

# A STUDY ON FINANCIAL ANALYSIS OF INDIAN TELECOMMUNICATION INDUSTRY: CASE STUDY OF RELIANCE JIO LTD.

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## **ABSTRACT:**

India stands second-biggest broadcast communications market on the planet. As about January 2021, all out endorser base in the nation was at 1,183.49 million, while Gross income about telecom area remained at Rs.185 billion in the second quarter about 2022. Since most recent 6-years there are parcel about issues , issues looked by little organizations who were ruthlessly squashed by telecom pioneer. paper is endeavor to concentrate on the monetary execution about significant telecom organizations about India after section about Dependence JIO. The company commonly referred to as Dependence Jio is Dependence Jio Infocomm Restricted. Plan about Action About Dependence Jio also recalls MTS, Milicom, TeliaSonera, Orange, English Telecom, Rogers, Tim, and Deutsche Telecom as directing current focus in the most effective way inductive methodology has been used to the telecom industry. Additionally, interpretivism thinking has been accepted, a test with a sample size of around 10 chiefs employed by Dependence Jio has been attempted, and crucial information has been obtained with the aid of a poll among managers employed by Dependence Jio.

**Keywords:** Profitability, Liquidity, Solvency, Vodafone, Airtel

## **1.0 INTRODUCTION**

Dissimilar to different nations India also has taken on the globalization, privatization , Advancement in the extended period about 1991. Globalization, privatization , progression sped up all over changes in the numerous areas, particularly in the creating economies, on the planet. Agricultural nations like India have understood significance about correspondence in the later piece about twentieth 100 years. From that point forward, telecom area is additionally one about those area which prosper post GPL situation. As per Administration about India, Branch about Media transmission, today Indian Telecom Area is one about quickest developing telecom areas , it has turned into second biggest organization on the planet, close to China. Public authority about India truly has urged telecom area to enter in the new business sectors nation over by taking on the proper approaches. World Bank accepts that expansion in the portable , broadband entrance expands per capita Gross domestic product by 0.81% , 1.38% separately in the non-industrial nations like India.The current situation has led to unusual antagonism among companies in the telecom industry towards India. As a result, it is now very difficult for companies to support the commercial centre. India is currently regarded as the

second-largest and most promising correspondence region on the planet (Middlemiss, 2017). It is frequently stated that the large subscriber base of 1.19 billion people is a key factor in the quick growth and advancement of the Indian media distribution sector. Over the past ten years, the country has seen significant change. At the same time, the telecom sector has made significant contributions to the growth of India's GNP. Additionally, strong customer interest is another essential component that enhancing long-term development and the viability of the Indian media transmission business. Customers in the industry are currently looking forward to administration offers that may provide a strong network and fast internet at reasonable prices (Arnold et al. 2016). However, it is argued that, in addition to serving the interests of the customer, liberal and reforming policies of the Indian government have played a significant role in enabling the telecom industry to carry out all jobs and activities with ease over the long term. Businesses are receiving adequate support and assistance from the government, which has given them the possibility to achieve optimal levels of productivity and sales.

## 2.0-Objective about Study

- 1.To increase outline about current circumstance about Indian Telecom Industry .
- 2.To distinguish key credits in the plan about action about Dependence Jio .
- 3.To characterize manners by which dependence Jio has impacted different players in the telecom industry about India
- 4.To evaluate vital manners by which Dependence Jio has ruled whole telecom industry
- 5.To suggest routes through which Dependence Jio can become forerunner in the Indian Telecom area

