ADVANCED RESEARCH & INNOVATIONS
International Journal of Advanced Research & Innovations
Volume 15, Issue-1
Jan, 2025, P02
ISSN: 2319-9253

A FINANCIAL PERSPECTIVE: PROFITABILITY ANALYSIS OF RELIANCE JIO IN THE TELECOM INDUSTRY

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ABSTRACT: Studying what makes a telecom company, and Reliance Jio in particular, profitable in a cutthroat market is a primary goal of profitability researchers. This study aims to investigate Reliance Jio's revenue, expenses, and position in the industry because of the company's huge market share and distinctive pricing tactics. Profitability is examined in relation to technological investment, operational efficiency, and client acquisition strategies. The study also delves into the ways in which regulatory issues, customer behavior, and the dynamics of competition impact financial outcomes. Maintaining a profit in the dynamic telecoms industry requires an understanding of these elements.

Keywords: Profitability Analysis, Reliance Jio, Telecom Industry Pricing Strategies

1. INTRODUCTION

A business needs to generate enough income to pay for its operational costs in order to turn a profit. Profitability analysis is the methodical examination of a business's profit ratios. Businesses can benefit from this application since it shows their revenue sources and locations for greatest cost savings.

A key element of enterprise resource planning, or ERP, is profitability analysis. ERP automates and consolidates standard business procedures. A profitability analysis that separates the revenue produced by different business components, such as customers, goods, and services, is a feature of enterprise resource planning (ERP) software. As a result, it offers both qualitative and quantitative data, which helps owners comprehend the factors affecting the profitability of the business.

Profitability analysis is used by enterprise resource planning (ERP) to assist business executives in figuring out how to boost the revenue of different projects, programs, or goods. A crucial step in this procedure is looking at the company's revenue from all sources.

It's a common misconception that the only thing that goes into profitability research is the analysis of profitability ratios. According to executives, profitability analysis combines qualitative and quantitative data to create a comprehensive picture. A profitability assessment is necessary to stay up to date with the constantly changing telecom market and operators' financial circumstances. This study examines a variety of financial indicators to ascertain a business's operational profitability. The telecom industry's profitability is influenced by a wide range of factors, including technological improvements, regulatory changes, infrastructure investments, and competitive pricing strategies. Because of the high operational costs, like network expansion and maintenance, and the industry's high capital needs, telecommunications companies need to figure out how to make more money while cutting expenses. Companies can assess their viability and growth potential by looking at key performance indicators, like sales growth, cost efficiency, profit margins, returns on equity and assets, and more.

2. LITERATURE REVIEW

Thomson, R. 2024 The research looks at how Wipro did financially from 2015 to 2020 using metrics including operating margin, net profit margin, and return on capital employed (ROCE), which are important for profitability. A strategic emphasis on digital transformation and good cost control may be responsible for the company's continual profitability improvement, according to the analysis. But the article does go into detail on how Wipro may increase profits, specifically by improving its worldwide service delivery strategy and finding new, unexplored market segments. It also compares Wipro's profitability measures to those of its competitors in the Indian IT services sector, which helps to evaluate its standing in the market.

Bhatt, R.2023 This research compares the financial records of four large Indian IT firms from 2011 to 2022 in order to determine their profitability: Infosys, TCS, Wipro, and HCL. The research looks at the financial performance trends of the sector by calculating profitability metrics like GPM, ROA, and ROE. A strong, if erratic, growth trajectory has been produced by TCS and Infosys, who have consistently increased their profitability. In light of the rapidly evolving nature of technology, the article delves into the ways in which these companies have handled their revenue and expenses. Analysts, investors, and company executives can use the data to make smart choices on their companies' future investments and strategies.

Reddy, P.2023 In this research, we look at how digital transformation has affected the bottom lines of Indian banks. Banks, insurance companies, and fintech companies are the main subjects of the study. Return on assets (ROA) and net profit margin are two profitability statistics that have been studied over the past five years. Financial institutions' bottom lines have improved dramatically since actively implementing digital technologies like mobile banking and automated services, according to the study results. This is particularly the case when considering ways to save costs and hold on to customers. Profitability has stayed the same for companies that have been slow to embrace digital technology. The paper suggests ways to speed up the digital transformation for increased profits.

Ghosh, P.2022 This research examines the profitability trends in the Indian banking sector by analyzing profitability parameters like ROA, NIM, and ROE. From 2015 to 2020, the study looks at how financial performance was affected by shifting legislation, new technology, and macroeconomic circumstances. The results show that increasing access to digital banking has led to considerable profits for some financial institutions and a more diversified performance environment for others. However, as a result of economic downturns and non-performing assets (NPAs), other banks also faced difficulties. Financial institutions should prioritize expanding digital channels and improving asset quality if they want to raise revenues, the survey found.

Kumar, V. 2022 Using profitability metrics such as operating profit margin and return on equity, this study examines the performance of Mahindra & Mahindra, Tata Motors, and Maruti Suzuki, three renowned Indian automakers. Rising raw material prices and changing consumer tastes are just two of the market difficulties that these companies faced between 2017 and 2022, and the paper analyzes their responses to these challenges. The study found that companies with a wide range of products and in-depth knowledge of the electric vehicle (EV) market were the most profitable in spite of industry uncertainties. The results indicate that innovation and cost-effectiveness are going to be the most important factors in the sector's future success.

Singh, A. 2022 The major goal of this research is to examine profitability metrics like operational profit margin and return on assets in order to learn more about profitability trends in Indian SMEs. In this research, we look at how small and medium-sized enterprises (SMEs) deal with financial challenges including tight regulations, intense market competition, and a lack of capital. The results showed that small and medium-sized enterprises (SMEs) in the service and manufacturing sectors increased their profits significantly after adopting digital technologies and efficient cost-cutting strategies. Still, it shows how susceptible SMEs are to things outside their control, such stock market crashes and interruptions in the supply chain.

Das, M. 2021 In this analysis, we look at the hotel industry in India and how it fared financially after the COVID-19 pandemic by analyzing key profitability indicators including EBIT and gross profit margin. Operating expenses and occupancy rates were affected by disruptions caused by the pandemic. Despite suffering substantial financial losses during the shutdown, hotels that provided a range of services, including digital check-in and increased hygiene standards, were able to recover faster, according to the survey. If the hotel sector wants to keep making money, it needs to innovate, fix consumer health problems, and use technology strategically to boost operational efficiencies. These are the three key points of the study.

Sharma, R. 2021 This research looks at the Indian stock market to see how profitability ratios affect investment choices. The relationship between fluctuations in the stock prices of major firms listed on the Bombay Stock Exchange (BSE) and important profitability measurements like return on equity (ROE) and profits per share (EPS) are examined in this study. Investor confidence is strongly correlated with increasing profitability ratios, according to the study. This association is especially strong during economic recovery. This means that investors and financial experts base their conclusions on the relative importance of many metrics when assessing the future of a firm.

Sheela Christina 2021 Using two profitability metrics, net profit margin (NPM) and return on assets (ROA), this study examines the financial performance of Indian hydrocarbon enterprises. From 2015–2020, this research looks at Hindustan Petroleum, IOC, and Bharat Petroleum. Profitability is examined in relation to government regulations, operational inefficiencies, and global crude oil prices. In addition, it suggests a more comprehensive method that incorporates operational and market risk assessment, and it examines the efficacy of evaluating financial health exclusively on profitability metrics. Findings suggest a strategic reorganization of the industry is necessary to increase profitability despite external economic forces.

Kumar, S. 2020 This research looks at the operational profit margin and return on capital employed (ROCE), two important profitability indices, to see how profitable Indian export-oriented businesses are. The research delves into the tactics employed by these companies to stay profitable despite dealing with issues including changing exchange rates, trade restrictions, and global market competition. By responding to rising worldwide demand and implementing cost-cutting measures, the pharmaceutical, textile, and electronics industries have shown remarkable resilience, according to the report. The research finishes with some suggestions for export-oriented businesses who want to increase profits by introducing new products and entering new markets with caution.

