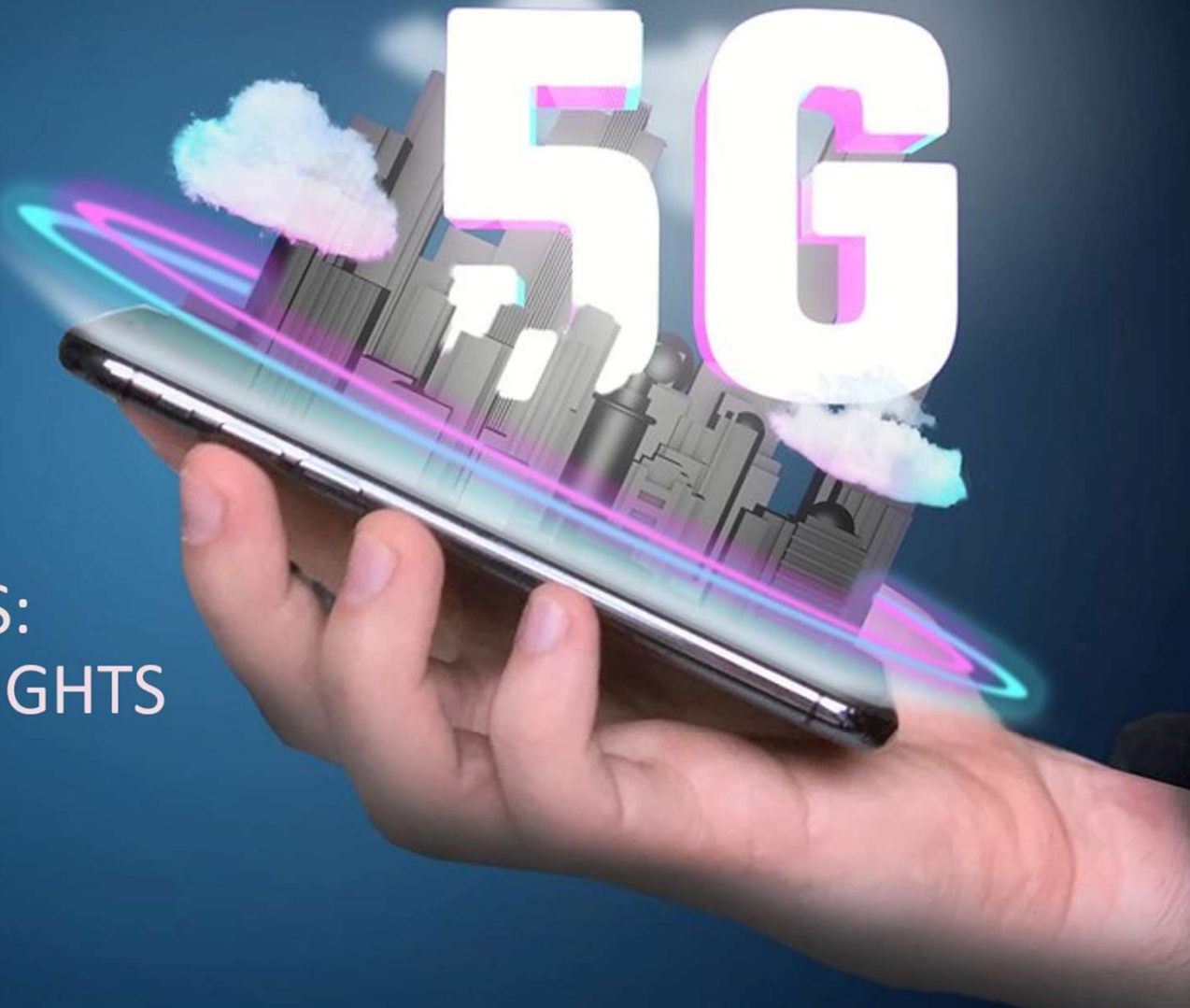


5G IMPACT ANALYSIS: WAVECON TELECOM INSIGHTS

Presented By : Ratna Singh



INDIA IS PROGRESSING FROM 1G TO 5G, MARKING A TRANSITION INTO A NEW ERA OF TELECOM.

