

# Jio Success story of turning India's Internet dreams into reality



**By : Gp Capt Rajendra Kumar Joshi (Retd)  
Senior Vice President (Strategy & Planning)  
Jio Platforms Limited**



# Digital Revolution in India-2016 to 2023



Per GB Cost reduced from  
Rs. 225 to Rs 10.11

Average Daily Usage has increase  
to 17.1 GB from less than 0.5 GB

Broadband Subscribers increased  
From 236.09 Million to 868.20  
Million

ARPU decreased from Rs 339 to  
Rs 141

Reduction in data cost did have  
multiplier effect in economy

Led to Start up Growth

Expected to grow @ 9.4%

Best Digital Adoption Rate

Best Internet adoption Rate

# Role of Jio in India's Digital Revolution

Jio Infocomm Ltd made entry in Indian Telecom Sector in September 2016

Jio's aim was to provide data based telecom service at affordable price with AARRR Strategy

It came with Scale, speed and intensity to become the cost leader in the industry (cost leadership)

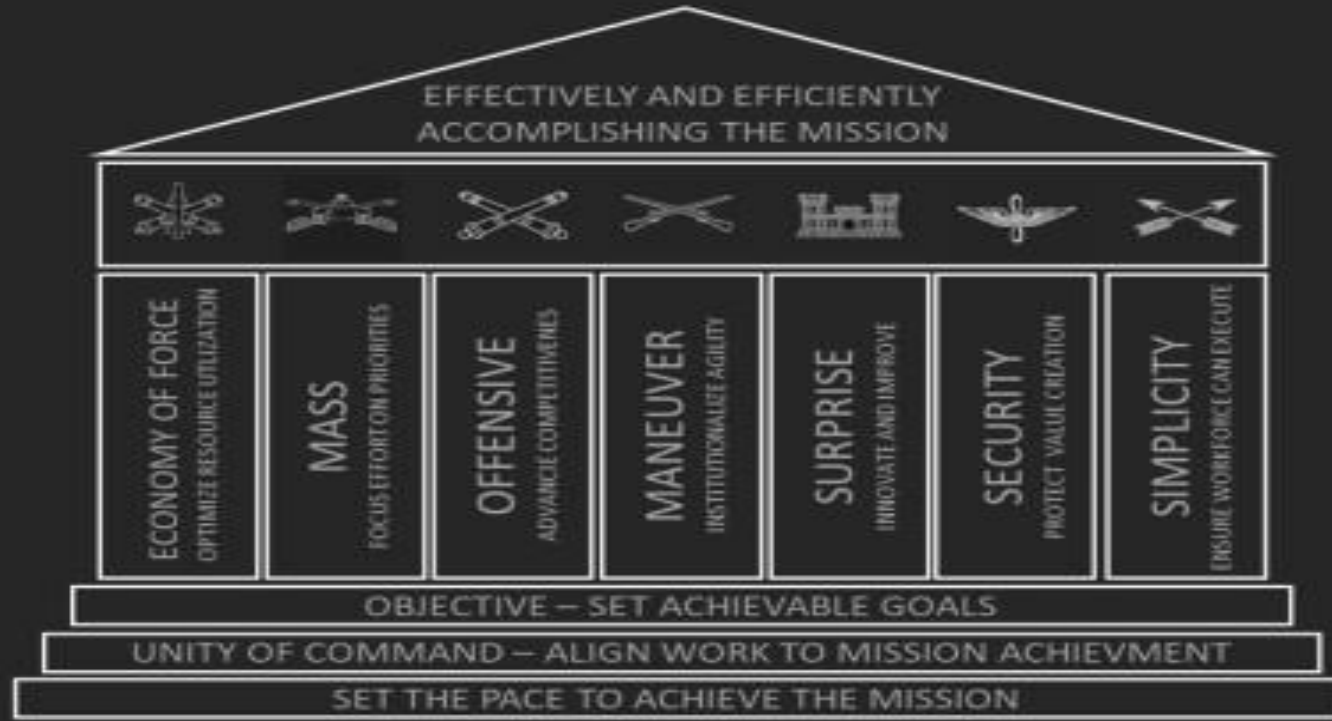
With extensive digital offerings, and customer-centric focus, it revolutionized the Indian market with affordable data and voice plans, leading to widespread internet adoption

It initially focused on youth, prepaid customers and rural areas with aggressive and planned use of social media (Digital Market Strategy)

