



City

All

Before/After 5G

All

Month

All

AtliQo Telecom Before/After 5G Implementation Insights

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Average Revenue

₹26.56 Cr

-0.5%

Average ARPU

₹200.74 Cr

11.05%

Monthly Active Users

13.48 L

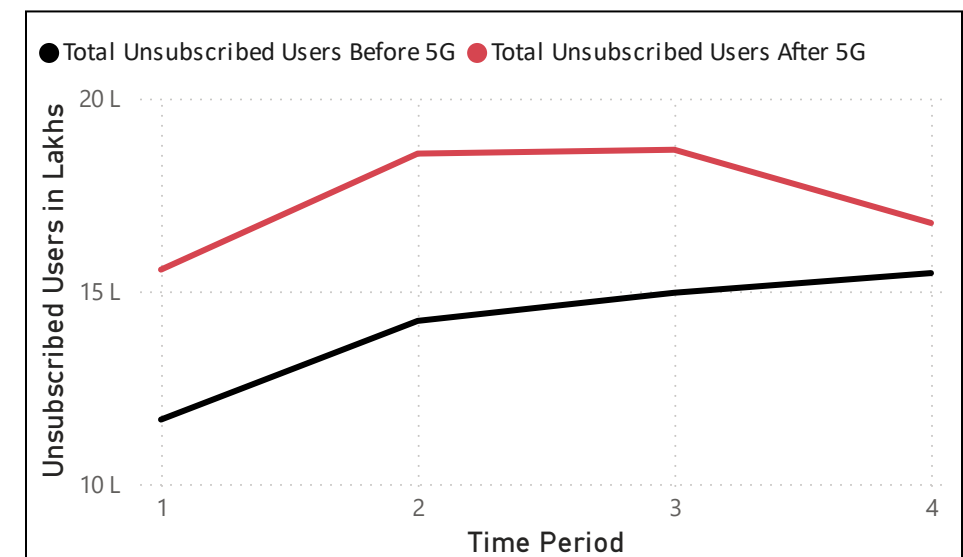
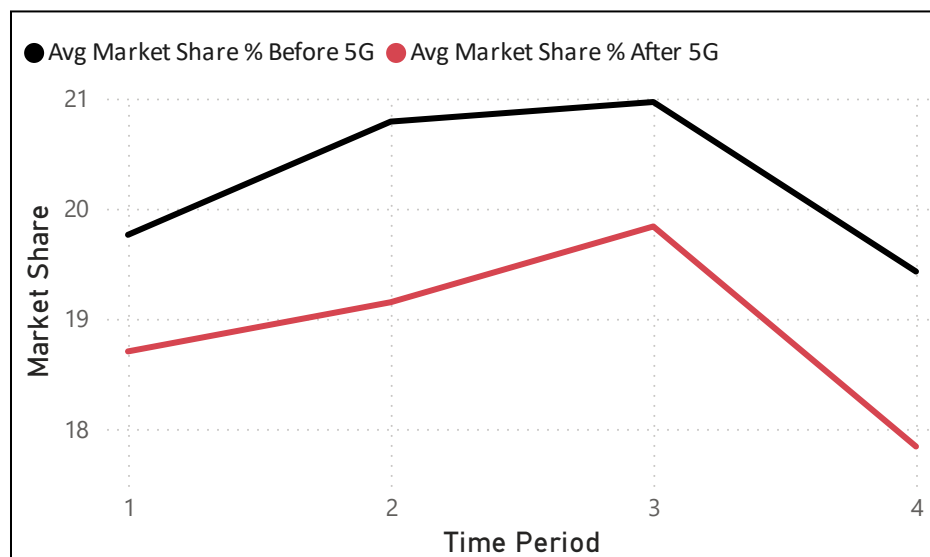
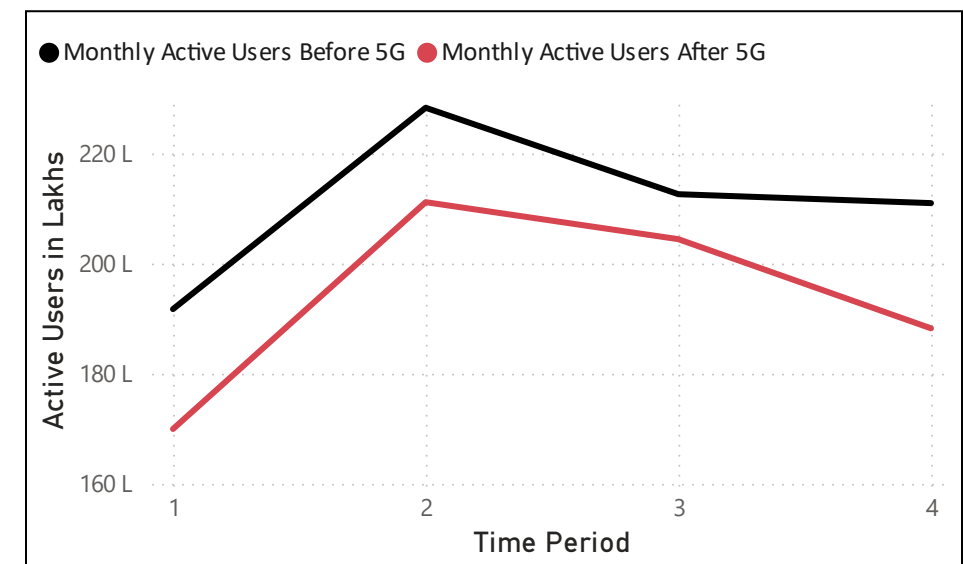
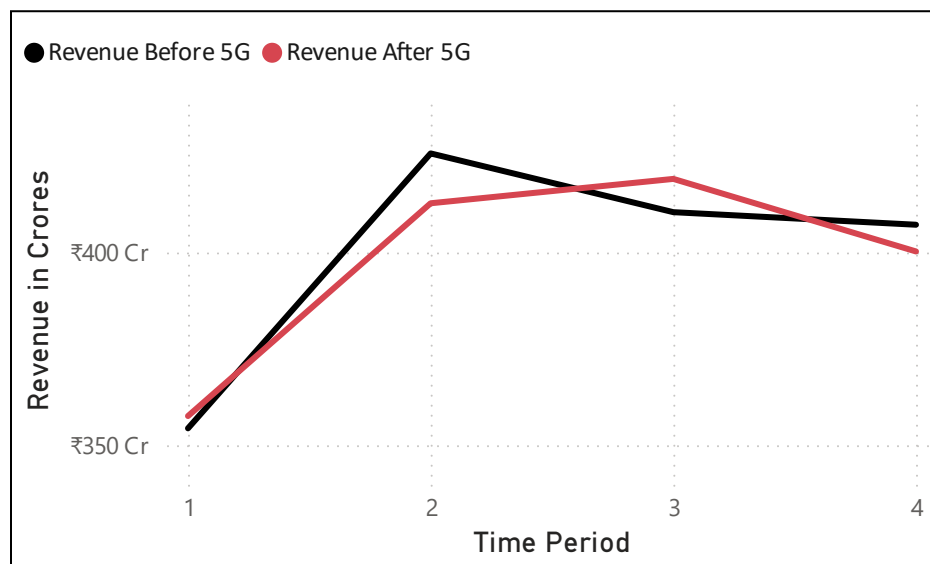
-8.28%

