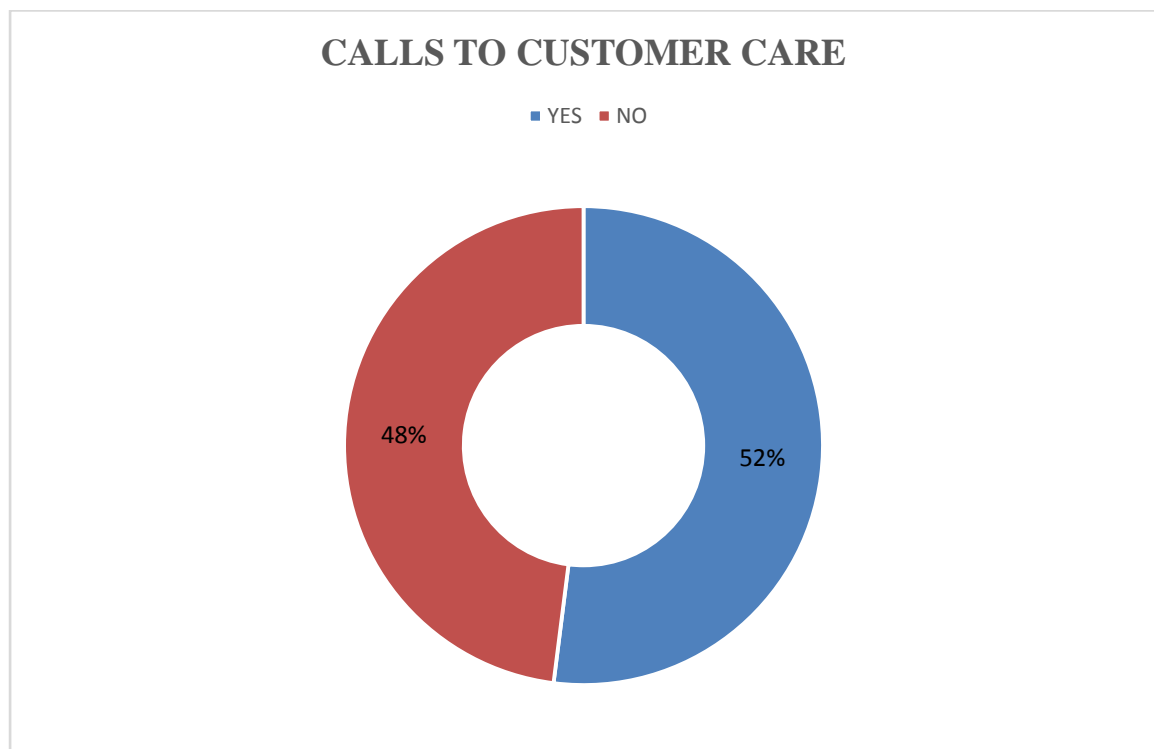
In the case, preference of service by sim 50 percentage for data service , 4 percentage for call rate,36 percentage for network coverage and 4 percentage for unlimited sms others

3.12 CALLS TO CUSTOMER CARE

TABLE 3.12

CALLS TO CUSTOMER CARE	NO: OF RESPONDENTS	PERCENTAGE
YES	52	52
NO	48	48
TOTAL	100	100

FIGURE 3.12



INTERPRETATION:

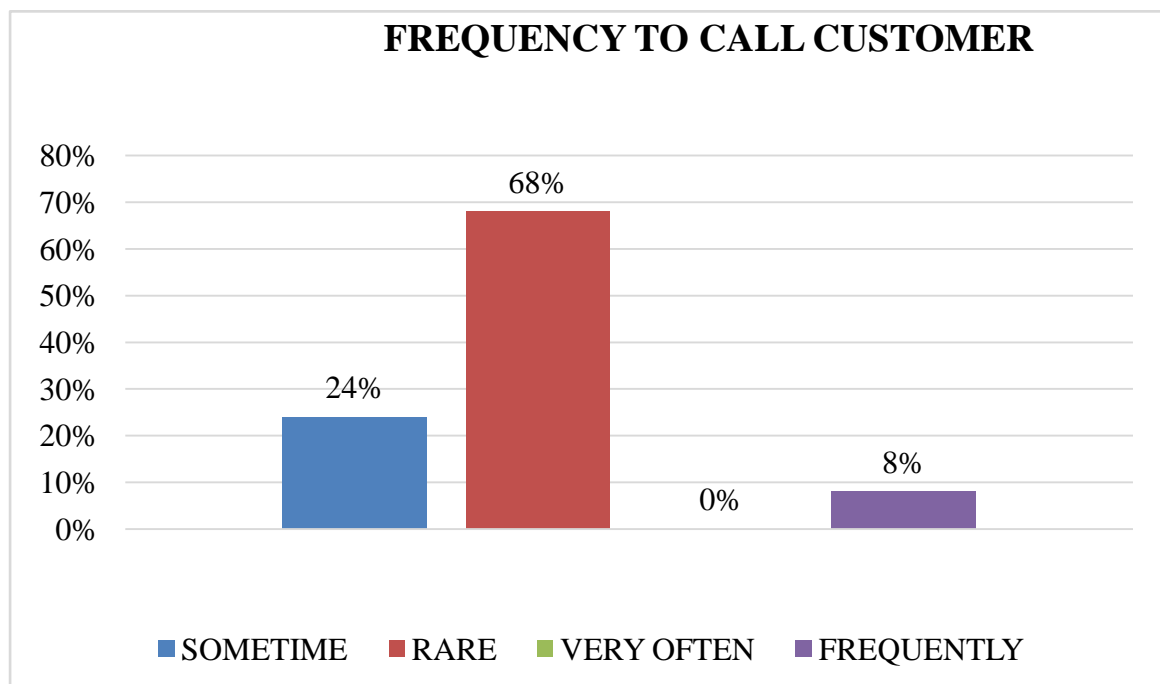
From the above, it I understood that 52 percentages of respondent calls to customer care and the rest 48 percentage don't.

