

# **Reliance Communications**

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## **Abstracts**

Reliance Communications is the second-largest telecoms service provider in India. The impact of the price war in the market has started to show in RCom's financials, with both revenues and margins shrinking. With competition expected to intensify and downward pressure on tariffs set to increase, RCom has turned its focus towards exploring opportunities in the mobile data, infrastructure sharing, and pay-TV segments (DTH and IPTV).



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Executive summary In a nutshell Ovum view SWOT analysis Strengths Weaknesses **Opportunities** Threats Competitive environment Overview Strategy analysis Strategy objectives Expand addressable market with both CDMA and GSM services Aggressive pricing to increase market share MNP to accentuate growth potential Aggressive plans to target rural India Explore new revenue generation opportunities Focus on mobile data offerings and value-added services Foray into pay-TV services Infrastructure sharing to expand growth prospects International expansion: high on the agenda Acquisitions to propel growth **Operational analysis** Future outlook Organizational information Structure **Financial summary** Group analysis Segment analysis



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