Monthly Unsubscribed Users

16.77 L

23.50%

Trends of Before and After 5G Implementation over Time Period



ARPU - Average revenue per user

Months before 5G:

- January - 1
- February - 2
- March - 3
- April - 4

May - 5G is implemented

Months After 5G:

- June - 1
- July - 2
- August - 3
- September - 4



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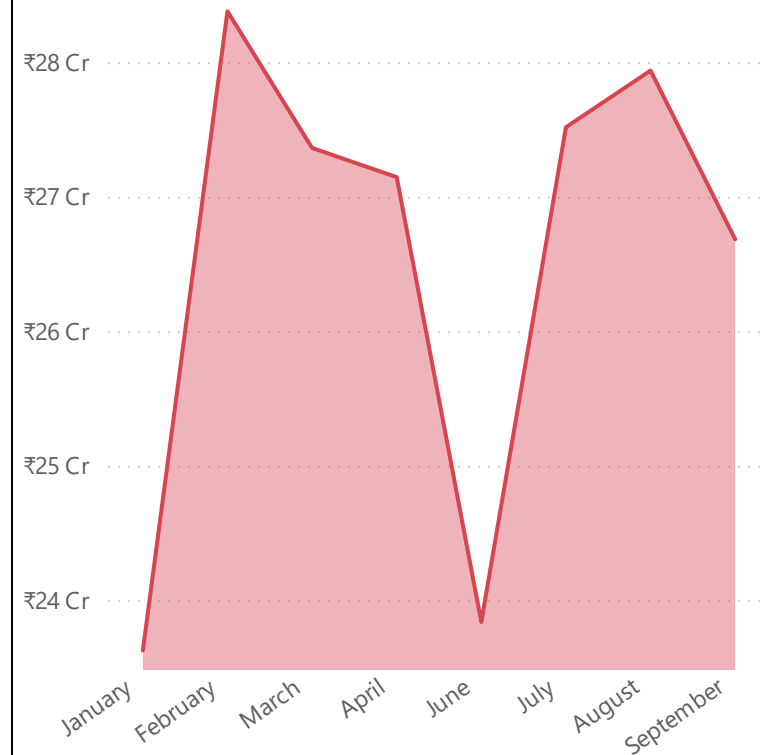
All

