RANI CHANNAMMA UNIVERSITY BELAGAVI

G.P PORWAL ARTS, COMMERCE, & V.V. SALIMATH SCIENCE COLLEGE SINDAGI-586128

RESEARCH TOPIC

FINANCIAL PERFORMANCE ANALYSIS OF JIO

RESEARCH STUDENT

PRAKASH MALLIKARJUN KUMBAR

R.NO C2060853

GUIDE

Prof .PRAKASH TEJU M.Com , K-SET

H.O.D DEPT OF COMMERCE

G.P PORWAL ARTS, COMMERCE, & V.V. SALIMATH SCIENCE COLLEGE SINDAGI-586128

2022-23

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code 573

CERTIFICATE

It is certified that the work contained in the project report titled "Financial performance analysis of JIO," by "Prakash Kumbar," has been carried out under my/our supervision and that this work has not been submitted elsewhere for a degree*

Signature of Supervisor: ....

Name: **Prakash Teju Rathod**

Department: Commerce

G. P. PORWAL ARTS, COMMERCE & V. V.
SALIMATH SCIENCE COLLEGE,

April, 2022-23

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 523

DECLARATION

I hereby declare that this project report entitled "Financial performance analysis of JIO. "was carried out by me for the degree of B.COM Honors under the guidance and supervision of Prakash Teju Rathod, Assistant Professor of Department of Commerce & HOD of Commerce, G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH SCIENCE College. The interpretations put forth are based on my reading and understanding of the original texts and they are not published anywhere in any form. The other books, articles and websites, which I have made use of are acknowledged at the respective place in the text. This research report is not submitted for any other degree or diploma in any other University.

Place: Sindagi

Name of the Student: Prakash Kumbar

Class & Section: B.COM Honors

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code 5234

THIS PROJECT WORK
DEDICATED TO
MY FAMILY

CONTENT

INTRODUCTION

RELIANCE JIO"JIO" is the enterprise call of the Reliance JIO Infocomm restrained (RJIL). It's far anLTE(long-term Evolution) cell operator in India. JIO goals to provide 4G LTE servicenetwork with out 3G/2G based service. It's far a 4G simplest service and does not usedecrease bands for facts transmission (not like different networks). It is the most effectiveVoice Over long-term Evolution(VoLTE) service in India. It has no separate prices for voicecalls and all of the calls are made over the net. JIO is currently running throughout all the 22telecom circles in India. Its distinguishing offer is the free net, calls and other offerings tillthe thirty first December 2016. Later, this offer became extended till 31st March 2017 as a'"New yr offer". Mukesh Ambani confirmed that this provide is made to help JIO meet its goalof 100 million users.Reliance JIO is a dream assignment having its grass roots manner lower back in 2010. InJune 2010, Reliance Industries(RIL) bought a ninety six% stake in Infotel Broadbandofferings confined(ISBL) for 48 billion. IBSL changed into the handiest company to winbroadband spectrum in all 22 zones in India within the 4G Broadband wireless publicsale(BWA) that passed off earlier that 12 months. The IBSL became later renamed toReliance JIO Infocomm limited(RJIL) in January 2013. The trial model was launched on 27thDec 2015 for the personnel on the event of the 83rd birthday of overdue Shri DhirubhaiAmbani. This launch was made to decide the flaws in its running earlier than freeing it for thegeneral public. It changed into made industrial on 5th Sept 2016 with a put off of about 6months from the scheduled date.Reliance JIO is the sector's largest startup at ₹1.five lakh crore investment. It objectives atproviding top class records service at low price. It plans to have a partnership with lots ofsmall and rising Indian entrepreneurs. The average age of the employee at JIO is 30. MukeshAmbani describes this because the offerings created by way of the brand new era for the newgeneration. As a protracted-term evolution, JIO has reportedly joined palms with numerouscell businesses growing LTE enabled smartphones like Intel and LYF. In spite of the bigbenefits supplied by means of JIO to the customers, its destiny stays uncertain till the freeduration is over. Some professionals investigated and stated JIO's commercial enterpriseversion to be more highly-priced and uneconomical however in spite of everything now

Jio became the first-ever brand in India to do such a thing in such a volume. The response to this scale was quite overwhelming.

Jio Cricket Play-Along

In India, cricket is one of the most popular games. Jio understands the depth of the fans invested in sponsoring teams in the Indian Premier League. Knowing the interest and craze for cricket, Jio devises a way to engage all the cricket lovers to answer the outcome of each ball played in the live cricket match and win prizes every day.

Jio business strategy analysis

Reliance is a massive company, and so are the scales of business strategies employed by the company. We have conducted further research and identified where Reliance could have improved Jio's business strategy. So let's go through the business strategy of Jio.

- **Market entry:**

The market entry "strategy" did not work out well, as expectations were high for Reliance Jio due to its late entry and on the other hand Breaking established and strong opponents like Airtel and Vodafone with descriptive technology grounded into the hearts of customers was not less than a "herculean task".

