

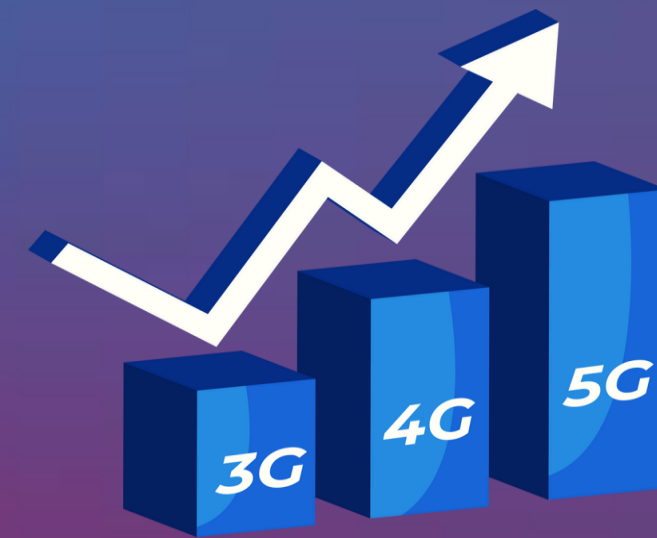
Wavecon Telecom

5G IMPACT ANALYSIS



Contents

- Introduction & Background
- Problem Statement
- 5G Revenue Impact Analysis
- City-wise Performance
- Plan Performance Assessment
- Plan Impact & Discontinuation Analysis
- Strategic Recommendations
- Implementation & Expected Outcomes
- Conclusion



Introduction & Background



Company Overview:

- India's 3rd largest telecom provider
- 161.7M active users across 15 key markets
- Recent nationwide 5G rollout in Q1 2025
- ₹31.9B in total revenue

Market Context:

- Highly competitive telecom landscape
- Growing demand for high-speed data services
- Increasing price sensitivity among consumers
- Rising infrastructure costs for operators

Problem Statement



Primary Concerns:

- 0.50% decline in revenue following 5G launch
- Inconsistent performance across geographic markets
- Underperformance in key metropolitan areas
- Uncertain ROI on 5G infrastructure investment

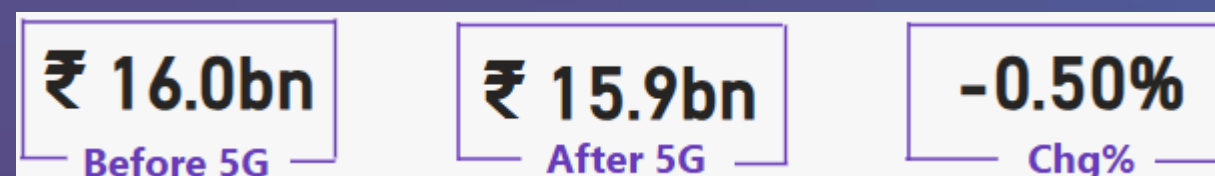
Key Questions:

1. What is the actual impact of 5G on our revenue streams?
2. Which KPIs are underperforming after 5G launch?
3. How are different plans performing post-launch?
4. Should any plans be discontinued or modified?
5. What strategic adjustments will optimize 5G performance?