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Change in Metrics After 5G Implementation

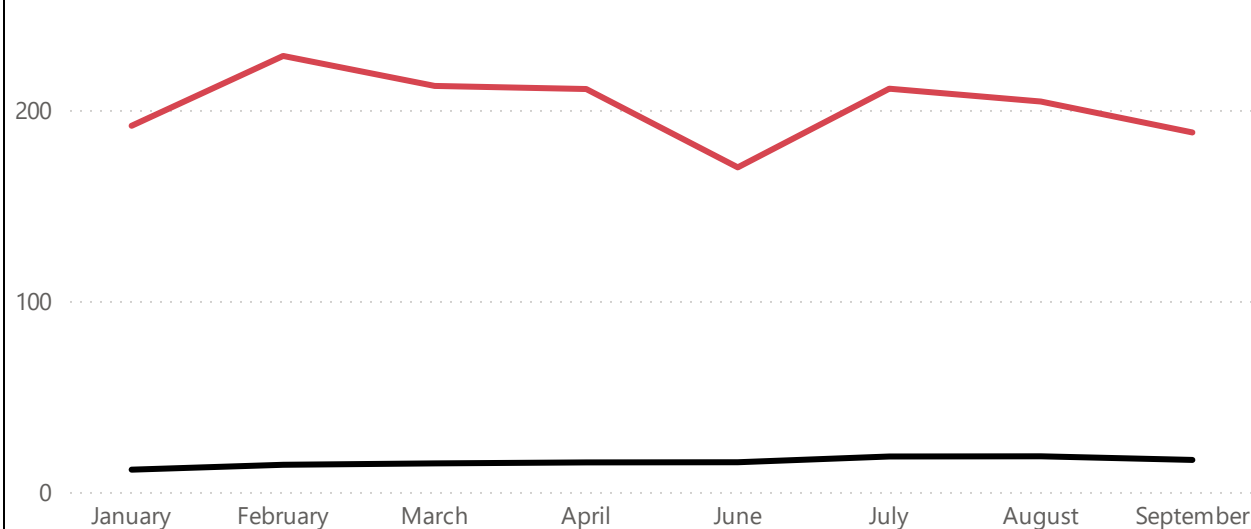
city_name	% Change in Revenue	% Change in Monthly Active Users	% Change in Total Unsubscribed Users
Ahmedabad	-2.02%	-18.93%	16.27%
Bangalore	0.75%	-13.94%	20.67%
Chandigarh	-0.55%	-4.99%	45.63%
Chennai	-2.59%	0.35%	36.94%
Coimbatore	0.11%	-9.28%	26.45%
Delhi	-2.83%	-17.63%	16.62%
Gurgaon	1.51%	-13.09%	12.09%
Hyderabad	-1.29%	-7.48%	38.08%
Jaipur	0.98%	-5.53%	52.47%
Kolkata	-0.37%	-4.75%	27.85%
Lucknow	1.82%	2.65%	77.91%
Mumbai	0.31%	-14.35%	-12.63%
Patna	1.48%	-16.11%	10.53%
Pune	0.37%	18.06%	55.30%
Raipur	1.15%	-16.67%	10.53%
Total	-0.50%	-8.28%	23.50%

