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MARKETING WORLD CUP 2011



Telecom Industry in India

Indian Telecom market is the fastest growing markets in the world. Indian telecom network has about 826.93 million mobile phone subscribers as of April 2011. It has become the second largest wireless network in the world after China. About 15.34 million connections are being added every month. Wireless telephones are increasing at faster rate. The share of wireless telephones is above 93% of the total phones. Teledensity as of April 2011 is 72.08 %

About Heliance Communications Ltd.

Heliance Communications Ltd. (commonly called **HLCOM**) is an Indian broadband and telecommunications company headquartered in Navi Mumbai, India. Heliance Group's flagship company, Heliance Communications, is India's largest private sector information and communications company, with over 150 million subscribers. It has established a pan-India, high-capacity, integrated (wireless and wire line).HLCOM is the world's 16th largest mobile phone operator with over 144 million subscribers. Established on 2004, a subsidiary of the Heliance Group. Heliance Communications competes with 14 other mobile operators throughout India. They are Aircel, Airtel, BSNL, Idea, Loop Mobile, MTNL, MTS, Ping Mobile, S Tel, Tata DoCoMo, Tata Indicom, Uninor, Videocon, Virgin Mobile (GSM & CDMA) and Vodafone. Heliance positions itself to be India's no. 1 and most trusted network. For its 3G services, Heliance Communication paid Rs. 8583crore for 13 telecom circles which it believes to be its biggest leveraging factor for its future expansion. Though initially the tilt of battle between GSM and CDMA was towards the GSM players like Bharti, Hutch, Spice, BPL, Essar and BSNL but now Heliance and TATAs are the key drivers of CDMA

Current Market Scenario of Telecomm Industry

The Telecomm industry in India has become the second largest wireless network in the world after China. The share of wireless telephones, CDMA/GSM is above 93% of the total phones. Initially GSM was comfortably maintaining its position as the dominant mobile technology with 80% of the

mobile subscriber market, but CDMA seemed to have stabilised its market share at 20% for the time being. Certain characteristics of the industry are given as follows:

- **Dynamic:** Currently every player in the industry is Striving to speed next-generation products to market and meet consumer demand with supporting the existing services. Also, every telecomm player is continuous seeking of alternative operational models that will keep expenditures low and revenues strong
- **Very competitive Sector:** There are 3 types of players in telecom services:
 - State owned companies (BSNL and MTNL).
 - Private Indian owned companies (TataTeleservices)
 - Foreign invested companies (Vodafone, Bharti Tele-Ventures, IdeaCellular, Spice Communications).

Number Portability

Mobile Number Portability (MNP) has lead to a great turnaround in the Telecom Market. If a user is tired of poor service from his current telecom service provider but have not switched to avoid changing his number, they don't have to worry anymore. He can now leave his old service provider for a new one and keep the old number.

Dump the phone company. Move to a better one. But keep the present number.

Mobile Number Portability allows the subscribers to retain their existing telephone number when they move from access provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same access provider, in a licensed area. The facility of retention of existing mobile telephone number despite moving to a new

telecom service provider helps the subscriber maintain contact with the friends/clientele.

After the MNP notification by Telecom Regulatory Authority of India (TRAI), there has been a major turnaround in the industry and Helliance Comm (both GSM and CDMA) witnessed some of the most disastrous results. Net new customers added/lost to various telecom companies is given in the following table:

Mobile Number Portability Data 30/1/2011			
Gainers			
Service Provider	New Customers	Customers Lost	Net New Customers
Vodafone	94747	44041	50706
Idea Cellular	74978	43041	31967
AIRCEL	36650	14574	22076
Airtel	77240	60970	16270
Tata DoCoMo	41448	25360	16088
STel	181	107	74
Losers			
BSNL	13522	61315	(-)47793
Helliance Comm GSM	1664	35663	(-)33999
Tata Indicom	1573	26251	(-)24678
Helliance Comm CDMA	343	23264	(-)22921
Videocon	1089	5014	(-)3925
MTNL	508	2120	(-)1612
MTS India	780	2018	(-)1238
Loop Mobile	118	479	(-)361
Uninor	3085	4026	(-)221
Etisalat	3	195	(-)192
Ping Mobile	1	187	(-)186
HFCL	23	78	(-)55

Round 1:

Devise a marketing DEFENCE strategy for Helliance Comm. to retain their existing customers and refraining them from switching to other networks:

For the same, participants are required to prepare a promotional campaign in the form of a power point presentation of not more than 15 slides covering the following:

1. On which 2 basis/parameters (income, age, monthly bills/recharge etc.) should Helliance segment its customer base? Also suggest the category/categories in the segments that Helliance should target?
2. Once Helliance has segmented its customers on the two parameters. Participants are required to come up with two unique ideas for each of the selected category/categories to help Helliance, refrain them from switching to other networks.

(for example: Helliance categorises their existing customers on the basis of their monthly GPRS usage and categorised them as following:
Non GPRS users, less than 4mb users, 4-15mb users and greater than 15mb users.

Thereafter, they come up with following strategies targeting each of them:

- Free trial pack for non GPRS users
- Attractive download schemes for less than 4mb users
- Discount plans for 4-15mb users
- High speed GPRS for greater than 15mb users)

Round 2: deliverables will be informed to the shortlisted teams

Judging parameters:

- Quantitative data used
- Creativity & Innovative ideas
- Feasibility

- Participants must prepare a Power Point Presentation of not more than 15 slides. Each team will be given 15 minutes for presentation followed by 5 min. of Q&A session.

Deadline

Round 1: 11.59 P.M. 17/11/11

Conquerors Bounty

Prize worth Rs 35,000

Rules for the event

- The team can be represented by a minimum of 2 and maximum of 3 participants
- The Participants are required to submit a softcopy of their entry for the qualifying round before 17th November 2011, 23:59 hrs to the Markup email id (markup.imt@gmail.com). The subject line of the email should be SIM-Plified _<Team Name>_<college name>. For ex. If the team ABC is participating then the subject should be SIM-Plified _ABC_IMT.
- The Presentation must be in Microsoft PowerPoint Presentation format only (ppt/pptx) and must be limited to a maximum of 15 slides, not exceeding 4MB in size.
- The cover page/slide should include details about:
 - The team name
 - The Participants name, phone numbers and email ids
 - The Institute Name
- Please adhere to the timelines aforementioned, otherwise the entries will not be considered
- Once the entry is submitted no changes are allowed either in the document sent or in the team composition.
- The organizers reserve the right to extended deadline and/or modify the event as considered fit. In case any changes are deemed necessary the same will be communicated via the MWC website:
<http://mwc.clubmarkup.com>

- The decision of the organizers will be final and binding on all contestants

Rules for MWC

1. Registration is compulsory to participate in the events of the Marketing World Cup
2. Once registered the teams need not separately register for any of the individual events
3. Team size can be minimum 3 members and maximum 8 members
4. The names of the participating members (from a team) for an event must be sent along with the entries for the contest. The number of participants for each event will vary and will be mentioned along with the other details of the event in the event document.
5. Certificates would be awarded to the Winners and the Runners Up of every event
6. Besides prizes, the top 5 teams from every event will be awarded points which will reflect on the MWC scorecard. The scorecard will be available online, and teams can keep track of their positions in the run up to the Cup
7. The team with maximum points accumulated on the scorecard will be awarded the coveted Marketing World Cup
8. All participants must carry their college id cards

For queries contact

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For other details visit

MWC registration and other details: <http://mwc.clubmarkup.com>
Know more about Club Markup: <http://www.clubmarkup.com>
For any further queries e-mail us at: markup.imt@gmail.com