Impact of 5G on Revenue



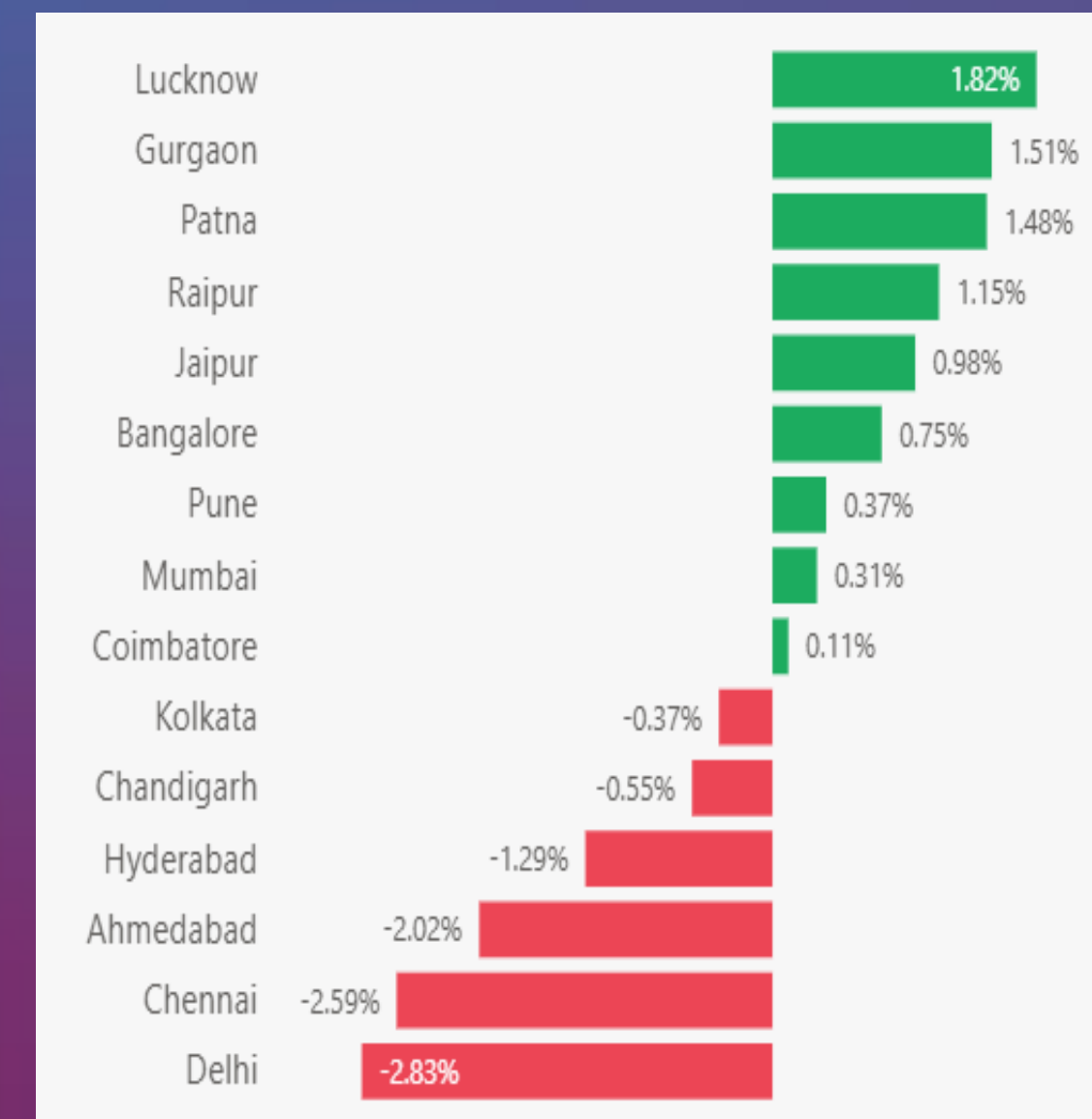
Revenue breakdown



Average Revenue per Customer



City-wise Revenue



Key Findings:

- **0.50% overall revenue decline** following 5G implementation
- Monthly revenue trend shows slight but consistent underperformance
- Impact varies significantly by geography and market tier
- Total revenue change: **₹80 million decrease**

Comparative Analysis:

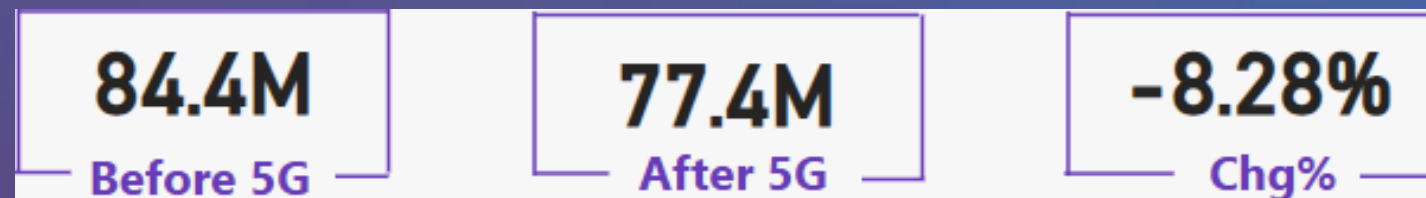
- Pre-5G monthly trend showed stable growth
- Post-5G trend shows initial adjustment period
- Current stabilization suggests potential for future growth