## AARRR Strategy



# Jio Strategies to Achieve the Desired Result



*Applying the Principles of War to Business Transformation*

# Pre and Post – Jio scenario in the Indian Telecom Sector



Aspect	Pre-Jio Scenario	Post-Jio Scenario
<b>Data Tariffs and Pricing</b>	High data tariffs, expensive plans	Significant reduction in data tariffs, introduction of affordable plans and data offers
<b>Voice Calls</b>	Mostly charged, fewer free options	Voice calls without any additional cost to any network within India, unlimited calling plans became common.
<b>Data Connectivity</b>	3G was dominant, 4G was limited	4G became widely available and dominant, especially with Jio's extensive 4G network rollout.
<b>Digital Services and Apps</b>	Limited digital offerings from telecom operators	Jio introduced a suite of digital services, such as JioTV, JioSaavn, JioCinema, JioMeet, JioHealthHub, JioGames, etc., other operators started offering their apps and services.

# Pre and Post – Jio scenario in the Indian Telecom Sector



Aspect	Pre-Jio Scenario	Post-Jio Scenario
<b>Market Competition</b>	More players yet limited competition	Increased competition with new players entering the market and existing players revamping their strategies to compete with Jio.
<b>Customer Acquisition and Growth</b>	Gradual subscriber growth for operators	Jio witnessed rapid customer acquisition, reaching millions of subscribers in a short period, leading to industry consolidation.
<b>Internet Penetration</b>	Limited internet penetration in rural areas and smaller towns	Improved internet penetration in rural areas and smaller towns due to Jio's network expansion.
<b>Business Model and Revenue Streams</b>	Traditional voice-based revenue model	Shift towards data-driven revenue model and value-added services.

# Pre and Post - Jio scenario in the Indian Telecom Sector



Aspect	Pre-Jio Scenario	Post-Jio Scenario
<b>Network Infrastructure Investment</b>	Investments focused on voice services	Massive investments in building and expanding 4G infrastructure for data services.
<b>Digital Payments and e-Commerce</b>	Less prevalent, limited use cases	Boost in digital payments and e-commerce transactions due to increased internet usage.
<b>Rural Connectivity</b>	Limited internet connectivity in rural areas	Enhanced rural connectivity due to Jio's network expansion, benefiting people in remote areas.
<b>Industry Disruptions</b>	Few disruptions, stable industry	Major disruption with Jio's entry, leading to price wars, consolidation, and business model shifts.



# Jio - Fueling Digital Intensity in India



**No.1** Telecom player with 38.6% market share

**No.1** world's highest mobile data consumption @ 19.1 GB/ user/ m

**1<sup>st</sup>** all IP Network carrying the largest IPv6 traffic globally

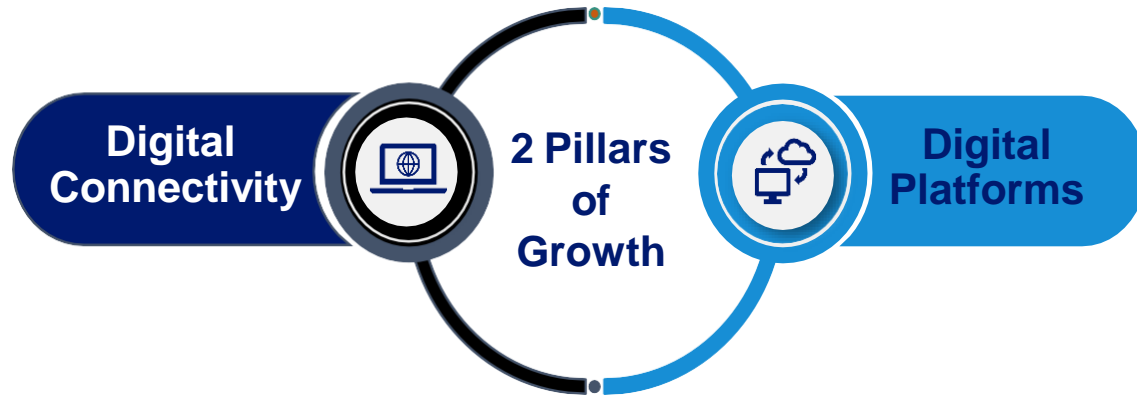
**3x** increase in VoLTE voice consumption from ~300 to 900 Min/ user/ m






