

Tata Indicom

Parent Company

Tata

Category

Mobile service provider

Sector

Telecommunication

Tagline/ Slogans

Business Without Limits

USP

Multitasking functions and schemes given by Tata Indicom

Tata Indicom STP

Segment

People looking for good mobile network and services

Target Group

Urban and semi urban individuals

Positioning

Telecom service provider backed by Tata Group

Tata Indicom SWOT Analysis

Strengths

1. Flexible plans are offered by Tata Indicom
2. Good advertising and brand visibility
3. Tata Indicom used celebrity brand ambassadors for its marketing
4. Ability to attract customers with various plans
5. Tata Indicom was one of the first to focus on internet plans for customers

Weaknesses

1. Price competition from leading players means limited market share of Tata Indicom
2. Untapped rural market and data market to boost its market share

Opportunities

1. Fast expanding cellular market can be captured by Tata Indicom
2. Latest and low cost technology

3. Can leverage the strong Tata brand to acquire new customers

Threats

1. Competitors low price offering can reduce margins and business of Tata Indicom
2. Limited brand awareness and marketing as compared to leading telecom players
3. Mobile number portability can lead to decline in customer base

Competition

Competitors

1. Reliance Jio

2. Idea

3. Vodafone

4. Tata Docomo

5. Reliance Communications

6. MTNL

7. BSNL

8. Uninor

9. Airtel

10. Virgin Mobile

11.Aircel