



An Empirical Study on Reliance JIO Effect, Competitor's Reaction and Customer Perception on the JIO'S Pre- Launch Offer

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Abstract: The telecom industry has evolved very rapidly during last 10 – 15 years, from the basic telephony provided by BSNL, MTNL a government companies the other private players also came into the picture. The gradual progression from the basic telephony to mobile and other value added services to the users. Internet is the one of the important addition to the services. Recently Reliance Jio has made its presence in the market of Telecom Industry it is offering 4G Internet service and “FREE” Internet and Voice usage till Launch as pre – launch offer. It is a big game changer in the telecom industry as people has new choice and other telephonic and data service provider faces a new challenge to cope up with the situation. Today customer is the king in the telecom sector as it has many choice and preferences to opt a mobile handset and mobile connection for voice and data.

In this paper the researcher is going to find the effect and awareness about the Jio offer and what are the offerings made by the competitors like Vodafone, Airtel, BSNL etc. what is the marketing strategy opted by the Reliance Jio to capture the market and what could be the possible effect could be seen after the launch of Reliance Jio.

Keywords: Reliance Jio, Reliance Jio Effect Marketing Strategy, Customer Perception, 4G, Vodafone, Airtel, BSNL, Reliance Jio – Pre Launch Offer.

I. INTRODUCTION

Telecom sector is one of the fastest growing industry in the world, it has immense capacity to serve the people directly or indirectly. Telecom sector provides business and job opportunities to the people and help in increasing GDP of the country. In India the telecom sector is flourishing and growing at the rapid pace from last five years. The sector like telecom, education and hospital is affected by the population of the country, India has very large population base in comparison to the other countries of the world. India is currently the second-largest telecommunication market and has the third highest number of internet users in the world, the telecommunication sector has various associates who are making the picture perfect, like the mobile manufacturers Indian as well as foreign companies who are either having manufacturing units in India or exporting to India. The companies who are having license

of the mobile spectrum and serving the Indian market with their services voice and data. The other associates' falls under service segment like mobile repairing and recharging the voice and data services to the mobile subscriber, as the technology upgrades the new mobile devices are coming to the market the shops selling smartphones from different vendors as multiband shops as well as branded shops for specific mobile brand.

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). Driven by strong adoption of data consumption on handheld devices, the total mobile services market revenue in India is expected to touch US\$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 per cent between 2014 and 2017, according to research firm IDC. India is expected to have over 180 million smartphones by 2019, contributing around 13.5 per cent to the global smartphone market, based on rising affordability and better availability of data services among other factors.

Some of the major developments in the recent past in telecom sector are:

- **LeEco**, a Chinese technology company, has entered into a partnership with Compal Technologies and invested US\$ 7 million to set up manufacturing facility at Greater Noida in order to start manufacturing Le2 smartphones in India.
- Chinese telecom gear maker **Huawei** has set up its largest global service centre (GSC) at Bengaluru in India, with an initial investment of Rs 136 crore (US\$ 20.28 million), which will extend its support to Huawei's domestic and international telecom carrier customers in about 30 markets across Asia, Middle East and Africa.
- Chinese smartphone maker **Gionee**, which currently assembles smartphones in partnerships with contract manufacturers Foxconn and Dixon, plans to invest Rs 500 crore (US\$ 74.56 million) to set up a manufacturing facility in India.
- **Singapore Telecommunications Limited (Singtel)**, the major shareholder in Bharti Airtel, announced that it has



- signed an agreement with its majority owner Temasek Holdings Private Limited to purchase a 7.39 per cent stake in Bharti Telecom Limited, the parent company of Bharti Airtel Limited, in a deal worth US\$ 659.51 million.
- **Axiata Digital**, a subsidiary of Malaysia's largest telecom firm Axiata Group Berhad, has made its entry into Indian e-commerce market by investing Rs 100 crores (US\$ 14.91 million) in Bengaluru-based StoreKing.
 - Chinese smartphone manufacturer **OnePlus** has partnered with Foxconn to start manufacturing its products in India as part of its plan to have 90 per cent of the devices sold in India to be locally manufactured by the end of 2017.
 - Government of India to make a windfall gain from sale of spectrum in 2016-17 and achieve its fiscal deficit target of 3.5 per cent of Gross Domestic Product (GDP) for the year.
 - **Vodacom SA**, a subsidiary of **Vodafone Plc**, has entered into an agreement with Tata Communications Ltd to buy the fixed-line assets of TataComm's South African telecom subsidiary Neotel Pty Ltd.
 - **Reliance Communications Ltd**, India's fourth largest mobile services provider, has agreed to acquire Sistema Shyam TeleServices Ltd (SSTL), the local unit of Russian company Sistema JSFC, in a deal valued at Rs 4,500 crore (US\$ 671.01 million), which includes payments to the government for spectrum allotted to Sistema.
 - **American Tower Corporation**, a New York Stock Exchange-listed mobile infrastructure firm, has acquired 51 per cent stake in telecom tower company **Viom Networks** in a deal worth Rs 7,635 crore (US\$ 1.13 billion).
 - Swedish telecom equipment maker **Ericsson** has announced the introduction of a new radio system in the Indian market, which will provide the necessary infrastructure required by mobile companies in order to provide Fifth-Generation (5G) services in future.[1]

From the above facts and figures it is made clear that Telecom subscriber base expands substantially in India, whether mobile device manufacturer, mobile service provider, foreign investment etc. is targeted to the Indian market. In this contemporary scenario the market is full of alternatives to the customer it is a buyers' market with a lot of alternatives to choose either mobile devices or service provider. More or less the market is stable people are having their mobile connection and enjoying the services of voice and data from their respective providers. The Reliance has given a new alternative to the customers in the name of "**JIO**". Jio is the brand from the Reliance with its pre-launch offer to the customer voice and data free up to certain time and with own brand "**LYF**" smartphones to the market. The "Jio plans" and "LYF" brand are available with a wide range of alternative choices and range.

Earlier the Reliance was the pioneer in making mobile affordable to the common people in July 1, 2003- Introduces "**Monsoon Hungama**" Offer: Instant multimedia mobile phone and connection for just **Rs 501**. [2]

The researcher wants to know the effect of Reliance Jio and penetration of LYF brand smartphones and what are the strategic marketing steps opted by the competitors to defend their market territories. To know the awareness the people about the brand "Jio" and "LYF" and competitors offers the researcher has floated a questionnaire to get the feel of the market and awareness.

II. TELECOM INDUSTRY

Indian telecom industry is one of the world largest growing industry, it has massive potential to serve people and it is improving day by day. With the upgradation in the technology and the public demand all major players from all over the world are putting their money and efforts to make this sector profitable for them. With liberal industrial policies by the government is also facilitating investors to put their money in this sector. Telecom industry is a service industry in which the people are getting services from the various telecom operator earlier it was only voice than it moved on to various value added services like SMS, MMS, Internet etc. technology changes from 2G to 4G as the portion of Internet has beaten the other apps. People got the smartphone and combination of Internet that has changes the competitive statistics in the market. There are many players in the Indian telecom market like, Aircel/Dishnet, Bharti Airtel, Loop Mobile (BPL Mobile), Idea/Spice, Reliance Communications, Tata Teleservices, Vodafone Essar, Uninor (Unitech), Videocon, S Tel, Bharti Telenet, Reliance Infocomm, Tata Teleservices, Sistema (Shyam Telelink), Swan Telecom, Videsh Sanchar Nigam Ltd (VSNL), Bharat Sanchar Nigam Ltd (BSNL), Mahanagar Telephone Nigam Ltd (MTNL).

Telecom industry has raise the entry and exit barriers for new comers, it requires huge amount of investment in terms of physical and manpower resources. Bharti Airtel cancelled its plans to purchase the assets and subscribers of Loop Mobile; this left Loop in an impossible situation, inevitably exiting the market. [3] The customers are getting more smart intelligent and techno savvy, this increases the expectation from the service providers' better services at the most competitive rates. The market segmentation in the telecom sector ranges from the rural to urban and from individual to the corporate sector, it is a huge population base with different desires and choices.

III. MOBILE IS EVERYTHING'S "FUTURE"

From the time of bulky computers to desktop and laptop and from the basic telephony to 4G communication with smartphone everything is changed. The change is the only stable things in the universe. The future of every communication is Mobile device the day is very near when all the possible things which could be done on the computer can be done on any smartphones. This power of smartphones is the guiding light for the mobile revolution with the support of technology like 4G. The mobile has become a powerful tool for **Communicator, Data Store, Entertainment, Personal Digital Assistant, GPS Tracking, Internet, Games, Music, Video Streaming, Instant Messenger, Social Communication, E-Mail, Browsing, T.V. Channels** etc. the mobile devices like smartphones had virtually replaced television, computer and basic phone communication with high end to end encrypted communication in



voice and data through various apps like Whatsapp, Viber, Snapchat etc. there is a list of the products replaced by the Mobile devices or it is going to be replaced very soon are, [4]

- Camera
- Cam-recorder
- Radio
- eBook Reader
- Calculator
- Voice Recorder
- GPS
- Flash Light
- Leveler
- Scanner
- Compass
- Portable Gaming Device
- Game Console Controller
- Barcode Scanner
- Credit Card Scanner
- USB Thumbdrive
- Portable Video Player
- Walkie Talkie
- Traditional Landline Phone
- Clock / Alarm Clock
- Wrist Watch
- Timer
- Books, Dictionary / Encyclopedia
- Calendar
- Notepad / Sketchpad
- Newspaper
- Photo Album
- Contact List / Phone Book
- Board Games
- Watching Movies
- Land-line Internet
- Checking eMail - PC
- Surfing Internet - PC
- Video Chatting
- Thermostat
- Measuring Tapes -Point & Measure (iOS) or Smart Measure (Android)
- Guitar Tuner
- Light Meter
- ATM / Debit / Credit Cards – through e-wallet.
- Airline Tickets
- Business Cards
- Remote Controller
- Car Keys
- Paper Money / Coins
- Cable TV
- Laptops
- Communication Skills

The following image shows how people are using smartphones in a day for various activities.



Fig. 1. Showing the usage of Smartphones
Source: <https://www.geckoandfly.com/13143/50-things-smartphone-replaced-will-replace-future/>

IV. MARKETING STRATEGY IN TELECOM SECTOR

“We don’t care. We don’t have to. We’re the phone company.”
- Lily Tomlin

The American actress Lily Tomlin’s (1976) quote shows the marketing attitude of telephone companies in the landline telephony dominant period of telecommunication services in the United States. This statement was true earlier but in the current scenario telecom companies have to care about the business and the customer as their assets. It is due to high customer base and growing competition in the telecom sector with foreign direct investments and customer driven market.