**~90x** increase in internet speed 256 Kbps to 21 Mbps












**24x** decrease in price from Rs. 250/GB to Rs. 10.1/GB

**445+** million subscribers and counting...

# Two pillars of Jio for solutions across industries



-  Mobile Broadband
-  Enterprise Connectivity
-  JioFiber for Home
-  NB-IOT
-  JioFiber for Business

-  5G
-  4G and 5G Technologies
-  Cloud Computing
-  Computer Vision
-  Database
-  Devices & Operating Systems
-  NLU
-  Machine Learning & AI
-  Virtual & Mixed Reality
-  Block Chain
-  IoT

Solutions for

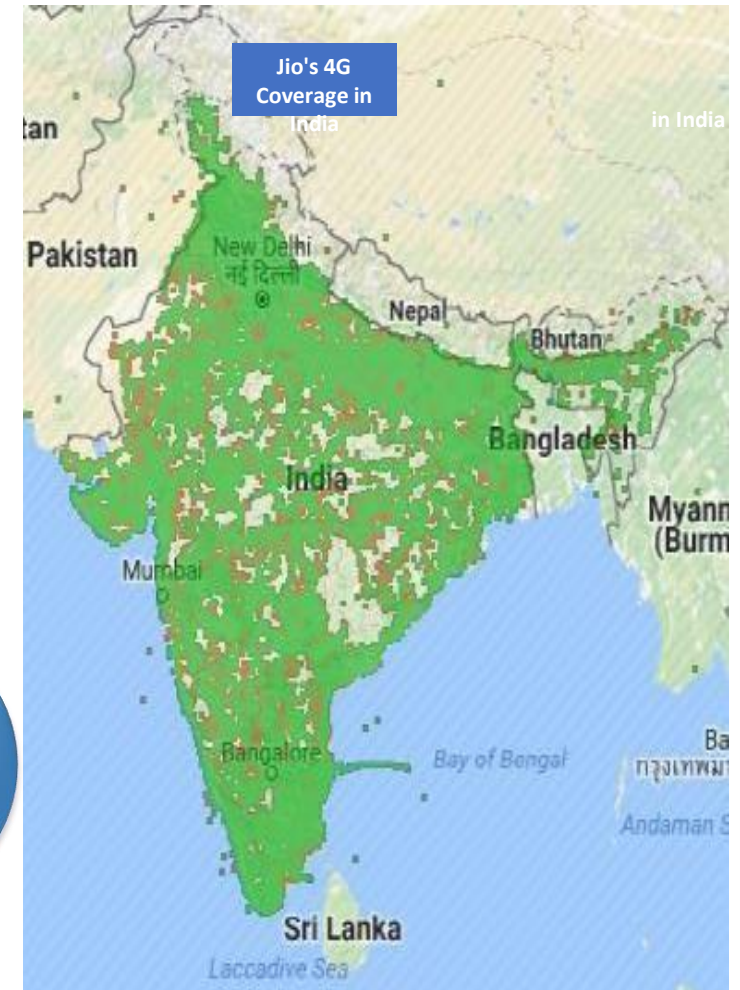
Media	Financial Services	New Commerce	Education	Healthcare	Agriculture	Smart Cities	Smart Manufacturing	Mobility
-------	--------------------	--------------	-----------	------------	-------------	--------------	---------------------	----------

**Best quality 4G/5G Broadband Network**

- World's largest mobile data consumption network
- 2X 4G base stations than all Indian telecom operators combined
- Only video grade network
- Future Proof – 6G ready
- >10,000 Jio offices & 10L Jio Retail outlets in India

- Now India is number 1 in mobile data consumption
- With Jio India consumes more data than USA and China
- 440 mn customers and still counting
- Highest voice consumption – 530 cr min/day
- Largest high quality video consumption network – 410 Cr hrs/month
- 5X more data traffic than rest of industry

## PAN India True 4G / VoLTE network



**Jio is 4G/5G Network Leader in Coverage, Usage and Data Speeds**

# Reliance Jio – Indian Digital Growth Partner



World's Largest Startup with INR **320,000 Crores+** investment



PAN India **most advanced and dense rollout**: LTE on 2300, 1800, 800 MHz



## Covered

29 States
29,000 Towns
887+ Cities
2 Lac+ Villages
95.2% of Railway Network covered By Jio

## Network Spread

400,000km Route
250,000 4G Towers
Multi-path Fiber redundancy
1G Access Speed
0.65 mn2 ft DC space

## Service

~1060 Jio centers
8000 Jio Points
17,500+ employees
150,000+ field force



Aggressive Expansion



Easiest onboarding process



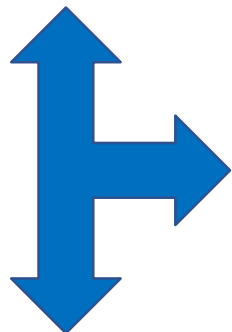
Simple and affordable Tariff plans

# Jio's Reach - Closest to Customer



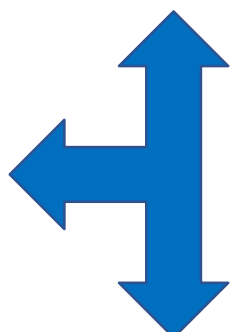
❖ Jio has the largest reach across PAN India with more than 1000+ offices covering Semi urban & Rural geography of India providing support from the nearest Jio offices.

Each JC is of minimum 2500 sqft spaced office headed by a JC Manager

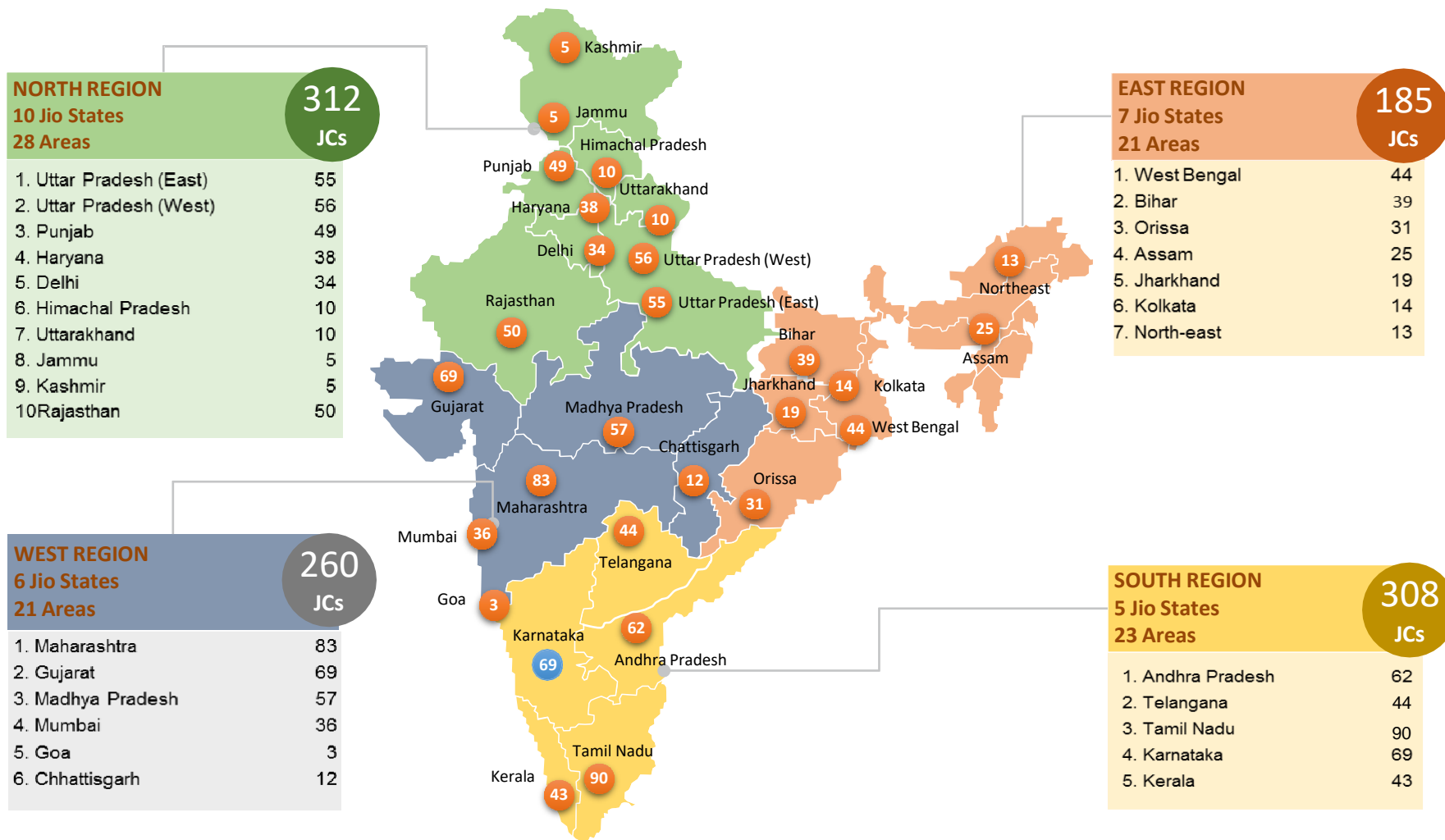


Manned with RF/FTTX/Fiber Engineers and Support Executives

Availability of Fiber and Wireless Engineer for technical support

