



# Mukesh Dhirubhai Ambani (Jio)

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(Source: Jio logo, 2022)

### Introduction

Mukesh Ambani was born on 19 April 1957. Mr. Mukesh Dhirubhai Ambani is a successful Indian entrepreneur. He is a Billionaire business giant and the chairman and managing director of Reliance Industries Limited. (Dabral, 2020).

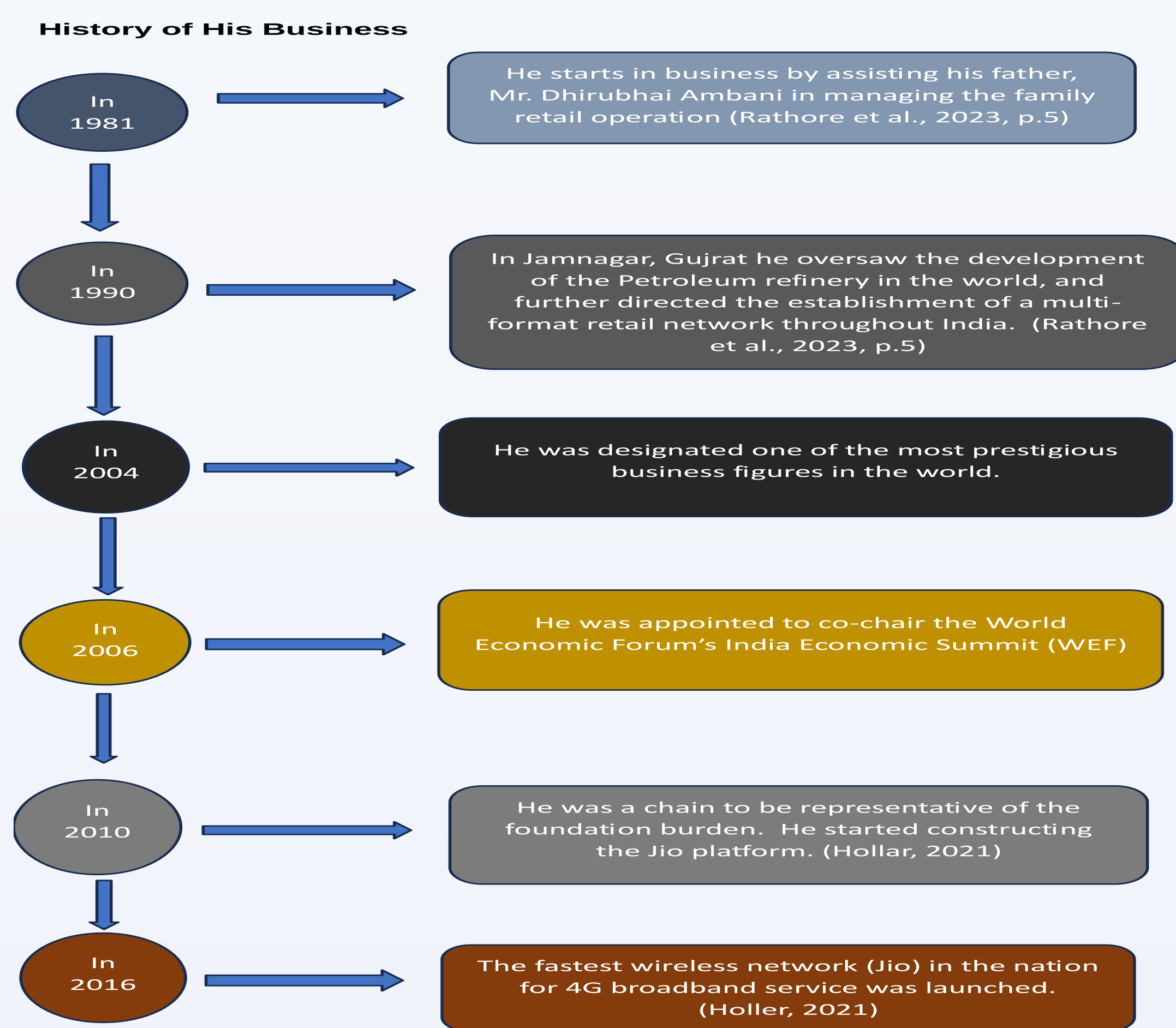
He is the only Indian to make it to the coveted top 10 list and is ranked 10th. Richest on Forbes ' list of billionaires for 2022. He is one of the wealthiest merchants in the history of commerce.

