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A study of the concept of value added services in the context of retail tele-communication service marketing (A study conducted with special reference to TATA DOCOMO)

**Shalini Sinha • Neha Jha • Kumari Vineeta
• Subroto Guha**

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Corresponding Author : Subroto Guha

Abstract : *Retail Tele-Communication Service Marketing is influenced by various elements / market variants amongst which value-added services have become prominent and extremely popular. This study is an effort undertaken to establish the role of value-added services undertaken for the purpose of improving the level of market penetration and to assess the scope of product repositioning, under competitive marketing.*

Keywords : *VAS Packages, Tele-Com Service Users, Tele-Com Market.*