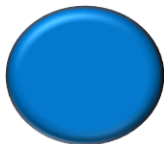
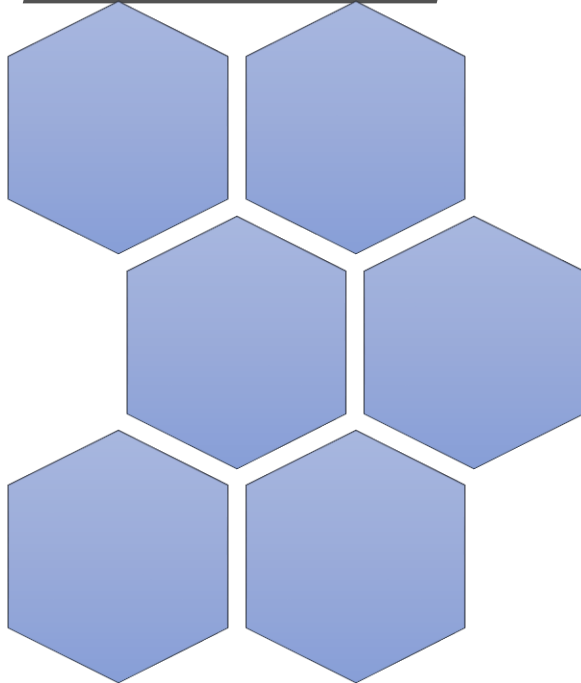


Device repair Services for hardware supplied by Jio



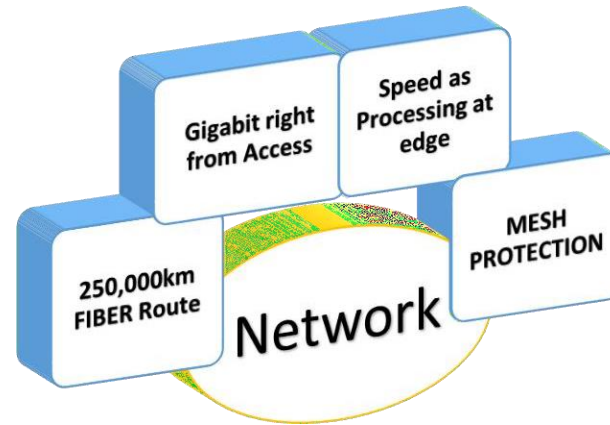
Our Physical Presence - We cover India with **1060+** Jio Centres!

## Technology



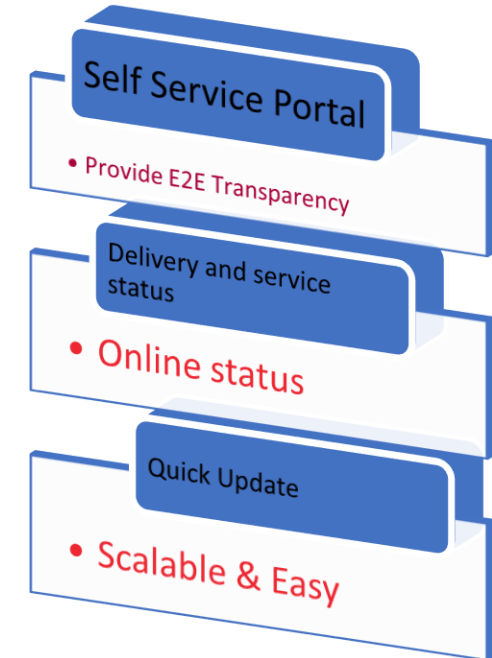
India's Only all IP Network

## Scale, Speed & Resiliency



1st Exabyte Network in the world

## Self Enablement



**NEXT GENERATION NETWORK CAPABLE OF 4G / 5G & beyond**

**End to End - IP + Fiber network, providing highly scalable solutions with easy upgrade**

**Self Service portal for entire life cycle management**

Jio is **Committed** to deliver value...