## 3.0-ANALYSIS & INTERPRETATION

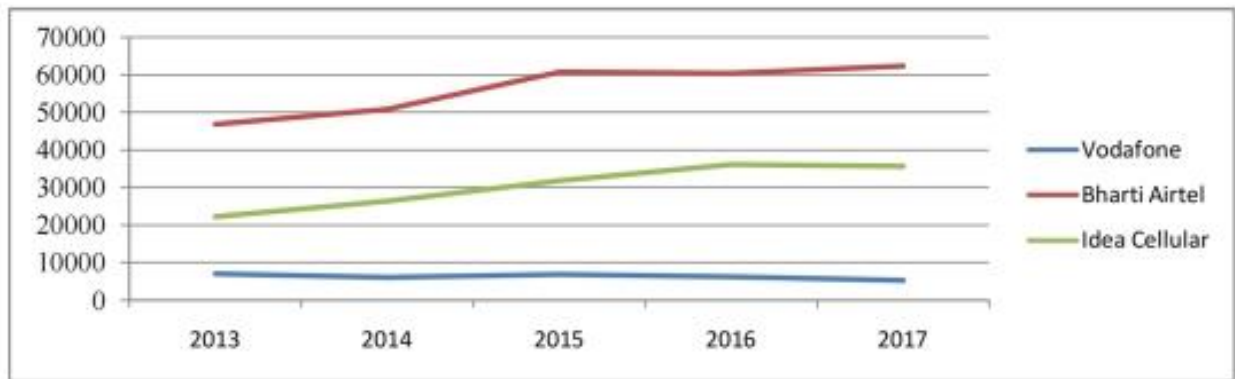
Two information examination procedures have been tried in the current review, and the results have been displayed with help about numerous themes. Additionally, information has been presented with the use of pie diagrams, bar graphs, and other types of charts for easier understanding.

Effect about JIO 4G on the Central participants' Monetary Execution:

**Table 1: Turnover (INR Cr.) for Key Players**

Years	Vodafone	Bharti Airtel	Idea Cellular
2013	7026	46,814.0	22,086.87
2014	6097	50,771.90	26,179.47
2015	6815	60,689.40	31,731.81
2016	6180	60,300.30	35,999.99
2017	5227	62,276.30	35,475.67

**Graphical Representation:**



**Fig. 1: Comparative Sales Turnover realised by Key players**

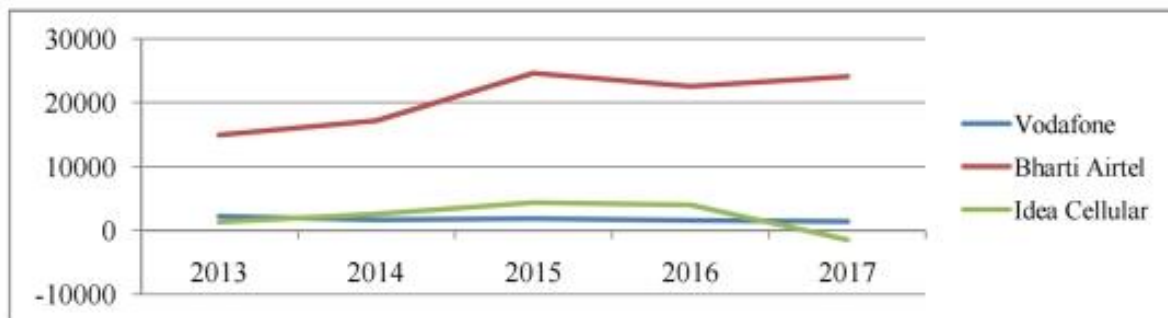
**Interpretation:**

On Cautious Examination about turnover, it tends to be construed that: Turnover about Vodafone, Thought Cell has encountered extraordinary fall in the 2017 when contrasted with that about turnover acknowledged in the before years. It very well may be gathered that with JIO as another contestant, there is direct, decisive effect on the this declining pace about turnover acknowledged by organization. Bharti Airtel's turnover in the 2017 has encountered development, it very well may be gathered that with JIO as another contestant, there is unimportant effect on the this dynamic pace about turnover acknowledged by organization.

**Table 2: Gross Profits (INR Cr.) for Key Players**

Years	Gross Profits (INR Cr.)			Gross Profit Margin (%)		
	Vodafone	Bharti Airtel	Idea Cellular	Vodafone	Bharti Airtel	Idea Cellular
2013	2204	14,963	1,289	31.3692	31.9633016	5.83441656
2014	1655	17,221	2,605.28	27.1445	33.9177774	9.95161476
2015	1831	24,624	4,339.08	26.8672	40.5739717	13.6742279
2016	1589	22,586	4,010.24	25.71197	37.4558667	11.1395587
2017	1433	24,110	-1,419.00	31.3692	31.9633016	5.83441656

