

Bharti Airtel Limited - Company Strategy & Performance Analysis

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Abstracts

Bharti Airtel Limited - Company Strategy & Performance Analysis

SUMMARY

Bharti Airtel maintains a strong market position in India. The country accounted for approximately 76% of the company's total revenue in 2016. It offers a comprehensive range of mobile services, tele-media services, Digital TV services and managed services in India. The company also had operations in Bangladesh, which was merged with the Axiata group in November 2016. Bharti Airtel still retains a 25% stake in the new entity, now the second largest player in the country.

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KEY HIGHLIGHTS

Large subscriber base allows Bharti Airtel to maintain competitive position

Bharti Airtel leverages on its growing subscriber base to maintain its competitive edge over its peers. Its total customer base has increased significantly over the past few years, from 286.2 million in 2015 to 308.3 million in 2016. In terms of its subscriber

base, it holds first position in India and third position globally.

Weak competitive position in the fixed segment

The company has a weak competitive position in fixed segment. Although Airtel reported an increase of 4.4% during 2012-2016, it lags behind major competitor, BSNL, which has subscriptions of 23.7 million in 2016. Airtel's weak competitive position is due to the strong brand image of BSNL, coupled with the entry of smaller players in fixed telecom market

Growing data use to drive revenues

Increased smartphone adoption and improved network coverage, particularly in rural areas that are traditionally underserved by fixed-line infrastructure, have driven strong increases in mobile data consumption in India. The growth in demand for newer technologies, including 3G and 4G, has also led to a sharp increase in data consumption across the country

SCOPE

Company Snapshot - details key indicators and rankings of Bharti Airtel Limited in terms of Subscribers, Revenue, and Market Share in the company's key markets.

Company SWOT Analysis - outlines Bharti Airtel Limited's Strengths and Weaknesses, and Opportunities and Threats facing the company.

Growth Strategies - understand Bharti Airtel Limited's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyze the company's performance by business segment compared to other players across key markets on metrics such as such as Revenues, Customer Churn, MoU, and Subscribers.

Key Developments - showcase Bharti Airtel Limited's significant recent corporate events, changes, or product initiatives.

REASONS TO BUY

How does Bharti Airtel Limited rank among telecommunication service providers in India and globally?

What is the company's market share in its key markets in India, Bangladesh, and Nigeria?

What are Bharti Airtel Limited's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2012 in terms of Subscriber and Revenue growth, ARPS, Customer Churn, and MOU?

How has Bharti Airtel Limited performed in comparison to competitors such as Vodafone India, and Reliance?

What are Bharti Airtel Limited's strengths and weaknesses and what opportunities and threats does it face?

How has the increased proliferation of new technologies affected the Indian Telecoms market?

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