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BHARTI AIRTEL SWOT & PESTLE ANALYSIS

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Company Name : Bharti Airtel

Company Sector : Telecommunication

Operating Geography : India, Asia, Global

About the Company :

Bharti Airtel Limited is an Indian leading global telecommunications company with operations in 18 countries across Asia and Africa. It was established in July 1995 by Sunil Bharti Mittal. It is headquartered in New Delhi, India and ranks amongst the top 3 mobile services providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, high speed home broadband, DTH, enterprise services including national and international long-distance services to carriers. In the rest geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. It had over 403 million customers across its operations. As of January 2020, Airtel became the first operator to launch 4G in 26 villages located in Ladakh, India. The company bagged top honors at the Frost and Sullivan ICT Awards. It has been awarded as the "Enterprise Data Service Provider of the Year 2019" and the "Enterprise Telecom Service Provider of the Year 2019" in the large enterprise segment.

Bharti Airtel's mission statement reads, "Hunger to win customers for life." Its vision statement reads, "Our vision is to enrich the lives of customers. Our obsession is to win customers for life through an exceptional experience." The USP of this company is that it's a very innovative company. Open to taking risks, experimenting with new ideas – Airtel has had a quite big share of introducing various 1st in the Indian Market and that is something that defines it.

Revenue :

INR 87,539.0 crores - FY ending 31st March 2020 (y-o-y growth 8.36%)

INR 80,780.2 crores - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Bharti Airtel is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Leading telecom player with operations in over 18 countries across Asia and Africa 2. High quality network and services 3. Leading provider of tower and related infrastructure through subsidiary venture 4. Strong brand value among customers 5. Strong set of strategic alliances & partnerships 6. Diverse portfolio of B2B services 7. Accessibility advantages through various Airtel platforms like Airtel home 	<ol style="list-style-type: none"> 1. Decreasing customer base led to loss in revenue
Opportunities	Threats
<ol style="list-style-type: none"> 1. Collaboration with Nokia for upgradation to 5G 2. Exercising new platforms like digital TV services, Payment banks etc. 3. Initiatives like 'mera pehla smartphone' may boost the demand for mobile services. 4. Established infrastructure would help in efficient use of Capex 	<ol style="list-style-type: none"> 1. Aggressive competition in Indian telecom market 2. Levy of one-time spectrum charge (OTSC) on telecom operators in India 3. Impact of pandemic on mobile money business

PESTLE Analysis :

The PESTLE Analysis for Bharti Airtel is given below:

Political 1. Operations in few countries impacted by political instability, civil unrest, and other social tensions	Economical 1. Positive long-term economic outlook in major operating markets 2. US-China trade war to slow global economic growth 3. Economic downturn due to the Covid-19 pandemic
Social 1. Consumers moving towards faster internet and IOT services. 2. Surge in data demand due to easy availability of smartphones	Technological 1. Advancing connectivity leads towards IOT services 2. Driving customer delight through digital Innovations
Legal 1. Strict cybersecurity laws for storing and selling users data. 2. Gradual abolition of termination charge for wireless to wireless domestic calls 3. Payment of AGR (Adjusted Gross Revenue) to impact financials	Environmental 1. Need to transition to lower emission technologies

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