

The Indian Tiger Prowls in Africa: Bharti Airtel's Acquisition of Zain Africa

INTRODUCTION

Bharti Airtel Limited is a leading global telecommunications company with operations in 23 countries across Asia and Africa. The company is headquartered in Gurgaon, India. The company's main purpose is to provide a wide range of services to its customers. In India, the company's product offerings include 2G, 3G and 4G services, mobile broadband, fixed-line services, high-speed GSM, Voicemail, IPTV, etc. The company also provides a range of international long distance services, including international roaming, international calling, etc. The company's operations are spread across the globe, with a focus on providing high-quality customer service to its customers at the end of 2010.

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company profile

100% Public Limited Company
 Highest Return on Equity (ROE) among Indian companies
 1st Largest Market Capitalization in India
 Largest Mobile Company in India
 Largest Mobile Company in Africa

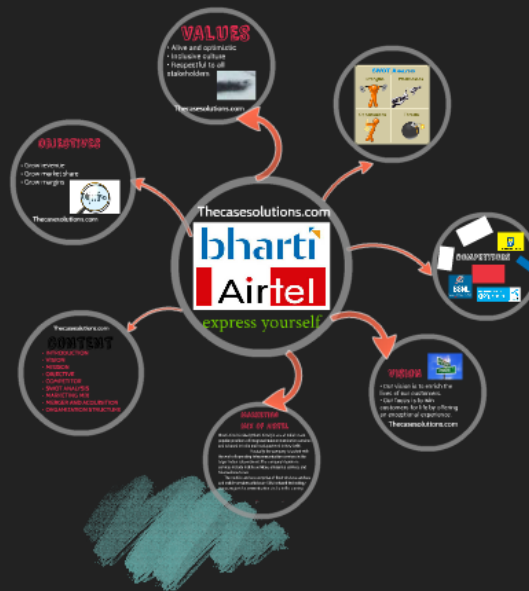
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organization structure

Region	Country	Revenue (USD)	Profit (USD)
India	India	1,200	150
Africa	Zambia	1,000	100
Africa	Kenya	1,000	100
Africa	Uganda	1,000	100
Africa	Other	1,000	100
Other	Other	1,000	100

MERGER AND ACQUISITION

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STRENGTH

- Revered Telecom company
- High Brand Equity
- Extensive infrastructure
- Strategic alliances
- Resilience of the telecom industry

WEAKNESS

- Outsourced Operations
- Venturing into African operations
- High Debt

THREAT

- MNP (Mobile number portability)
- Competition
- Government Regulatory Framework

OPPORTUNITIES

- Strategic Partnerships
- Market Development
- M20 (Growth Added services)
- Untapped geography of the current market
- LTE (Long term evolution of 4G)

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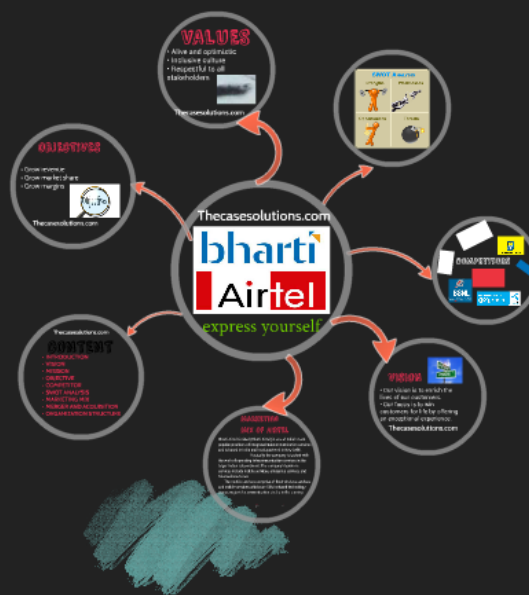
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INTRODUCTION
 Bharti Airtel Limited is a leading global telecommunications company with operations in 23 countries across Asia and Africa. The company is headquartered in Gurgaon, India. The company was formed by the merger of Bharti Telecommunications Limited (BTL) and Airtel Telecommunications Limited (ATL) in 2007. The company's primary focus is on providing mobile services to its customers across the globe. The company's revenue is primarily derived from its mobile services, which include voice, data, and messaging services. The company's operations are spread across various regions, including India, Africa, and Latin America. The company's financial performance has been strong, with a steady increase in revenue and profit over the years. The company's market capitalization is one of the highest in the world. The company's stock is listed on the National Stock Exchange of India and the New York Stock Exchange. The company's website is www.airtel.com.

company profile
 Bharti Airtel Limited
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 110028, India
 91-11-26101000
 www.airtel.com
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organization structure

MERGER AND ACQUISITION



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- Competition
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OPPORTUNITIES

- Strategic Partnerships
- Market Development
- MNC (Multi-National Company)
- Untapped geography of the current market
- LTE (Long Term Evolution of 4G)

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bharti

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CONTENT

- INTRODUCTION
- VISION
- MISSION
- OBJECTIVE
- COMPETITOR
- SWOT ANALYSIS
- MARKETING MIX
- MERGER AND ACQUISITION
- ORGANIZATION STRUCTURE

company profile

July 07, 1995, as a Public Limited Company
Largest Private Integrated Telecom Company in India

3rd Largest Wireless Operator in the World

Largest & Fastest Growing Wireless Operator in India

Largest Telecom Company listed on Indian Stock
Exchange

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INTRODUCTION

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had nearly 351 million customers across its operations at the end of Dec 2015

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VISION



- Our vision is to enrich the lives of our customers.
- Our focus is to win customers for life by offering an exceptional experience.

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OBJECTIVES

- Grow revenue
- Grow market share
- Grow margins



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VALUES

- Alive and optimistic
- Inclusive culture
- Respectful to all stakeholders



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