3.13 FREQUENCY TO CALL CUSTOMER

TABLE:3.13

FREQUENCY	NO: OF RESPONDENTS	PERCENTAGE
SOMETIME	24	24
RARE	68	68
VERY OFTEN	0	0
FREQUENTLY	8	8
TOTAL	100	100

FIGURE 3.13



INTERPRETATION:

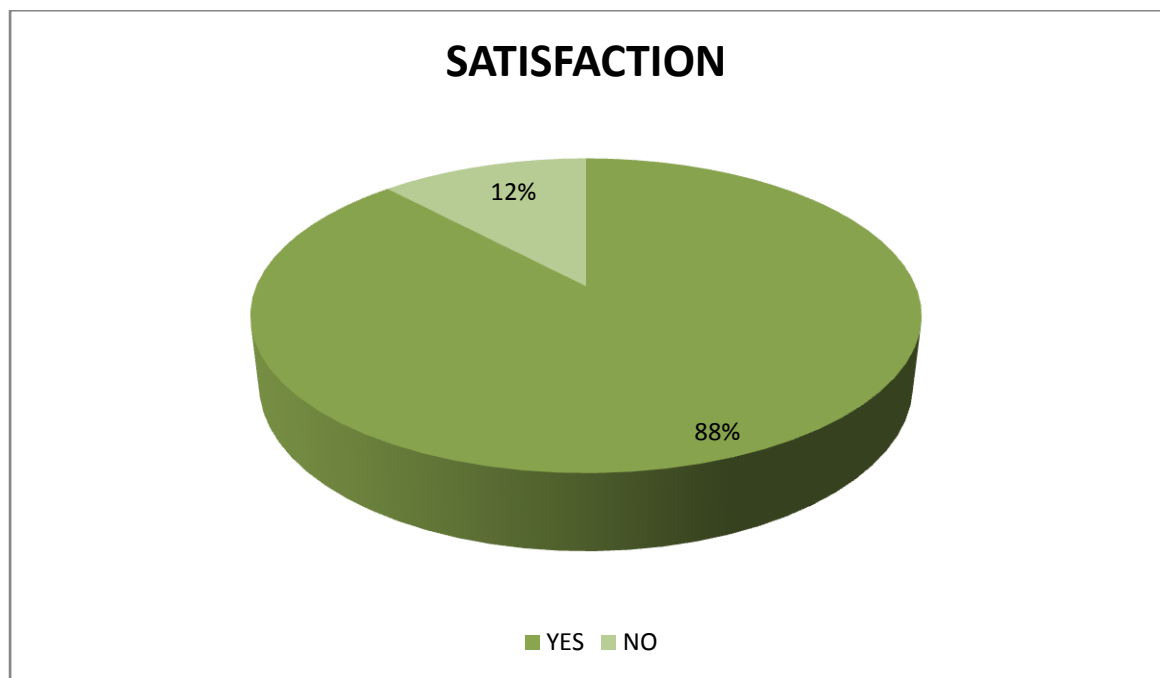
In the case 68 percentage rarely call customer care, 24 percentage sometime, 8 percentage frequently call customer care

3.14 SATISFACTION OF THE SERVICES

TABLE: 3:14

SATISFACTION	NO: OF RESPONDENTS	PERCENTAGE
YES	88	88
NO	12	12
TOTAL	100	100

FIGURE 3.14



INTERPRETATION:

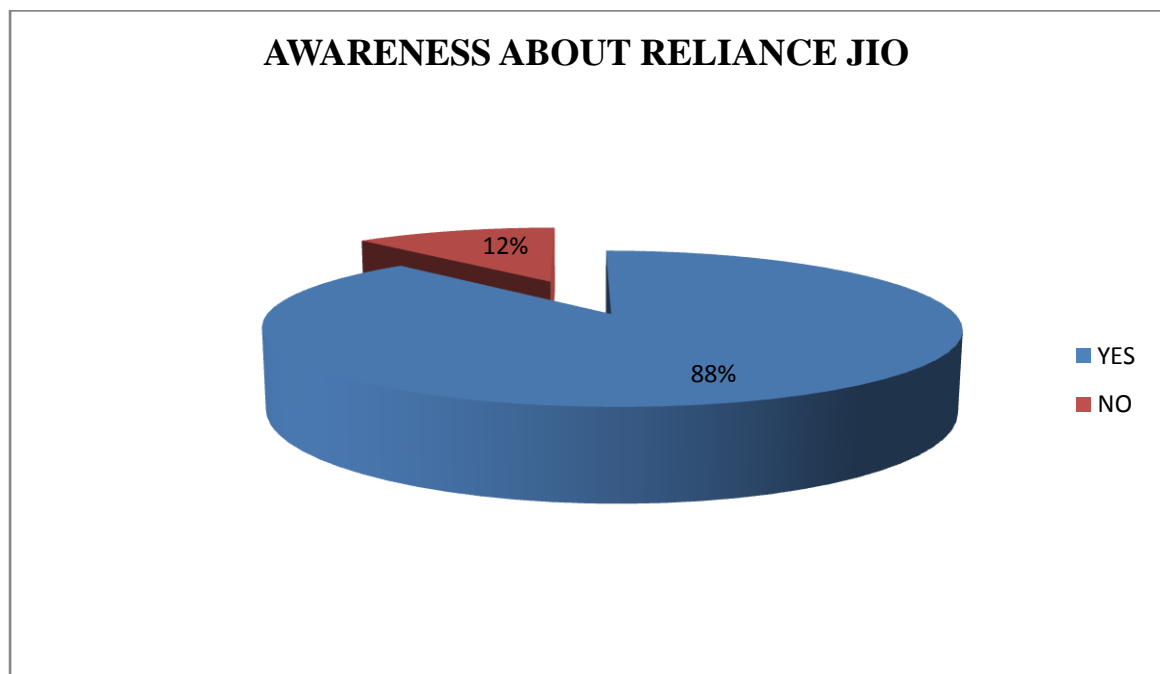
It is observed that satisfaction of service, 88 percentage of respondent are satisfied and 12 percentages are not satisfied.

3.15 AWARENESS ABOUT RELIANCE JIO

TABLE: 3.15

AWARENESS ABOUT RELIANCE JIO	NO: OF RESPONDENTS	PERCENTAGE
YES	88	88
NO	12	12
TOTAL	100	100

FIGURE 3.15



INTERPRETATION:

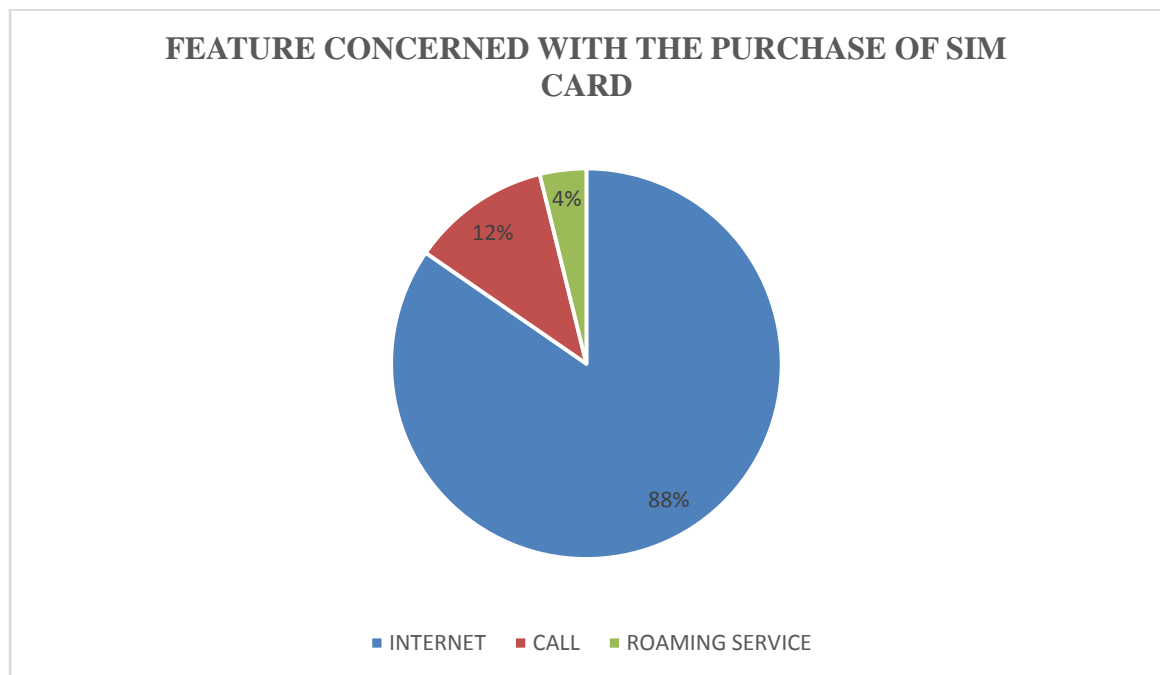
In the case, 88 percentage of respondent are aware about reliance jio and the ret 12 percentage are not aware about reliance jio

3.16 FEATURE CONCERNED WITH THE PURCHASE OF SIM CARD

TABLE: 3:16

FEATURE CONCERNED WITH THE PURCHASE OF SIM CARD	NO: OF RESPONDENTS	PERCENTAGE
INTERNET	84	84
CALL	12	12
ROAMING SERVICE	4	4
TOTAL	100	100

FIGURE 3.16



INTERPRETATION:

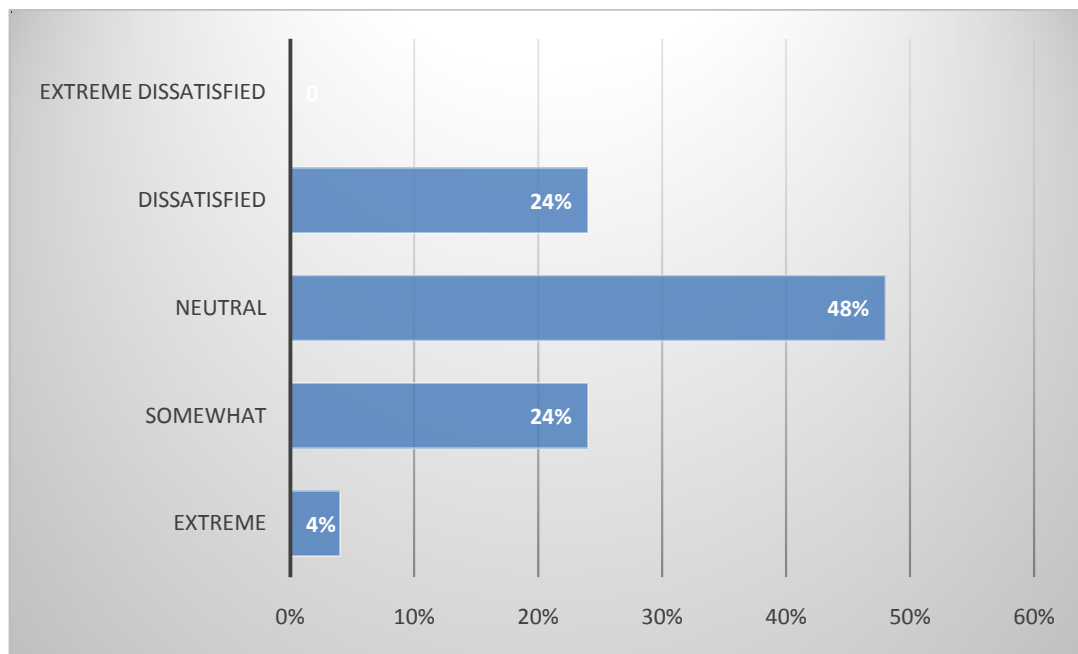
It is revealed that 84 percentages purchased for internet, 12 percentages for call, and 4 percentages of roaming services.

3.17 SATISFACTION ON INTERNET FACILITY OF SIM

TABLE: 3.17

INTERNET FACILITY OF SIM	NO OF RESPONDENTS	PERCENTAGE
EXTREMELY	4	4
SOMEWHAT	24	24
NEUTRAL	48	48
DISSATISFIED	24	24
EXTREME DISSATISFIED	-	-
TOTAL	100	100

FIGURE 3.17



INTERPRETATION:

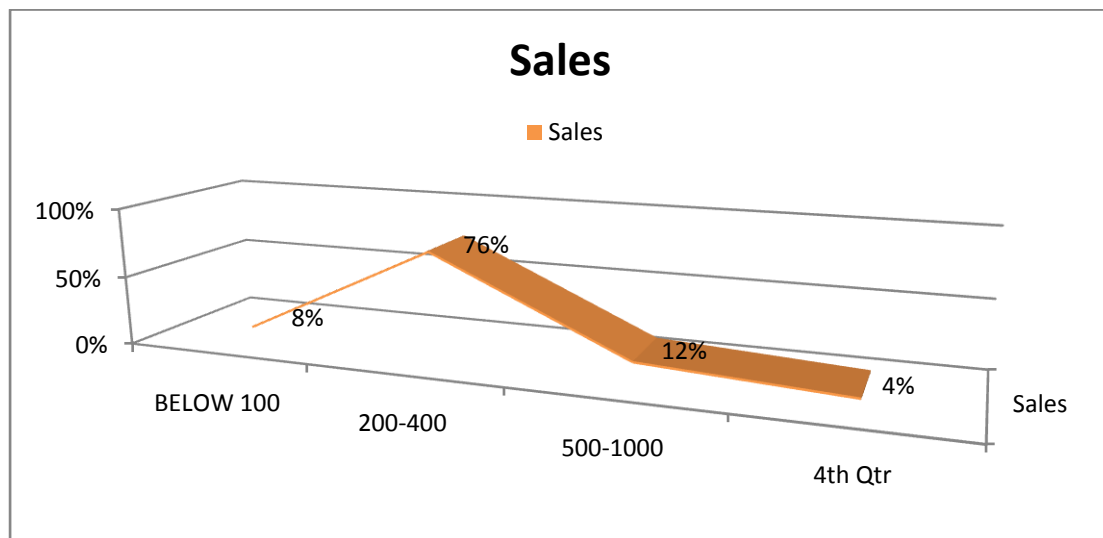
In the case of internet facility of sim to the respondent are 4 percentage are extremely,24 percentage are somewhat atified,48 percentage are neutral and 24 percentage are dissatisfied.