His strategies have significantly changed the look of Indian business and boosted the economy of the county. His main aim is to make Reliance the healthiest company in the world. He oversaw the development of one of the largest 4G (Jio) broadband wireless networks in the world. He is identified for a takeover of Telecom, Retail, and new economy business. He is a participant in Bank of America. He is also chosen as the foreign member of the Global Advisory Committee. (Rathore et al., 2023, p.2)



(Source: Saini, 2023)

### History of Business



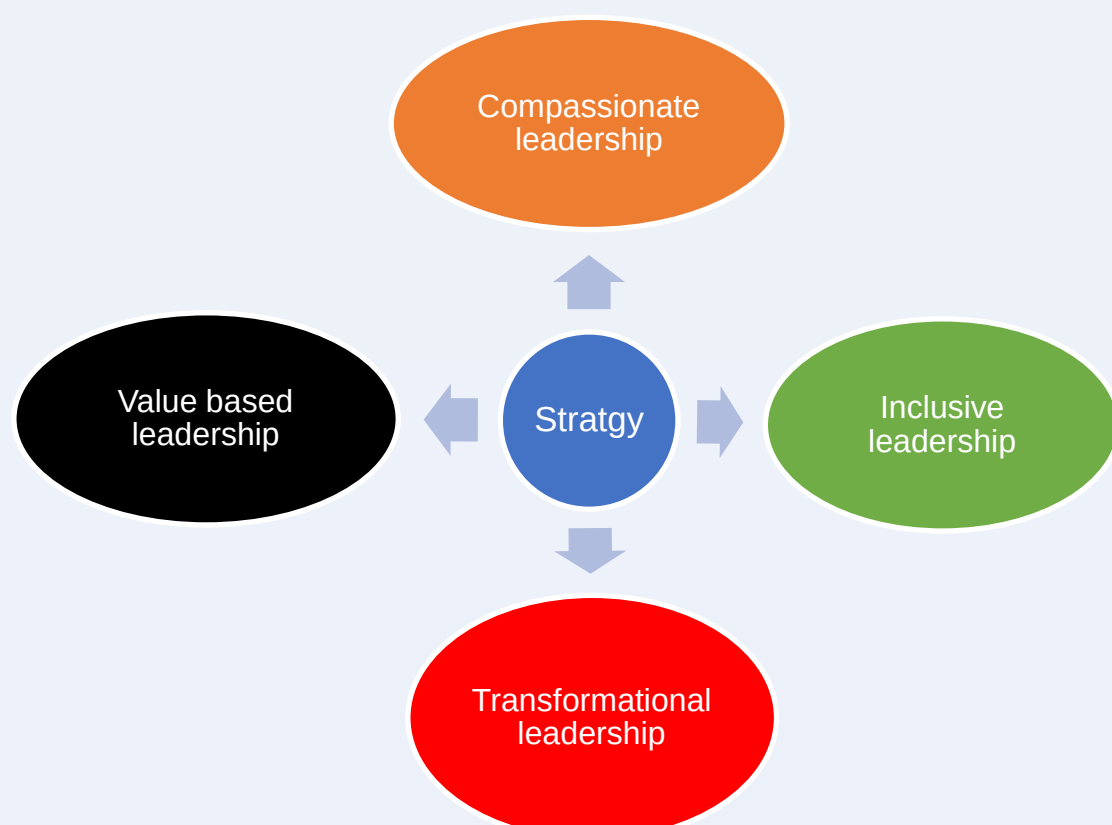
### Business

#### Launching of Reliance Jio

Mr. Mukesh Ambani, chairman of Reliance Jio information limited (RJIL) launched its Telecommunication services in India in July 2016. People were given access to cheap data and free unlimited outgoing voice calls by RJIL which empowered them. It succeeded in gaining 150 million members. It introduced voice-over long time evolution, offered over a 4G network to provide Excellent services. (Kulkarni et al., 2018, p. 205)

### Strategy

The main goal of this strategy is to not only consider the company's success but also take societal and national development. The role of the leader is to encourage and assist in the development of the teamwork structure. (Rathore et al., 2023, p. 3)



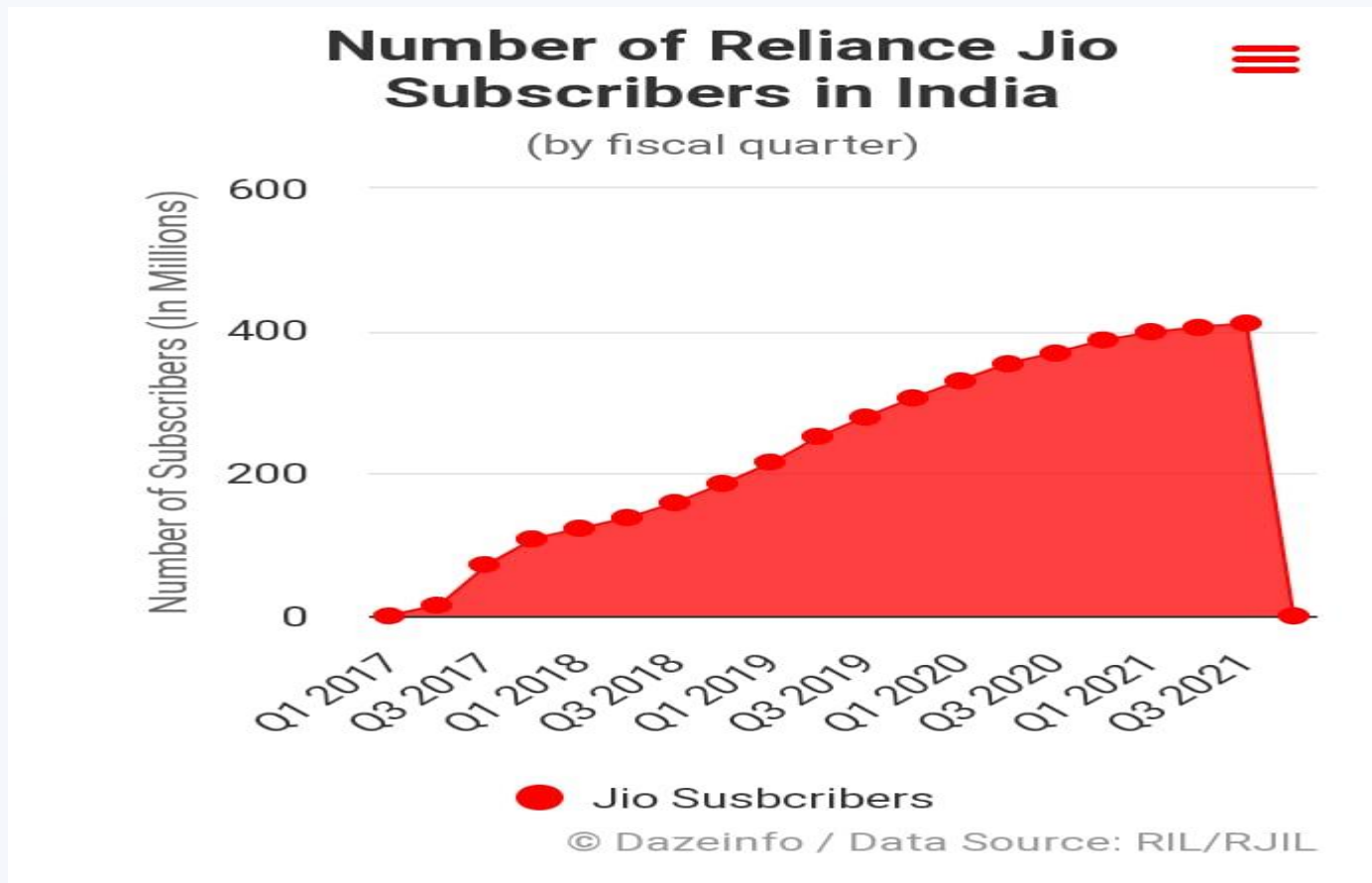
(Source: Erickson, 2022)

### Impact of business

The number of individuals using the Internet is rapidly increasing after launching Jio.

**Digitalization-** Result in the increase of digital marketing. Consumers can able to buy food, cosmetics, Dress through mobile applications/websites. (Devi, 2022, p. 28)

**Global and local economy-** Improvers both Local and Global Environment. Resulting in less corruption and promoting faster ideas. Agriculture's increased productivity results in higher rural income (Talukdar et al., 2021, p. 118)