1G



14.4 Kbps

- Voice Only



2G



14.4 Kbps

- Voice
- Data



3G



3.1 Mbps

- Voice
- Data
- Email
- Mobile Internet



4G



100-300 Mbps

- Wi-Fi
- Hi-Speed Hi-quality VoIP
- HD Videos
- Worldwide Roaming



5G



1 to 10 Gbps

- Fast-low-latency network For lot
- Autonomous Driving
- Interconnected Devices, Sensors, and System





Revenue
impacted
significantly
by 5G launch.



KPI is
underperforming
after the 5G
launch



Plan's
Performan
ce Post :
5G Launch



5G Launch:
Assessing Plan's
Impact



Terminated
Analysis Post
5G Launch

REVENUE IMPACTED SIGNIFICANTLY BY 5G LAUNCH



₹ 31.9 bn

Total Revenue



₹ 16.0 bn

Before 5G



₹ 15.9 bn

After 5G



▼ -0.50%

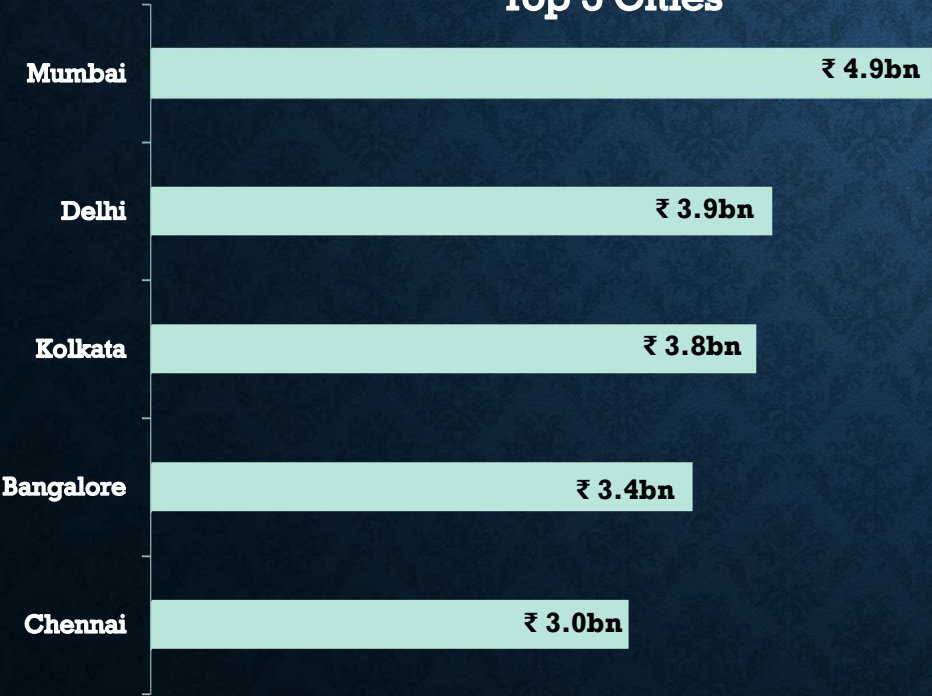
Revenue Change

REVENUE IMPACTED SIGNIFICANTLY BY 5G LAUNCH

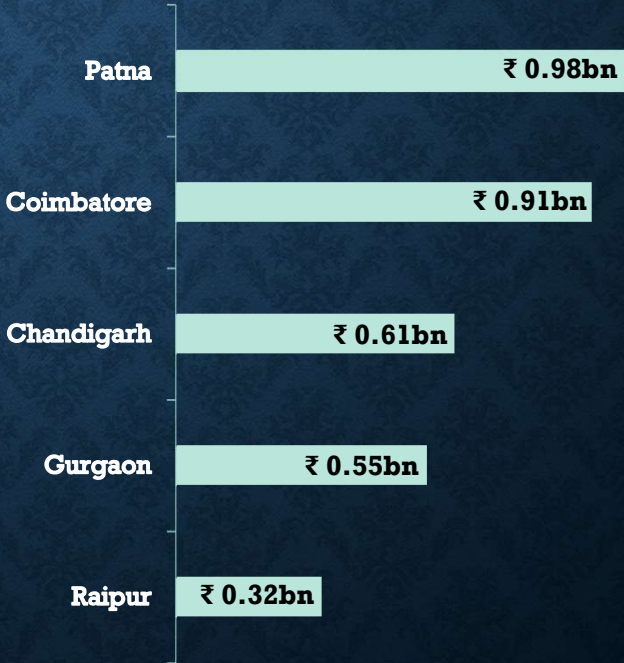
Post-5G: Revenue **Surges** in Mumbai, Delhi, Kolkata, Bangalore, Chennai.