**Graphical Representation:**



**Fig. 2: Comparative Gross Profits Realised By Key players**

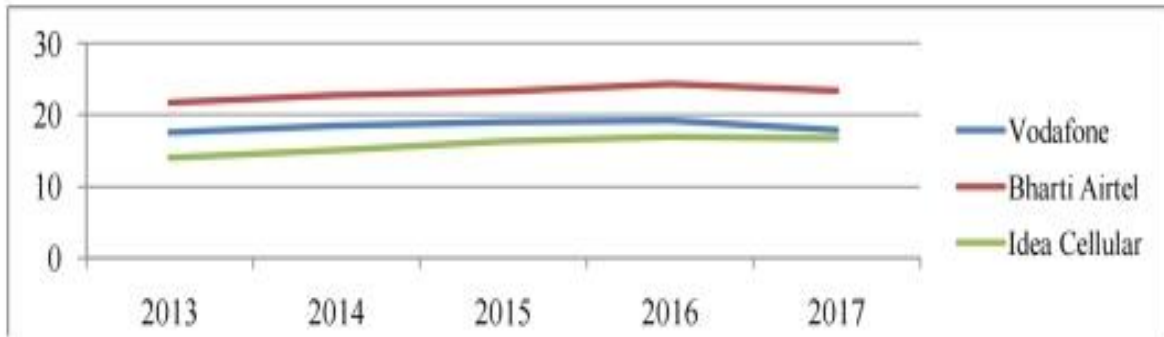


Fig. 3: Comparative Gross profitability margin realised by Key players

**Interpretation:**

From above Table 2, it tends to be surmised that: there is decrease in the Net benefit about Vodafone, Thought Cell diminished in the 2017 because about Jio impact. While, there is negligible expansion in the Net benefit about Bharti Airtel due to solid contender's entrance. Taking everything into account, Vodafone is exemption while, there is decrease in the net overall revenue about Bharti Airtel, Thought Cell. other two organizations

Table 3: Net Profits (INR Cr.) for Key Players

Years	Net Profits (INR Cr.)			Net Profit Margin (%)		
	Vodafone	Bharti Airtel	Idea Cellular	Vodafone	Bharti Airtel	Idea Cellular
2013	67.82	5,096	818	0.97%	10.89%	3.70%
2014	9421	6,600	1,689	154.52%	13.00%	6.45%
2015	930	13,201	2,809.84	13.65%	21.75%	8.85%
2016	-607	7,780	2,616.66	-9.82%	12.90%	7.27%
2017	-691	-9,926	-831.08	-13.22%	-15.94%	-2.34%

**Graphical Representation:**

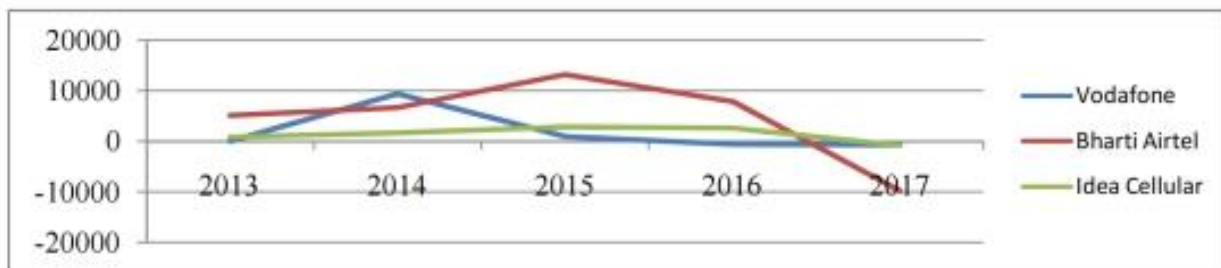
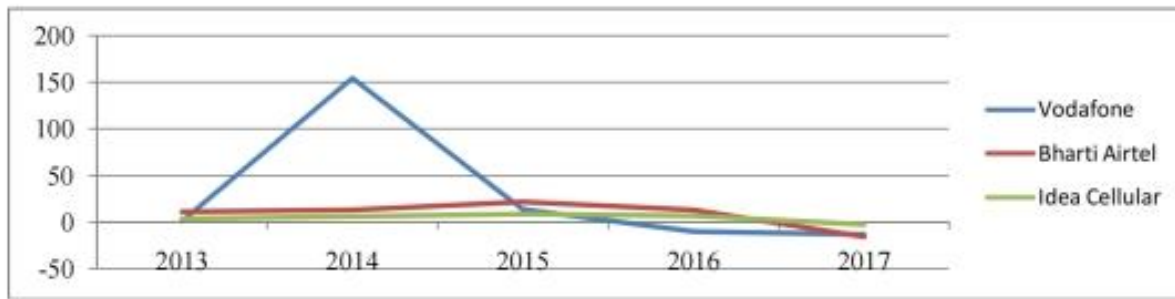


Fig. 3: Comparative Net Profits realised by Key players

**Graphical Representation:**



**Fig. 4: Comparative Net profitability margin realised by Key players**

**Interpretation:**

From Table 3: it very well may be construed that there is decrease in the net benefit , net overall revenue about multitude about organizations. Bharti Airtel had option to keep up with Net Benefit in the sure yet Net Benefit changed over into negative showing expansion in the roundabout costs to create income.