Average Revenue over the Months

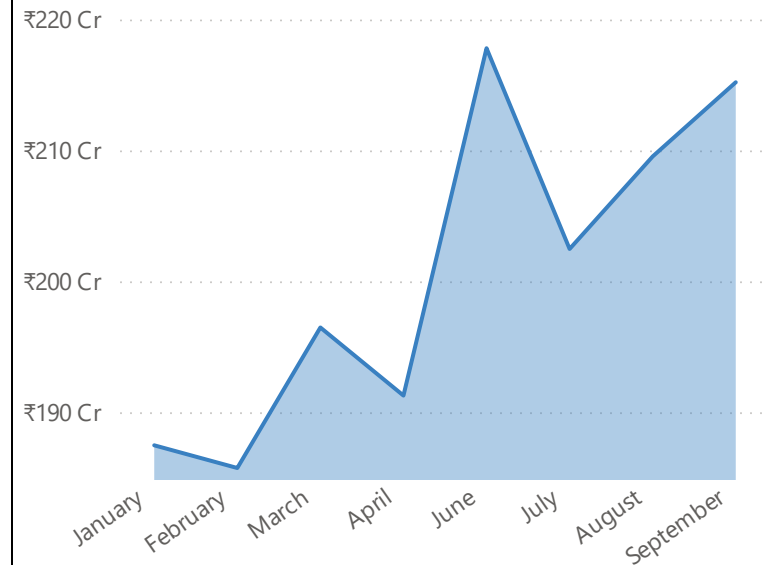


Active Users and Unsubscriptions over the Months

● Active Users in Lakhs ● Unsubscribed Users in Lakhs



Average Revenue Per User over the Months



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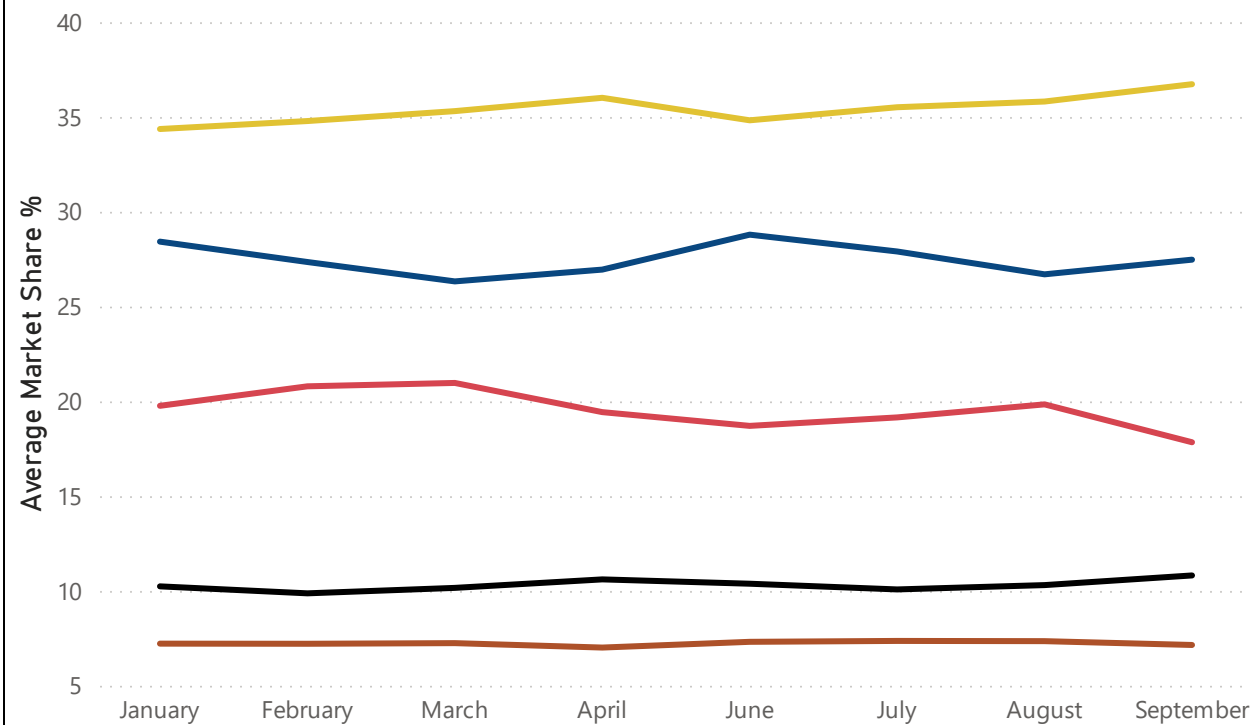
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Average Market Share % by company over the months

company ● Atliqo ● Britel ● DADAFONE ● Others ● PIO



Overall Insights:

The month after 5G implementation:

1. Average Revenue, Monthly Active Users dropped significantly,
2. Unsubscribers per month increased,
3. All of which led to a decrease in the overall Market Share Percentage for AtliQo Telecom.

However, there was a slight increase in ARPU after 5G, notably because of the new Plans p11 and p12 and the older p1 plan, which explains the small initial rise in the Market Share Percentage after 5G was implemented.

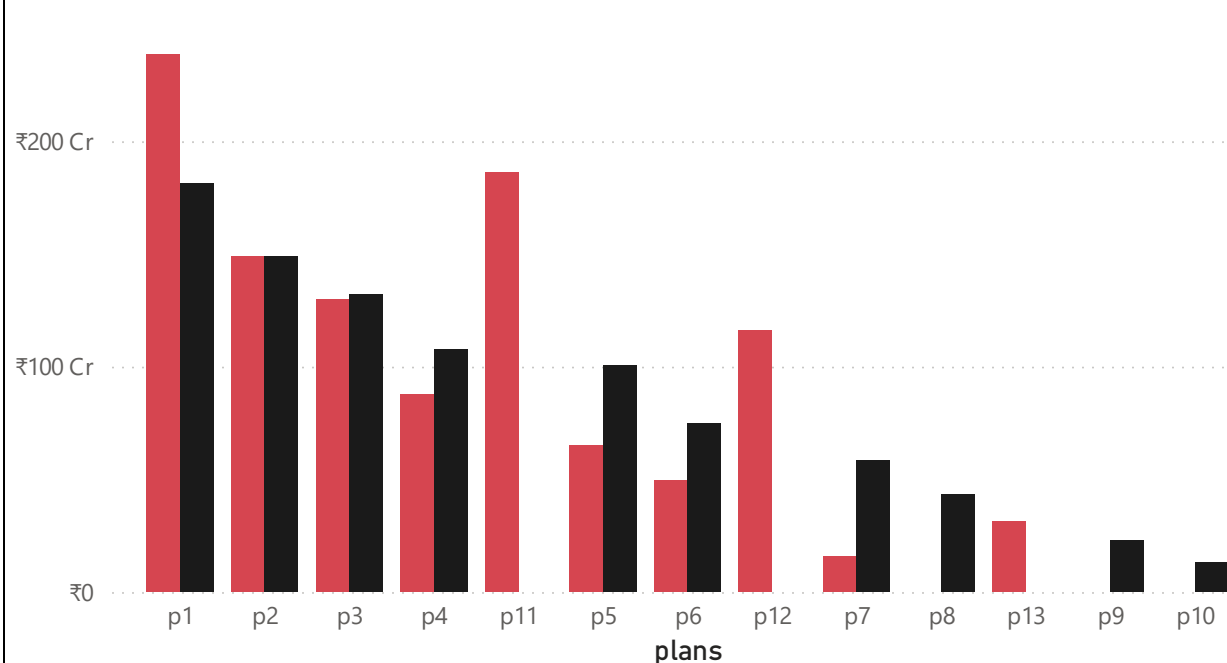
Plans p1, p11 and p12 were fitting for active users after 5G was implemented.

Although some cities like Pune had a lot of unsubscribers after 5G, they quickly came to accept it. Lucknow being the city with most unsubscribers, also increased in revenue the most. Cities like Delhi and Ahmedabad were negatively impacted the most with this change.

Companies like Britel and PIO continue to be ahead in the market. **But despite the 5G implementation drawbacks, AtliQo remains in a relatively stable place in the market.**

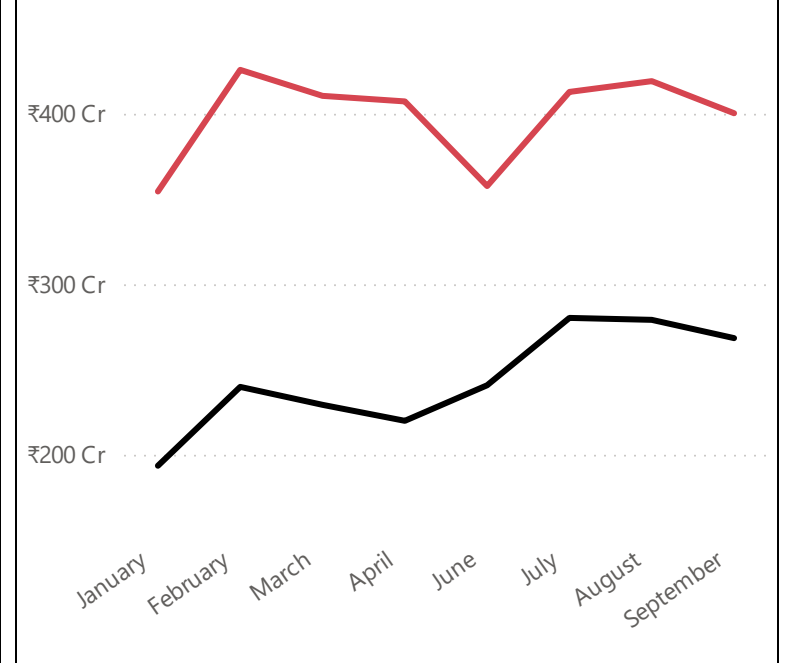
Plan Revenue Before and After 5G

● After 5G ● Before 5G



Overall Revenue and Plan Revenue

● Overall Revenue ● Plan Revenue



ARPU - Average Revenue Per User

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