The market performances of the organisations are primarily driven by their marketing strategies. The marketing strategy consists of the analysis, strategy development and implementation activities in: developing a vision about market(s) of interest to the organisation, selecting market target strategies, setting objectives and developing, implementing and managing the marketing program designed to meet the value requirements of the customers in each market target. The marketing strategy seeks to deliver superior customer value by combining the customer influencing strategies of the business into a coordinated set of market driven actions. Strategic marketing provides the expertise for environmental monitoring, for deciding what customer groups to serve, for guiding product specifications, and for choosing which competitors to position against. The customers’ value requirements must be transferred into product design and production guide lines. Market targeting and positioning strategies for new and existing products guide the choice of strategies for marketing program components.[5]

The SWOT analysis of Telecom Company, leads us to the picture where the analysis can be driven out about the strengths and weakness and the opportunity and threats for the players.

Strengths	Weakness
• MNC	• Outsourcing operations



<ul style="list-style-type: none"> Large Telecom companies in the market Huge customer base High brand value Extensive infrastructure Strategic Alliances 	<ul style="list-style-type: none"> Making Joint - Ventures High debt – due to acquisitions Turbulent market scenario
Opportunity	Threats
<ul style="list-style-type: none"> Strategic Partnership MNP (mobile number portability) Higher customer base Market Development VAS (Value Added services) Untapped geography of the current market LTE (long term evolution / 4G) FTTH Internet Data Service 	<ul style="list-style-type: none"> Government Regulatory Framework Competition MNP (Mobile number portability) New entrants – Jio [in current scenario]

Table1: Showing SWOT analysis of Telecom Sector

The successful marketing strategies are formulated through the right combination of services marketing mix, the seven Ps, specifically product, price, place, promotion, people, physical evidence and process. Therefore the product strategy, pricing strategy, distribution (place) strategy, promotion strategy, people strategy, physical evidence strategy and process strategy are widely utilized by the telecom service providers to design, develop, differentiate and implement their marketing strategies. The various marketing strategies of telecom service providers based on services marketing mix are discussed in detail as follows.

V. PRODUCT STRATEGIES

The basic essentials of product in mobile telecom services are its core functional benefits. The key functional benefits desired by majority of the mobile telecom customers are voice clarity, geographical network coverage and easiness to get connected to the network. The frequent travellers outside the State consider roaming facility and the internet savvy customers consider the easiness in activation of internet services also as the core service benefits. In third generation (3G) and fourth generation (4G) services along with these characteristics, the core benefits also include easiness in handset settings for mobile internet facility and speed of data access. The product is lifted to the augmented level with suitable customer support and customer care activities and the maintenance of high level of quality of service. The customer support activities related to the mobile telecom services are: easiness to get a new mobile connection - the SIM (Subscriber Identity Module) card with friendly processes and procedures, availability of mobile service recharge facility or recharge cards at convenient locations (for prepaid customers), helpful assistance from retailers, and customer convenient bill payment facilities (for post-paid customers). The customer care activities are: easiness in activation of additional services, easiness in deactivation of services availed as and when required, easiness to access customer care helpline, easiness to get the right customer care person on the phone to get the required support or information, and the ability to solve problems at customer care. The quality of service and brand value of telecom service providers are also reflected in product related strategies. The five

distinct dimensions of quality of service suggested by Parasuraman A. et al. (1988) [6] are tangibility, reliability, responsiveness, assurance and empathy. The elements of tangibility are physical facilities, equipment's, and appearance of personnel. The reliability is concerned with ability to perform the promised service dependably and accurately. The responsiveness is the willingness to help customers and to provide prompt service. The assurance deals with the knowledge and courtesy of employees and their ability to inspire trust and confidence in customers. The empathy is concerned with caring and individualized attention the firm provides for its customers. The features, benefits, quality, and the identity of the product are emerged through the brand name. The corporate image of the service provider is reflected in the brand value. According to Philip Kotler (1995) [7] a brand is a name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of competitors. The telecom service providers mainly segmented the customers based on demographic profiles such as age, gender, locality (Urban or Rural), educational levels, employment status and income. The core benefits' requirements are different for different segments, accordingly the companies positioning their products for targeting the specific segments. The post-paid customers are considered as premium category as they are high paying group and very less in numbers as compared to prepaid customers.

VI. PRICING STRATEGIES

The pricing strategy has direct impact on revenue and profit of any organisation. Even though the pricing is simply the exchange value of the product or service, the pricing strategies depend on the objectives of pricing. The objectives of pricing are different for different service providers. The objectives may be to produce fair profit, profiteering, market growth, price leadership or to enhance the image of the firm to attract more customers or to strategically counter the competitors. In India during mid-2000s, with the presence of multiple telecom operators, the competition in the mobile market stepped up and price wars start. Pricing became the major strategy of all telecom operators. Varieties of tariff plans are introduced by the telecom service providers to attract customers of multiple segments. Special Tariff Vouchers (STV) for voice, data and SMS allows customers to make calls, SMS and access internet comparatively at low-priced rates, sometimes on unlimited manner. When one operator introduces an STV, immediately others launched competitive versions. Copying the tariff plan as a marketing strategy in a turbulent environment. Copying became a widely utilised strategy among the telecom service providers. In addition to STVs, top-up recharge cards, electronic recharge facility, credit recharge facility, validity extenders, separate and combo tariff structures for voice, data and SMS were also introduced in the market. Exclusive tariff plans are launched for closed user groups such as friends, lovers, family, official groups, or business groups. Customized special tariff packages for individuals were also offered by certain telecom service providers. In India the customers are enjoying one of the lowest mobile tariffs in the world. This is mainly due to the intense competition in pricing among mobile telecom service providers.

VII. PLACE STRATEGIES

The distribution strategy is to provide effective place convenience for the customers to avail products and services of the service provider. It is related to the distribution pattern, channel



management, and retailer network of the telecom service providers. The private sector providers mainly adopted intensive distribution strategy, which involves the use of all possible outlets to distribute the products and services. The public sector provider BSNL in the initial stages mainly resorted to exclusive distribution strategy, in which the outlets deal exclusively the BSNL products.

VIII. PROMOTION STRATEGIES

The effectiveness of marketing mostly depends on promotion - the integrated marketing communication. There are several ways to promote the products. The telecom companies use a mix of various promotional tools such as: advertisements, sales promotion, direct selling, events, experiences and public relations. Philip Kotler (2009) [8] cited the model for predictive measurements of advertising effectiveness proposed by Robert J. Lavidge and Grey A. Steiner (1961) to explain the hierarchy of effects of advertisements. Referring to this model the suggested advertisements tasks of telecom service providers are: (i) to build awareness about the products and knowledge as regards to the brand (ii) to create liking, preference and faith for the service provider (iii) to act as reminder to stimulate repeat association with the service provider and (iv) to convince customer that the decision to continue with the service provider is a right choice. The telecom companies use multitude of sales promotion tools. The prominent among them are: promotional phone calls to the customers, price reduction offers, extra talk time offers, SMS package offers, internet package offers, free trial of newly introduced services, free add-on SIM card, facility to make calls even at zero balance on credit basis for prepaid customers, extending continued services even at non-payment of bills due to delay or oversight for post-paid customers, displays and demonstrations at the point of sales, and specialized pricing offers exclusively for individual customers. The sales promotion helps telecom operators to create stronger and quicker buyer responses, including short-run effects such as highlighting product offers and boosting the sagging sales. According to Philip Kotler (2009) sales promotion offer have three distinctive benefits: (i) Communication: They gain attention and may lead the consumer to the product. (ii) Incentive: They incorporate some concession, inducement or contribution that gives value to the customer and (iii) Invitation: They include distinct invitation to engage in the transaction at sight. The sale promotion techniques and its attractiveness vary from one telecom service provider to another. The consistent attractiveness of the offers creates positive word of mouth about the telecom service provider. The advertisements and sales promotion along with public relations and publicity can be extremely effective for telecom service marketers. In this computer era, internet is an effective medium for marketing communication. All the telecom service providers have websites, which act a touch point for internet accustomed customers.

IX. SERVICE RELATED MARKETING STRATEGIES – PEOPLE, PHYSICAL EVIDENCE AND PROCESS

The services are primarily intangible, the customers are searching for evidence of service in every interaction they have with the organisation. The three major categories of evidences as experienced by the customers are people, process and physical evidence. These elements are referred to as additional marketing mix for services or additional 3Ps of services marketing.

People: All human elements involved in service delivery or service assurance influence the buyer's perceptions. The customer care personnel, maintenance staff, persons representing the organisation, the customers, and other customers in the service environment play vital roles in services marketing. The private telecom service provider's strategically manage the people element primarily through outsourcing. The customer care and call centre personnel are professionally trained employees provided by external agencies. The telecom service providers extend excellent backend support for the outsourced customer touch points. They utilise the IT capabilities for extending service to these touch points which in turn reflect in the customer service. Although the private telecom companies seem to avoid direct personal contact with the customers, they have a limited number of experience centres or relationship centres or customer care centres at main towns and cities. These centres are managed by the franchisees. The service provider will dictate the terms to the franchisee with respect to code of conduct, dress code, personal grooming, telephone etiquettes, expected attitude and behaviour to be shown by the employees engaged by the franchisees while interacting with customers. The franchisee also benefitted from the win-win business relationships. The franchisees hire employees with extreme dealing skills and impart them sufficient knowledge along with adequate IT support to deal with customers. It is observed that the employees at customer support centres are youngsters especially females. The BSNL manages their customer contact points largely through their own resources and employees. The general observation shows that the employees at customer touch points lack soft skills and knowledge to deal with customers as compared with the private sector providers. The IT support is inadequate to deal with customers. The workforce is also aged. The maintenance personnel of BSNL in landlines are highly unprofessional in appearance, skill sets, and knowledge level and even at attitude and behaviour towards customers. The government employee attitude is predominant in BSNL.

Physical evidence: The physical evidence is the environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service. The private telecom service providers are keen in proving their presence through employee dresses, uniforms, brochures, tariff booklets, business cards, and glow sign boards etc. The ever-changing tariff is immediately updated and made available to retailers and customers. The BSNL mainly rely upon their customer care centre and telephone exchange network for proving the physical presence. As part of creating the tangibility, the telecom service providers seem to offer newly introduced value added services to customers for free trial for a limited period. This is followed by various sales promotion techniques to entuse the customers to become the subscribers of the services. The advertisements, hoardings, events, and public relations also help building the physical evidence.

