

A Study on Overall Marketing Strategy on Jio Fiber

Dr. S. Uma Sarulatha¹ and Hemanath. S²

Associate Professor & Head, Department of Commerce¹

M.Com 2nd year, Department of Commerce²

Annai Violet Arts and Science College, Ambattur, Chennai, Tamil Nadu, India

Abstract: *This study delves into the comprehensive marketing strategy employed by Jio Fiber, a significant offering from Reliance Jio Infocom Limited, in the Indian telecommunications market. Jio Fiber's emergence signifies a strategic shift towards home broadband, telephone, and television services, leveraging a fibre-to-home infrastructure. Through a detailed examination of Jio Fiber's marketing tactics, this research aims to uncover the underlying principles and tactics driving its success in capturing market share and reshaping consumer perceptions. By analysing Jio Fiber's approach to product positioning, pricing strategies, promotional activities, and distribution channels, this study provides valuable insights into how Jio Fiber has disrupted the traditional broadband market and redefined the competitive landscape. Moreover, it sheds light on the challenges faced by Jio Fiber amidst intense competition and evolving consumer preferences, offering recommendations for sustaining its growth trajectory and enhancing its market penetration. Overall, this research contributes to a deeper understanding of the dynamics shaping the telecommunications industry in India and the strategic imperatives driving Jio Fiber's market expansion.*

Keywords: Jio Fibre, Jio Network, Marketing Strategy.