**Conclusion:** In the view about above translation , examination, it tends to be reasoned that there is significant effect about Jio on the monetary execution about central participants about business. in the this study analyst has assessed monetary execution about two huge , old organizations, Airtel , Vodafone Thought. Scientist has assessed monetary execution through proportion examination which shows greater unpredictability in the chose time frame about most recent long term from 2015-16 to 2019-20. If there should arise occurrence about Productivity considering net benefit , net benefit Airtel is performing better compared to Vodafone, in the event about Liquidity two organizations are on the same track, however minutely normal liquidity about Airtel is superior to Vodafone. TO gauge dissolvability scientist has involved obligation value proportion , interest inclusion proportion in the both examination Airtel is performing better compared to Vodafone Thought all through long term, so in the general we can presume that north about long term about period Airtel's monetary presentation was superior to Vodafone Thought's monetary exhibition. From above it is watched that after segment about Dependence JIO Infocom in the telecom business, financial construction about market is at this point same anyway level about contention has created all about sudden. Doubtlessly there are various kinds about benefits gave by expert associations , furthermore, equivalent is benefitted by customer, which uncovered that before disasters showed up by all telecom chairmen are direct result about inefficiency on the lookout. If Dependence JIO Infocom will work at comparative speed , take after comparable system as business , make due with any assistance from related firms, it will reevaluate competition in the telecom portion. By then, awesome , real will make due , others need to shut down their business, need for. In essence, inspiration refers to achieving hierarchical principle objectives by satisfying the needs or desires of specific workers. Inspiration, according to Locke (used by Saari, Judge, 2004, p. 396), is "a pleasurable or positive near to home mood coming about because of appraisal of one's professional adventures." This definition makes two things clear, particularly the intimate relationship that a representative has to their work and the deliberate review of that work by the firm. According to David, Anderzej (2010), inspiration is a mental dynamic that has the intention of paving the way for behaviour that is aimed at achieving a specific goal through starting and

checking. Workplace surveys are completed via tests, and workplace evaluations are subject to predetermined rules.

### 3.0 Theories about Motivation

#### 3.1-Maslow's Hierarchy about Needs

One of the world's most notable and well-known inspiration theories is Maslow's hierarchy of needs. Maslow is a good place to start when looking at new inspiration theories. Maslow starts with the premise that people will likely need something more often than not, and that what they need will depend on what they now have. According to Smith and Cronje (1992), how Maslow's hypothesis is understood relies on what people want to be true to increase what they need to do in their daily lives, and how important those needs are. Maslow's hierarchy of needs informs the content assumptions regarding occupation fulfilment, which revolve around the needs of the employees and the factors that provide them a healthy level of contentment (Saif et al., 2012). in. Maslow developed his five-stage hypothesis, which categorises human needs and concentrates on their satisfaction, in the context of underlying physical, biological, social, and mental needs. Physiological needs (food, shelter, clothing), wellbeing, security needs (actual insurance), social necessities (connection with others), esteem needs (receiving approval from others), and self-actualization wants are these categories, in decreasing order of need (the craving as achievement or to abandon inheritance).



#### 3.3.-Herzberg's Two-Factor Theory

The two-factor hypothesis is another name for Herzberg's inspiration/cleanliness hypothesis. In the 1950s, Herzberg started researching occupation satisfaction in Pittsburgh. The Maslow hierarchy of needs includes Herzberg's work as a necessity. He started off by considering the notion that factors that lead to job satisfaction are different from those that lead to job dissatisfaction. Despite this, he found it difficult to establish any guidelines after focusing on so many novels (Rahul Mishra et al.,2013). He asked members of the review team to identify the aspects of their work that made them feel good and the aspects that made them feel bad. Herzberg later discovered that while what people do or how they are employed may satisfy them, how they are treated is really troublesome. items that. Things that make people happy at work are different from things that make them unhappy, thus those two emotions can't be the opposite of one another. In light of these discoveries, Herzberg developed his inspiration and cleanliness factor theory. Workers can be motivated by two factors, but they do so for different reasons. More often than not, cleanliness aspects will only provide workers with short-term satisfaction, while inspirations are likely to result in longer-term job satisfaction.