Process: The actual procedures, mechanisms, and flow of activities by which the service is delivered are termed as process. The private sector providers widely utilise the retailer network to distribute their products and services. The process and procedures to avail mobile connections and associated services from private sector providers are very simple as compared to BSNL. Their retailers are motivated by trade schemes, incentives and proper back end support to push their products. Even though the BSNL procedures and process have



been improved from the highly bureaucratic DoT era, it is still below the competitors' benchmarks.

They are mass-market penetration, niche penetration and skimming. The skimming was the strategy adopted by early mobile service providers in India.

The ego bolstering needs of upper -upper segment of India were stimulated by these telecom companies to market the services. The mobile network coverage was available only in main cities. At that period the mobile phone was a status symbol rather than a utility service. The outgoing call charges were more than 32/- per minute and incoming call charges were 16/- per minute. Gradually they reduced the tariff. During 1998-99 periods the effective call charges decreased to 16/- per minute. The mobile call charges further reduced to 4/minute by March 2002.

The high end positioning of mobile services were continued till the entry of the service providers Airtel and BSNL in the mobile telecom market of India during the later part of the year 2002. The market expansion was the growth market strategy adopted by BSNL. They differentiated the product offering targeted to the needs of various potential segments. The BSNL at their introductory stage itself differentiated their mobile telecom service with maximum geographical coverage and connectivity. In order to accelerate the market expansion they also practiced

penetration pricing strategy. The BSNL introduced tariff plans with outgoing call charges as low as 1/- per minute. The BSNL was the first mobile telecom operator in India introduced tariff plans with incoming calls free of charge. The BSNL became the market leader in India within three years. Subsequently all mobile operators adopted market follower strategy and mobile incoming calls became absolutely free. The competition in the market gradually enhanced. The minimum effective local call charges in cellular mobile services declined to 77 paise per minute by September 2003. In the year 2004, Escotel was taken over by the service provider Idea. The market was further expanded with the entry of the service providers Reliance and Tata tele services. The core product benefit of mobile telecom service, the geographical network coverage was substantially improved in India due to the share-growth strategies of the followers. The focus of the telecom service providers gradually shifted from the upper and the middle class to the common people of India.

In the growth stage of mobile telecom service in India, the service providers widely utilised the pull strategy to promote their product and services. In a pull strategy the manufacturer uses advertising, promotion, and other forms of communication to persuade consumers to demand the product from intermediaries, inducing the intermediaries to order it. The advertisement with celebrity endorsement is a strategy followed by many companies to pull the customers. The choice of the celebrity is critical. The celebrity should have high recognition, high positive affect, and high appropriateness to the product. Celebrities such as Amitabh Bachchan, Sachin Tendulkar, Shah Rukh Khan, Aishwarya Rai and Sourav Ganguly are big brands themselves. The inclusion of celebrities in advertisements poses certain risks. The celebrity might hold out for a larger fee at contract renewal time or withdraw. And just like movies and records, celebrity campaigns can sometimes be expensive flops.

The advertisement strategy of Hutch had given a positive edge for the promotion of their products than other telecom service providers.

The pug dog advertisement of Hutch with the caption "Where ever you go our network follows" was so popular at that time. Even after the takeover of Hutch by Vodafone in the year 2007, the pug dog advertisement continued. The celebrity endorsement advertisement strategy is also followed by the Idea Cellular with the actor Abhishek Bachchan and Aircel with the cricketer M. S. Dhoni. The Bharti Airtel, which used several celebrities from Shah Rukh Khan to Kareena Kapoor to Sachin Tendulkar to A. R. Rahman earlier, now features unknown faces for its 'Jo tera hai, wo mera hai...' series. Tata Docomo had endorsement deal with the actor Ranbir Kapoor. The Tata Indicom and the Reliance promoted their services with Kajol and Hrithik Roshan respectively. The BSNL formerly used celebrities Preity Zinta, Deepika Padukone and Abhinav Bhindra in their advertisements. The celebrity endorsement strategy was not adopted by the service provider Vodafone.

In the growth stage of mobile telecom services industry in India, the telecom service providers were very keen in designing and publishing advertisements in popular media. As part of the advertisement strategy the telecom companies inserted catching captions and ad slogans in their advertisements. The noticeable stuff among them are: Idea: 'An Idea can change your life', Airtel: 'Express Yourself', BSNL: 'Connecting India Faster', and MTS: 'A step ahead'. Previously Vodafone was using 'Wherever you go Our network follows' signifying the importance of network coverage the service. Then they used the taglines 'Power to you' and 'Make the most of Now' to describe the usefulness of various value added services. To show the customer care effectiveness, Vodafone used another caption 'Happy to Help'. The lowest ever tariff of telecom services due to hyper competition in the market and the trends of market saturation negatively reflected in the revenue of the service providers. As part of reducing the operational expenditure, recently the telecom companies put restrictions on their ad campaigns. The advertisements became very rare for BSNL as compared to the private sector providers. The BSNL was the market leader till 2007. In the year 2008, the private sector provider Idea through the frontal attack strategy captured the major market share and became the market leader. In the frontal attack strategy, where the market for a product is relatively homogeneous, with few untapped segments and at least one well-established competitor, a follower wanting to capture an increased market share may have little choice but to tackle a major competitor head-on. Such an approach is most likely to succeed when most existing customers do not have strong brand preferences or loyalties, the target competitors product does not benefit from positive network effects, and the challenger's resources and competencies particularly in marketing - are greater than the target competitor's. When well-established competitors already cover all major segments of the market and the challenger's resources are relatively limited, flanking, encirclement or all-out frontal attacks may be impossible. In such cases, the challenger may be reduced to making surprise raids against its more established competitors called guerrilla attacks. The newly entered operators concentrated mainly in urban and semi-urban areas. They positively differentiated their services in other elements of marketing mix especially in pricing and promotion. Tata Docomo became the most successful among the new entrants with these strategies. The Aircel initiated guerrilla attack with attractive 2G internet economic packages for the segment of students and youth. The late entrants attack the leading telecom service providers with loss leader pricing strategy and explored the urban markets. In the loss leader pricing an initial low price is charged in the hope of getting more business



at subsequently In the year 2009 itself, when Tata DoCoMo first introduced pay per second billing, it was an innovative pricing strategy in the extremely competitive Indian telecom market. Immediately all other operators became the followers of this strategy and also started offering pay per second plans. In 2012 TRAI (Telecom Regulatory Authority of India) intervened and ordered that there has to be at least one tariff plan each for both post-paid and pre-paid subscribers with pay per second pulse across all service providers so as to enable the subscribers to compare the tariffs offered by different service providers. The strategic attacks of new entrants' further gravitate the competition in the market. The market leaders resorted to position defense strategies. The most basic defensive strategy is to continually strengthen a strongly held current position- to build an impregnable fortress capable of repelling attacks by current and or future competitors. This strategy is nearly always the part of a leader's share-maintenance efforts. By shoring up an already strong position, the firm can improve the satisfaction of current customers while increasing the attractiveness of its offering to new customers with needs and characteristics similar to those of earlier adopters. The Idea is the most successful mobile telecom service provider in India with their position defense strategy. The primary focus of marketing strategies of telecom service providers is to seek competitive advantage and synergy through a well-integrated program of services marketing mix elements (the 7 Ps of product, price, place, promotion, people, physical evidence and process) tailored to the needs and wants of potential customers in that target market. The differentiation is the powerful theme in developing marketing strategies. As Michel Porter points out, "A company can outperform its rivals only if it can establish a difference that it can preserve. It must deliver greater value to customers or create comparable value at lower cost or both". The differentiation protects the firm from the five competitive forces - rivalry among existing firms, threat of new entrants, bargaining power of suppliers, bargaining power of buyers and threat of substitute products - proposed by Michel Porter. Most of the time differentiation is why people buy. The differences may be physical or perceptual. The differentiation can take many forms: product, customer support services, quality of service, brand image, pricing, promotions, retailer networks and so on. The telecom service providers tested many marketing strategies based on marketing mix elements and tried to differentiate the services from the competitors.

X. SERVICE INDUSTRY

The service industry especially "telecom" sector in India, is contributing a major support in GDP. The characteristics of service sector is "intangibility", "heterogeneity", "inseparability". The telecom service providers are providing the voice and data services with other value added services to attract customers and trying to hold them with the company. In India, no other telecom company is providing mobile device with connection or offer on mobile device free voice or data for some stipulated time duration. Reliance Jio is making such offer, for the first time the physical product "mobile" device is introduced as company's own brand named "LYF" pronounced as "Life" with variants like Earth, Flame (Fire), Water, and Wind in the telecom sector. Reliance has its voice and data service as well as its mobile devices for customers. The characteristics of service "intangibility" becomes "tangible" this

time, with product range of mobile devices.

XI. RELIANCE JIO – PRE LAUNCH OFFER

The Reliance Jio's pre-launch offer has two things one the voice and data from Reliance and other one is Mobile devices named "LYF". It is a pre-launch offer and most ambitious and expensive startup project. The Jio effect can be seen easily in the market people are getting crazy to get Jio SIM and avail associated offer with the new SIM and another offer is with the LYF mobile devices that will last till year 2017. This offer makes the market environment very turbulent and forcing the competitors to place strategy against it. Vodafone, Airtel who are established players in the market are making their moves to defend their territories by offering new offers to the new customers who joins their network for voice and data.

