

Aircel

Parent Company

Maxis Communications; Apollo Hospital

Category

Mobile service provider

Sector

Telecommunication

Tagline/ Slogans

Your World of possibilities

USP

Aircel gives simplicity and the 'boy next door' image through its telecom services; cricket connect

**Aircel STP**

**Segment**

Users who want good mobile services

**Target Group**

Middle class urban individuals

**Positioning**

Aircel provides faster internet network access

**Aircel SWOT Analysis**

**Strengths**

1. Aircel is one of the largest telecom companies in India with 90 million subscribers

2. Aircel has a strong presence in states like Tamil Nadu, North Eastern states in India

3. The company has focused on good advertising and marketing

4. Sponsorship of events and IPL sports teams increased brand visibility

5. Good website catering to needs of customers like bill pay, recharge etc

6. Apart from mobile services, Aircel offers broadband services

### Weaknesses

1. Intense competition means limited market share of Aircel

2. Price wars means less profitability and lesser margins

### Opportunities

1. Aircel can tap expanding cellular market in India

2. Latest and low cost technologies can be adopted to increase business

3. Tie-up with other brands and expansion to newer geographies

**Threats**

- 1. Competitors low price offering can reduce margins of Aircel
- 2. Saturation point in Basic telephony service
- 3. Mobile Number Portability to other networks can reduce subscriber base

**Competition**

**Competitors**

1. Reliance Jio

2. Idea

3. Vodafone

4. Tata Docomo

5. Reliance Communications

6. MTNL

7.BSNL

8.Uninor

9.Tata Indicom

10.Virgin Mobile

11.Airtel