Twitter Thread by Vivek Mashrani, CFA



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Mega thread on how the India's Largest Telecom Operator – Reliance Jio (~35% market share) came into existence & became India's Largest Mobile Broadband in less than 2 years.

Crazy story...no less than revolution..

Please retweet and comment below if you got blown away..

(1/n)



1 >> It was year 2011...year of spark

"The idea of Jio was first seeded by Ambani's daughter, Isha, in 2011. She was a student at Yale (in the US) and was home for holidays. She wanted to submit some coursework and she said, 'Dad, the internet in our house sucks'," he recalled.

2) There was opportunity...

What was that?

That big thing...that will change India forever...for good..

Ambani said - Akash, at that time, stated that in the old world, telecom was the voice and people made money on calls but in the new world everything is DIGITAL...!!

3) That was it - DIGITAL

One simple but powerful idea..high speed internet is future

After the conversation, he researched more about it & found out that India was suffering from poor connectivity of data & prices were high which was not affordable to majority of Indians.

4) But it was not easy...

Dream was BIG...but it was game-changer...

After years of planning & research, Jio was finally launched on 5th September, 2016.

There was lot of competition...but Winning is their DNA..

5) To lure users in India, Jio offered free data and free calls. On hearing this, consumers all over India started lining up to get Jio SIM cards.

It clicked...Indian customers loved it..

Digital revolution 2.0 in India just got started...

Digital Bharat..affordable cost..

6) And something crazy happened..really crazy..

Reliance Jio extended the free usage period for Jio services to its existing and new customers till March 31, 2017.

Jio reached the 100 million user mark in the first 170 days, adding consumers at an average of 600,000 a day.

7) Jio also launched “world’s most affordable4G LTE smartphone” with a deposit of Rs.1500/-.

It has been reported that around 6 million units of Jio Phone were booked within three days of its pre-booking that started on August 24.

And then came FIBER....yes...the new age gold.

8) After success in mobile internet revolution...it did not stop..

They first announced as Jio GigaFiber in 2018 at the Reliance Industries 41st AGM. Later renamed Jio Fiber, it did commercial launch on September 5, 2019

This was truely a revolution..

How did it transform?

9) Ambani announced at Reliance Industries' 42nd annual general meeting that the Jio Fiber base plan with a 100Mbps speed would start at Rs 700.

And this was just part of the game...

There was a bigger game..

10) The company also shared its plans to launch 'Jio forever' data plans, in which a free 4K LED television will be bundled with a Jio Fiber connection set-top box.

So it's mobile + Broadband + OTT..

Truely - Karlo DIGITAL duniya mutthi mai..■

Game-changing...

11) RIL won 'Drivers of Change' award for its "exceptional commitment to innovation-led, exponential growth within the areas of hydrocarbon exploration and production, petroleum refining and marketing, petrochemicals, retail and 4G digital services."

And market also rewarded it

12) After many years of stagnant share price due to old economy oil refining business concerns..finally it got rewarded..

Why not - it was thinking about FUTURE..

Yes...and the future is surely DIGITAL..

What it do to INDIA?



13) Whatever happened to company, competition and the market

But one thing is for sure...it changed the DIGITAL landscape of INDIA forever..for good..

And transformed lives of crores of Indians

Hope you enjoyed this mega thread..

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