



*International Journal of Marketing & Financial  
Management, Vol. 1, Issue 1, December-2013  
ISSN: 2348 –3954*

IJMFM

## **INDIAN TELECOM INDUSTRY: A CASE STUDY OF AIRTEL AND VODAFONE IN NCR DELHI**

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### **Abstract:**

*The telecom industry in India has witnessed tremendous growth since 1991. After liberalization and globalization of Indian economy, the telecom sector has witnessed dramatic changes not only with an ever-increasing subscriber base but also to provide competitive services to their subscriber in the rates. The present study tried to compare the Vodafone and Airtel on the basis of ten measure of Brand Equity. The Sample of 200 respondents has been taken from NCR. After analyzing the data, it has been found that Airtel leads in five brand equity measures (satisfaction/loyalty, perceived quality, leadership & popularity, organizational associations, market share) as compare to Vodafone. The other three measures (brand personality, brand awareness, market price and distribution coverage) have been shared by both Airtel and Vodafone. The Study has concluded that the Brand Equity of Air tel is higher than the Vodafone.*

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**Reference this paper as:** Sukhvir S & Preetinder K, “Indian Telecom Industry: A Case Study of Airtel and Vodafone in NCR Delhi”, *International Journal of Marketing & Financial Management, Vol. 1, Issue 1, Dec-2013, pp 127-146*