3.18 MONTHLY EXPENDITURE

TABLE 3:18

MONTHLY EXPENDITURE	NO OF RESPONDENTS	PERCENTAGE
BELOW 100	8	8
200-400	76	76
500-1000	12	12
ABOVE 1000	4	4
TOTAL	100	100

FIGURE 3.18



INTERPRETATION:

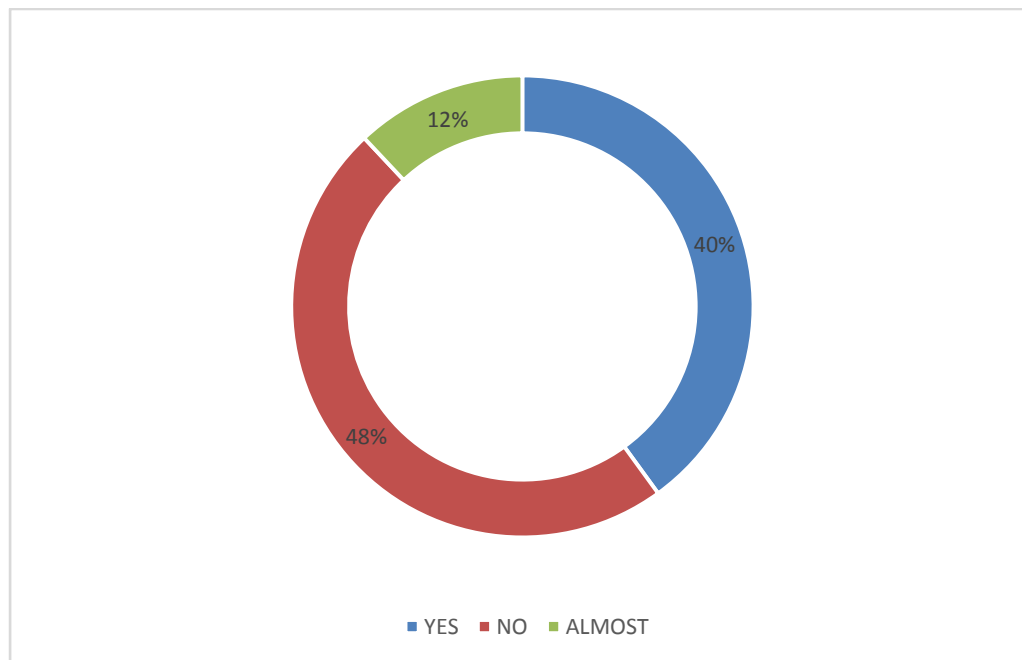
From the above, it is understood that monthly average expenditure, 8 percentage for expenses below 100, 76 percentage for expenses 200-400, 12 percentage for expenses 500-1000, 4 percentage for expenses above 1000.

3.19 KINDS OF TECHNICAL PROBLEMS OF SIM

TABLE 3:19

KINDS OF TECHNICAL PROBLEMS OF SIM	NO OF RESPONDENTS	PERCENTAGE
YES	40	40
NO	48	48
ALMOST	12	12
TOTAL	100	100

FIGURE 3.19



INTERPRETATION:

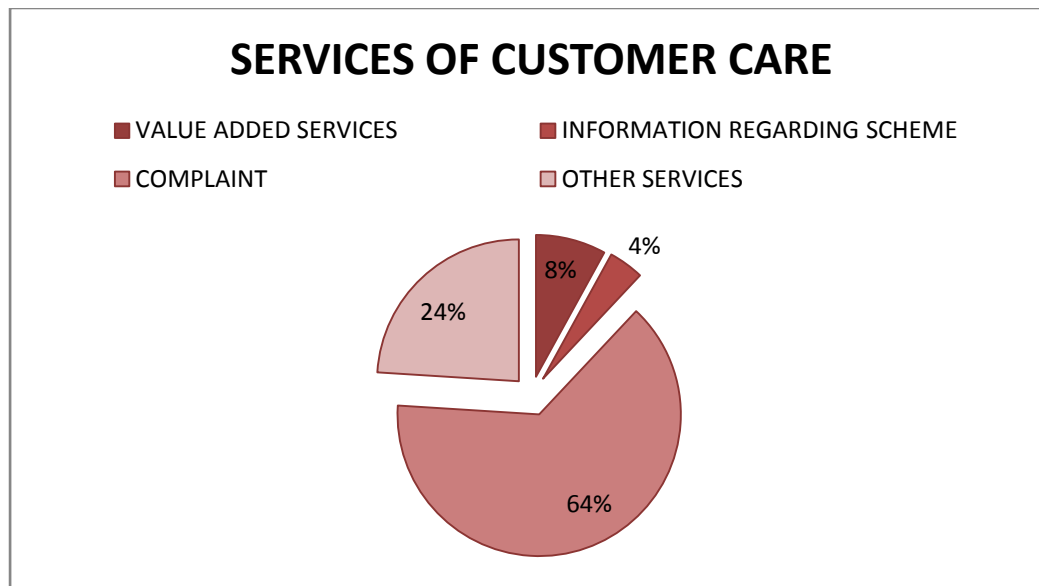
In the case any kind of technical problem, 40 percentage for respondent face technical problem by sim, 48 percentage don't have technical problem and 12 percentage almost face technical problems.

3.20 SERVICES OF CUSTOMER CARE

TABLE 3:20

SERVICES OF CUSTOMER CARE	NO OF RESPONDENTS	PERCENTAGE
VALUE ADDED SERVICES	8	8
INFORMATION REGARDING SCHEME	4	4
COMPLAINT	64	64
OTHER SERVICES	24	24
TOTAL	100	100

FIGURE 3.20



INTERPRETATION:

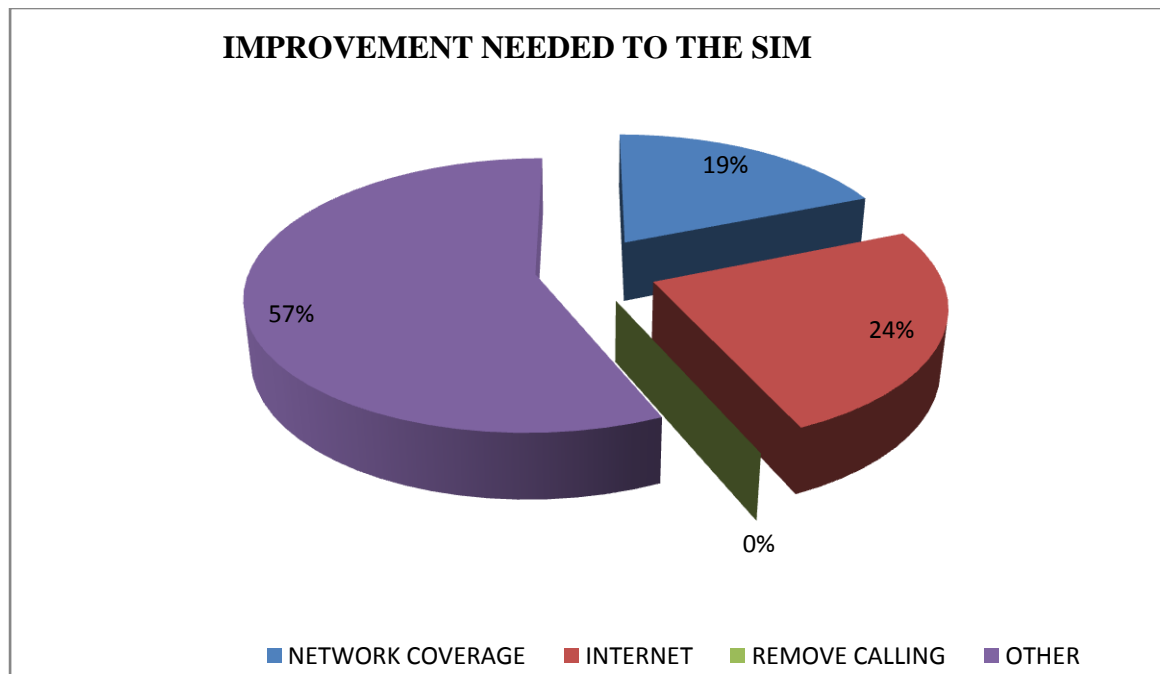
It is revealed that services of customer care, 8 percentage of value added service, 4 percentage of information regarding cheme, 64 percentages of complaint and 24 percentage of other services.

3.21 IMPROVEMENT NEEDED TO THE SIM

TABLE 3:21

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
NETWORK COVERAGE	40	40
INTERNET	52	52
REMOVE CALLING	0	0
OTHER	8	8
TOTAL	100	100

FIGURE 3.21



INTERPRETATION:

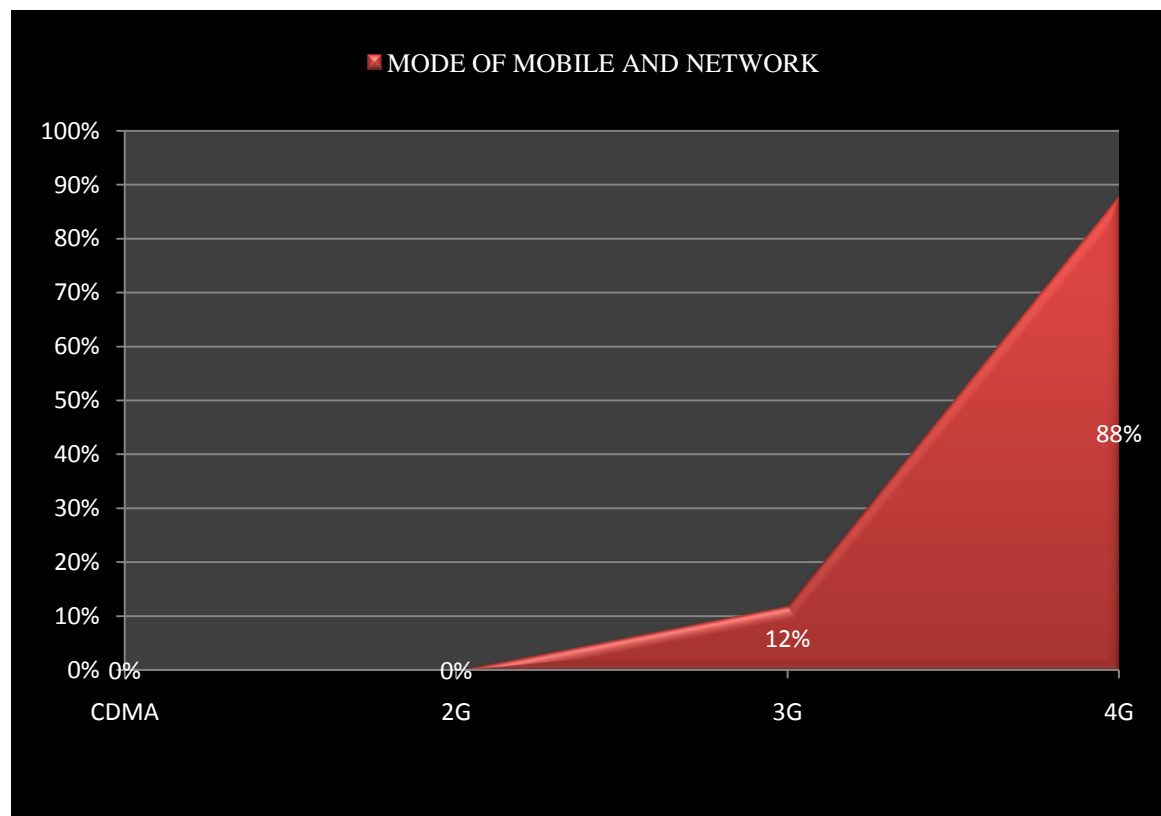
In the case, 52 percentage of respondent prefer more internet speeding, 40 percentage need more networks coverage and 8 percentage other service.

3.22 MODE OF MOBILE AND NETWORK

TABLE 3:22

MODE OF MOBILOF AND NETWORK	NO OF RESPONDENT	PERCENTAGE
CDMA	0	0
2G	0	0
3G	12	12
4G	88	88
TOTAL	100	100

FIGURE 3.22



INTERPRETATION:

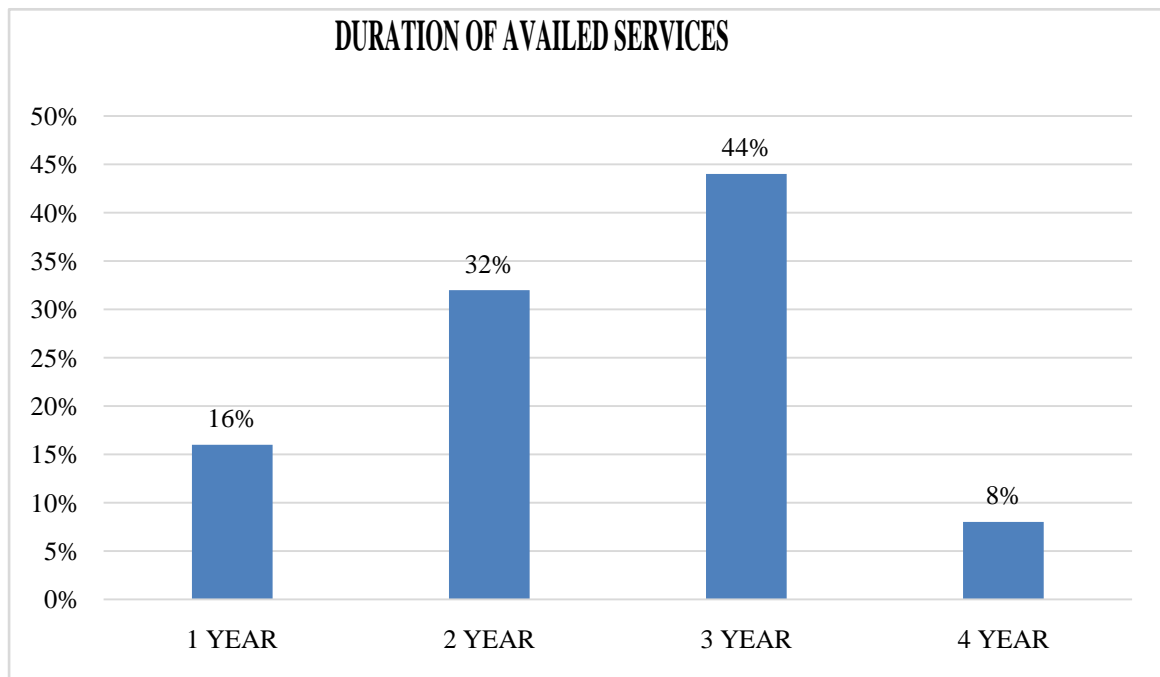
It I observed that, mode of mobile network,12 percentage for 3G network and 88 percentage for 4G network.

3.23 DURATION OF AVAILED SERVICES

TABLE 3:23

DURATION OF AVAILED SERVICES	NO OF RESPONDENTS	PERCENTAGE
1 YEARS	16	16
2 YEARS	32	32
3 YEARS	44	44
4 YEARS	8	8
TOTAL	100	100

FIGURE 3.23



INTERPRETATION:

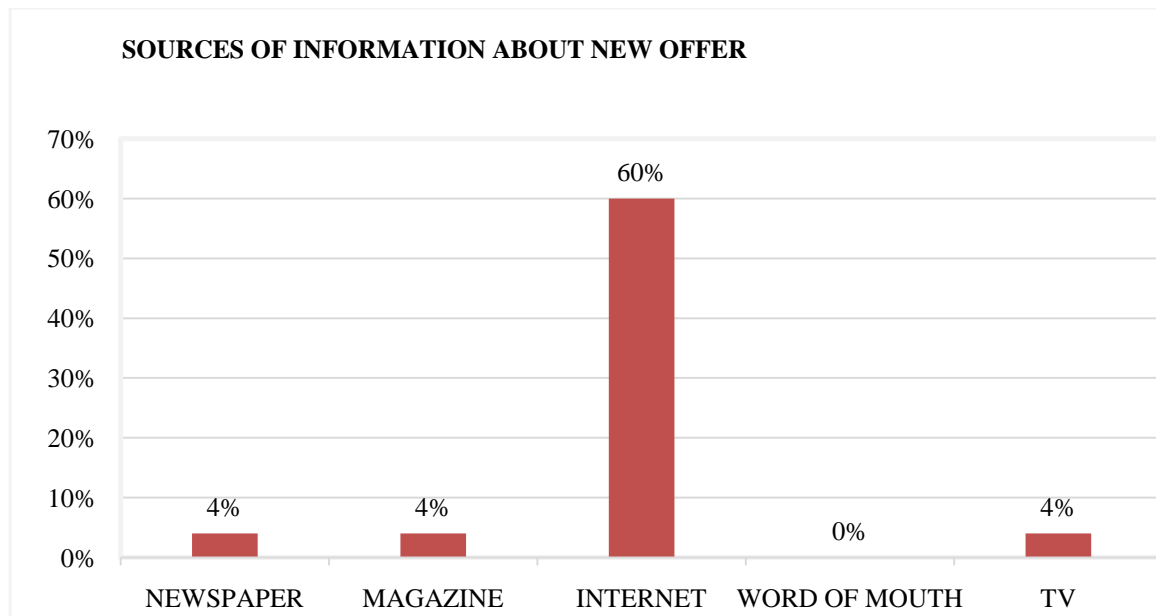
In the case duration of availed service ,16 percentage of 1 year,32 percentage of 2 year,44 percentage of 3 year and 8 percentage of 4 year.

3.24 SOURCES OF INFORMATION ABOUT NEW OFFER

TABLE 3:24

SOURCES OF INFORMATION	NO OF RESPONDENTS	PERCENTAGE
TV	4	4
NEWSPAPER	4	4
MAGAZINE	4	4
INTERNET	60	60
WORD OF MOUTH	22	22
TOTAL	100	100

FIGURE 3.24



INTERPRETATION:

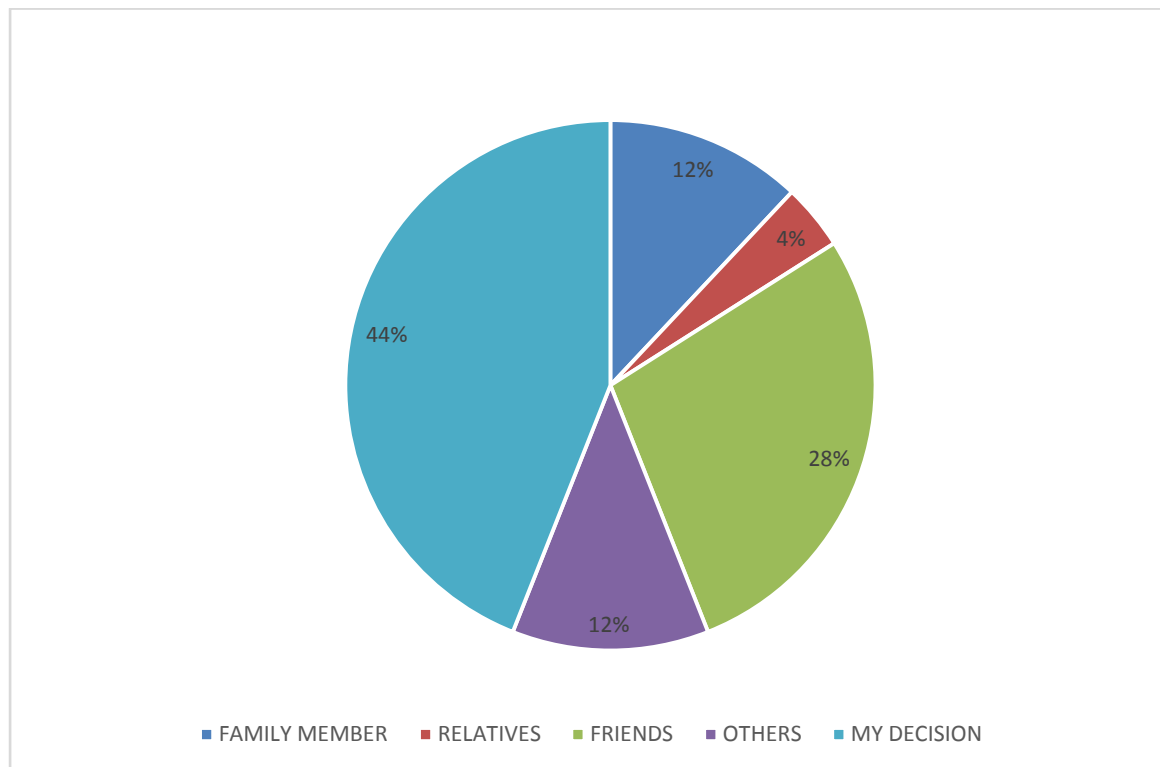
From the above it is understood that, it is clear that internet is major source of information about offer. Word of mouth is also a major source of information. Television, newspaper and magazine are observed least important of information.

3.25 ADVISORS TO TAKE THE CONNECTION OF PRESENT PROVIDER

TABLE 3:25

ADVISORS	NO OF RESPONDENTS	PERCENTAGE
FAMILY MEMBER	12	12
RELATIVES	4	4
FRIENDS	28	28
OTHERS	12	12
MY DECISION	44	44
TOTAL	100	100

FIGURE 3.25



INTERPRETATION:

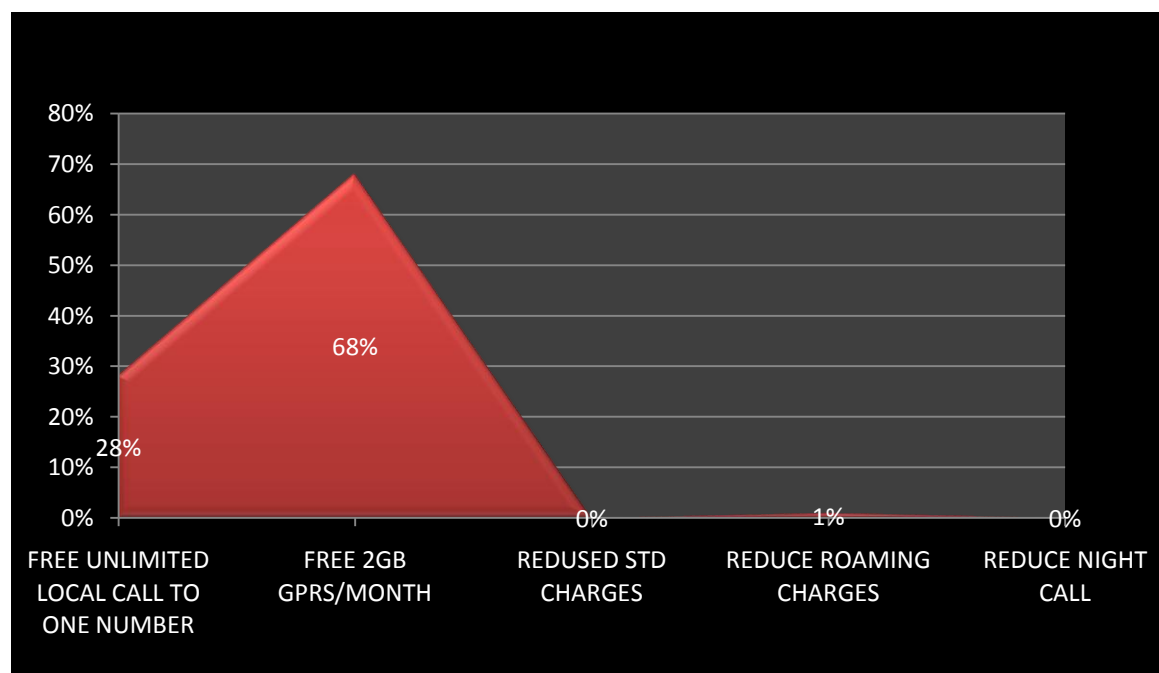
In the case, 44 percentage took the connection at their own decision, 28 percentage took the advice of friend, 12 percentage from other and family member and 4 percentage from the advice of relative.

3.26 OFFER OF THE SIM

TABLE 3:26

OFFERS	NO OF RESPONDENTS	PERCENTAGE
FREE UNLIMITED LOCAL CALL TO ONE NUMBER	12	12
FREE 2GB GPRS/MONTH	4	4
REDUSED STD CHARGES	28	28
REDUCE ROAMING CHARGES	12	12
REDUCE NIGHT CALL	44	44
TOTAL	100	100

FIGURE 3.26



INTERPRETATION:

It is observed that 68 percentage of respondent prefer free 2GB GPRS/month, 28 percentage prefer free unlimited local call to one number,1 percentage prefer reduced roaming charges.