In Indian contemporary scenario, the data is being widely used people are using apps like Facebook, Whatsapp, WeChat, Viber and other utility apps like Railways and online shopping apps they all need Internet connectivity. The telecom service provider are moving to the next generation of technology with LTE/4G to make the customers stay with them, this is a buyers' market and buyers are in position to make the service provider give them what they want in this position the Reliance offer is working as a bargaining tool. People are happy with their current service providers for voice and data but with the Reliance offer they are moving to have another alternate option so that they can decide later what to do with the current connection. If the Reliance Jio effect works in future then the conditions will be getting worse for the other players in the market. The Indian markets is very price sensitive market and Reliance strategy is to target the price sensitive market segment, till now this strategy is working successfully. It is only to be expected that a company into which Rs.1.35 trillion has been invested (and an additional Rs.15,000 crore is being invested) will do so. But it isn't just the telecom companies that need to worry about the new Godzilla on the block. Jio will also disrupt the media and software businesses through ownership or aggregation, and delivery. That's a classic information economy play of parent Reliance Industries Ltd.'s famous complete backward- and forward-integration strategy. Chairman Mukesh Ambani translated that into the farm-to-fork strategy in retail (with mixed results, at least until now) and now, the pipe-to-play model in telecom. But can India's largest start-up manage hundreds of millions of customer accounts and navigate the emerging business models of software and content? That's the Rs.1.5 trillion question. [9]

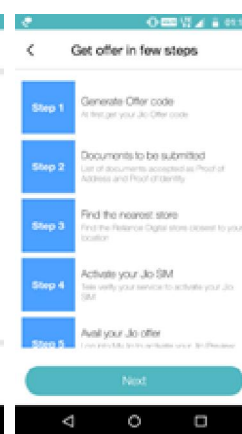
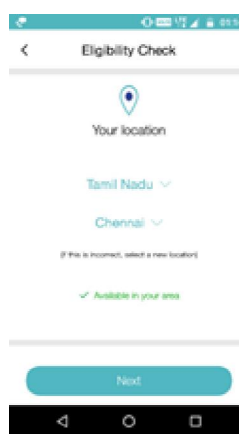
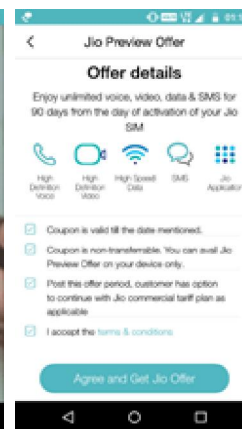
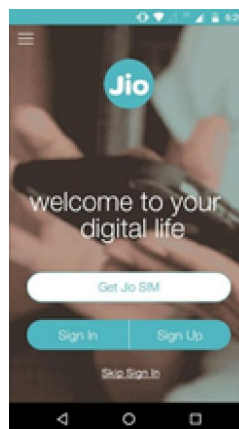
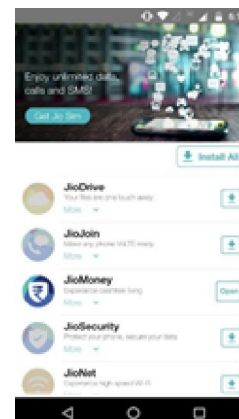
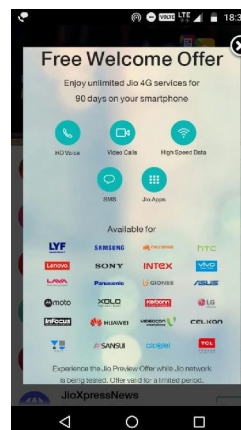
XII. PROCESS OF GETTING JIO SIM

- Download MyJio app from Google Play store
- After installing MyJio app, open the app and must install these 4 JIO apps before generating the offer code:
 - JioCinema
 - JioTv
 - JioMusic
 - JioMoney
- Open the MyJio app and click on "Get Jio Sim".
- Click on "Get Jio Sim"
- Click on "Agree and Get Jio offer".



- Click on Agree and Get JIO Offer
- Select your current location and click next.
- Make sure to turn on your GPS to automatically fetch your location.
- **In case it says (location not eligible), Please change your location to some popular place in your city.
- Select you location to check JIO eligibility
- “Get offer in few steps” – Just click next to generate offer code.
- Click next to generate JIO offer code
- An offer code will be generated – Please take a screenshot of the offer code and click next.
- Automatically an offer code will be generated for your device. Please allow if it asks for media permission to save the offer code in your phone gallery.
- **It’s recommended to take a screenshot of this screen.
- JIO Welcome Offer – Coupon Code
- Documents for JIO SIM preview offer
- Check what documents are accepted for JIO SIM registration and click next.
- Proof of Address
- Proof of address for JIO SIM
- Proof of Identity
- Proof of identity for JIO SIM
- Find nearest Reliance Digital (JIO) Store
- Find a Reliance Digital or DX mini store near to your location and click next.
- **Please click on List view if Map view is not able to load.
- Find the nearest JIO store (JIO store locator)
- Click on “Done” and follow the remaining steps to get a JIO SIM.
- Done, get your JIO sim from the nearest JIO store
- Go to any Reliance Digital or Mini store and get a JIO sim for your device.
- Please carry 2 recent passport sized photographs.
- Any address and identity proof listed on step 7 above.
- Show your JIO offer code saved in your gallery or in your MyJio app.
- Complete the Registration form and submit to the store staff.
- Now wait for SIM activation, this may take 3-5 days due to the high volume of activation.
- Tele-Verify your JIO SIM to avail JIO welcome offer
- After your SIM gets activated, you will receive an SMS on your alternate number to complete Tele-verification of your JIO SIM.
- Call on 1977, to activate your JIO SIM. (Both Data and Call services).
- Call on 1800-890-1977, to activate data services only.
- If your Tele-verification is successful, You will receive an SMS saying you JIO preview offer has been activated on your SIM.
- Open MyJio app and Sign up for MyJio account.
- Enter you JIO SIM number and Generate OTP and complete the signup process.
- Signup on MyJio app
- Now sign in to your MyJio app and enjoy your JIO preview offer.
- Use the JIO SIM number or registered email address as your JIO username and the password used during sign up to sign in.

- Enjoy JIO Welcome Offer till 31st December 2016



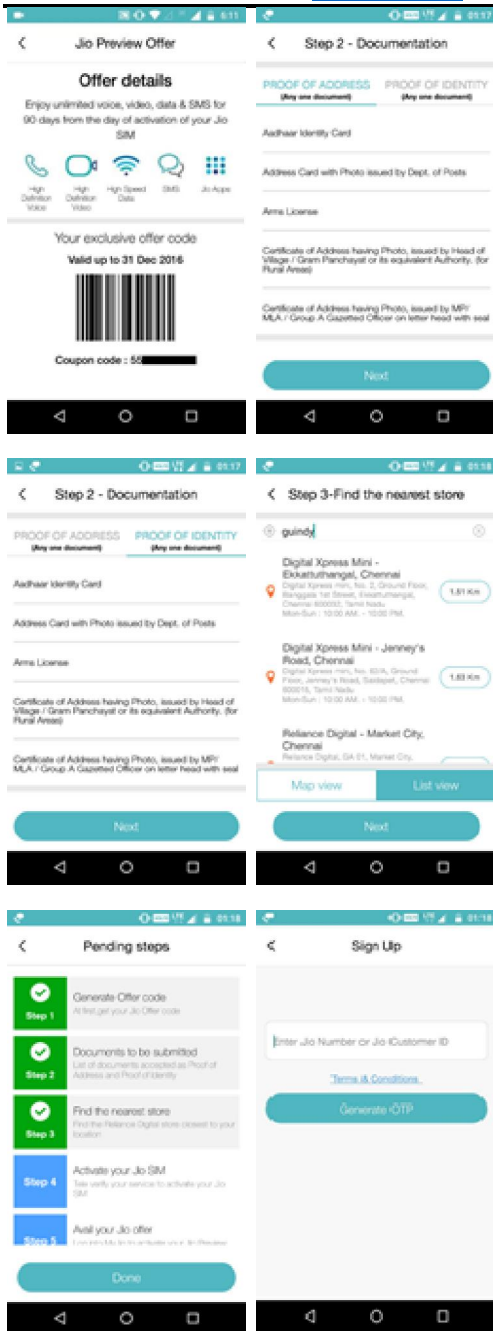


Fig. 2. Showing Steps to obtain JIO SIM.
Source: Jio subscribers without any monthly subscription plan will be charged at 'Jio Base Plan' after 1st January 2017. Base plan comes with 180 days of validity, afterwards Jio subscriber need to pay Rs 191 to maintain same offerings from Base plan.



Fig. 3 Image showing customer opted JIO connection, Daily Newspaper.

The process of obtaining Jio SIM is very systematic and explained step – by – step one important and unique thing that is associated with this process that JIO SIM verification is done paperless way, by using AADHAR card number and that is being verified by customer’s thumb impression. **JIO eKYC SIM** activation process previously, during JIO preview offer it took about 3-5 days for activation but now SIM can be activated at JIO store itself. The document verification will be done using AADHAAR card digital data (like fingerprint/ Retina verification) at the JIO stores. After successful verification, the SIM will be activated. This is a unique process to get the data verified and remove the paper based process, becoming paperless the process is fast, error free [human errors] the customer is delighted as the number of connection are very large to identify and verify all of the at the faster pace it is very difficult.

The government of India had already officially announced Aadhar based e-KYC (Electronic Know Your Customer) facility for SIM Cards. The on-the-spot verification process can save 24 crore sheets of paper and 50,000 Trees per year. According to Trak.in, once the eKYC is implemented by all Telecom, Rs 10,000 crore can be saved per year. [10]

XIII. 4G ENABLED MOBILE DEVICES BY RELIANCE – LYF BRAND

Reliance has introduced 4G enabled mobile devices to the market with the additional benefit offer upto 2017, enjoying free voice and data, this is again the market penetration strategy from Reliance and in the market where people want more and more Reliance is giving as expected or more than expectation.

To make the JIO SIM more popular the person who has already a mobile handset which is 4G compatible can use JIO SIM. Following are the mobile devices that can be used with JIO SIM.



