



# Wavecon Telecom:

## 5G Launch Impact Analysis

Post-Launch Performance and Strategic Recommendations



Presented by:  
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## Wavecon Telecom – Company Overview

- **Leading telecom operator providing voice, data, and digital services to millions of customers across India.**
- **Currently it is serving over 161 million active users nationwide with a robust service network.**
- **It operates in 15 Tier-I and Tier-II cities in India**
- **In May 2022, it successful rollout of 5G, reinforcing Wavecon's position at the forefront of telecom innovation.**

# KPI's

₹ 31.9 bn

**Revenue**  
Company has generated a revenue of 31.9 billions and market share of 18% in September

₹ 200.7

**Average Revenue per User (ARPU)**  
The average amount of revenue earned per customer/user during a defined period.

161.7

**Total Active Users (TAU)**  
The total number of users who are currently subscribed and actively using the telecom services.

12.6 M

**Total Unsubscribed Users (TUsU)**  
The total no of users who have unsubscribed or left during the period.

## Problem Statement:

1. What is the impact of the 5G launch on our revenue?
2. Which KPI is underperforming after the 5G launch?
3. After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
4. Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
5. Is there any plan that is discontinued after the 5G launch? What is the reason for it?

## What is the impact of the 5G launch on our revenue?

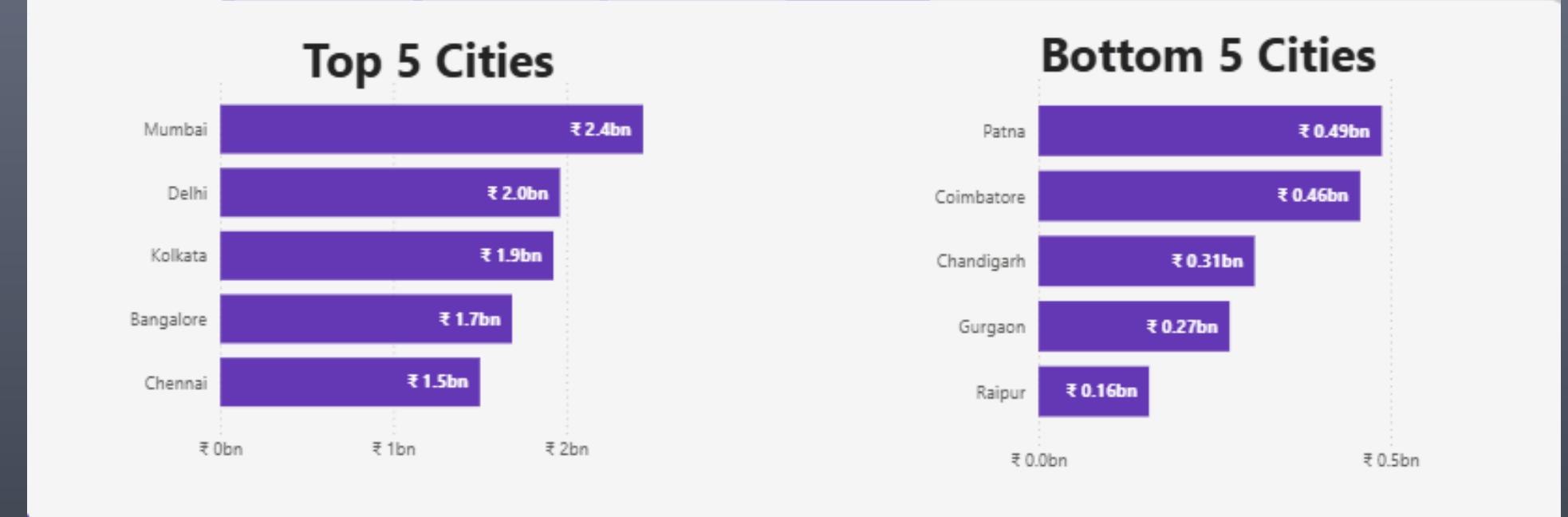
Metric	Pre-5G Launch Period (Avg. Monthly)	Post-5G Launch Period (Avg. Monthly)	Change
Total Monthly Revenue	16.0 bn	15.9 bn	-0.50%

**Key Insight:** The transition to 5G has not yet delivered a major positive impact on your company's revenue; rather, there was a small dip (-0.50%), and most markets remained stable or slightly declined.

