



New Era in Telecommunication- The Study of Reliance Jio

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Abstract

Being world's second largest population of 1.2 billion, India is a young nation with 63% of its population under the age of 35 years. It has a fast growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance thoroughly believes in India's potential to lead the world with its capabilities in innovation. Towards that end, Reliance envisages creation of a digital revolution in India.

Reliance Jio aims to enable this transformation by creating not just a cutting-edge voice and broadband network, but also a powerful eco-system on which a range of rich digital services will be enabled – a unique green-field opportunity.

The three-pronged focus on broadband networks, affordable smart phones and the availability of rich content and applications has enabled Jio to create an integrated business strategy from the very beginning, and today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

In this article I have made efforts to study of Reliance Jio action plan to provide customers the best services in Telecom sector.

Key words: Reliance Jio, Telecommunication, Broadband, 4G LTE.

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1. INTRODUCTION

Reliance's vision for India is that broadband and digital services will no longer be a luxury item. Rather, Reliance envisions the India where these are basic necessities to be consumed in abundance by consumers and small businesses alike, as much in far-flung villages as in our metropolitan cities. The initiatives are truly aligned with the Government of India's 'Digital India' vision for our nation. The following are the main areas where Jio is working:

Affordable Devices: Jio has worked with all the leading device manufacturers of the world to ensure availability of 4G LTE smartphones across all price points - from ultra-premium models on one hand, to entry level models on the other.

Digital Communication: The application Jio4G Voice brings the 4G communication suite to all smart phones. With its RCS (Rich Communication Services) features like Enriched calling, Chat, File share and Unified Messaging, it redefines the calling and messaging experience. It also enables Jio's cutting edge voice and video call service on non-VoLTE smartphones.

Digital Currency: Jio envisions a new India which will use digital currency instead of paper money for a more secure and convenient way to transact. Jio Money, Jio's digital currency and digital payments business, will play a crucial role in this by offering a platform for ubiquitous, affordable and secure digital payments.

Jio Drive: Micro and small businesses will soon have access to cutting-edge cloud storage technologies which were once affordable to big companies only, giving them a new edge to compete on a global landscape. Jio Drive is an application that brings powerful cloud capabilities to every Smartphone. Using Jio Drive anyone can store, sync and share any content between their own devices and also with their friends.

Digital Education: Teachers and students from far flung areas can connect with each other, crowd-source knowledge and adapt new age learning techniques and, thus, lift the level of education to a completely different plane.

Digital Healthcare: Expert medical advice would be available anytime, anywhere - with medical practitioners able to grow their practice without constraint and provide quality of life to the crores that make up our country.

Digital Entertainment and social connectivity: Jio Chat is a powerful communication application that integrates chat, voice, video calling, conferencing, file sharing, photo sharing and much more. Jio Play enables users to watch HD TV anytime, anywhere on any device, from hundreds of channels, across categories and languages. Jio Beats is a premier digital music streaming service that gives instant access to million of songs and curated playlists. Jio Mags and Jio News provide access to the most popular collection of magazines and news from leading publishing houses across multiple languages.

Digital Entrepreneurship: Jio is building a powerful platform on which a range of rich digital products and services can be enabled - digital currency, digital commerce, digital education, digital healthcare, e-governance, Smart Cities, M2M and the Internet of Things. It does not matter whether these services are created by Jio itself, its eco-system partners or anyone globally. Reliance is committed to the principles of Net Neutrality.

"Our dreams have to be bigger. Our ambitions are higher. Our commitment is deeper. And our efforts are greater. This is my dream for Reliance and for India." - **Dhirubhai Ambani**

2. LAYING THE FOUNDATION FOR THE FUTURE

Reliance Jio is creating the most extensive and future-proof network in India and perhaps in the world. It will provide next generation legacy-free digital services over an end-to-end all-IP network, which can be seamlessly upgraded even to 5G and beyond. In addition to the existing pan India 2300 MHz spectrum and 1800 MHz in 14 circles, Jio invested over Rs 10,000 crore during this year's auction to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in 6 circles. This brings the cumulative investment in spectrum assets to nearly Rs 34,000 crores. Jio now has the largest footprint of liberalized spectrum in the country, acquired in an extremely cost effective manner.

