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| **IDEA SIM OR CELLULAR NETWORKING** |

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| **PRODUCT FEATURES** | **CURRENT STATE** | **GAP** | **FUTURE STATE** | **ACTION PLAN** |
| NETWORK COVERAGE | Varied coverage across India; some rural areas may have limited or no service; pockets of network congestion in urban areas. | Inconsistent coverage leads to user frustration and potential loss of subscribers to competitors with better reach | Seamless and reliable 4G/5G coverage across all regions of India, including remote and rural areas, with minimal congestion. | Aggressively invest in expanding 4G and deploying 5G infrastructure; optimize existing network for better signal strength and capacity; explore partnerships for infrastructure sharing in underserved areas. |
| DATA SPEED & QUALITY | Data speeds can fluctuate based on location, network load, and user plan; some users experience slower speeds than advertised. | Inconsistent data speeds and quality impact user experience, especially for data-intensive applications and services. | Consistently high data speeds and low latency across the network, meeting or exceeding advertised speeds and supporting demanding applications. | Continuously upgrade network infrastructure with the latest technologies; implement advanced network management techniques to optimize data flow; offer clear and transparent data speed expectations in plans. |
| **CALL QUALITY & RELIABILITY** | Generally reliable voice calls, but occasional call drops or poor audio quality may occur in certain areas or duringpeaktimes. | Instances of call drops and poor voice quality lead to dissatisfaction and can hinder communication | Crystal-clear & reliable voice call quality with minimal call drops across entire network, ensuring seamless communication | Invest in maintaining and upgrading voice network infrastructure; implement advanced voice codecs for better audio quality; monitor network performance to identify and resolve issues proactively. |
| CUSTOMER SUPPORT (Network Related) | Occasional network outages or service disruptions can occur due to maintenance, technical faults, or natural events. | Network downtime disrupts services and impacts user productivity and communication. | Highly stable and consistently available network with minimal downtime, ensuring uninterrupted service for all users. | Implement robust network redundancy and failover mechanisms; conduct regular preventative maintenance; have rapid response teams for outage restoration; provide timely notifications about planned maintenance. |