List of Reliance Jio VoLTE supported 4G Mobiles

Brand	VoLTE Phones	Jio Offer	Phone Voice Spec	Brand	Phone Model	VoLTE Support	4G VoLTE
Alcatel	Alcatel OneTouch X1	YES	4G VoLTE	Gionee	Gionee P5L	YES	4G VoLTE
Alcatel	Alcatel POP3	YES	4G VoLTE	Gionee	Gionee S Plus	YES	4G VoLTE
Alcatel	Alcatel POP 4	YES	4G VoLTE	Gionee	Gionee S6	YES	4G VoLTE
Alcatel	Alcatel POP Start,	YES	4G VoLTE	Gionee	Gionee S6s	YES	4G VoLTE
Alcatel	Alcatel Pixi 4	YES	4G VoLTE	Gionee	Gionee S7	YES	4G VoLTE
Alcatel	Alcatel Pixi 5	YES	4G VoLTE	Gionee	Gionee V6L	YES	4G VoLTE
Asus	Asus Zenfone Go 5.0 LTE (T500)	YES	4G VoLTE	HTC	HTC Desire 626	YES	4G VoLTE
Asus	Asus Zenfone 2 (ZE551ML)	YES	4G VoLTE	HTC	HTC Desire 628	YES	4G VoLTE
Asus	Asus Zenfone 2 (ZE550ML)	YES	4G VoLTE	HTC	HTC Desire 630	YES	4G VoLTE
Asus	Asus Zenfone 2 Laser (ZE601KL)	YES	4G VoLTE	HTC	HTC Desire 728 Dual SIM	YES	4G VoLTE
Asus	Asus Zenfone 2 Laser 5.0 (ZE500KL)	YES	4G VoLTE	HTC	HTC Desire 820	YES	4G VoLTE
Asus	Asus ZenFone 2 Laser (ZE550KL)	YES	4G VoLTE	HTC	HTC Desire 820Q	YES	4G VoLTE
Asus	Asus Zenfone 3 (ZE552KL)	YES	4G VoLTE	HTC	HTC Desire 820S Dual Sim	YES	4G VoLTE
Asus	Asus Zenfone 3 Laser(ZC551KL)	YES	4G VoLTE	HTC	Desire 825	YES	4G VoLTE
Asus	Asus Zenfone 3(ZE520KL)	YES	4G VoLTE	HTC	HTC Desire 826 DS	YES	4G VoLTE
Asus	Asus Zenfone 3(ZS570KL)	YES	4G VoLTE	HTC	HTC Desire 828 DS	YES	4G VoLTE
Asus	Asus Zenfone 3(ZU680KL)	YES	4G VoLTE	HTC	HTC Desire 830	YES	4G VoLTE
Asus	Asus Zenfone Max (ZC550KL)	YES	4G VoLTE	HTC	HTC Desire Eye	YES	4G VoLTE
Asus	Asus Zenfone Selfie (ZD551KL)	YES	4G VoLTE	HTC	HTC 10	YES	4G VoLTE
Asus	Asus Zenfone Zoom(ZX551ML)	YES	4G VoLTE	HTC	HTC 10 Life style	YES	4G VoLTE
Celkon	Celkon Q4GPlus	YES	4G VoLTE	HTC	HTC One A9	YES	4G VoLTE
Celkon	Celkon 4GTAB-7	YES	4G VoLTE	HTC	HTC One E9 S dual sim	YES	4G VoLTE
Celkon	Celkon 4GTAB-8	YES	4G VoLTE	HTC	HTC One E9+ Dual Sim	YES	4G VoLTE
Celkon	Celkon ACE,	YES	4G VoLTE	HTC	HTC One M8	YES	4G VoLTE
Celkon	Celkon POP	YES	4G VoLTE	HTC	HTC One M8 Eye	YES	4G VoLTE
Celkon	Celkon Q4G	YES	4G VoLTE	HTC	HTC One M9 Plus	YES	4G VoLTE
Gionee	Gionee E8	YES	4G VoLTE	HTC	HTC One M9e	YES	4G VoLTE
Gionee	Gionee F103 (1GB)	YES	4G VoLTE	HTC	HTC One ME Dual Sim	YES	4G VoLTE
Gionee	Gionee F103 (2GB)	YES	4G VoLTE	HTC	HTC One X9	YES	4G VoLTE
Gionee	Gionee F103 (3GB)	YES	4G VoLTE	Huawei	Huawei Holly 2 Plus	YES	4G VoLTE
Gionee	Gionee M4	YES	4G VoLTE	Huawei	Huawei Honor 4C	YES	4G VoLTE
Gionee	Gionee M5	YES	4G VoLTE	Huawei	Huawei Honor 4X	YES	4G VoLTE
Gionee	Gionee M5 Lite	YES	4G VoLTE	Huawei	Huawei honor 5C	YES	4G VoLTE
Gionee	Gionee M5 Lite CDMA	YES	4G VoLTE	Huawei	Huawei honor 5X	YES	4G VoLTE
Gionee	Gionee M5 Plus	YES	4G VoLTE	Huawei	Huawei Honor 6	YES	4G VoLTE
				Huawei	Huawei honor Bee 4G	YES	4G VoLTE
				Huawei	Huawei honor 6 Plus	YES	4G VoLTE
				Huawei	Huawei honor 7	YES	4G VoLTE
				Huawei	Huawei Nexus 6P	YES	4G VoLTE
				Huawei	Huawei P9	YES	4G VoLTE
				Itel	Itel SelfiePro it1511	YES	4G VoLTE
				Itel	Itel Wish it1512	YES	4G VoLTE



Itel	Itel SelfiePro iti1520	YES	4G VoLTE	Intex	Intex Cloud Swift	YES	4G VoLTE
InFocus	InFocus Bingo 50+	YES	4G VoLTE	LG	LG K7 LTE	YES	4G VoLTE
InFocus	InFocus M370i	YES	4G VoLTE	LG	LG Stylus 2	YES	4G VoLTE
InFocus	InFocus M425	YES	4G VoLTE	LG	LG K535D (LG Stylus 2 Plus)	YES	4G VoLTE
InFocus	InFocus M430	YES	4G VoLTE	LG	LGH630D (LG G4 Stylus 4G)	YES	4G VoLTE
InFocus	InFocus M460	YES	4G VoLTE	LG	LGH 442 (LGC70 LG Spirit LTE)	YES	4G VoLTE
InFocus	InFocus M535	YES	4G VoLTE	LG	LG K500I (LG X Screen)	YES	4G VoLTE
InFocus	InFocus M535+	YES	4G VoLTE	LG	LG G5	YES	4G VoLTE
InFocus	InFocus M680	YES	4G VoLTE	LG	LG K520DY	YES	4G VoLTE
InFocus	InFocus M808i	YES	4G VoLTE	Karbons	Karbons Aura 1	YES	4G VoLTE
InFocus	InFocus M812i	YES	4G VoLTE	Karbons	Karbons Aura Power	YES	4G VoLTE
Intex	Intex Aqua 4G	YES	4G VoLTE	Karbons	Karbons Quattro L55 HD	YES	4G VoLTE
Intex	Intex Aqua 4G Star	YES	4G VoLTE	Karbons	Karbons Quattro L52 VR	YES	4G VoLTE
Intex	Intex Aqua 4G Strong	YES	4G VoLTE	Karbons	Karbons Quattro L51 HD	YES	4G VoLTE
Intex	Intex Aqua 4G Plus	YES	4G VoLTE	Karbons	Karbons Quattro L50 HD	YES	4G VoLTE
Intex	Intex Aqua Ace	YES	4G VoLTE	Karbons	Karbons Quattro L45 IPS	YES	4G VoLTE
Intex	Intex Aqua Ace 2	YES	4G VoLTE	LeEco	LeEco Le 1s	YES	4G VoLTE
Intex	Intex Aqua Ace Mini	YES	4G VoLTE	LeEco	LeEco Le 1s Eco	YES	4G VoLTE
Intex	Intex Aqua Craze	YES	4G VoLTE	LeEco	LeEco Le Max	YES	4G VoLTE
Intex	Intex Aqua Eco 4G	YES	4G VoLTE	LeEco	LeEco Le 2	YES	4G VoLTE
Intex	Intex Aqua GenX	YES	4G VoLTE	LeEco	LeEco Le Max 2	YES	4G VoLTE
Intex	Intex Aqua Music	YES	4G VoLTE	Lenovo	Lenovo A6600	YES	4G VoLTE
Intex	Intex Aqua Power 4G	YES	4G VoLTE	Lenovo	Lenovo A6600	YES	4G VoLTE
Intex	Intex Aqua Raze	YES	4G VoLTE	Lenovo	Lenovo A7700	YES	4G VoLTE
Intex	Intex Aqua S7	YES	4G VoLTE	Lenovo	Lenovo A2010	YES	4G VoLTE
Intex	Intex Aqua Secure	YES	4G VoLTE	Lenovo	Lenovo A2020	YES	4G VoLTE
Intex	Intex Aqua Shine 4G	YES	4G VoLTE	Lenovo	Lenovo A6000	YES	4G VoLTE
Intex	Intex Aqua Strong 5.1	YES	4G VoLTE	Lenovo	Lenovo A6000 shot	YES	4G VoLTE
Intex	Intex Aqua Super	YES	4G VoLTE	Lenovo	Lenovo A7000	YES	4G VoLTE
Intex	Intex Aqua Trend	YES	4G VoLTE	Lenovo	Lenovo A7000 Turbo	YES	4G VoLTE
Intex	Intex Aqua Turbo 4G	YES	4G VoLTE	Lenovo	Lenovo K3 Note	YES	4G VoLTE
Intex	Intex Aqua View	YES	4G VoLTE	Lenovo	Lenovo Vibe K4 Note	YES	4G VoLTE
Intex	Intex Aqua View	YES	4G VoLTE	Lenovo	Lenovo Vibe K5	YES	4G VoLTE
Intex	Intex Cloud 4G Smart	YES	4G VoLTE	Lenovo	Lenovo Vibe K5 Note	YES	4G VoLTE
Intex	Intex Cloud 4G Star	YES	4G VoLTE	Lenovo	Lenovo Vibe P1	YES	4G VoLTE
Intex	Intex Cloud Crystal 2.5D	YES	4G VoLTE	Lenovo	Lenovo Vibe P1m	YES	4G VoLTE
Intex	Intex Cloud Fame 4G	YES	4G VoLTE	Lenovo	Lenovo Vibe S1	YES	4G VoLTE
Intex	Intex Cloud Flash	YES	4G VoLTE	Lenovo	Lenovo Vibe Shot	YES	4G VoLTE
Intex	Intex Cloud Glory 4G/a>	YES	4G VoLTE	Lenovo	Lenovo Vibe X3	YES	4G VoLTE
Intex	Intex Cloud Jewel	YES	4G VoLTE	Lava	LAVA A71	YES	4G VoLTE
Intex	Intex Cloud String HD	YES	4G VoLTE	Lava	Lava A72	YES	4G VoLTE
Intex	Intex Cloud String V2.0	YES	4G VoLTE				



