

Reliance Jio becomes 2nd largest telco in India



Reliance Jio has now managed to displace Vodafone and Idea and took over the position as the second largest telecom operator from the number of subscribers in the country at the end of July, said Telecom Regulatory Authority of India (TRAI) on Tuesday.

Introduced just two years back, Reliance Jio has made some noise, turned the telecom sector upside down and made unbelievable progress to emerge as one of the leading telecom operators in the country. Moving leaps and bounds ahead of others which dirt cheap telecommunication service rates and new offers each day, Jio has successfully drawn millions of new subscribers towards itself each month. The total subscriber base staggered up to 215 million until June end, placing it on the fourth position in India's telecom sector in terms of number of customers.

However, Jio gained a total of 12 million in just one month during July, and took the leap to be able to take the second spot in the list of leading telecom operator in the country. Stats show that around 50% of new subscribers of Jio were added to due to JioPhone since past two months as the company reduced the price of its 4G feature phone from Rs 1,500 to Rs 501 if it is exchanged with an old feature phone. Analysts believe that these figures are expected to improve due to addition of subscribers to its network in the coming months and it will cover almost 90% people of the 500-million-strong feature phone market.

With a total of 227 million subscribers, Reliance Jio has displaced not only Idea but also Vodafone and is now right behind Bharti Airtel which tops of the list with a total of 345 million subscribers all over India. However, after merger of Vodafone and Idea, the combined user base of both these companies makes the single entity to be the leader in terms of number of subscriber even ahead of Bharti Airtel. The number of subscribers that Vodafone has amounts to 223.3 million and that of Idea amounts to 220.6 million at the end of July 2018 - making a mega total of almost 450 million subscribers.