

EXECUTIVE SUMMARY

This report analyses the company Reliance Jio, a subsidiary of Reliance Industries, which has garnered tremendous profit and market share in a short span in the telecom sector of India. The company which has achieved a significant growth through innovation provides a good reason for doing a case study on it. The strategies and practices which the company follows to drive excellence in its domain of operation will provide us with key learnings which could be used by other companies and even individuals to perpetrate accelerated growth and sustain the continuous improvement.

A brief introduction on History of Reliance Industries is given at the beginning i.e., its journey from a small textile trading shop to a successful large enterprise with a strong foothold in petrochemicals, refinery, oil and gas exploration, retail and telecommunication. This is followed by a short description on Jio's expertise in digital sector and Jio platforms. Various services offered to the customer are given in a brief to give a summary of the Jio ecosystem. Also, a recapitulation of the telecom sector in India is done after this.

Its planning, development and marketing strategies were studied, how it managed to rake in millions of customers in such a short period of time, its strategic agreements to step into a highly competitive telecom sector, the risky huge investments it made to lay out strong infrastructure, contribution to society and reframing of telecom sector are all discussed.

This is followed by a SWOT analysis of the company. Weakness and opportunities will give an idea for the future direction. Analysis on threat will be useful in planning a strategy to mitigate the problems.

Afterward, a number of programs and committees it has in place to establish a culture of innovation in the company are listed out and each are described briefly in the succeeding paragraph, which could be adopted by other companies and individuals as well to encourage the efforts/initiatives for innovation and sustain it.

How reliance helped India realise its two most important schemes i.e., Make in India and Digital India are talked about in the succeeding paragraph. For example the company which is set to roll out 5G technology has built the 5G infrastructure and technologies from scratch and made it indigenous aligning with the Make in India scheme. This orientation with the government's goal has helped the company in earning the government's trust and favour.

Jio's entry had shocked the telecom fraternity. They had to retaliate with appropriate measures to sustain in the competition or they would be forced to quit the industry. The shift in subscriber base is presented in the form of a bar chart to give a visualization of the impact. What measures the rivals took to mitigate the fierce entry is presented.

Following this, a walk-through on what business model did Jio use to successfully manage the fast growing innovative enterprise and carry out the business operations successfully is examined. How did it manage to fill the gaps in the customer's need, its customer service quality, making the shift from voice to data based services, customer engagement strategy were all reviewed. Later, Its strategic alliances and investments are listed and analysed followed by a discussion on key takeaways in six aspects. These aspects were demonstrated by Jio and have proved to be contributing to innovation led growth. The focus is made on innovative approaches and strategies followed by Jio which is applicable and could be followed by any company in the world. Next, recommendations were given for organizational improvement for developing innovative ideas. A suggestion on how the competitors should face the disruption with a positive attitude is also made. This report will give a concise note on disruptive innovation from a company's perspective, key learnings from the analysis of ambitious innovators and recommendations on our part.