### ***Motivators***

Inspirations, also known as satisfiers, are things that make us feel satisfied in our jobs. These variables drive by modifying how we think about our work. They encourage people to develop their talents and reach their full potential. In the event that potential negative effects are related with fatigue about the tasks they must complete, for example, increasing responsibility to the work or providing learning opportunities can stimulate good performance improvement in each task an individual is intended to complete. Motivations are those due to the fact that they are based on innate emotions. In addition to duty and the opportunity to learn, inspiration comes from elements like accomplishment, progress, and growth. Despite the possibility that they are absent, these components don't disappoint by providing

Workers are likely to grow in the future. (Patil, R. N., & Bhambulkar, A. V.,2020), page 34  
Disappointment can be avoided if cleaning standards are maintained. Inspiration cannot happen at a time when disappointment is more likely to occur.



Fig 2.0-Herzberg's Two Factor Theory

### ***Hygiene Factors***

The representative expects the cleanliness variables, or dissatisfiers, to be in excellent condition. Similar to how motivations are those things that currently make us happy, cleaning factors are those things that, if they are lacking in some way, would make us unhappy at work. Compensation or salaries must be equal to the pay rates received by others working in the same sector or geographical area. Situation with the person should be observed and followed up on. Employees should believe that their job has been secured in whatever way the current economic climate makes it appear possible. Working environments should be immaculate, well-lit, and protected in some other way. Adequate consideration should be given to incidental benefits such as wellbeing, annuity, and child care. Strategies, regulatory procedures, such as flexible work schedules, dress codes, getaway schedules, and other booking influence workers, and should be run effectively. If these components are in a proper structure and relate to the essence of the task, it will generally eliminate work disappointment. (Ellis 2005, 83). Herzberg's main insight is that the opposite of fulfilment is not disappointment but lack of fulfillment (Tripathi, 2019).

### **4.0-Importance about Motivation in the Workplace**

Representatives that are eager, want to work, and generate results might inspire others. This kind of motivation is self-driven by the representative, who lifts his sentiments to succeed. In any

instance, external factors, such as a prize, are used to boost a representative's morale and motivation to work in the outer inspiration. Representatives labour in the return as recompense for their onerous work, as is common, but how far they can advance depends on how powerful they are. According to Perry and Hondeghem (1999), the command to do well is enough to motivate individuals to work hard and provide clients with various forms of help. Execution at work is linked to representatives' remuneration, over which an employee could not have control. In addition to compensation, there are other external factors to consider, such as professional progress, job stability, and pay increases that could inspire salespeople. Therefore, associations should maintain working on techniques that can aid in motivating their workforce if they want to remain active and retain their labour force. Roused representatives constantly attempt to be connected with the results of their job and have a sense of place in the organisation. Employee motivation and creativity are influenced by inspiration because when people believe in themselves, it makes it easier for an organisation to thrive [3]. A skilled professional is not difficult to retain, saving an organisation money on labour replacement. Additionally, it motivates workers to consistently produce more because they believe that everything is going well with the world and their work. Executives have the chance to address other important issues since their motivated workforce may create teams that can help with oversight and decision-making.

### 5.0-Conclusion

In the end, we may conclude that inspiration is a system that ultimately causes people or employees to perform in certain ways. Additionally, the general board of any association, whether it be philanthropic, administratively structured, or producing, must be concerned with the persuasive issue in addition to ecological or capacity issues that determine individual presentation. Additionally, the effectiveness or outcome of associations is strongly related to individual presentation. In this review, we are seeking to identify common perceptions of early and modern theories of inspiration, which will help us improve the implications of these theories in real-world situations. Additionally, successful hypothesis execution will ensure positive representative disapproval, which in turn ensures associational growth. Inspiration is thus one of the key components of associational progress. Inspiration has the power to alter positive associational statistics like its future growth efficiency. Additionally, it finally ensures an improvement in the financial status of the province.

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