Insights:

**1.Revenue:**

**-Revenue dropped by -80.40M (-0.50% Degrowth over Before 5G)**

**Misses:**

-Major drop from **Delhi**: -55.60M (All the periods posted negative growth)

* Loss of opportunity: -19L Active Users, 1.30L Un-Subscribed users,

**market share**: Except Atliqo All other companies market share increased In Delhi (Bio 249M, Britel:220M, Dadafone:65M,Others:50M)

**Plans**:P7(-56M), P8(-52M), P5(-37M) huge degrowth posted over Before 5G, which majorly effected on overall Revenue performance for the Delhi.

**-Chennai:** -38.90(All the periods posted negative growth)

* Loss of opportunity: -2.59 % (-5.25 gap) ARPU & 1.90L Un-Subscribed users dropped over Before,1.30L Un-Subscribed users, Except Atliqo All other companies market share increased In Chennai.

-out of 13, 9 Plans Posted Degrowth from Chennai

Top Plans P2(-7M), P3(-21M) along with P5(42M), P7(-41M),P8(-41M),P6(-25),P4(-23M) Majorly Posted degrowth

**-** **Ahmedabad:** -19.10M (P2 & P4 Periods major concern)

* Loss of opportunity: 1L Active Users, 50K Un-Subscribed Users. Except Atliqo All other companies market share increased In Ahmedabad.

-out of 13, 9 Plans Posted Degrowth from Chennai

P6(-22M),P7(-21),P5(-20M) Majorly impacted

**-** **Hyderabad:** -15.30M (P1 ,P2, P4 Periods major concern ,In P3 62%(1.37L) Customers Un-Subscribed

* Loss of opportunity: -4.50L Active Users, -1.50L Un-Subscribed Users. Except Atliqo All other companies market share increased In Hyderabad.

-out of 13, 9 Plans Posted Degrowth

P7(-30M), P5(-19), P4(-16M), Majorly impacted

**-** **Kolkata:** -7.10M(P1 & P3 Periods major concern ,In P3 62%(1.37L) Customers Un-Subscribed

* Loss of opportunity: -5L Active Users, -1.90L Un-Subscribed Users. Except Atliqo All other companies market share increased In kolkata.

-out of 13, 9 Plans Posted Degrowth

P5(-55M), P7(-53),P6(-38M),P4(-36) Majorly impacted

- PERIOD 2(129.3M with -3.04%drop) & PERIOD 4 (69.3M with -1.70% drop) majorly impacted After 5G

**Hits:**

**-Top Revenue by Cities -value growth over Before 5G Bangalore (12.70M), Lucknow (11.80M), Mumbai (7.50M), Patna (7.20M)**

**2.ARPU**

**Misses:**

Major Concern Cities Pune & Chennai…**Pune(-**13% Degrowth with 25.75 Gap drastically dropped ,which is Top 2nd  in Before 5G but dropped below the table after 5G.

-2.40L Customers Un-Subscribed from Pune After 5G which is the highest Un-Subscribed Customers City.

-**Chennai (-5% Degrowth over Before 5G ..dropped from 203 to 198)**

**Hits:**

-Avg.Revenue per user increased by Rs:21/- (11.05% growth posted).

- major contributors Raipur (22.25%), Patna (20.26%), Ahmedabad (21.84%), Bangalore (19.6%) growth posted over Before 5G.

1. **Active Users:**

**Misses:**

-Active Users Degrowth of -6.98M (-8.28% ) Over Before 5G

-All the major cities Active Users dropped drastically After 5G

Delhi(-1.91M),Mumbai(-1.80M),Bangalore(-1.35M),Ahmadabad(-1M)

Kolkata(-0.50M),Hyderabad(-0.45M),Patna(-0.41M) majorly Drop

**Hits:**

**Active Customers Growth in cities After 5G**

**Pune:12L,Luknow:80K,Chennai:3L**

1. **Unsubscribed Users:**

**-Total Un-Subscribed users 12.59M(23.5% Growth in unsubscribed users over before 5G)**

**-After 5G implementation every month has seen rapid increase In unsubscribed users**

**-Except Mumbai all the cities Unsubscribed users percentage increased over Before 5G**

* **Top Concern cities Highest% of Un-Subscribed Customers**

**Lucknow (78%), Pune(55%), japipur(52%),Chadigarh(46%),Hyderabad(38%),Chennai(37%)**

* **Top Concern cities on basis of No.Of Un-Subscribed Customers**

**Pune(2.40L),Kolkata(1.90L),Chennai(1.90L),Hyderabad(1.50L),Luckow(1.30L),Delhi(1.30L)**

**Market Share:**

- Atliqo overall Market share dropped by -1.35% with value of -81M,

P2&P4 Periods Majorly Effected on Value share Degrowth over After 5G.

P1 -1.06% with positive Growth value of 32M , P2 -1.64% with -129M Degrowth P3 -1.13% with positive Growth value of 86M , P4 -1.59% with -69M Degrowth

-In P1 & P4 few cities posted growth in value share which helped to growth In market share value for 2 periods ..MS% Remain degrowth for all periods.

Major impacted cities Market Value Degrowth : Delhi(-56M),Chennai(-38M),Ahmadabad(-19M),Hyderabad(-15M),Kolkata(-7M),Chadigarh(-1.80M)

- Except Atliqo, all the companies posted growth Vs Before 5G.

**Competitors MS% Growth After 5G:**

* Bio +0.60% (2399M)
* Britel +0.46% (1922M)
* Dadafone %0.17% (710M)
* Others +0.12% (487M)

1. **Plan Revenue**

**-Total plan Revenue 19.51Bn with 21%(+1.86bn) growth posted over before 5G.**

**- P8,P9,P10 Plans discontinued which generated 792M Before 5G ,**

**P11 ,P12 ,P13 Plans introduced After 5G which generated 3.34bn(3335M)**

**-P1,P2,P3,P4,P11 (P11 New Plan) Plans are top contributors P10,P9,P13,P8,P7 ( P8,P9,P10 Before 5G Plans)are In bottom**

**-Discontinued Plan P8 (434M) contributed well over New plan P13(315M)**

**-Need to work on High Negative Growth posted plans over Before 5G**

**P7(-73% - 427M),**

**P5(-35% -353M),**

**P6(-34% -255M),**

**P4(-18% -199M)**