Underperforming KPIs

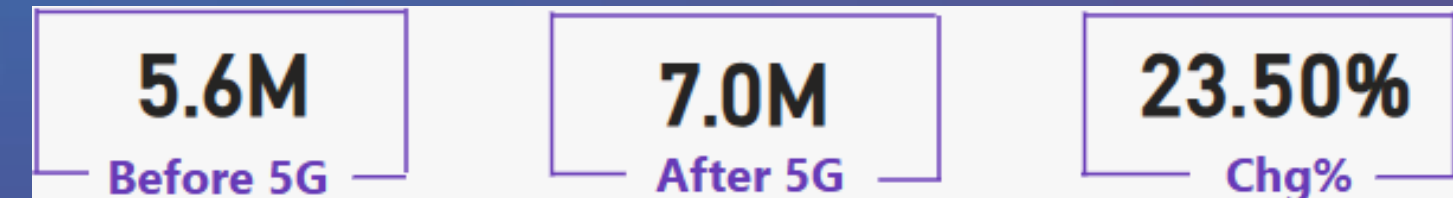
Post-5G Launch Performance Analysis - Q2 2025



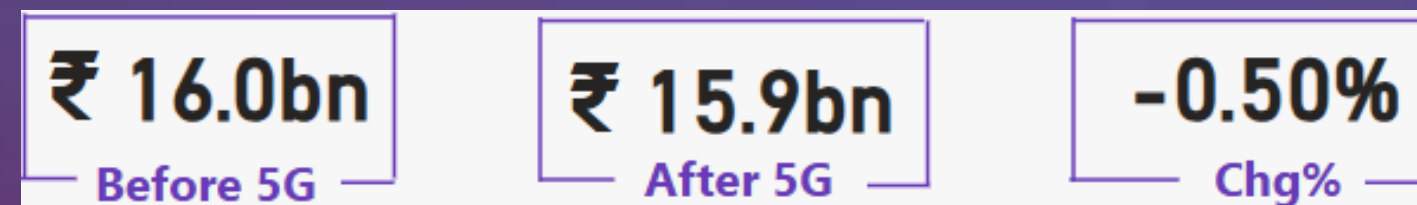
Total Active Users (TAU)



Total Unsubscribed Users (TuSu)



Total Revenue



Key Insights:

- 8.28% reduction in active users directly correlates with 23.50% increase in unsubscribes
- 5G transition period shows expected user adjustment phase
- Revenue impact (-0.50%) less severe than user decline due to higher ARPU from remaining users

Recommendations:

- Launch retention campaign targeting users on legacy 3G/4G plans
- Accelerate 5G coverage in high-churn regions
- Implement win-back program for recently unsubscribed users

Plans performing poorly/well



Plans performance

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

Performed well

p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)		
	2.4bn	1.8bn	2.4bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)		
	1.9bn	NA	1.9bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Performed poorly

p7	25 GB Combo 3G / 4G Data Pack		
	155.6M	582.4M	155.6M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)		
	314.5M	NA	314.5M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Strong Performers:

- Entry-level 5G plans in Tier-2 cities
- Value-oriented plans showing growth across markets

Underperformers:

- Premium 5G plans in metropolitan areas
- Unlimited plans in price-sensitive markets

Which plan was largely affected by the 5G launch Should it be discontinued?



Plan p7 (25GB Combo 3G/4G Data Pack) was most severely affected with a 73% revenue decline

- **Recommendation:** Discontinue *plan p7* as it:
 - Exceeds our >2% decline review threshold by a significant margin
 - Shows customers migrating to our new 5G-optimized plans (p11-p13)

Before 5G

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

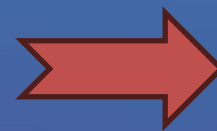
After 5G

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

5G Unsubscription Crisis: Action Plan



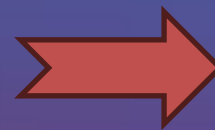
Critical Issue: 23.5% increase in unsubscriptions after 5G rollout (5.6M → 7.0M)



5.6M Before 5G	7.0M After 5G	23.50% Chg%
--------------------------	-------------------------	-----------------------

Cities showing highest unsubscription increases:

- Lucknow: 77.9% increase
- Pune: 55.3% increase
- Jaipur: 52.4% increase



City Name	Total_Users	Before_5G	After_5G	Chg%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%