Joshi, M. 2020 Net profit margin (NPM) and return on assets (ROA) are the primary metrics used to analyze the profitability of Indian manufacturing businesses in this study. This research looks at the effects of market conditions, labor costs, and interruptions in the supply chain on profitability from 2015 to 2020. The results show that the most profitable firms have adopted tech-driven solutions and enhanced operational efficiency, despite the sector's difficulties. According to the research, industrial companies need to focus on cutting costs, automating processes, and improving operational efficiency if they want to be there for the long haul.

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3. THEORETICAL FRAMEWORK

TYPES OF PROFITABILITY RATIOS

Net profit margin

The net profit margin, indicating a company's net income as a percentage of its revenue, is a metric of profitability.

$$\text{Net Profit Margin} = \frac{\text{Net Profit}}{\text{Revenue}} \times 100$$

Operating profit margin

The operational profit margin is a financial measure that reflects the percentage of a company's revenue dedicated to operating expenses. It displays the operating profit margin as a proportion of total revenue.

$$\text{Operating Profit Margin} = \frac{\text{Operating Profit}}{\text{Revenue}} \times 100$$

Gross profit margin

The gross profit margin ratio evaluates a company's ability to keep a portion of its sales income after accounting for all selling and production expenses.

$$\text{Gross Profit Margin} = \frac{\text{Gross Profit}}{\text{Revenue}} \times 100$$

Return on equity (ROE)

Return on Equity (ROE) is defined as the ratio of a company's net income to its equity held by shareholders. It demonstrates the effectiveness of an organization's investment initiatives in generating revenue.

$$\text{ROE} = \frac{\text{Net Income}}{\text{Shareholders' Equity}} \times 100$$

Return on asset (ROA)

Return on Assets (ROA) is calculated as a company's net income divided by its total assets. This indicator assesses a company's ability to create profit from its assets.

$$\text{ROA} = \frac{\text{Net Income}}{\text{Total Assets}} \times 100$$

Return on Capital

Return on Capital Employed (ROCE) measures a company's profitability and rates its efficiency in generating income from capital investments.

$$\text{Return on Capital} = \frac{\text{Earnings Before Interest and Taxes (EBIT)}}{\text{Total Capital}} \times 100$$

Risk-adjusted return on capital (RAROC)

The risk-adjusted return on capital (RAROC) denotes the return on capital adjusted for investment risk. It evaluates the return on investment (ROI) about the corresponding level of risk.

$$\text{RAROC} = \frac{\text{Risk-Adjusted Return}}{\text{Economic Capital}} \times 100$$

Return on capital employed (ROCE)

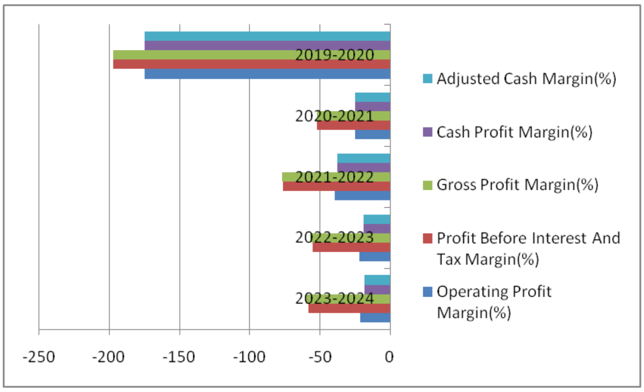
The return on capital employed (ROCE) of a company is a statistic for evaluating the effectiveness of its capital investments. It assesses the effectiveness with which a corporation produces revenue from its capital investments.

