

Critical analysis between two business tycoons Anil and Mukesh Ambani

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Whenever we talk about THE AMBANI'S from our mouth, it's obviously none other than Mukesh Ambani, but we have forgotten about Anil Ambani. Mukesh Ambani ; ONE-MAN SHOW? Although both were two hands of thebthe the gigantic AMBANI empire with their father. The only thought that we sketch in our mind is, Mukesh Ambani is the man in shining armor.

People call it a tale of two brothers; or call it the biggest sibling rivalry ever in India? But have we ever pondered what lead to the downfall of Mr Anil Ambani? And the spurt rises of my Mukesh Ambani.

While there may be just 2 years gap between them, Mukesh Ambani's fortune massively outweighs that of his brother Anil as it is truly evident. According to the latest statistics by Forbes real-time assessment, Mukesh Ambani is the richest man in Asia with roughly \$50 Billion.

Meanwhile, the younger Anil who was the world's richest person in 2008 reported her worth of \$42Billion. But in February 2020, the UK court declared his net worth nothing and bankrupt.

The tale of spat between the brothers can be traced from 2005. Anil Ambani parted ways with his brother in 2005, three years after the semis of their father legend Dhirubhai AMBANI, who founded the empire. He rarely knew that he was the one to cut his throat.

While Mukesh Ambani took charge of flagship oil, petrol chemical business. Anil Ambani got telecom, power generation, financial services.

Although there are instances when Mukesh helped effortlessly his younger sibling but all in vain.

The downfall of Anil can be traced to 2010 following the scrapping non- complete agreement. This allowed Mukesh Ambani to enter telecom launch Reliance Jio in 2016. And look today there is no house which have never been impressed and use Jio. It's like living with Jio. As evidently the name says.

An aggressive tariff war and cut-throat fight for market share ensued, which in 2017 finally forced Anil to shut down the struggling Reliance Communications, once India's second largest Indian telecom firm.

At the end of March 2018, Reliance Communications had an accumulated loss of Rs. 23,950 crores. While Mukesh AMBANI continues to be Asia's richest man, his brother's fortune has been eroded.

Ironically, it's better than fleeing away with people's money like Mallaya, Modi but have kept the name and legacy of AMBANI. Let's respect him for this act!

Take a minute to ponder initially owning Reliance Jio by Anil AMBANI and billionaire or been the vice versa of current situation in owning business! but it would only be day-dreaming. Now, coming to JIO: The making of Mammoth telecom operator. The telecom industry is built from the earnings of his petrochemical and hydrocarbon business. A wholly owned subsidiary of Reliance Industries. It provides wireless 4G LTE service network. It took people's heart from LYF smartphones to JIO- Fi and now JIO Savant has gained momentum. With the launch of Reliance Jio, market shares of the major telecoms Vodafone, idea, Airtel called abruptly. This is how Jio came as a cumulonimbus cloud for them. With unlimited free voice calls, 4G data, messaging, JIO Turned out to be a real phenomenon for the world. As we all know it just followed the penetrative policy strategy.

The craze of people for acquiring a JIO SIM all over the country is mounting over time, other telecom operators dragging their tariffs, plans to survive in the market. Whatever plan does Jio launch, Airtel and Vodafone Idea has to change the strategy as it would otherwise shift the consumers. But now Jio has share of 27.8 percent in the market. It has surely reached milestones.

In gist, the cycle of Jio to jargon of telecommunication;

2005 split of Reliance industries

2006 Non- compete signed

2010 non- compete scrapped

2010 Reliance acquired 96% stake in Infidel Broadband Services for 4800 crores

2013 Infidel Broadband Services renamed Reliance Jio Info Comm Ltd.

2013 Reliance Jio Info Comm Ltd. inked deal for 4G roll with Bharti Airtel

2015 Reliance Jio Info Comm Ltd. Renamed Reliance Jio

2016 Jio rose to fame and launched new schemes.

Mukesh during the launch of Jio just followed the words of his father.” If you don’t build your dream, someone else will hire you to help them build theirs

But a can surely take lessons that we don't have the brain or potential to run a business we can ruin it however established and inherited it may be. A new to be efficient and management skills as Sam to launch a new business or run a successful business when given by our fathers. Nevertheless, we should mind that “these siblings never step on each other's ties!”

Key lessons to be learnt from AMBANI’S, entrepreneurs take heed!

1 dream big

In 90s Ambani then in 30s, had dreamt of becoming the largest producer of polyester fiber and yarn in the world. It actually happened today RIL I the largest producer pf polyester fiber with a capacity of 2.5 Billion tones p.a.

2 Do more, talk less

Ambani keeps a low-profile on social media. He is not voicing his opinions on important economic issues on any media platforms.

3 depend upon on none

A feudal style of management is not the mantra today So, my basic intention to write this topic was to drag that there may be some budding entrepreneurial skills hidden even in us. But the need of hour is to bring out them. Fulfill our dreams, prosper the world. We need not kill the entrepreneur in our mind because of financial reasons or reasons for establishment. The Ambani’s should be the real role models for us! Why can't we dream big to become Ambani in next 10 years! Just a matter of fact, the story of rages to riches has always been inspiring.

So, let's dream big nothing is impossible in this world...we have to work towards it ...

Until then ..

-Ashmita Kaur



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