We **PARTNER** with \_\_\_\_\_

Governments to help you..

Realize your  
ambition of  
**Governance @  
Doorstep**

Constantly deliver  
a **positive Govt.  
to Citizen (G2C)  
Experience**

Build a **Responsive  
Government** while  
gaining insight,  
controlling costs and  
managing security

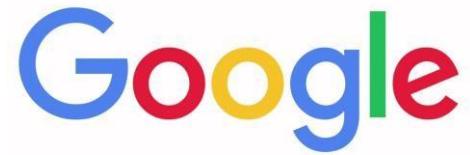
Help people to  
**work smarter and  
collaborate better**

Create **New Simple  
Solutions for a Digital  
Delivery of Services  
to Citizens**



**Explore More.  
Achieve More.**





Jio Family as Strategic Partner and Strategic Investor



“For both growth and security, it is essential for India to be more self-reliant in electronics manufacturing in Telecom, IT, Data Centers, Cloud, 5G, New Energy and other industries as we chart our path in the new digital economy.”



**Sh. Mukesh Ambani,  
Chairman  
Reliance Group and Jio Platforms Ltd.**



Jio is committed to be a catalyst for growth of Indian Businesses by providing **smart, secure and future ready solutions**



# Our widest suit of Digital Solutions



## INTERNET

- Internet Leased Line
- Business Broadband
- Fixed Location WiFi



## MANAGED SOLUTIONS

- SDWAN
- uCPE



## LEASED CIRCUITS

- Ethernet Leased Line
- Low-Latency Leased Line



## MOBILE SERVICES

- SIM/eSIM
- JioFi
- JioPhone



## MOBILE

- International Roaming
- Mobile Web Filtering
- ISD



## VPN

- L3 VPN
- L2 VPN
- Mobile VPN



## BUSINESS Wi-Fi

- Business Wi-Fi



## VOICE

- CloudPBX
- SIP Trunk
- Voice (Fixed Mobile Convergence)



## CONFERENCING

- JioMeet
- Audio Conferencing



## OFFICE SOLUTIONS

- O365
- CRM
- Kaizala Field Ops
- Kaizala Stock Management
- Kaizala Training Module



## FINANCIAL SOLUTIONS

- JioGST
- JioPoS



## DIGITAL ENABLEMENT

- Domain Name
- Website Builder
- Chatbot



## BRAND PROMOTION

- Business TV
- AdWords
- Survey Form
- Corporate Tunes



## BUSINESS MESSAGING

- Messaging-as-a-Service
- Bulk SMS
- P2A



## CUSTOMER CONTACT SERVICES

- Toll-Free Services
- Universal Access Number
- Virtual Number Service
- Interactive Voice Response
- Chatbot



## WEB SECURITY

- Web Protection
- Web Filtering
- Domain Protection



## NETWORK SECURITY

- DDoS
- uTM



## ASSET SECURITY

- Asset Monitoring
- Smart Monitoring
- Mobile Device Manager



## IoT CONNECTED PRODUCTS

- Asset Monitoring
- Smart Communities
- Vehicle Monitoring



## IoT CONNECTIVITY

- Wideband and NB - IoT
- Connectivity



## LOCATION-BASED SERVICES

- Network-Based Tracking
- Disaster Management Services



## JioAzure

- IaaS - Compute, Memory, S
- PaaS - Database, ML, AI
- SaaS - Azure Market Place

MOBILITY

CONNECTIVITY

VOICE & COLLABORATION

BUSINESS APPLICATIONS

MARKETING SOLUTIONS

SECURITY

IoT

CLOUD



धन्यवाद  
Hindi

આભાર  
Gujarati

ধন্যবাদ  
Bengali

धन्यवाद  
Marathi

ధన్యవాదాలు  
Telugu

நன்றி  
Tamil

ಧನ್ಯವಾದಗಳು  
Kannada

ଧନ୍ୟବାଦ  
Odia

നന്നി  
Malayalam

ਤੁਹਾਡਾ ਧੰਨਵਾਦ  
Punjabi

अनुगृहीतोऽस्मि  
Sanskrit

شکریہ  
Urdu

