Pertemuan 5
TELECOMUNICATION INDUSTRY
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Submitted To: Mr. Sanjay Ghosh
Submitted By: Vikas Rajput (39)
INTRODUCTION
Telecommunication is a term coming from Greek and its meaning 'communication at distance' through different signals.
1851 → First operational land lines were laid by the government near Calcutta

1881 → Telephone services introduced in India

1923 → Formation of Indian radio Telegraph Company

1932 → Merger of ETC and IRT into Indian Radio and Cable Communication Company

1947 → Nationalization of all foreign telecommunication companies to form the posts, telephone and telegraph, a monopoly run by the government’s ministry of communications

1986 → Conversion of dot into two wholly government – owned companies the VSNL for international telecommunication and MTNL for services in metropolitan areas

1997 → Telecom regulatory authority created
• The Indian Telecom sector is second largest network in the world.
• Subscriber numbers already crossed 350 million.
• Average growth rate of over 40% in respect of subscribers.
• Monthly additions of above 7 million phones.
• Growth impetus from wireless segment with 84% wireless and 16% wired.
• Further access is provided by 54 lakh PCOs and 5 lakh VPTs.
• 9 million Internet and 2.5 million broadband subscribers.
• More than a thousand cities have been provided with broadband connectivity out a total of five thousand cities
Market Structure for Wireless Service (GSM)

- Divided into 22 circles
  - 4 metros
  - 19 circles
    - Further divided into A, B and C category based on economic parameters and revenue potential
- Each circle has a license
  - Four operators per circle are allowed
  - Licenses are saleable

Growth Trend of Wireless Subscribers

- Metros
- A’ Circle
- B’ Circle
- C’ Circle

Source: COAI & TRAI
Composition Of Net Service Revenues

- Gross IUC Revenue: 15%
- Airtime: 28%
- Rentals: 13%
- Roaming Revenues: 12%
- Activation & Processing fees: 20%
- Other Revenues: 3%
- Other VAS: 5%
- SMS Revenues: 4%

Roaming Revenues 12%; SMS Revenues 4%; Other VAS 5%
A PERSONAL COMMUNICATION SERVICE SCENARIO WITH EVERY POSSIBLE DEGREE OF FREEDOM
MARKET SEGMENTATION OF TELECOMMUNICATION
The subscriber base of Wire line services as on 31st March 2008 was 39.42 million as compared to 40.75 million subscribers on 31st March, 2007 registering a decrease of 1.33 million subscribers during the year 2007-08. Out of the 39.42 million wire line subscribers, 27.78 million are Urban wire line subscribers and 11.64 million Rural Subscribers.
Wireless Subscriber

The wireless subscriber crossed the 261 million subscriber mark at the end of the financial year in comparison to the subscriber base of 165.11 million at the end of March, 2007. It added 95.9 million subscribers in the financial year 2007-08 registering an annual growth rate of about 58.12%. The total subscriber base of wireless services has grown from 33.69 million in March, 04 to 261.07 million in March, 08.
Internet Subscriber

The Internet subscriber base in the country as of 31\textsuperscript{st} March 2008 stood at 11.09 million as compared to 9.27 million during the previous year, registering an annual growth rate of about 19.63\%.
Cable TV Service

- At present, as per latest estimates, there are 112 million households in India having television sets.

- Out of this, there are 71 million household subscribers of cable television services.
DTH Services

Apart from Free-to-Air DTH service of Doordarshan, there were six private DTH licensees and out of these six licensees, only three licensees are offering paid DTH Service to customers as on 31st March 2008. The following are the six private DTH licensees:

1. Dish TV
2. Tata Sky Limited
3. Sun Direct TV Private Limited
4. Reliance Blue Magic Limited
5. Bharati Telemedia Limited
6. Bharat Business Channel Limited
FM Radio / Community Radio Service

Apart from FM Radio Stations of All India Radio (AIR), there are 325 private FM Radio Stations in operation across the country as on 31st March 2009. For the quarter ending March 2009 out of 49 licensees of Community Radio Stations, 35 Stations are in operation
COMPANY ANALYSIS

Figure: Market Share of Telecom Companies as on 31st Jan'09
The Marketing Mix

Price
- Strategies: Skimming, Penetration, Psychological, Cost-Plus, Loss leader etc

Product
- Design
- Technology
- Usefulness
- Convenience
- Value
- Quality
- Packaging
- Branding
- Accessories
- Warranties

Physical Environment
- Smart
- Run-down
- Interface
- Comfort
- Facilities

Process
- Especially relevant to service industries
- How are services consumed?

People
- Employees
- Management
- Culture
- Customer Service

Place
- Retail
- Wholesale
- Mail order
- Internet
- Direct Sales
- Peer to Peer
- Multi-Channel

Promotion
- Special Offers
- Advertising
- Endorsements
- User trials
- Direct mailing
- Leaflets/posters
- Free gifts
- Competitions
- Joint ventures
FUTURE OF TELECOMMUNICATION
8th floor of Laus
0880-880-0088

Mr. Smith is in until 17:00.
Philadelphia (pronounced /faɪˈləndʒə/) is the largest city in the U.S. state of Pennsylvania. It is also the county seat of Philadelphia County and the sixth most populous city in the United States, with a population of approximately 1.5 million. Philadelphia is often referred to as “the City of Brotherly Love” and “brotherly love” from philos “love” and ἄδειος “innocent”. Residents often informally call the city "Philly".
THANK YOU