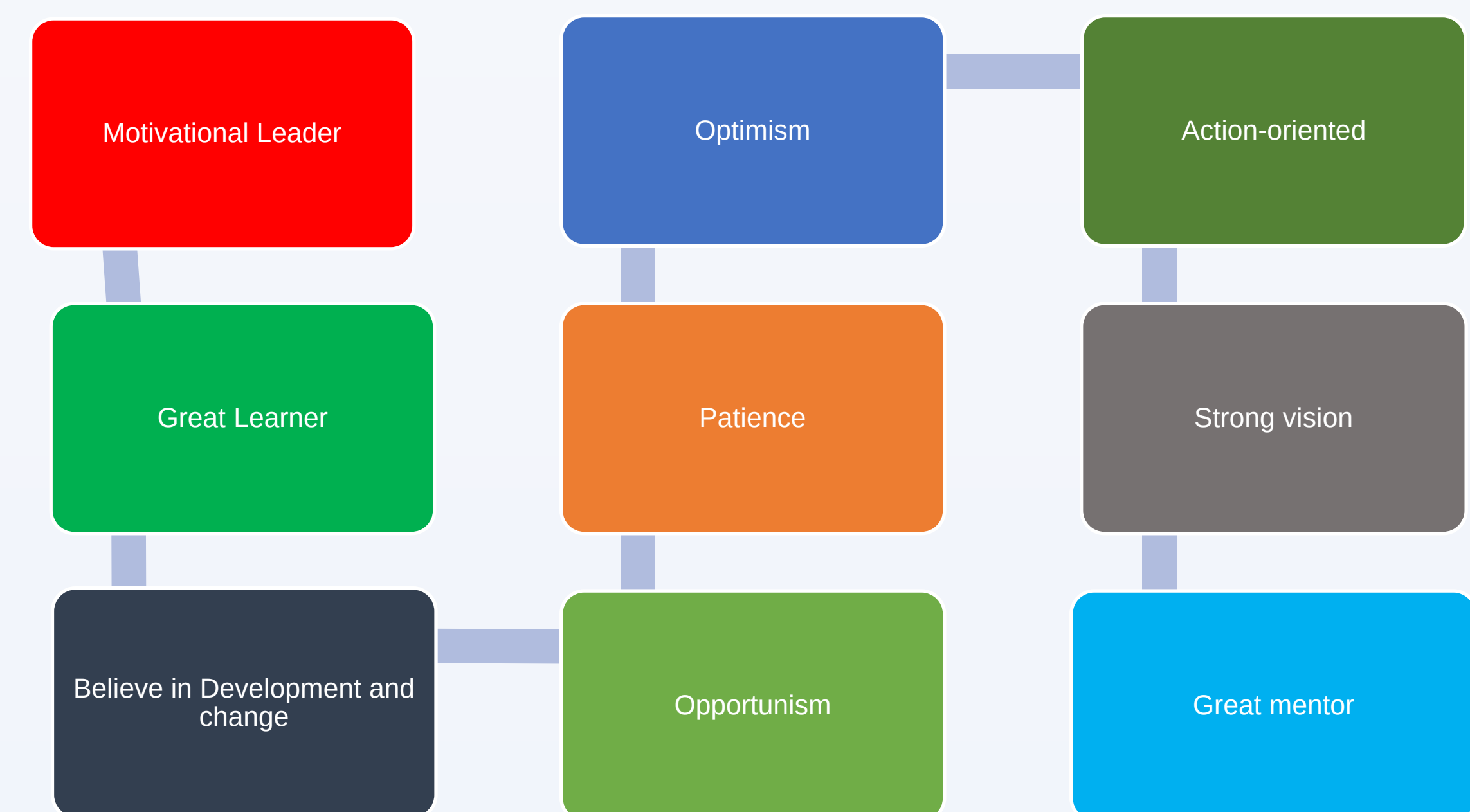
(Source: Daezinfo, 2020)



(Source: Kumar, 2021)

### SKILLS

According to him- A true leader is someone who enjoys difficult situations.



(Dabral, 2020)

### Main Motive of Business

#### Making India free of corruption is Mukesh Ambani's key goal.

- He began the telecommunications business in India to realize his father, Mr. Dhirubhai Ambani's, desire.
- The major goal is to provide high-speed internet at the lowest possible cost.
- It entails setting up free Wi-Fi hotspots in strategic locations like hospitals and schools. (Holla, 2017, p.2)

### REFLECTION

Mukesh Ambani (chairman of Reliance jio limited) is a successful entrepreneur. He always worked with proper planning of the business. It includes marketing and finance management. He along with the company's success, also looks upon the individual person benefit which led to the success of the nation in a global world. Every successful entrepreneur must have good leadership qualities, and proper planning before starting their business. Jio results in the increase of digitalization ion, Improving economic conditions, also result in improving health.

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