- **Consumer loss:**

Withdrawal of free services brought a downfall in its users. The decline of the customer base for Reliance Jio in 2019 was mainly due to the start of charging customers for voice calls. According to TRAI, there were almost 87 million inactive users. Anyhow now it has offered a free voice call around domestic places.

- **Customer complaints:**

In December 2019 Reliance Jio made a joint venture with JioMart.
JioMart is an Indian online grocery delivery service. A joint venture means two individual firms join together to gain positive synergy. Hence both advantages and disadvantages are supposed to be faced by both firms.
The customers expect different things from joint ventures and when the level of expertise is not met with the investment it eventually brings downfall with an increase in disappointments. The JioMart customer faced issues relating to a dissatisfied customer base, quality of the product, and prepaid orders but not delivered leave a bad impression when addressed over a social platform like Twitter.

Pricing Strategy of Reliance Jio:

To promote the idea of Digital India and, to take the internet services to every part of the nation, Reliance Jio provided free services to its users.
The company gave SIMs free of cost to Individuals against their phone number and Aadhaar card number. Reliance Jio targeted users with smartphones who want good services and high-speed internet at a low cost.It was able to sell approximately 14 lakh SIM cards to the individuals within the first few days of the launch.After the roll-out of free services, Reliance Jio adopted a flexible pricing strategy and announced a reasonable rate for all its products and services.
Jio kept Voice calling services free for its users who mainly had to pay for the data usage.
Reliance Jio Phones were also reasonably priced with a security deposit of Rs. 1500 and, user can withdraw the amount following the usage of three years.

Following this, Reliance Jio also started offering LYF devices at prices as low as Rs. 2999 and additionally offered JioFi at an affordable price of Rs 1999.

Place and Distribution Strategy of Reliance Jio:

Reliance Jio is an Indian company and has a strong Pan-India presence the main reason being the remarkably well-developed infrastructure that the firm offers.
The company has its headquarters based at Navi Mumbai in Maharashtra and has a powerful and widespread distribution channel.Jio owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 circles, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid until 2035.
Before starting the voice call and data services, Reliance Jio offered free services for WiFi Hotspots in various Indian Cities like Surat and Ahmedabad in Gujarat, cities like Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh and, Visakhapatnam in Andhra Pradesh.

Some chosen locations in cities of Mumbai, Kolkata, Lucknow, Meerut, Mussoorie and Bhubaneswar also received the free services for WiFi Hotspots from Reliance Jio.
Jio has reached around 18000+ cities and across more than two lakh villages within the country.
Reliance Jio offered free internet WiFi services during the 2016 T20 cricket matches at Mumbai, Delhi, Kolkata, Bengaluru, Dharamshala and Mohali.

Issue with incumbents

In September 2016, the Telecom Regulatory Authority of India (TRAI) summoned Jio and the country's existing telecom operators like Airtel, Vodafone, and Idea Cellular to meet and discuss an issue regarding the interconnection between the operators. This was a result after Jio complained to TRAI and Department of Telecom (DoT) about other operators not honoring their commercial agreements to let Jio use their network resources. The company further added that the operators are trying to sabotage its entry into the telecom scene. However, DoT dismissed the request and directed TRAI to help settle the dispute amicably. Moreover, the Cellular Operators Association of India (COAI) requested TRAI to include all the operators in the discussion instead of the three.
The incumbent operators had previously approached the country's PMO to reiterate their stance they "are in no way obliged or in any position to entertain Jio's requests for interconnection points as they do not have either the network or the financial resources to terminate the latter's humongous volumes of potentially asymmetric voice traffic." Responding to this, Mukesh Ambani, owner of Jio, said, "All operators have publicly said last week that they will provide this (interconnect and MNP). So, we are waiting. These are all great companies. They have their own reputations to protect. I am confident they won't violate the law." Commenting about number portability, he added, "The number belongs to the consumer. No operator can cause trouble if they want to change operators."[90] However, on 12 September 2016, Idea Cellular agreed to allow Jio to use 196 of its interconnection access points.

Subscriber data breach

On 10 July 2017, Jio's customer data was allegedly leaked on the website magicapk.com.[92] The website was suspended shortly after the news of the breach broke out.[93]

Farmers' boycott

During the 2020–2021 Indian Farmers' Protest, farmers across multiple states in northern part of India boycotted and vandalized Jio's towers owing to allegations of Reliance Industries's support to controversial farm laws of India.[94] Jio blamed its competitors Airtel and Vodafone for spreading rumours of "Reliance being an undue beneficiary in the farm bills", an allegation both the companies denied.[95] The company saw a loss of around 25 lakh (2.5 million) subscribers in Punjab and Haryana between November and December 2020.