CHAPTER-4

FINDINGS, SUGESSTION & CONCLUSION

4.1: FINDINGS

- ❖ In case of gender of respondents 44 percentage are male and 56 percentages female.
- ❖ It is revealed that age of respondents 84 percentage belongs to 18 to 25 years,8 percentage to 24 to 40 years and 8 percentage of above 40 years.
- ❖ In the case of educational qualification of the respondents 20 percentage of HSC, 76 percentage graduates and 4 percentage post graduation.
- ❖ It is observed that occupation of respondents 8 percentage of businessman,4 percentage of private job,8 percentage of government job and 80 percentage of others.
- ❖ In the case of type of connection used by the respondents 24 percentages are postpaid and 76 percentages are prepaid.
- ❖ From the above it is understand type of sim used by the respondent 40 percentage are idea, 20 percentage are reliance jio and 40 percentage are others.
- ❖ It is revealed that current package, 64 percentages are free and 36 percentages are paid.
- ❖ In the case of duration of using of sim 4 percentage of 4 to 6 month,4 percentage of 6 to 9 month and 88 percentage of more than 1 year.
- ❖ From the above,it I understood that mode of services 28 percentage for calling,52 percentage for internet and 20 percentage for sms services.
- ❖ It is observed that sim faces any competition, 84 percent respondent's faces sim competition and the remaining 16 percentage respondent doesn't faces any sim competition.
- ❖ In the case, preference of services by sim 50 percentage for data services,4 percentage for call rate,36 percentage for network coverage and 4 percentage for unlimited sms others.
- ❖ From the above it is understood that, 52 percentages of respondents approach customer care and the 48 percentage doesn't approach the customer care.
- ❖ In the case, 68 percentages rarely call, 24 percentage calls sometimes where 8 percentages frequently calls customer care.
- ❖ It is observed satisfaction of the services, 88 percentages of the respondents are satisfied with the services and 12 percentages are not satisfied.
- ❖ In the case, 88 percentages of respondents are aware about reliance jio and the 12 percentage are not aware about reliance jio.
- ❖ It is revealed that,84 percentage purchase for internet, 12percentage for call,4 percentage of roaming services.
- ❖ In the case of internet facility of sim to respondents are 4 percentage are extremely, 24 percentage are somewhat satisfied, 48 percentage are neutral and 24 percentage are dissatisfied.
- ❖ From the above it I understood that monthly average expenditure 8 percentage for expenditure below 100,76 percentage for expenditure 200-400,12 percentage for expenditure 500-1000,4 percentage for expenditure above 1000.

- ❖ In the case any kind of technical problem, 40 percentage for respondent face technical problem by sim, 48 percentage don't have technical problem and 12 percentage almost face technical problems.
- ❖ It is revealed that service of customer care 8 percentages of value added services, 4 percentage of information regarding scheme, 64 percentage of complaint and 24 percentages of other services.
- ❖ In the case, 52 percentages of respondents prefer more internets speeding, 40 percentages need more network coverage and 8 percentages other services.
- ❖ It is observed that mode of mobile network 12 percentages for 3G networks and 88 percentages for 4G network.
- ❖ In the case duration of availed services, 16 percentages of one year, 32 percentage of two year ,44 percentages three year and 8 percentages of four year.
- ❖ From the above it is understood that, it is clear that internet is the major source of information about new offer .word of mouth a major source of information .television, newspaper and magazine are observed least important source of information.
- ❖ In the case, 44 percentage took the connection as their own decision,28 percentage took the advice of friends,12 percentage from other & family member and 4 percentage from the advice of relative.
- ❖ It is observed that,68 percentage of respondents prefer free 2 GB GPRS/Month ,28 percentage prefer free unlimited local call to one number,1 percentage prefer reduced roaming charges.

4.2: SUGGESTION

- Company should increase the personal contact with the customer because they have some problem that can be solved by idea and jio staff only.
- Idea and jio should appoint few more celebrities for advertisement.
- Idea and jio should provide some free service like unlimited data better roaming facilities for their customer.
- Idea need to establish more tower for improving the connection facilities in various locations and outside Kerala.
- Jio should provide free call to other customers.

4.3: CONCLUSION

The telecom market has grown at a rapid speed in the last decade. Declining the call tariffs and favorable regulatory policies has led to a tremendous increase in the subscribers' base. Proper identification of the customer preferences will be facilitating the favorableness towards the various service providers. Continuous research on consumers will enhance the customer satisfaction. The present research focuses on the customer satisfaction of IDEA and JIO service providers in Mavelikkara taluk. This study is involved in measuring the level of satisfaction and preferences of IDEA and JIO service providers and to find out most preferred mobile service provider and the factor

influencing to use the particular mobile network service. The respondents recommend that JIO Company is a startup company and most of the people are not much aware of the connection plans of JIO. In this study only 20 percentages of respondents are using JIO. So the company has to improve their network coverage and wipe out the calling congestion. The results revealed that IDEA network connection is the most preferred mobile network because of better service quality, value added services and customer care services. And these are the most influencing factors in the selection of IDEA network service than JIO by the customers. If h suggestions are considered by both service providers and it would certainly help to improve the service quality of the mobile network service providers and also it improves the level of the satisfaction of the customers

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APPENDIX

QUESTIONNAIRE FORMAT

Dear Respondent,

We the student of 6th semester B.com Tax Procedure and Practices conducting a study on “THE NETWORK CONNECTION PROVIDED BY IDEA AND RELIANCE JIO AND THEIR CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MAVELIKARA TALUK” in the partial fulfillment of Degree in Tax Procedure and Practices. You are requested to extend your cooperation by filing the following questionnaire. We ensure that the information would be kept confidential. You may provide a frank opinion on the following questions.

QUESTIONNAIRE

Name:

Address:

Phone Number:

1. Gender

Male

Female

2. Age

Below 17 years

18 to 25 years

26 to 40 years

Above 40 years

3. Educational Qualification

- SSLC
 HSC
 Graduate
 Post Graduation

4. Occupation

- Businessman
 Teacher
 Private sector job
 Government job
 Others

5. Do you have prepaid or postpaid?

- Postpaid
 Prepaid

6. Which Sim are you using?

- Idea
 Reliance jio
 Others

7. What is your current package?

- Free
 Paid

8. How long you have been using the sim?

- 0 to 3 months
 4 to 6 months
 7to 9 months
 More than 1 year

9. Which services of the sim do you use during a month?

Calling

Sms services

Internet

10. Do you feel that your sim faces any competitions?

Yes

No

11. Which of the services do you like most in your sim?

Data service

Call rate

Net work coverage

Unlimited sms others

12. Do you call customer care?

Yes

No

13. How often do you call customer care?

Sometimes

Rare

Very often

Frequently

14. Are you satisfied with your sim?

Yes

No

15. Are you aware about Reliance jio?

Yes

No

16. Which of the feature is especially concerned with purchasing a sim card?

- Internet
- Call
- Roaming services

17. How satisfied you are with the internet facility of your sim?

- Extremely
- Some what satisfied
- Neutral
- Dissatisfied
- Extremely Dissatisfied

18. What is your monthly average expenditure on mobile?

- Below 100
- 100-400
- 500-1000
- Above 1000

19. Did you find any kind of technical problem while using your sim?

- Yes
- Almost
- No

20. what for you call customer care?

- Value added service
- Information regarding scheme
- Complaint
- Other services

21. What should be improved in your sim?

Network coverage

Internet speed

Remove calling

Others

22. Which kind of mobile network do you use?

CDMA

2G

3G

4G

23. From how long you are availing the services of your present services?

1 year

2 year

3 year

4 year

24. from where you are getting information about new offers?

TV

Newspaper

Magazines

Internet

Word of mouth

25. Who advised you take the connection of your present provider?

Family member

Friends

Relatives

Others

My decision

26. Which offers you like the most (Tick only one)?

Free unlimited local calls to one number

Free 2 GB GPRS/Month

Reduced STD Charges

Reduced roaming charges

Reduced night call charges