Lava	Lava A76	YES	4G VoLTE	Micromax	Micromax Canvas Evok	YES	4G VoLTE
Lava	Lava A76 Plus	YES	4G VoLTE	Micromax	Micromax Canvas Fire 4G	YES	4G VoLTE
Lava	Lava A88	YES	4G VoLTE	Micromax	Micromax Canvas Fire 4G plus	YES	4G VoLTE
Lava	Lava A89	YES	4G VoLTE	Micromax	Micromax Canvas Fire 6	YES	4G VoLTE
Lava	Lava A97	YES	4G VoLTE	Micromax	Micromax Canvas Juice 4G	YES	4G VoLTE
Lava	Lava Ivory S 4g	YES	4G VoLTE	Micromax	Micromax Canvas Knight 2	YES	4G VoLTE
Lava	Lava V5 M	YES	4G VoLTE	Micromax	Micromax Canvas Mega 2	YES	4G VoLTE
Lava	Lava Pixel V2	YES	4G VoLTE	Micromax	Micromax Canvas Mega 4G	YES	4G VoLTE
Lava	Lava V2s	YES	4G VoLTE	Micromax	Micromax Canvas Nitro 4G	YES	4G VoLTE
Lava	Lava X10	YES	4G VoLTE	Micromax	Micromax Canvas Pace 4G	YES	4G VoLTE
Lava	Lava X11	YES	4G VoLTE	Micromax	Micromax Canvas Play 4G	YES	4G VoLTE
Lava	Lava X12	YES	4G VoLTE	Micromax	Micromax Canvas Pulse 4G	YES	4G VoLTE
Lava	Lava X17	YES	4G VoLTE	Micromax	Micromax Canvas Sliver 5	YES	4G VoLTE
Lava	Lava X28	YES	4G VoLTE	Micromax	Micromax Canvas Tab	YES	4G VoLTE
Lava	Lava X38	YES	4G VoLTE	Micromax	Micromax Canvas Unite 4	YES	4G VoLTE
Lava	Lava X41	YES	4G VoLTE	Micromax	Micromax Canvas Xpress 4G	YES	4G VoLTE
Lava	Lava X41 Plus	YES	4G VoLTE	Micromax	Micromax Unite 4 Plus	YES	4G VoLTE
Lava	Lava X46	YES	4G VoLTE	Micromax	Micromax Unite 4 Pro	YES	4G VoLTE
Lava	Lava X50	YES	4G VoLTE	Samsung	Samsung Galaxy A3	YES	4G VoLTE
Lava	Lava X50 Plus	YES	4G VoLTE	Samsung	Samsung Galaxy A5	YES	4G VoLTE
Lava	Lava X81	YES	4G VoLTE	Samsung	Samsung Galaxy A5 2016	YES	4G VoLTE
Motorola	Motorola Moto E (2nd Gen)	YES	4G VoLTE	Samsung	Samsung Galaxy A5 Duos	YES	4G VoLTE
Motorola	Motorola Moto G (3rd Gen)	YES	4G VoLTE	Samsung	Samsung Galaxy A7	YES	4G VoLTE
Motorola	Motorola Moto G3 Turbo Edition	YES	4G VoLTE	Samsung	Samsung Galaxy A7 2016	YES	4G VoLTE
Motorola	Motorola Moto G4	YES	4G VoLTE	Samsung	Samsung Galaxy A8	YES	4G VoLTE
Motorola	Motorola Moto G4 Play	YES	4G VoLTE	Samsung	Samsung Galaxy Alpha	YES	4G VoLTE
Motorola	Motorola Moto G4 Plus	YES	4G VoLTE	Samsung	Samsung Galaxy Core Prime	YES	4G VoLTE
Motorola	Motorola Moto X (2nd Gen)	YES	4G VoLTE	Samsung	Samsung Galaxy Grand Max	YES	4G VoLTE
Motorola	Motorola Moto X Force	YES	4G VoLTE	Samsung	Samsung Galaxy J Max	YES	4G VoLTE
Motorola	Motorola Moto X Play	YES	4G VoLTE	Samsung	Samsung Galaxy J1 Ace	YES	4G VoLTE
Motorola	Motorola Moto X Style	YES	4G VoLTE	Samsung	Samsung Galaxy J2	YES	4G VoLTE
Micromax	Micromax Bolt Selfie	YES	4G VoLTE	Samsung	Samsung Galaxy J2 2016	YES	4G VoLTE
Micromax	Micromax Canvas 5	YES	4G VoLTE	Samsung	Samsung Galaxy J2 Pro	YES	4G VoLTE
Micromax	Micromax Canvas 5 Lite	YES	4G VoLTE	Samsung	Samsung Galaxy J3	YES	4G VoLTE
Micromax	Micromax Canvas 5 Lite Special Edition	YES	4G VoLTE	Samsung	Samsung Galaxy J5	YES	4G VoLTE
Micromax	Micromax Canvas 6	YES	4G VoLTE	Samsung	Samsung Galaxy J5 2016	YES	4G VoLTE
Micromax	Micromax Canvas 6 Pro	YES	4G VoLTE	Samsung	Samsung Galaxy J7	YES	4G VoLTE
Micromax	Micromax Canvas Amaze 4G	YES	4G VoLTE	Samsung	Samsung Galaxy J7	YES	4G VoLTE
Micromax	Micromax Canvas Blaze 4G	YES	4G VoLTE	Samsung	Samsung Galaxy K Zoom	YES	4G VoLTE
Micromax	Micromax Canvas Blaze 4G Plus	YES	4G VoLTE	Samsung	Samsung Galaxy S5 Plus	YES	4G VoLTE
				Samsung	Samsung Galaxy S4	YES	4G VoLTE



Samsung	Samsung Galaxy S4 4G	YES	4G VoLTE	Panasonic	Panasonic ELUGA L	YES	4G VoLTE
Samsung	Samsung Galaxy S5 Neo	YES	4G VoLTE	Panasonic	Panasonic ELUGA I2 (1GB)	YES	4G VoLTE
Samsung	Samsung Galaxy S6	YES	4G VoLTE	Panasonic	Panasonic ELUGA Arc 2	YES	4G VoLTE
Samsung	Samsung Galaxy S6 EDGE	YES	4G VoLTE	Panasonic	Panasonic ELUGA L2	YES	4G VoLTE
Samsung	Samsung Galaxy S6 EDGE Plus	YES	4G VoLTE	Panasonic	Panasonic ELUGA I2 2GB	YES	4G VoLTE
Samsung	Samsung Galaxy S7	YES	4G VoLTE	Panasonic	Panasonic ELUGA I2 3GB	YES	4G VoLTE
Samsung	Samsung Galaxy S7 EDGE	YES	4G VoLTE	Panasonic	Panasonic ELUGA I3	YES	4G VoLTE
Samsung	Samsung Note 3	YES	4G VoLTE	Panasonic	Panasonic ELUGA Switch	YES	4G VoLTE
Samsung	Samsung Note 4	YES	4G VoLTE	Panasonic	Panasonic ELUGA Icon T42	YES	4G VoLTE
Samsung	Samsung Note 5	YES	4G VoLTE	Panasonic	Panasonic ELUGA Icon 2	YES	4G VoLTE
Samsung	Samsung Note 5 Duos	YES	4G VoLTE	Panasonic	Panasonic ELUGA Mark	YES	4G VoLTE
Samsung	Samsung Note 7	YES	4G VoLTE	Panasonic	Panasonic ELUGA Turbo	YES	4G VoLTE
Samsung	Samsung Note EDGE	YES	4G VoLTE	Panasonic	Panasonic ELUGA Note	YES	4G VoLTE
Samsung	Samsung Grand Prime	YES	4G VoLTE	Panasonic	Panasonic P55 Novo 4G	YES	4G VoLTE
Samsung	Samsung ON 5	YES	4G VoLTE	Panasonic	Panasonic P77	YES	4G VoLTE
Samsung	Samsung ON 5 Pro	YES	4G VoLTE	Videocon	Cube 3 V50JL	YES	4G VoLTE
Samsung	Samsung On 7	YES	4G VoLTE	Videocon	Videocon Graphite 1 V45ED	YES	4G VoLTE
Samsung	Samsung On 7 Pro	YES	4G VoLTE	Videocon	Videocon Krypton 3 V50JG,	YES	4G VoLTE
Samsung	Samsung Z2	YES	4G VoLTE	Videocon	Videocon Q1	YES	4G VoLTE
Samsung	Samsung Z3	YES	4G VoLTE	Videocon	Videocon V50FA3	YES	4G VoLTE
Sansui	Sansui S50 FD45S	YES	4G VoLTE	Videocon	Videocon V50FG6	YES	4G VoLTE
Sony	Sony Xperia XA	YES	4G VoLTE	Videocon	Graphite1 V45ED	YES	4G VoLTE
Sony	Sony Xperia XA Ultra	YES	4G VoLTE	Vivo	Vivo V3	YES	4G VoLTE
Sony	Sony Xperia X (F5122)	YES	4G VoLTE	Vivo	Vivo V3Max	YES	4G VoLTE
Sony	Sony Xperia Z5 Dual (E6883)	YES	4G VoLTE	Vivo	Vivo Y51L	YES	4G VoLTE
Sony	Sony Xperia Z5 Premium Dual	YES	4G VoLTE	Vivo	Vivo Y21L	YES	4G VoLTE
TCL	TCL 560	YES	4G VoLTE	Xiaomi	Xiaomi Redmi 2 Prime	YES	4G VoLTE
TCL	TCL 562	YES	4G VoLTE	Xiaomi	Xiaomi Redmi 2	YES	4G VoLTE
TCL	TCL FIT 5.5	YES	4G VoLTE	Xiaomi	Xiaomi Mi4i	YES	4G VoLTE
TCL	TCL Pride T500L	YES	4G VoLTE	Xiaomi	Xiaomi Redmi Note 4G	YES	4G VoLTE
OnePlus	Oneplus One	YES	4G VoLTE	Xiaomi	Xiaomi Redmi Note 3	YES	4G VoLTE
OnePlus	Oneplus 2	YES	4G VoLTE	Xiaomi	Xiaomi Mi5	YES	4G VoLTE
OnePlus	Oneplus 3	YES	4G VoLTE	Xiaomi	Xiaomi Redmi Note 4G Prime	YES	4G VoLTE
OnePlus	Oneplus X	YES	4G VoLTE	Xiaomi	Xiaomi Mi Max	YES	4G VoLTE
OPPO	OPPO F1	YES	4G VoLTE	Xiaomi	Xiaomi Redmi 3s	YES	4G VoLTE
OPPO	OPPO A37	YES	4G VoLTE	Xiaomi	Xiaomi Redmi 3s Prime	YES	4G VoLTE
OPPO	OPPO F1 Plus	YES	4G VoLTE	Xolo	Xolo Black-1X M	YES	4G VoLTE
OPPO	OPPO F1s	YES	4G VoLTE	Xolo	Xolo era 1X	YES	4G VoLTE
OPPO	OPPO Neo 7	YES	4G VoLTE	Xolo	Xolo era 2X	YES	4G VoLTE
Panasonic	Panasonic ELUGA A2	YES	4G VoLTE	Xolo	Xolo era 4G	YES	4G VoLTE
Panasonic	Panasonic ELUGA Arc	YES	4G VoLTE	Xolo	Xolo era 4G	YES	4G VoLTE