City Name	Total Revenue	Before_5G	After_5G	Chg% ▲
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
<b>Total</b>	<b>₹ 31,874M</b>	<b>₹ 15,977M</b>	<b>₹ 15,897M</b>	<b>-0.50%</b>

- Some emerging markets (Lucknow, Gurgaon, Patna, Raipur) showed substantial revenue growth post 5G.
- Major metros like Delhi, Chennai, Hyderabad, and Ahmedabad experienced a decline in revenue.
- Overall change: Minor decrease (-0.50%), indicating mixed performance—regional gains offset by losses in bigger cities.
- The City Chg% scatterplot reveals most city changes cluster around 0%, with some negative values highlighting the decrease.

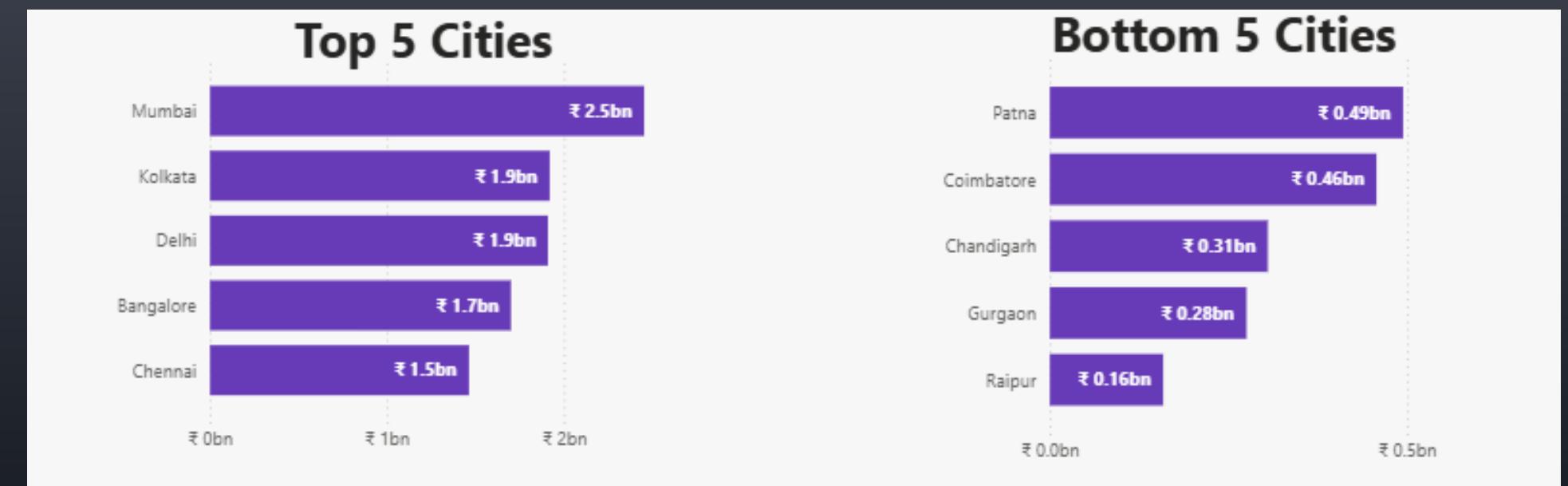
## Before 5G



After the 5G launch, the top and bottom cities by revenue largely remain unchanged.

Mumbai saw a small gain, as did a few bottom cities. The impact of 5G was modest in terms of total city-wise revenue shifts.

## After 5G



## Which KPI is underperforming after the 5G launch?

Metric	Pre-5G Launch	Post-5G Launch	Change
<b>Total Active users (TAU)</b>	84.4M	77.4M	-8.28%
<b>Average Revenue per User (ARPU)</b>	₹190.2	₹211.3	11.05%
<b>Total unsubscribed Users (TUsU)</b>	5.6M	7.0M	23.50%

- Total Active Users decreased from 84.4M (Before 5G) to 77.4M (After 5G), an overall decline of -8.28%.
- TAU (Total Active Users) is the worst performing KPI post-5G.

City Name	Total_Users	Before_5G	After_5G	Chg%
Pune	14M	6M	8M	18.06%
Lucknow	6M	3M	3M	2.65%
Chennai	15M	7M	7M	0.35%
Kolkata	20M	10M	10M	-4.75%
Chandigarh	3M	2M	2M	-4.99%
Jaipur	7M	4M	3M	-5.53%
Hyderabad	12M	6M	6M	-7.48%
Coimbatore	4M	2M	2M	-9.28%
Gurgaon	3M	1M	1M	-13.09%
Bangalore	18M	10M	8M	-13.94%
Mumbai	23M	13M	11M	-14.35%
Patna	5M	3M	2M	-16.11%
Raipur	2M	1M	1M	-16.67%
Delhi	20M	11M	9M	-17.63%
Ahmedabad	10M	5M	4M	-18.93%
<b>Total</b>	<b>162M</b>	<b>84M</b>	<b>77M</b>	<b>-8.28%</b>

- Total Active Users decreased from 84.4M (Before 5G) to 77.4M (After 5G), an overall decline of -8.28%.
- Most major cities (Ahmedabad, Bangalore, Delhi, Hyderabad, Jaipur, etc.) show a drop in active users post-5G.
- While revenue and monthly average revenue dropped only slightly (from previous charts), the user base has shrunk significantly, which can impact future growth and revenue streams.

**After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?**

Plan Name	Revenue Before 5G	Revenue After 5G	Trend
Smart Recharge Pack (2 GB/Day, 3 months) p1	1.8bn	2.4bn	Up
Ultra Fast Mega Pack (3GB/Day, 80 days) p11	NA	1.9bn	New/Up
Mini Ultra Saver (750MB/Day, 28 days) p13	NA	314.5M	New/Stable
Ultra Duo Data (1.8GB/Day, 55 days) p12	NA	1.2bn	New/Stable
Super Saviour (1.5GB/Day, 56 days) p2	1.5bn	1.5bn	Stable
Elite Saver (1GB/Day, 28 days) p3	1.3bn	1.3bn	Stable
Rs.99 Full Talktime Combo p5	1.0bn	651.5M	Down
25GB Combo 3G/4G Data Pack p7	582.4M	155.6M	Down
Mini Data Saver (500MB/Day, 20 days) p4	1.1bn	876.8M	Down
Xstream Mobile Data (15GB, 28 days) p6	749.1M	494.6M	Down

- Top performers post-5G: Smart Recharge Pack, Ultra Fast Mega Pack, Mini Ultra Saver, Ultra Duo Data
- Plans losing popularity: Low-data/top-up packs, old 3G/4G combo plans, short validity data packs.  
**Rs.99 Full Talktime Combo, 25GB Combo 3G/4G Data Pack, Mini Data Saver (500MB/Day, 20 days), Xstream Mobile Data (15GB, 28 days)**

## Conclusion:

- Winners are new or heavy-data plans (2GB, 3GB per day types), and classic daily-use combos with 1GB or more.
- Declining/losing plans are top-ups, small/short-term packs, and 3G/4G-only packs.
- Stable performers are strong, value-driven daily-use plans (Super Saviour/Elite Saver).

**Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?**

Plan Name	Pre-5G Revenue	Post-5G Revenue	Recommendation/S status	Reason
Rs.99 Talktime Combo p5	₹1.0bn	₹651.5M	Discontinue	Major decline
25GB Combo 3G/4G Data p7	₹582.4M	₹155.6M	Discontinue	Major decline
Xstream Mobile Data (15GB/28d) p6	₹749.1M	₹494.6M	Rework/Replace	Decline

## Should continue/discontinue?

- Discontinue plans showing severe decline revenue post-5G.
- Focus future offerings/marketing on higher data, longer validity, and daily usage packs welcomed by 5G customers.

## Core reason:

- Shift to heavy data, longer validity packs and away from low-data, short-duration, classic 4G/talktime-focused packs. Customers' needs evolved strongly with 5G, and your plan portfolio should too. Yes, there are several plans that were largely affected by the 5G launch—especially plans with older or smaller data benefits and short validity:

# Is there any plan that is discontinued after the 5G launch? What is the reason for it?

 p8	Daily Saviour (1 GB / Day) validity: 1 Day	
434.3M	434.3M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G
 p9	Combo TopUp: 14.95 Talktime and 300 MB data	
226.8M	226.8M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G
 p10	Big Combo Pack (6 GB / Day) validity: 3 Days	
131.1M	131.1M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Plan Name	Pre-5G Revenue	Post-5G Revenue	Status	Reason
Daily Saviour (1GB/Day, 1d)	₹434.3M	NA	Discontinued	No demand
Combo TopUp (14.95+300MB)	₹226.8M	NA	Discontinued	No demand
Big Combo Pack (6GB/Day, 3d)	₹131.1M	NA	Discontinued	No demand

**Customer shift to higher-data and longer-duration plans:** With 5G, users want fast speeds and abundant data over longer periods—a direct response to more streaming, high-bandwidth apps, and "always-on" connectivity. Small/top-up/short-duration packs are now outdated and not competitive.

Thank You