

IMPACT OF RELIANCE JIO ON INDIAN INTERNET USERS

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ABSTRACT

Nowadays Internet is becoming inextricable part of our day to day lives. Due to availability of Internet data at cheap price, the numbers of internet users are growing rapidly. Recent trends in mobile and data services along with customer demands are correctly captured by Reliance. Reliance Jio entered in this market with extremely attractive offers at appropriate time and engross a large portion of Indian Telecom and Internet market. How Reliance achieved this and what is the current situation in India is exhibited in this paper. For the analysis of Indian Internet market, various references, statistics, demographics and data sources have been analyzed, and the overall impact, sustainability, profitability of the Indian Internet users have been taken into consideration for study.

Keywords: Indian Users, Internet Penetration, Data Rates, Jio, Mobile Data Providers

I INTRODUCTION

India has a lot of internet users than most of the developed countries. India is the second largest online market, ranked only behind China. Despite the large base of internet users in India, only 26 percent of the Indian population accessed the internet in 2015. This is a significant increase in comparison to the previous years, considering the internet penetration rate in India stood at about 10 percent in 2011. But India does not have any internet provider with a praiseworthy connection speed along with consistency in that speed. The internet providers which provide both speed and consistency are very costly. Indian internet users always wanted data to be available at worthwhile speed at rather cheap cost. On such time someone who considers Indian users' economic well-being was required in the market.

Reliance rightfully captured this need of Indian customers and introduced their startup with an initial investment of around Rs. 1.5 Lakh crore. Founder of Jio and Reliance Industries, Mr. Mukesh Ambani brought the disruptive change which was required in Telecom Industry. Before Jio, no operator in India used to provide 4G technology. Jio was the first telecom provider to do so. This was a crucial moment which helped Jio to clutch the opportunity to capture telecom market and established the empire within quite less amount of time. Now, Jio owns a good set of spectrums ranging over voice calls and mobile data. It also helped Jio to compete other prominent telecom

operators. Success of Jio lies in well-equipped network which covers vast region of Indian subcontinent and equally good high-speed of connection to users. The entry of Reliance Jio has forced its competitors like Airtel, Vodafone, and Idea to reform their existing plans.

After entry of Jio in market the number of internet users in India increased rapidly. Jio impacted Indian social media like Facebook, WhatsApp, hike, etc. It increased the active social media users in India.

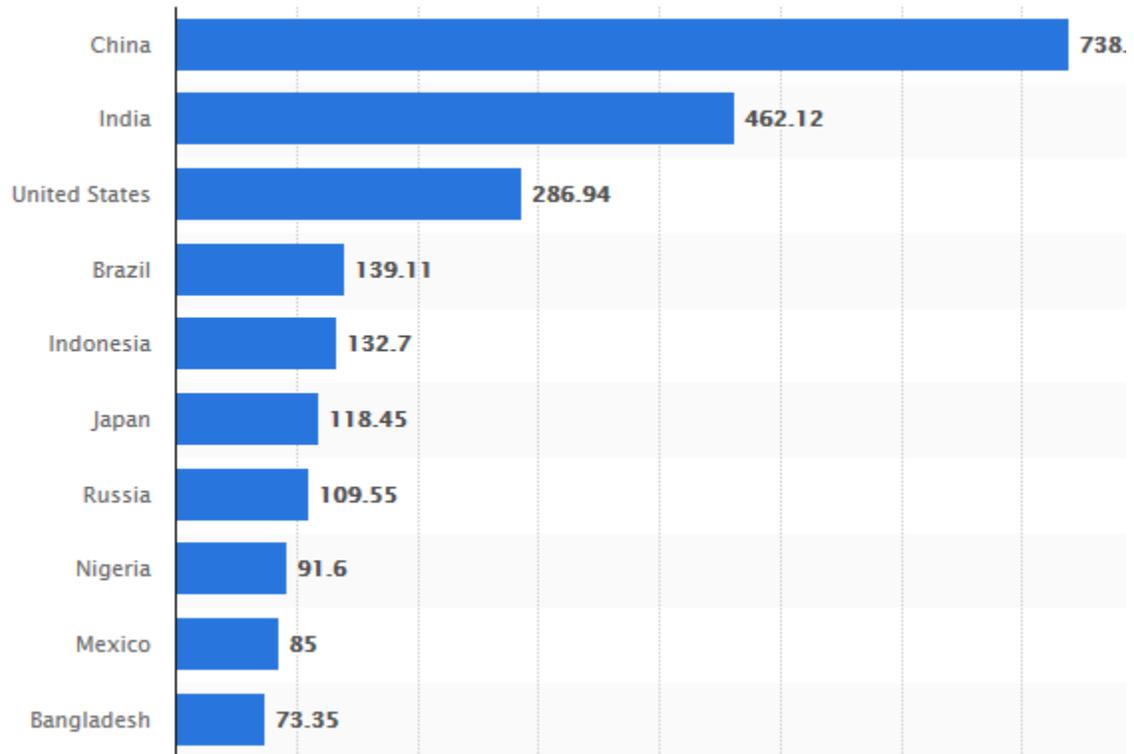
II OBJECTIVE AND RESEARCH METHODOLOGY:

To study the impact of Jio, the descriptive quantitative approach is pursued through designing of this paper. The objective of this research is to study the impact of Reliance Jio on internet users in India. The study is based on secondary data gathered from websites, articles, magazines, books, and report of Ministry of Telecommunication, Govt. of India. A graphical representation of data is achieved using basic mathematical and statistical tools.