Xolo	Xolo era X	YES	4G VoLTE	Apple	iPhone 6	YES
YU	YU Yuphoria	YES	4G VoLTE	Apple	iPhone 6S	YES
YU	YU Yureka Note	YES	4G VoLTE	Apple	iPhone 6S Plus	YES
YU	YU Yureka S	YES	4G VoLTE	Apple	iPhone SE	YES
YU	YU Yureka Plus	YES	4G VoLTE	Blackberry	Priv	YES
YU	YU Yunique	YES	4G VoLTE	Coolpad	Coolpad Max	YES
YU	YU Yunique Plus	YES	4G VoLTE	Coolpad	Mega 2.5D	YES
YU	YU Yunicorn	YES	4G VoLTE	Coolpad	Coolpad Note 3 Lite	YES

VoLTE & VoWiFi supported 4g Mobiles

Brand	Phones	VoLTE	VoWiFi
LYF	LYF Earth 1	YES	YES
LYF	LYF Earth 2	YES	YES
LYF	LYF Wind 1	YES	YES
LYF	LYF Wind 2	YES	YES
LYF	LYF Wind 3	YES	YES
LYF	LYF Wind 4	YES	YES
LYF	LYF Wind 5	YES	YES
LYF	LYF Wind 6	YES	YES
LYF	LYF Wind 7	YES	YES
LYF	LYF Flame 1	YES	YES
LYF	LYF Flame 2	YES	YES
LYF	LYF Flame 3	YES	YES
LYF	LYF Flame 4	YES	YES
LYF	LYF Flame 5	YES	YES
LYF	LYF Flame 6	YES	YES
LYF	LYF Flame 7	YES	YES
LYF	LYF Flame 7	YES	YES
LYF	LYF Water 1	YES	YES
LYF	LYF Water 2	YES	YES
LYF	LYF Water 4	YES	YES
LYF	LYF Water 5	YES	YES
LYF	LYF Water 6	YES	YES
LYF	LYF Water 7	YES	YES
LYF	LYF Water 8	YES	YES
LYF	LYF Water 10	YES	YES
LYF	LYF Water 10	YES	YES

List of 4G Phones working with Jio Sim

Brand	Phone	Jio Welcome Offer
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Google	Nexus 5X	YES
Google	Nexus 6	YES
Huawei	Honor 5A	YES
Huawei	Huawei Ascend D2	YES
Huawei	Huawei Ascend P7	YES
Huawei	Huawei Nexus 6P	YES
HTC	HTC Desire 524	YES
HTC	HTC Desire 526	YES
HTC	HTC Desire EYE	YES
HTC	HTC J Butterfly	YES
InFocus	Infocus M370	YES
Karbons	Karbons Quattro L45 IPS,	YES
Karbons	Karbons A71	YES
LG	LG G3	YES
LG	LG K7	YES
LG	LG X cam	YES
LG	LG Stylus 2	YES
LG	LG Spirit LTE	YES
LG	LG Stylo/ LG Stylus	YES
LG	LG Optimus Vu II	YES
LG	LG Optimus LTE III	YES
LG	LG Optimus LTE 2	YES
LG	LG Optimus GX	YES
LG	LG K7 LTE	YES
LG	LG K10 LTE	YES
LG	LG isai VL	YES
LG	Nexus 5X	YES
LG	LG Google	YES
LG	LG G4	YES
LG	LG G3	YES
LG	LG G2	YES
LG	LG G Pro	YES
LG	LG G Flex 2	YES
LG	LG G Flex	YES
LG	LG G3 4G LTE 32GB	YES
LG	LG G4 Stylus 4G	YES
LG	LG Spirit 4G	YES



LG	LG X Cam	YES
LG	LG K520 - Stylus 2	YES
LG	LG K10	YES
LeEco	LeEco Max 2	YES
LeEco	LeEco Le 2 Pro	YES
Lenovo	Lenovo Z2 Pro	YES
Lenovo	Lenovo Vibe Shot	YES
Lenovo	Lenovo A6000 Plus	YES
Lumia	LeEco Max 2	YES
Lumia	Lumia 640	YES
Lumia	Lumia 640XL	YES
Lumia	Lumia 735	YES
Lumia	Lumia 830	YES
Lumia	Lumia 950	YES
Lumia	Lumia 950XL	YES
Micromax	Canvas Sliver 5 (Q450)	YES
Micromax	Canvas Mega 2 Q426	YES
Nextbit	Nextbit Robin	YES
Onida	Onida I4G1	YES
QiKU	QiKU Q Terra	YES
Sony	Sony Xperia Z2 Tablet	YES
Sony	Sony Xperia Z3	YES
Sony	Sony Xperia Z3	YES
Sony	Sony Xperia Z4	YES
Sony	Sony Xperia Z4 Tablet	YES
Sony	Sony Xperia A4	YES
Sony	Sony Xperia M4 Aqua Dual	YES
Sony	Sony Xperia SP	YES
Sony	Sony Xperia Z2	YES
Vivo	Vivo Y21L	YES
Zopo	Zopo Speed 8	YES
ZTE	ZTE Blade S6	YES
ZTE	ZTE Blade S6 Plus	YES

market. The established players like Vodafone, Airtel and BSNL etc. are making their effort to stop their customers from choosing Reliance as an alternative although it is a strong alternative in the market.

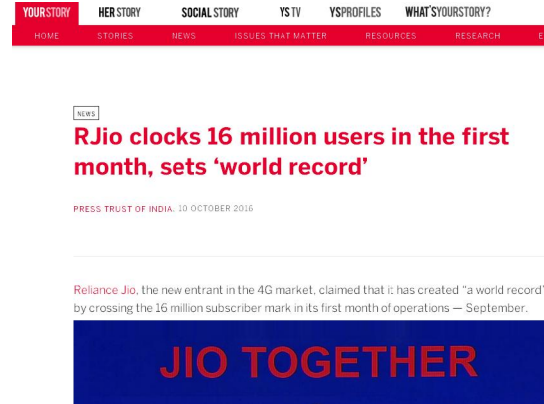


Fig. 4. Showing Reliance JIO “world Record”
Source: <https://yourstory.com/2016/10/rjio-sets-world-record/>

With wide variety of mobile device compatible to Reliance JIO offer the target market for JIO SIM subscribers are very huge the Reliance is working on 4G of mobile communication technology that makes it more acceptable in younger generation customer and the target segment is the same. Reliance JIO is offering high speed Internet connectivity on mobile devices that make it preferable telecom provider at least for the pre-launch offer later depends on the plans of launch offer and the customer perception about Reliance JIO.

XIV. COMPETITOR’S OFFERINGS

The competition to defend the market pie of competitors and stop migrating the customers from current telecom provider and offering them unbeatable offer is the urgency of present players in the

To retain and add more customers the players in the market are offering more lucrative offers like slashing the tariff, offering more data to the new customers etc. and moving towards high end mobile technology like 4G. Following are the offers made available to the customer to beat the competition against Reliance.

Airtel free 4G data plan till December 31, 2016

Airtel is offering a 15 GB data pack for 90 days for Rs 1495. Currently available in Delhi, the company plans to launch the scheme in other circles soon. Once you have consumed 15 GB data, you can use the Airtel App for ‘free’ 15 GB additional data. Once you have consumed 30 GB data, the internet speed will be automatically reduced to 2G.

Vodafone free 4G data plan till December 31, 2016

Vodafone, the second largest telecom operator has also made a pitch for competing with JIO and Airtel offers. The company has rolled out a ‘free’ data plan offering 10 GB 4G mobile data at the cost of 1 GB data. But it is only for Vodafone consumers with new smartphones. You will get additional 9GB 4G mobile data when you will recharge for the 1 GB plan, which is available for Rs 250/28 days. The new plan can be availed till December 31, 2016 by both prepaid and postpaid consumers. [11]

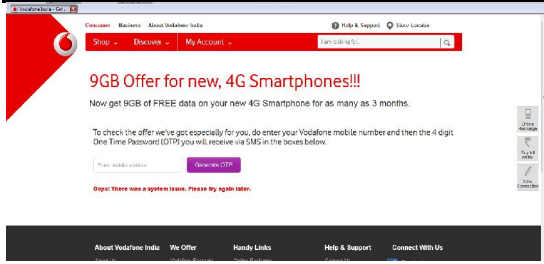


Fig. 5. Showing Vodafone 9 GB offer against JIO Effect.
Source: <https://shop.vodafone.in/shop/Offer/HandsetOffer.jsp>



Fig. 6. Showing News of Price War in Economic Times against Reliance JIO Effect

Source: <http://economictimes.indiatimes.com/news/company/corporate-trends/price-war-idea-vodafone-and-bharti-airtel-to-slash-tariffs-to-compete-with-reliance-jio/articleshow/53971250.cms>



Fig. 7. Showing "POP up" advertisement form BSNL

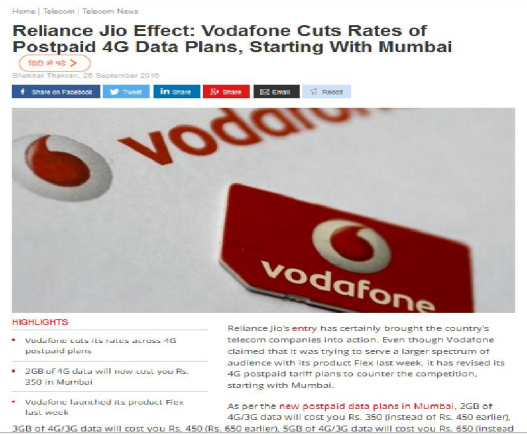
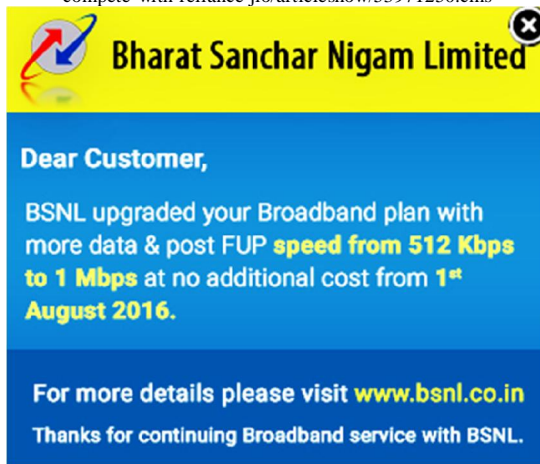


Fig. 8. Showing News about new data plans from Vodafone against JIO Effect.

