Reasons Behind the Immediate Success of Reliance Jio

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Abstract
Reliance Jio has managed to capture the market within the few months of its launch and there are various reasons stated for this immediate success. Reliance Jio founded by Mukesh Ambani and currently headed by Sanjay Mashruwala, is one of the largest telecom industry company in India and also worldwide. Reliance Jio became the 3rd largest mobile network operator of India within 2 years of launch. It also became the 9th largest mobile network operator of the world. The hugely acclaimed success within two years is a case to be studied as how did they manage to do so and what were there strategies, how were they implemented and why did the people have been attracted to Reliance Jio in such a short span. It is also the eighth-largest telephone operating company by the count of total revenue i.e. $67 B USD. In this research paper, we will be looking at the reasons behind this immediate success of Reliance Jio and the strategies they opted for the same.

Keywords: Strategies, Success, Telecom Industry, Mobile Operator, Reliance Jio

History of Reliance Jio
In June 2010, Reliance Industries (RIL) purchased a 96% stake in Infotel Broadband Services Limited (IBSL) for ₹4,800 crore (US$670 million). Although unlisted, IBSL was the main organization that won broadband range in every 22 circles in India in the 4G sell off that occurred before that year. Later proceeding as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013. In June 2015, Jio declared that it would begin its activities all over the nation before the end of 2015. In any case, after four months in October, the organization's representatives conveyed an official statement expressing that the launch was postponed to 2016–2017.

The 4G services were launched inside to Jio's partners, its staff and their families on 27 December 2015. Bollywood artists Shah Rukh Khan, who is the brand minister of Jio, kick started the launch occasion which happened in Reliance Corporate Park in Navi Mumbai, alongside superstars like artist AR Rehman, on-screen characters Ranbir Kapoor and Javed Jaffrey, and movie producer Rajkumar Hirani. The ending occasion was seen by more than 35000 RIL representatives some of whom were for all intents and purposes associated from around 1000 areas incorporating Dallas in the US. The organization publicly launched its administrations on 5 September 2016. Within the principal month, Jio declared that it had procured 16 million subscribers. This is the quickest increase by any telecom network administrator in the world. Jio crossed 50 million subscribers in 83 days since its launch, along these lines crossing 100 million subscribers on 22 February 2017. By October 2017 it had around 130 million subscribers.

Reasons For The Immediate Success

a) Free Services: - One of the major reasons why Jio was able to capture the market in matter of few months was the free services that it provided its customer for almost a year. And the mentality of people is that they get easily attracted to free services. There was huge line in-front of stores to buy Jio Sims.

b) Right Target Marketing: -There are around more than 1 billion mobile users in India, out of which only 34% were connected to the internet during that period (Launch). And only 12 percent from these 1 billion customers used 3G data or above, so cheap 4G data or free helped them gain a lot in the mass market

c) Stronger than their competitors: - The image below describe the current situation in the Telecom market aptly as how Jio is overpowering other companies in telecom market and making its customer base strong.

d) Huge investment: - Investment by Mr. Mukesh Ambani in this project is around 1500 billion ru-
pees which is more than twice the combined investment of Idea, Vodafone and Airtel. This huge investment did give the result and made it a huge success among the mass.

e) Founder’s Philosophy: - "Nothing Ventured Nothing Gained", Mr. MukeshAmbani has recognized mobile internet to be the most profitable business venture in the long run and he thinks, a business needs a purpose just beyond making profits. In an interview, he told, “I believe that if you create societal value, customer value and employee value, and if you focus on these, the economic return is a by-product.”

f) Amazing Promotional Strategies: - Jio has applied some amazing promotional strategies like DhanDhanaDhan Offer and marketing through top celebrities. They also sponsored award show such as Filmfare Awards and doing the marketing at award shows through celebs.

Conclusion
As per the above stated reasons and its implication Reliance Jio has come a long way making it to top in the mass market and on the way to establish itself as #1 in the telecommunications industry.

The above mentioned reasons itself justify the cause behind the immediate success of Reliance Jio.

References