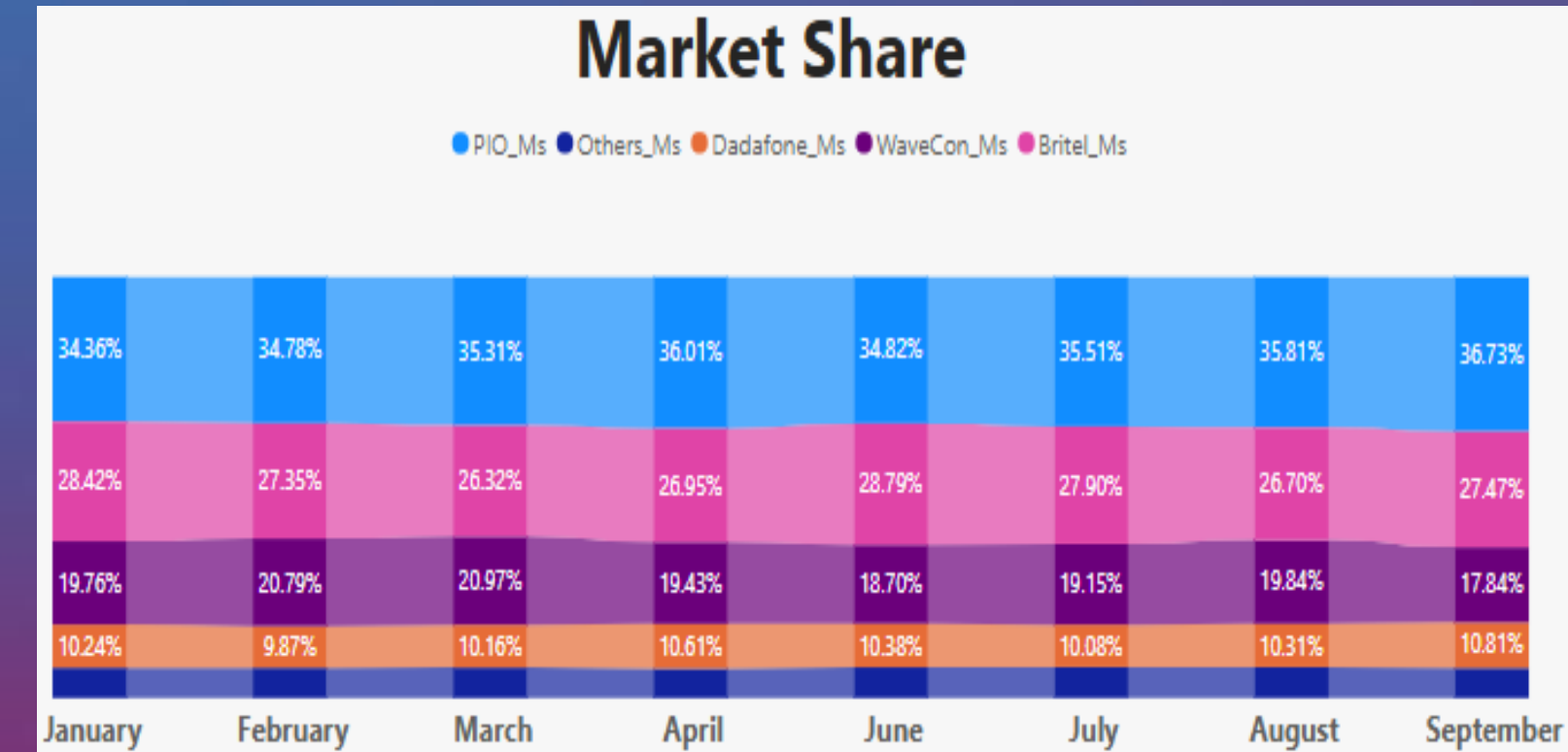
Immediate Actions & Implementation:

- 1.**Price Correction** - 15-20% reduction in top 3 churn cities by May 15
 - ❑ *How:* Create "5G Loyalty" packages for existing customers
- 2.**Retention Campaign** - Contact recent unsubscribers with 3-month win-back offer
 - ❑ *How:* Deploy call center team with tiered discounts (50%→30%→15%)
- 3.**Replicate Mumbai Strategy** - Transfer successful market manager to lead recovery
 - ❑ *How:* Form task force led by Mumbai manager with weekly reporting
- 4.**Network Audit** - Immediate quality assessment in Lucknow
 - ❑ *How:* Conduct 7-day coverage testing across key locations

How our market position changed against competitors since 5G launch



- **Wavecon** maintaining approximately 19-20% market share throughout 5G rollout
- **PIO_Ms** remains dominant (~36%) and is gradually increasing share
- **Britel_Ms** shows slight decline trend (28.4% to 27.4%)
- Despite user losses, maintaining market share indicates we're losing low-value customers while retaining high-value ones



Addressing Competitive Threats:

vs. **PIO_Ms** (36% market share):

- Launch "Switch & Save" campaign highlighting 15-20% cost advantage
- Target their high-ARPU customers with superior service bundles in Mumbai

vs. **Britel_Ms** (27.4% market share):

