

# Merger of Idea and Vodafone

**Keyur Pancholi**

Research Scholar

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra, India

**Abstract:** *Vodafone and Idea announced their merger in 2017, which made a huge impact on the Indian telecom sector. This was a major consequence to counter Jio's dominance in the industry which backed other major players to take precarious steps to maintain their stand in the Indian telecom market. Vodafone India was the second-largest player of the Indian Telecom Industry in terms of subscriber base, who have huge amount of subscribers in most of Urban area while Idea Cellular Limited has the third largest subscriber base in India and having large number of subscriber in rural area. Idea Cellular was a subsidiary of Aditya Birla Group. This merger did not only create a telecom giant but has had wide-ranging implications for the industry, services, the staff, and consumers as well as it pushed more merger moves in the telecom sector. In this paper, the current scenario of the Indian telecom market is also analysed to understand where Vodafone-Idea stands today.*

**Keywords:** Vodafone and Idea