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Notice for the PhD Viva Voce Examination

Ms Sunayana Bhat, Registration Number: 1960080, PhD Scholar at the School of Law, CHRIST (Deemed to be University), will defend her PhD thesis at the public viva-voce examination on Thursday, 08 October 2026, at 12.30 pm in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Regulatory Framework on Predatory Pricing Policy in the Indian Telecommunication Sector: A Critical Analysis
Discipline	:	Law
External Examiner - I	:	Dr V Sudesh Professor University Law College and Department of Studies in Law Bangalore University Jnana Bharathi Campus Bengaluru - 560056 Karnataka
External Examiner - II	:	Dr Bindu Samuel Ronald Vice Chancellor Maharashtra National Law University, Aurangabad Chhatrapati Sambhajnagar Paithan Road, Kanchanwadi Maharashtra - 431011
Supervisor	:	Dr Chaitra Rangappa Beerannavar Associate Professor School of Law CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 28 September 2026

Registrar (Academics)

ABSTRACT

Competition law plays an important role in promoting economic growth, protecting market development and maintaining healthy competition among existing and new competitors. The telecommunication sector in India has witnessed major growth after the introduction of telecom reforms and the New Telecom Policy. In the early 1990s, the New Economic Policy was introduced to improve India's competitiveness and encourage growth at the global level. In the telecom sector, the major regulatory bodies are the Department of Telecommunications and the Telecom Regulatory Authority of India. Initially, the Department of Telecommunications was responsible for policy formulation, licensing and telecom operations. Later, with the establishment of the Telecom Regulatory Authority of India in 1997, several regulatory functions were transferred to it.

In 1999, the Government introduced the New Telecom Policy to address major issues such as high licence fees, absence of an effective regulatory authority, licensing difficulties and restrictions on private participation. Before liberalisation, the telecom market was mainly controlled by government operators, especially Bharat Sanchar Nigam Limited, which was incorporated in 2000 and remained dominant for several years. From 2010 to 2023, the Indian telecom market experienced significant changes, including the entry and exit of competitors, mergers, price competition and changes in consumer demand. The present study focuses on the market structure of the Indian telecom sector from 2010 to 2023. It examines the position of major telecom operators, including Bharti Airtel, Reliance Jio Infocom, Vodafone-Idea and Bharat Sanchar Nigam Limited. Although these operators function in the same relevant market, their pricing methods, marketing strategies and competitive approaches differ. The study aims to analyse whether variations in market pricing include any anti-competitive elements or abuse of dominance. The research also includes an empirical component to assess consumer satisfaction with different telecom networks. In the present competitive environment, mere survival in the market is not sufficient; operators must attract and retain customers through quality services, affordable pricing and effective strategies. The concluding chapter provides suggestions that may help prevent unhealthy competition and support a fair, sustainable and consumer-friendly telecom market.

Keywords: Competition law, telecommunication, regulatory measures.

Publications:

1. **Sunayana Bhat**, Dr. Sonika Bhardwaj, "A Comparative Analysis of Competition Law Regimes with the Increase of E-Commerce in India and U.S.A", ECS Transactions, Conference Paper 2022 DOI: 10.1149/10701.19415ecst.
2. **Sunayana Bhat**, Dr. Sonika Bhardwaj, "Sustainable Innovation and Product Development: Creating Environmentally Friendly and Socially Responsible Products", The Synergy of Sustainable Entrepreneurship, Book Chapter, 2024 10.4018/979-8- 3693-4338-8.ch011.