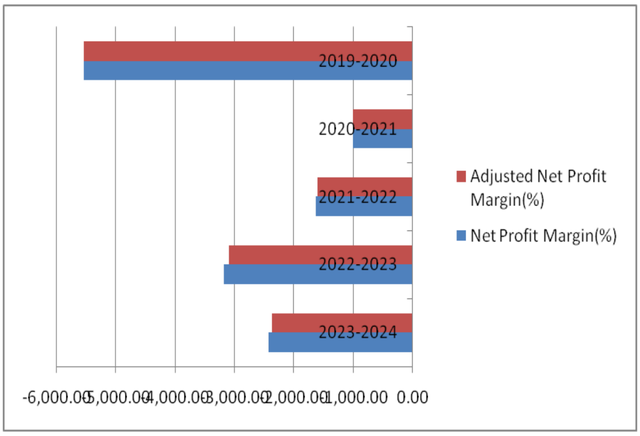
$$\text{ROCE} = \frac{\text{EBIT}}{\text{Capital Employed}} \times 100$$

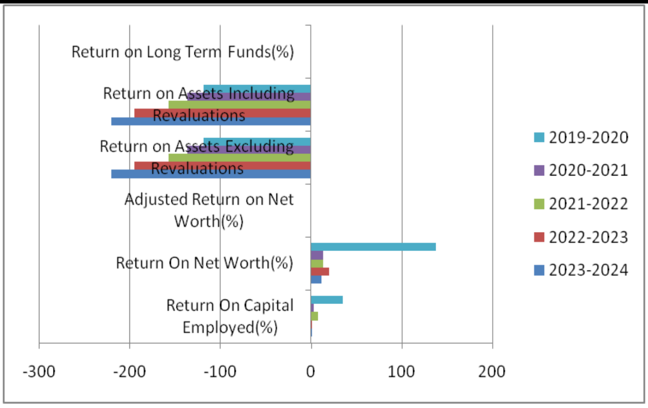
4. RESULTS AND DISCUSSION

Profitability Ratios

Profitability Ratios	2023-2024	2022-2023	2021-2022	2020-2021	2019-2020
Operating Profit Margin(%)	-21.37	-21.68	-39.42	-24.84	-174.69
Profit Before Interest And Tax Margin(%)	-58.38	-55.29	-76.21	-52.17	-197.06
Gross Profit Margin(%)	-60	-56.62	-77.1	-52.17	-197.06
Cash Profit Margin(%)	-18.12	-18.82	-37.82	-24.84	-174.69
Adjusted Cash Margin(%)	-18.12	-18.82	-37.82	-24.84	-174.69
Net Profit Margin(%)	-2,437.58	-3,181.02	-1,628.11	-1,012.21	-5,542.54
Adjusted Net Profit Margin(%)	-2,372.14	-3,106.17	-1,609.45	-1,012.21	-5,542.54
Return On Capital Employed(%)	0.78	1.27	7.45	2.65	34.99
Return On Net Worth(%)	11.57	19.55	12.92	12.92	137.61
Adjusted Return on Net Worth(%)	0	0	0	0	0
Return on Assets Excluding Revaluations	-220.82	-195.3	-157.11	-136.81	-119.13
Return on Assets Including Revaluations	-220.82	-195.3	-157.11	-136.81	-119.13
Return on Long Term Funds(%)	0	0	0	0	0







INTERPRETATION: The profitability measures reveal that the firm has been facing considerable financial challenges for a prolonged duration. The operating profit margin, gross profit margin, and cash profit margin continually exhibit negative values, indicating a persistent history of operational losses. The operating profit margin showed a slight enhancement, increasing from -174.69% in the 2019–2020 fiscal year to -21.37% in the 2023–2024 fiscal year; still, it remains substantially negative. The net profit margin for the fiscal year 2023–2024 is -2,437.58%, a markedly negative result that signifies considerable financial difficulties. The returns on net worth and return on capital employed have both undergone a significant fall, indicating a slowdown in investment returns. The ongoing decrease in return on assets, both with and without revaluations, highlights the inadequate use of assets. These numbers demonstrate persistent fiscal difficulties and insufficient management of limited resources.

5. CONCLUSION

A thorough profitability study in the telecommunications business requires a multidimensional approach that addresses revenue development, cost management, and strategic innovation. To improve profitability, telecommunications businesses can focus on the unique features of their services, reduce operating costs, develop strategic alliances, and invest resources in client retention programs. Moreover, optimizing capital expenditures alongside executing digital transformation efforts promotes long-term scalability and improves market

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ISSN: 2319-9253

competitiveness. An in-depth analysis of these characteristics promotes sustained success in a dynamic and intensely competitive industry.

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