- Focus on network quality in Tier-2 cities where they underperform
- Implement retention program targeting their customers in Patna & Coimbatore

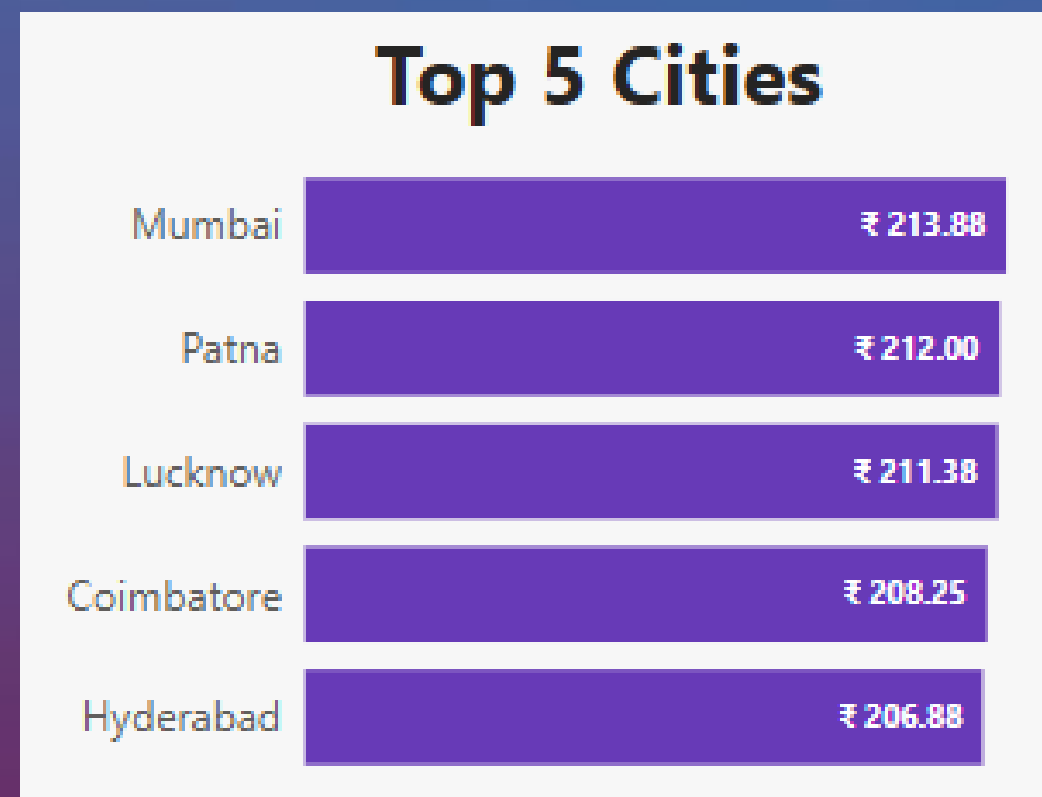
Cities to prioritise for 5G investment based on current performance



Investment Criteria:

- Cities with ARPU > ₹200
- Positive user growth or minimal decline
- Lower unsubscription rates than average

Average Revenue Per User (ARPU)



Targeting these cities could generate additional ₹1.2bn in annual revenue while reversing the overall -0.50% revenue decline trend.

Priority Cities for 5G Investment:

- **Mumbai & Patna:** High ARPU + large revenue base
- **Lucknow:** Positive user growth trend (+2.65%) despite overall decline
- **Coimbatore:** Strong ARPU growth (+8.25%) indicates potential

Strategic Recommendations



Short-Term (0-3 Months):

1. Launch "5G Value+" campaigns in Delhi and Chennai
2. Scale successful plans from Lucknow to similar markets
3. Revise premium plan pricing in underperforming markets

Medium-Term (3-12 Months):

1. Implement ARPU enhancement initiatives (₹200.7 → ₹225+)
2. Prioritize infrastructure improvements in negative-growth cities
3. Develop unique 5G service bundles and partnerships

Summary & Next Steps



Revenue: 0.50% decline (₹80M) despite 11.05% increase in ARPU

Users: 8.28% decrease in active users, 23.5% increase in unsubscriptions

Geographic Performance: 6 cities showing growth vs. 5 cities with >2% decline

Critical Actions:

1. Discontinue Plan p7 (73% revenue decline)
2. Address unsubscription crisis in Lucknow (77.9%), Pune (55.3%), Jaipur (52.4%)
3. Prioritize 5G investment in Mumbai, Patna, Lucknow & Coimbatore
4. Project: Additional ₹1.2B revenue potential

Thank you