Reliance Jio has laid more than 2.5 lakh kilometres of fibre-optic cables, covering 18,000 cities and over one lakh villages, with the aim of covering 100% of the nation's population by 2018. It has an initial end-to-end capacity to serve in excess of 100 million wireless broadband and 20 million Fibre-to-Home customers. Reliance Jio has also built nearly half-a-million square feet of cloud data centres and a multi-Terabyte capacity at international network.

The infrastructure is being built in partnership with some of the world's most technologically advanced companies.

3. COMPANY BACKGROUND

Dhirubhai Ambani (28 December 1932 – 6 July 2002) epitomised the dauntless entrepreneurial spirit of a visionary always on the march to change the destiny of a nation. Acclaimed as the top businessman of the 20th century and lauded for his dynamic, pioneering and innovative genius. Dhirubhai was an inspiring leader with sterling qualities.

Dhirubhai's unique vision redefined the potential of the Indian corporate sector and he challenged conventional wisdom in several areas. He was probably the first Indian businessman to recognise the strategic significance of investors and discover the vast untapped potential of the capital market and channelize it for the growth and development of industry.

He visualised the growth of Reliance as an integral part of his grand vision for India. He was convinced that India could become an economic superpower within a short period of time and wanted Reliance to play an important role in realising this goal. Today, the Group's turnover represents nearly 3 percent of India's GDP.

Mukesh Ambani joined Reliance in 1981 and became its Chairman and Managing Director in 2002. An extreme innovator and believer in game-changing businesses of the future, Ambani is known for challenging conventional wisdom and spotting opportunities quickly. For his vision and leadership in ushering the telecom revolution, Ambani was awarded the 'World Communication Award for the Most Influential Person in Telecommunications' by Total Telecom and 'Telecom Man of the Year' by the Voice and Data magazine.

From path-breaking initiatives in oil and gas exploration to production, Ambani led Reliance's foray into new frontiers and thereby, helped it to discover India's largest natural gas field, KG-D6. He sees a huge opportunity in transforming the agriculture sector through Reliance's retail business, which has a unique value and supply chain model – famously referred to as the 'farm-to-fork' model. His vision of reinventing education, finance, retail, healthcare through innovations deployed over 4G will usher in the digital revolution in the country and beyond.

Sustained value creation over the past 10 years under Ambani's leadership

Turnover 370% | Net Profit 200% | Exports 800% | Net Worth 450% | Market Cap 250%

4. BOARD OF DIRECTORS

- **Mukesh D. Ambani (Chairman & Managing Director)**
- **Nita M. Ambani (Non-Executive, Non Independent Director)**
- **Hital R. Meswani (Executive Director)**
- **Nikhil R. Meswani (Executive Director)**
- **P.M.S. Prasad(Executive Director)**
- **P.K. Kapil (Executive Director)**
- **R.A. Mashelkar (Independent Director)**
- **Adil Zainulbhai (Independent Director)**
- **Mansingh L. Bhakta (Independent Director)**
- **Dipak C. Jain (Independent Director)**
- **Dharam Vir Kapur (Independent Director)**
- **Yogendra P. Trivedi (Independent Director)**
- **Ashok Misra (Independent Director)**
- **Raminder S. Gujral (Independent Director)**

5. RELIANCE JIO INFOCOMM LIMITED, OR JIO,

It is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Navi Mumbai, Maharashtra that provides wireless 4G LTE service network (without 2G/3G based services) and is the only 'VoLTE-only' (Voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India.

The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries, and later services were commercially launched on 5 September 2016.

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for ₹4,800cr. Although unlisted, IBSL was the only firm to win broadband spectrum in all 22 zones 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 (RJIL) in January 2013.

In June 2015, Jio announced that it will start its operations all over the country by the end of 2015. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launch 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 Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of 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 4G data service, by paying an additional fees of just ₹165.8 crore (US\$26 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$350 million) to the exchequer.

The Indian Department of Telecom (DoT), however, refuted all of CAG's claims. In its statement, DoT explained that the 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.

6. BETA LAUNCH AND COMMERCIAL LAUNCH

6.1 Beta Launch

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 musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani. The closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around 1000 locations including Dallas in the US.

6.2 Commercial Launch

The company commercially launched its services on 5 September 2016. Within the first month of commercial operations, Jio announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. Jio crossed 50 million subscriber mark in 83 days since its launch. Jio crossed 100 million subscribers on 22 February 2017.

6.3 Alliance

Jio, in February 2016 announced a global alliance of Mobile Network Operators which include:

- BT Group
- Deutsche Telekom
- Millicom
- Orange S.A.
- Rogers Communications
- MTS (network provider)
- Telia Company
- Telecom Italia

6.4 Partnerships

Ahead of its digital services launch, Mukesh Ambaniled Reliance Jio entered into a spectrum sharing deal with younger brother Anil Ambani backed Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode. In February 2017, Jio announced a partnership with samsung to work on LTE - Advanced Pro and 5G.

6.5 4G Broadband

The company launched its 4G broadband services throughout India on September 2016. It was started to release in December 2015 after some reports said that the company was waiting to receive final permit from the government.

The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) licence, Jio will also serve as a TV channel distributor and will offer television-on-demand on its network.

6.6 LYF Smartphones

In June 2015, Jio tied up with domestic handset maker Intex to supply 4G handsets enabled with voice over LTE (VoLTE) feature. Through this, it plans to offer 4G voice calling besides rolling out high-speed Internet services using a fiber network, in addition to the 4G wireless network. However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with W 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water 2, Earth 1, and Flame 1.

6.7 Jionet WiFi

Prior to its pan-India launch of 4G data and telephony services, Jio has started providing free Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussoorie in Uttarakhand, Collectorate's Office in Meerut, and at MG Road in Vijayawada among others.

In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC World Twenty20 matches. Jionet was made available in Wankhede Stadium (Mumbai), Punjab Cricket Association IS Bindra Stadium (Mohali), Himachal Pradesh Cricket Association Stadium (Dharamshala), Chinnaswamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi), and Eden Gardens (Kolkata) in India.

6.8 Jio Apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use them. Additionally, most of the apps are in beta phase. Following is a list of the apps:

- MyJio - Manage Jio Account and Digital Services associated with it
- JioTV - A live TV channel service
- JioCinema - An online HD video library
- JioChat Messenger - An instant messaging app
- JioMusic - A music player
- Jio4GVoice (earlier JioJoin) - A VoLTE phone simulator
- JioMags - E-reader for magazines
- JioXpressNews - A news and magazine aggregator
- JioSecurity - Security app
- JioDrive - Cloud-based backup tool
- JioMoney Wallet - An online payments/wallet app
- JioSwitch - Transfer content

6.9 Affordable 4G Phones

Reliance Jio has teamed up with Google to manufacture affordable 4G handsets. These phones will run exclusively on Jio network. The two companies are also working on developing a software for smart-TV services. Both are expected to launch in September/October, 2017.

6.10 JioFi

Jio has also launched Wi-Fi routers by the name JioFi.

7. CUSTOMER SATISFACTION

A term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers or percentage of total Customers, who reported their experience to a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel – even though its facilities and service would be deemed superior in "absolute" terms.

8. CONCLUSION

In these days the main objective of business is the customer satisfaction and to meet the customer expectation by providing reliable services and products because customer is the king of today's market. Customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective.

As research on consumption experiences grows, evidence suggests that consumers purchase goods and services for a combination of two types of benefits: hedonic and utilitarian. Hedonic benefits are associated with the sensory and experiential attributes of the product. Utilitarian benefits of a product are associated with the more instrumental and functional attributes of the product.

Thus, I can say that Reliance Jio possesses wide network coverage, attractive 4G schemes and customer services as well as lifetime roaming services.

Reliance Jio has become a very successful brand in India and providing customer satisfaction is the main motive for the company.

Reliance Jio is the home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years.

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