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[Airtel: Standing at Crossroads](#)

Case - Reference no. 319-0096-1

Subject category: [Strategy and General Management](#)

Authors: [Reeti Kulshrestha](#); [Arun Sahay](#)

Published by: Birla Institute of Management Technology

Published in: 2019

Length: 17 pages

Data source: Published sources

Topics: [Corporate & business strategy](#); [Competition](#); [Telecom industry](#)



About

Abstract

The Telecom Industry in India is undergoing a monumental shift in the way it has been operating in the past. With the disruptive turn of events that took place in the sector with Reliance Jio entering into the foray, the Industry is still reeling under the Jio effect. The Vodafone Idea merger left only three major players in the market including Airtel, Jio and Vodafone Idea to compete against each other and establish dominance in the market. With the changing market scenario, the consumer stood to gain, and predatory pricing ruled the roost. Eventually regulation on Telecom Tariff Order was passed by TRAI to curb the price war that had ensued. The Airtel, has now shifted from its number one position to the third and is fighting the battle mighty hard. It has undertaken major initiatives to stay afloat including payment banking, strategic alliances and partnerships. The speculations are on for the next five years to see where the dust finally settles and how Airtel makes an effective comeback.

Teaching and learning

This item is suitable for undergraduate, postgraduate and executive education courses.

Settings

Time period

The events covered by this case took place in 2018.

Geographical setting

Region:	Asia
Country:	India
Location:	New Delhi

Featured company

Bharti Airtel

Employees:	10000+
Turnover:	INR 836,879 Mn
Type:	Public company
Industry:	Telecom industry

Featured protagonist

- Sunil Bharti Mittal (male), Founder & Chairman

Related



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Teaching note - Reference no. 319-0096-8

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