Source: <http://gadgets.ndtv.com/telecom/news/reliance-jio-effect-vodafone-cuts-rates-of-postpaid-4g-data-plans-starting-with-mumbai-1466541>

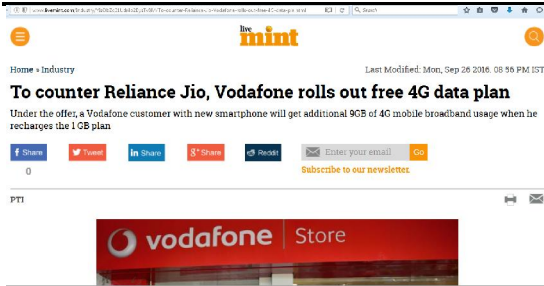


Fig. 9. Showing News about new data plans from Vodafone against JIO Effect.

<http://www.livemint.com/Industry/YI5ObZq31Udr4o2BysTv8M/To-counter-Reliance-Jio-Vodafone-rolls-out-free-4G-data-pla.html>

Vodafone 4G

Vodafone 4G is the world's largest network of 4th generation internet high speed connectivity. After it has reached 3G services across the lengths and breadths of the nation, Vodafone has taken up the job to spread the 4G network among its customers. It started its 4G services in the state of Kerala. After that they have started launching 4G data packs for customers of Karnataka. It's cheapest 4G pack comes at Rs. 29 for a 120 MB data which has validity period of 3 days and the largest package is of Rs. 2,499 for 20 GB of 4G high speed data.

Vodafone's other voice and data packages are as follows:

- Vodafone has revised its 3G/4G monthly recharge packs.
- Earlier, 650 plan offered 3GB data, but under the revised scheme users will get 5GB at the same price.
- 449 3G/4G plan will have 50 per cent more data. Under the revised scheme, data has been increased from 2GB to 3GB.
- The revised 999 3G/4G pack will now offer 10 GB data, offering 54% more benefits.

Airtel 4G

Bharti Airtel has the largest network of 4G services provided in India. It has launched its 4G services in almost every major city in every state of the country. With uninterrupted high speed 3G data services, it is current ruling the 4G market in India. The Airtel 4G data packs can be accessed by the customers through their smart phones enabled with 4G. Also there are 4G dongles available in the market launched by Airtel to spread 4G connectivity in the country. One can buy a 10 GB 4G data in Trivandrum for Rs. 1,347. But this same data pack costs a whopping Rs. 1,998 in Amritsar. There are different ranges of products of 4G data packs by Bharti Airtel.

Airtel's other voice and data packages are as follows:

- Airtel has reduced its 4G/3G data by nearly 80% and for corporate customers it has reduced the prices by up to 60%.
- Under their latest scheme, customers have to pay 1498, post which one will get 1GB for 51.

- When compared with the current market rate, users would be saving nearly 30% for 1 GB per month data and 37% for 2 GB each month.

Idea 4G

Unlike Airtel, which provides 4G internet services throughout the nation, Idea cellular only has its 4G services limited in few states of southern India. The 4G spectrum by the Idea cellular is present only in the states of Tamil Nadu, Kerala, Andhra Pradesh and Karnataka. There are various ranges of data packs of 4G internet services by Idea. Right now there is a limited offer of extra double data with the 4G packs given by Idea. A 1 GB 4g data pack of Idea costs Rs. 249. In addition to this, Idea is giving another 1 GB free under a limited period offer to its customers. Also the price of 10 GB of 4G data is Rs. 1,346 along with which another 10 GB data is absolutely free. So Idea has the lowest rates of 4G data right now compared to Airtel and Vodafone.

Idea's other voice and data packages are as follows:

- Idea was also in the league of slashing data tariffs by up to 67%.
- Users will now get 4G/3G data of 5GB for 649.
- Users who want 10GB of 4G/3G, then it shall come at a price of 990.

Airtel Launches myPlan Infinity with Unlimited Local, STD & National Roaming Calls and 3G/4G data

The big cat fight is growing more and more between the leading telecommunication providers regarding the rates and the data plans. In this era of online world, where one provider is offering speedy net connection, others are slashing the rates to the lowest level to grab more customers. After the introduction of Jionet connection by Reliance Communication, other service providers like Vodafone, Airtel and Idea make sure to offer much cheaper plans to the customers. The Delhi-based telecom service provider Bharti Airtel lands up with a new data plan "myPlan Infinity" that allows you to make voice call for free. Also under this plan you can enjoy unlimited music from Wynk Music and Wynk movies.

Airtel 4G vs. Idea 4G vs. Vodafone 4G JIO 4G Data Plan Comparison 2016

From the start of 2016, we have seen the big players in the telecom and networking industries are gearing up with their 4G plans for the customers. 4G or the 4th generation internet is nothing but improved and high speed internet service gateway, from the existing speeds. The big players out there in the market offering 4G services to millions of customers are Airtel, Idea and Vodafone. Also there are other competitors getting up in line like the mighty Reliance. The 4G internet services are still not totally available in all parts of the country. These companies have launched these 4G services only in selected states. Below are the comparisons of the various 4G internet facilities by Idea, Vodafone and Airtel.

BSNL

- The PSU mobile operator is offering 1GB of 3G only data at a price of 198. [12]



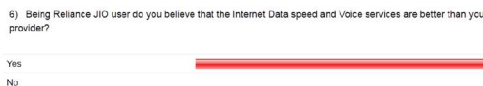
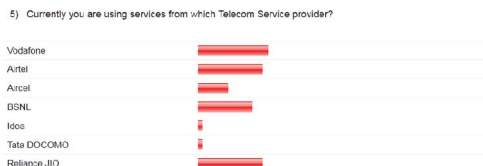
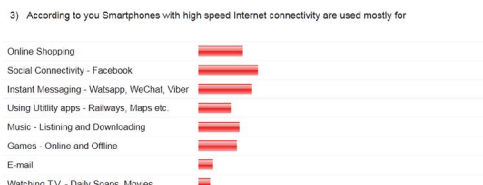
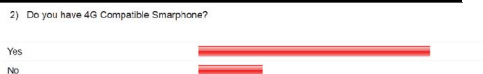
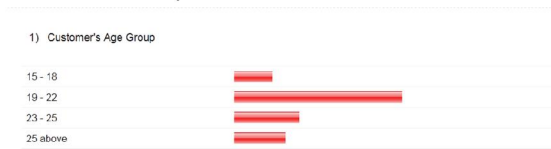
With all the above information and facts depicts that the customer is king of the market and a single offering or change in the wave can "effects" the market condition, in the present condition the customers are enjoying the slashed rates for voice and data, but the offering made by the competitors are for the shorter time once the JIO effect is over and the turbulence of the market is settle down then the actual competition among the telecom service provider begins. That make the customer who is the deciding factor now and then also he is the one who usage the services offered by the various telecom providers. It is very important to know the perception of the customer about the JIO effect, to the same the researcher has floated the questionnaire to know what factors are there to relate the JIO effect and what is the expectation form the telecom service provider.

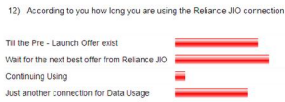
XV. CUSTOMER PERCEPTION ABOUT THE RELIANCE JIO EFFECT

Customer perception is one of the most important criteria of this research paper, the market is customer driven the telecom company can offer its best plans but the choice is of customer. In the current scenario the customer is mostly younger generation with high end smartphones they are the users of Data and Voice, mostly young generation are using data in various application like instant messaging application, browsing, downloading, games etc. the Reliance JIO offers free Voice and Data till 31st Dec. 2016 and with LYF mobile devices it will last till 2017. To understand the mindset the customers who will probably continuing the Reliance JIO connection in future too, the researcher floated the questionnaire online and communicated to the best possible ways to get the responses. The links for the same is as follows, goo.gl/ZsVIGe or https://eSurv.org?s=MKOJGM_240875db or <https://eSurv.org?u=RelianceJIO>. The research is done at the time when the market is full of offers from the competitors of Reliance JIO, there is a wide variety of offers to choose. People are taking Reliance JIO SIM firstly due to the pre-launch offer where the data and voice are free till the launch.

XVI. RESULTS

The results obtained from the survey questionnaire on "Reliance JIO effect", the inferences can be obtained that JIO has made its effect on the market both on customers and the competitors the young generation is the target customer majorly, other people are making offers to either retain or add new customers.





XVII. INTERPRETATIONS

The interpretation could be drawn from the responses given by the respondents about the awareness and usage of Reliance JIO and offers made by the other players in the telecom industry. The respondents are mostly youth ranging from 15 – 25 years of age that all are having high end Mobile devices for communicating these are the population group who are using data and internet mostly for the communicating and entertainment purpose. They are using smartphones for online purchase, gaming, instant messaging etc. this is the most preferred targeted group who needs “free” voice and data the Reliance has targeted the same. Regarding the speed concern the speed is rated very Good according to most of the respondents. The question about the MNP from the current mobile telecom provider people are waiting for the next best offer by Reliance JIO after the pre – launch offer. Due to heavy advertisement and mouth to mouth publicity the people are aware about the “LYF” brand Mobile introduced by Reliance and its offer associated. In response to the next question about the offers made by other mobile operators against Reliance JIO, due to advertisement and to overcome the turbulent environment created by the Reliance JIO offer the people are aware and enjoying the benefits, the time is where customer is the king with offers in their both hands. Another offer in the line of Reliance SIM is its Hotspot device like Airtel although it is not new concept but people are waiting for it and expecting a good data plan associated with it. In response to the question for opting Reliance JIO SIM, the answer most chosen by the respondents is “free voice and data” the next question about the how long the user is going to use Reliance JIO connection it got mixed responses like till the pre-launch offer, wait for the next best plans and the most likely they will continue as another connection for Data usage.

XVIII. CONCLUSIONS

To conclude the article, it has everything the market, marketing strategy, customers, free offerings, JIO effect, and competitor’s reactions, customer perception for the JIO offer. From the above collected data and facts it is very clear that the market is effected by “Reliance JIO Effect”. The respondents from the survey questionnaire are mostly youth ranging from 15 – 25 years of age that all are having high end Mobile devices for communicating they

are the population group who are using data and internet mostly for the communicating and entertainment purpose. They are using smartphones for online purchase, gaming, instant messaging etc. this is the most preferred targeted group who needs “free” voice and data the Reliance has targeted the same. Regarding the speed concern the speed is rated very Good according to most of the respondents. The Reliance JIO effect has set the world record for having JIO connection in very short span of time frame, Indian scenario is the price sensitive scenario where people shift from one vendor to another for very small difference of amount, here Reliance JIO is giving “free voice and data” till 31st Dec, 2016 it is a big loot offer for customers. People are waiting for the next best in post launch offer, if the competitors are not giving the best they will continue with Reliance JIO as secondary connection for data usage. The JIO effect, has done its job in making market turbulent and placing Reliance JIO as prominent alternate for voice and data at 4G speed.

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