Bird deaths

In January 2021, several social media posts started circulating linking bird deaths to Jio's 5G network trials. The claims were found to be fake as 5G trials were not yet permitted. The cause of the death of the birds is determined as due to an outbreak of bird flu.
Probblem face by jio
1.Network issue
2.Call Drop Issue

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

Principal,
G. P. Porwal Arts. Comm &
V. V. Salimath Sc. College
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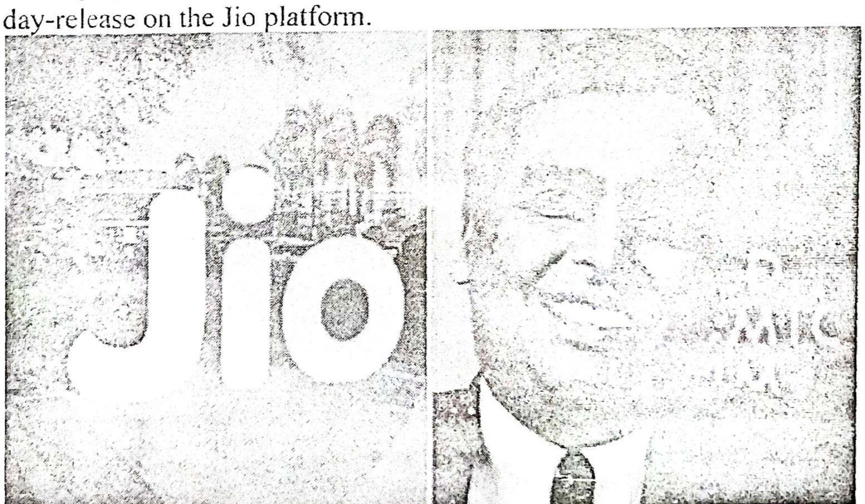
3.Call drop issue with in Jio to Jio network
4.Low internet speed
Network – Jio Network shows full strength but once you try calling, it won't be able to connect. The machine says the number is busy. In fact, the number is not busy but Jio network is not able to connect. Once you activate the airplane mode and deactivate after some time or switch off the mobile and on it back you can make a call and receive a call.
Call drop – "BIGGEST ISSUE" not able to call or connect with non Jio user. By any chance if the call is connected, the voice clarity is not good
Call drop issue with in Jio to Jio network – One is not able to connect with in Jio to Jio network because of the reason mentioned above (Shows full strength, but won't be able to make a call or receive a call)
Low internet speed – The speed of internet is very bad. Live streaming is difficult, YouTube video streaming is slow.
How Coronavirus crisis has helped Reliance Jio emerge winner in digital economy
Ambani dominates a dizzying array of sectors: Jio is India's leading telecoms carrier, Reliance Retail Limited is its top brick-and-mortar retailer, Reliance's Network18 Media & Investments Limited is one of its biggest news networks, and Reliance's Jamnagar is its largest oil complex From its Silicon Valley-like campus near Mumbai, Indian billionaire Mukesh Ambani's Jio telecom carrier is emerging as a winner from changes in the way Indian consumers plug into a digital economy made more urgent by the coronavirus pandemic. For Indian shoppers who prefer to order online, it is launching a grocery ordering service with Facebook Inc's popular WhatsApp messaging. For Bollywood fans who would prefer to avoid a crowded theater, it is readying same-day-release on the Jio platform.



Those plans had been in the making for months, but the pandemic has given them a shot in the arm. India's 10-week lockdown has also led to a surge in demand for data, boosting Jio's phone and broadband offerings.
And, over the past six weeks, the digital business of Ambani's Reliance Industries Ltd, known as Jio Platforms, raised a striking $10 billion from global investors.The investments, including $5.7 billion from Facebook and money from private equity firms Silver Lake, Vista Equity Partners, General Atlantic and KKR & Co Inc, value Jio Platforms, where Reliance last year announced it was consolidating its digital offerings, at roughly $65 billion.
They also put Jio on track toward a goal Ambani described last year: an eventual listing that would

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College.
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 3274

mark a milestone for his effort to unite the digital offerings of his sprawling conglomerate, from set-top boxes to e-commerce and home automation.Reliance declined to make Ambani, Asia's richest man, available for interview or respond to a detailed list of questions.
But interviews with a dozen people familiar with the company's development efforts show how Reliance has pushed aggressive pricing for a one-stop digital commerce platform that incorporates features modeled on the American tech heavyweights it sees as rivals.

Conclusion
Reliance Jio has begun with a lot of huge investments and continues to establish assorted stores in various cities in India, it has been a very good dynamism for the Indian consumers where Jio is enlarging its business along with ingenious e-marketing strategies, assistance, products, and services Since every development has both positive and negative effects, the same applies to Reliance Jio. To make its retail zeal a substantiality, Reliance Jio will have to combat other deep-pocketed rookies that are Amazon, Alibaba-backed BigBasket, and Tencent-funded Udaan as they hold heavy-hitter edges.
Hopefully, you have acquired the idea behind Reliance Jio's business strategies and working ecosystem of JioMart. For more business and analytical blogs, connect with us at.

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: