



MIND AND MARKET SHARE OF BHARTI AIRTEL LTD. IN BIHAR TELECOM CIRCLE

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ABSTRACT

Bharti Airtel Ltd. is the Fifth largest telecom operator in the world with nearly 207.8 Mn subscribers. It is the largest cellular service provider in India with 152.5 Mn subscribers. It is the third largest “in-country” mobile operator, by subscriber base. It operates in 19 countries across South Asia, Africa and the Channel Islands, provides 2G or 3G (GSM) services depending upon the country of operation. It is headed by Mr. Sunil Bharti Mittal.

This report is to study the mind of Retailers and Customers, do a comparative study of different operators in Bihar Telecom Circle (Patna) and find out ways to acquire new customers and also to retain the existing ones. Research on this report included a review of the telecom sector and interviews with the retailers as well as customers.

Results of the data analyzed shows that Airtel has the best network, better reach to the customers and captures largest market and customer base due to its brand, service and quality. But new entrants to the market are more aggressive than Airtel in terms of schemes and offers, customer service and marketing strategy. Retailers are more biased towards new entrants as they offer them more margins and Gifts. Knowledge about all operators and their products is more or less same among all the retailers.

Though Airtel is better than others in most of the aspects and is the market leader, but it lags behind other players in some aspects. Those weaknesses require further investigation and remedial actions by Airtel. Major Recommendation discussed includes:

- *Improve Customer Care Service.*

- *Improve communication with the Retailers.*
- *Introduce new schemes and offers more frequently.*
- *Offer Retailers, margin (and Gifts) as comparable to other operators.*

This report also advocates the fact that the study conducted has limitations. Some of the limitations include:

- *Respondents are reluctant to deliver complete & correct information.*
- *Telecom Market is too vast and it is not possible cover each and every retailer or customer in this short span of time.*