#	Country	Population,2018 Est.	Internet users Dec.2017	Internet penetration
1	China	1,415,045,928	772,000,000	54.6 %
2	India	1,354,051,854	462,124,989	34.1 %
3	Usa	326,766,748	312,322,257	95.6 %
4	Brazil	210,867,954	149,057,635	70.7 %
5	Indonesia	266,794,980	132,700,000	49.7 %
6	Japan	127,185,332	118,626,672	93.3%
7	Russia	143,964,709	109,552,842	76.1%
8	Nigeria	195,875,237	98,391,456	50.2%
9	Mexico	130,759,074	85,000,000	65%
10	Bangladesh	166,368,149	80,483,000	48.4%

Data Analysis and Interpretation:

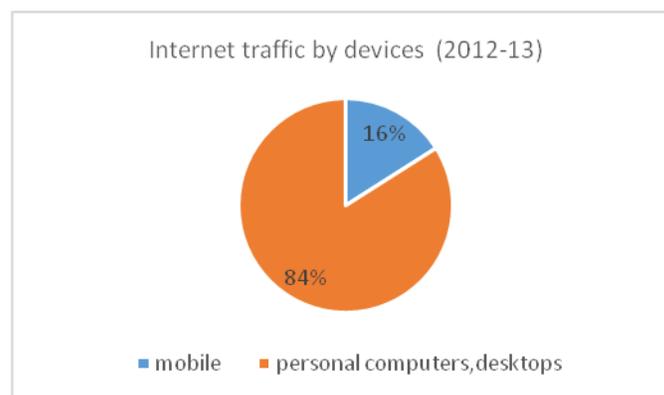
TABLE1: TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - DECEMBER 31, 2017

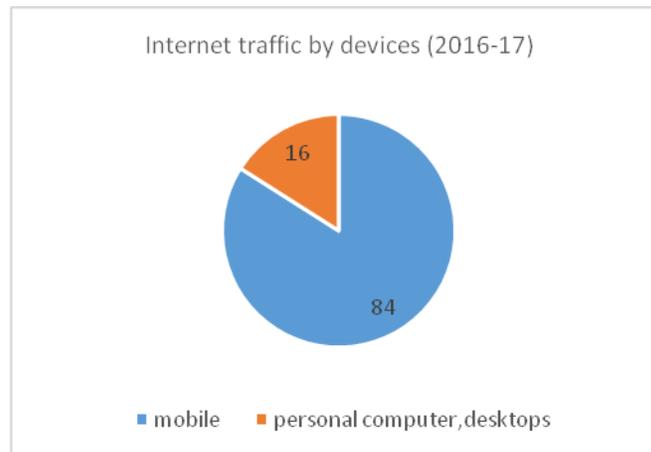


INTERPRETATION

Though India has second rank in the world for internet users after china, the internet penetration in India is much lower compare to their developed and developing countries.India has only 34.1% internet penetration of total population. The major reasons for low Internet penetration in India are **Cost of internet services** and other one is

LOW LITERACY RATE





INTERPRETATION

From the above chart it is seen that the number of internet users through mobile is increased rapidly over the years. The reason being the revolution in smartphone market which reduced the prices of smartphones over the years. It helped Jio which is basically based on mobile internet users.

TABLE 2: COMPARISON OF INTERNET DATA PLANS (ONLY FOR A GIVEN SEGMENT)

Telecom operator	Data offered	Validity (days)	Cost (Rs.)
Reliance Jio	4Gb+ unlimited night time data	28	499
Airtel	4Gb	30	755
Vodafone	4Gb	56	852
Idea	5Gb	28	851
BSNL	-	-	-

INTERPRETATION

The given table shows comparison between only 4G data plans. Reliance Jio provides optimized plan compare to other operators it provides 4GB data and addition to that it also gives unlimited data at night. It offers low price for such data. Initially Jio gave free data for every new subscriber. It was very satisfying for Indian users.

ANALYSIS

Jio facilitate the normal download speed of 15-20 mbps. This is the lowest international call tariff in the world. Jio provides 4G handset with free connection for starting at as less as Rs.2999. No surge pricing on public holidays, festivals and other holidays. Reliance Jio manipulate some marketing strategies of competitive pricing and tariff plans, Jio is offering multiple operating own apps like Jioplay, Jiomoney, Jiosecurity etc.

Jio is going to charge 1/10th of standard in telecommunication charge. 80% of Reliance Jio users preferred to remain with Reliance Jio and fully satisfied as they dont find any compititors who can offer better plans than Jio. Also good number of customers who are living to switch from their respective subscribers showed interest in RelainceJio is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

III EFFECT OF RELIANCE JIO

- Reliance Jio solved the problem of costly internet in India which was one of the reason for less internet penetration in India.
- It helped middle-class families to take advantage of internet.
- Jio broadband which is also called as Jio fiber are started in Mumbai and some major cities initially. It provided trial speed in Mumbai up to 100 Mbps which far greater than other service provider in that segment.
- Due to high speed internet provided by Jio users can use various features of smartphones which was unable to use before.
- They can use video calling apps, social apps, entertainment apps, etc.

IV CONCLUSION

Jio impacted Indian internet users by reducing price of data, initially providing free data, providing high speed data with 4G and maintaining consistency in connection speed as compare to other operators available in India. Indian users can optimize their use of internet without spending much money with Jio. Jio increased internet penetration in India.To conclude authors would say that this was a great learning experience and has given us a peek into how a startup can bring revolution and impact economical changes in telecom market.

V ACKNOWLEDGEMENTS

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