Post-5G: **Declining** Revenue in Patna, Coimbatore, Chandigarh, Gurgaon, Raipur Cities.

Top 5 Cities



Bottom 5 Cities



KPI IS UNDERPERFORMING AFTER THE 5G LAUNCH



₹ 200.7 bn

Average Revenue Per User



161.7 M

Total Active Users (TAU)



12.6 M

Total Unsubscribed Users(TUsU)

KPI IS UNDERPERFORMING AFTER THE 5G LAUNCH

Total Active Users (TAU)

87 M

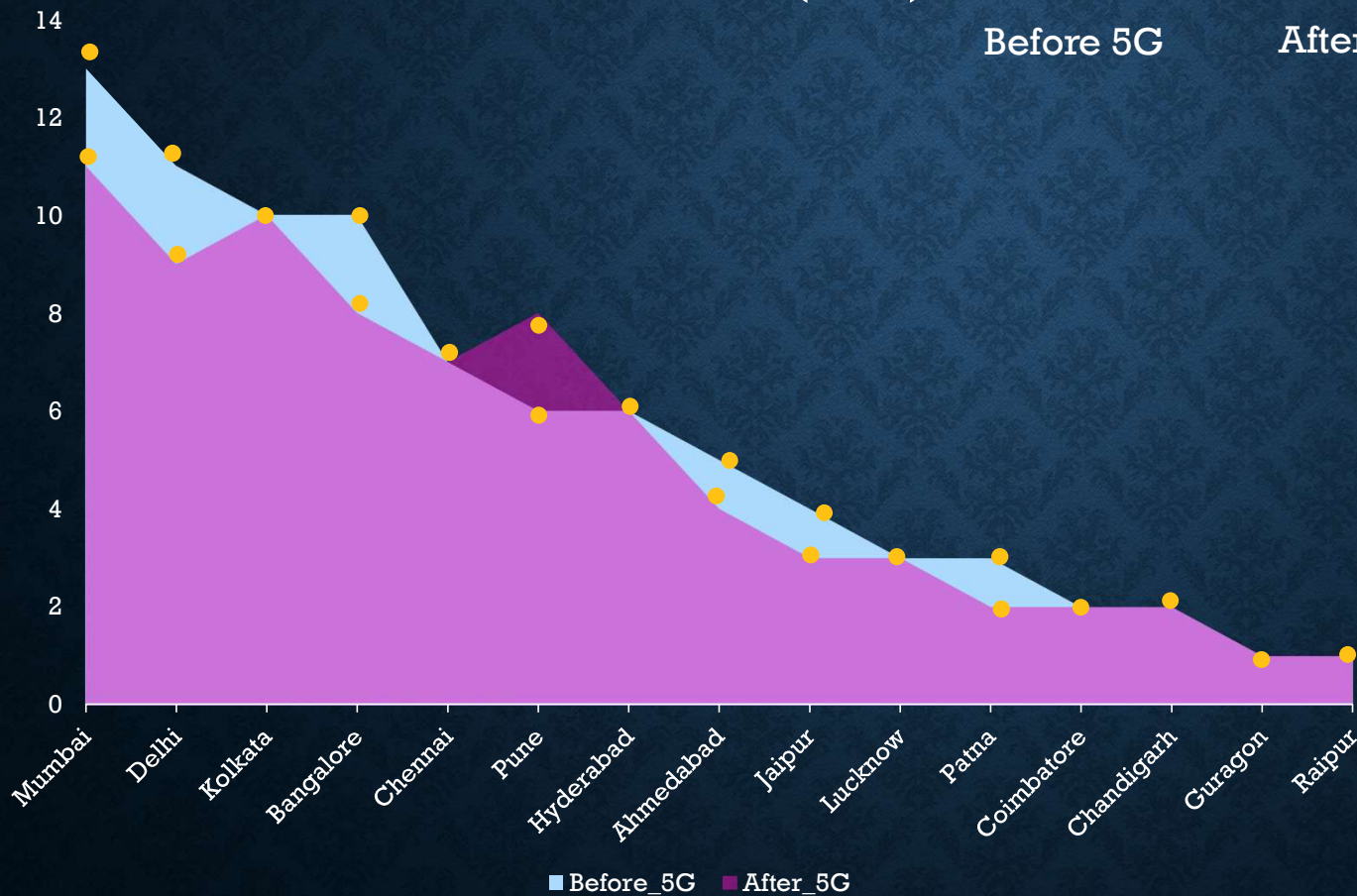
Before 5G

74 M

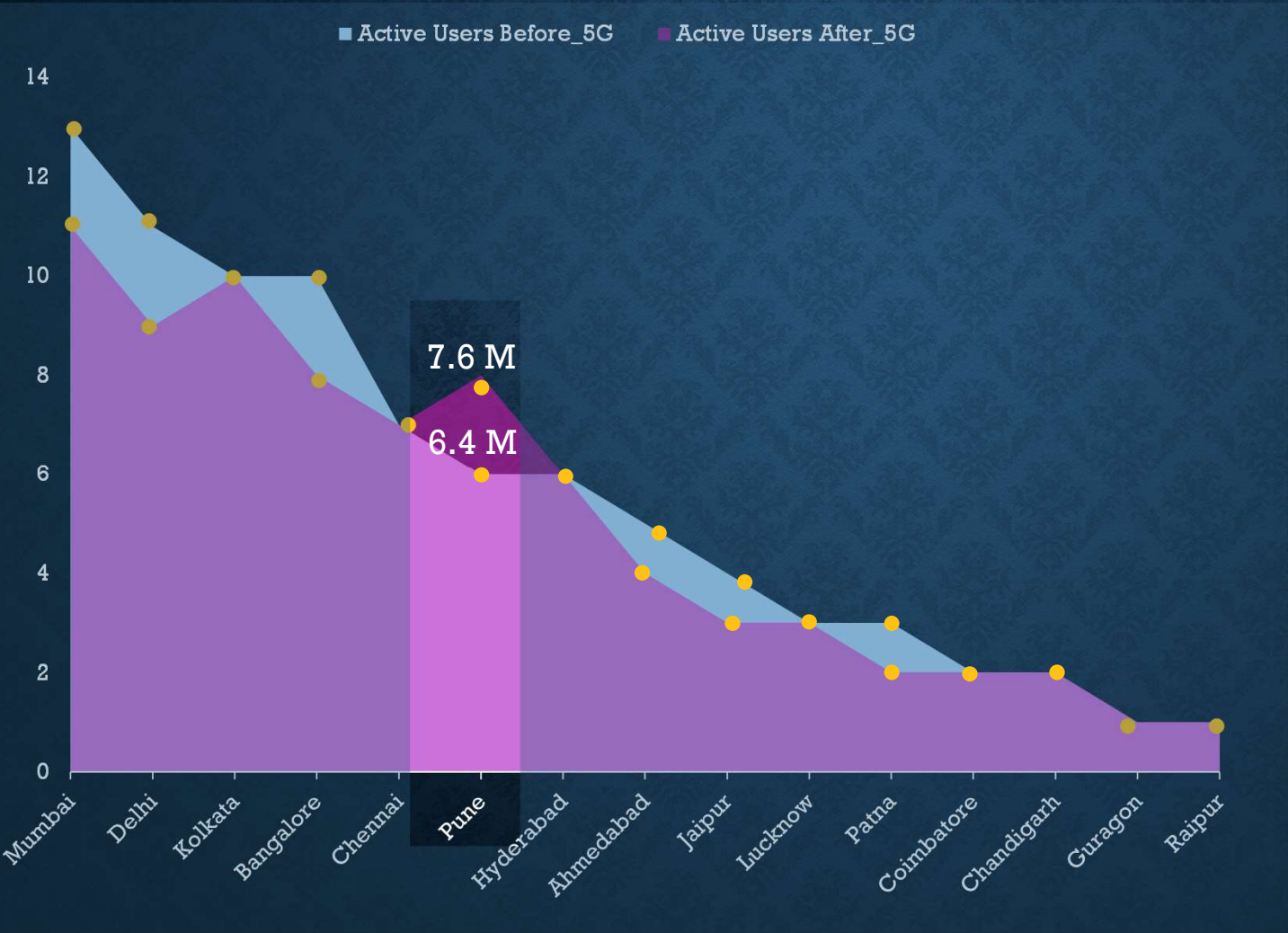
After 5G

7 M | -8.28% ▼

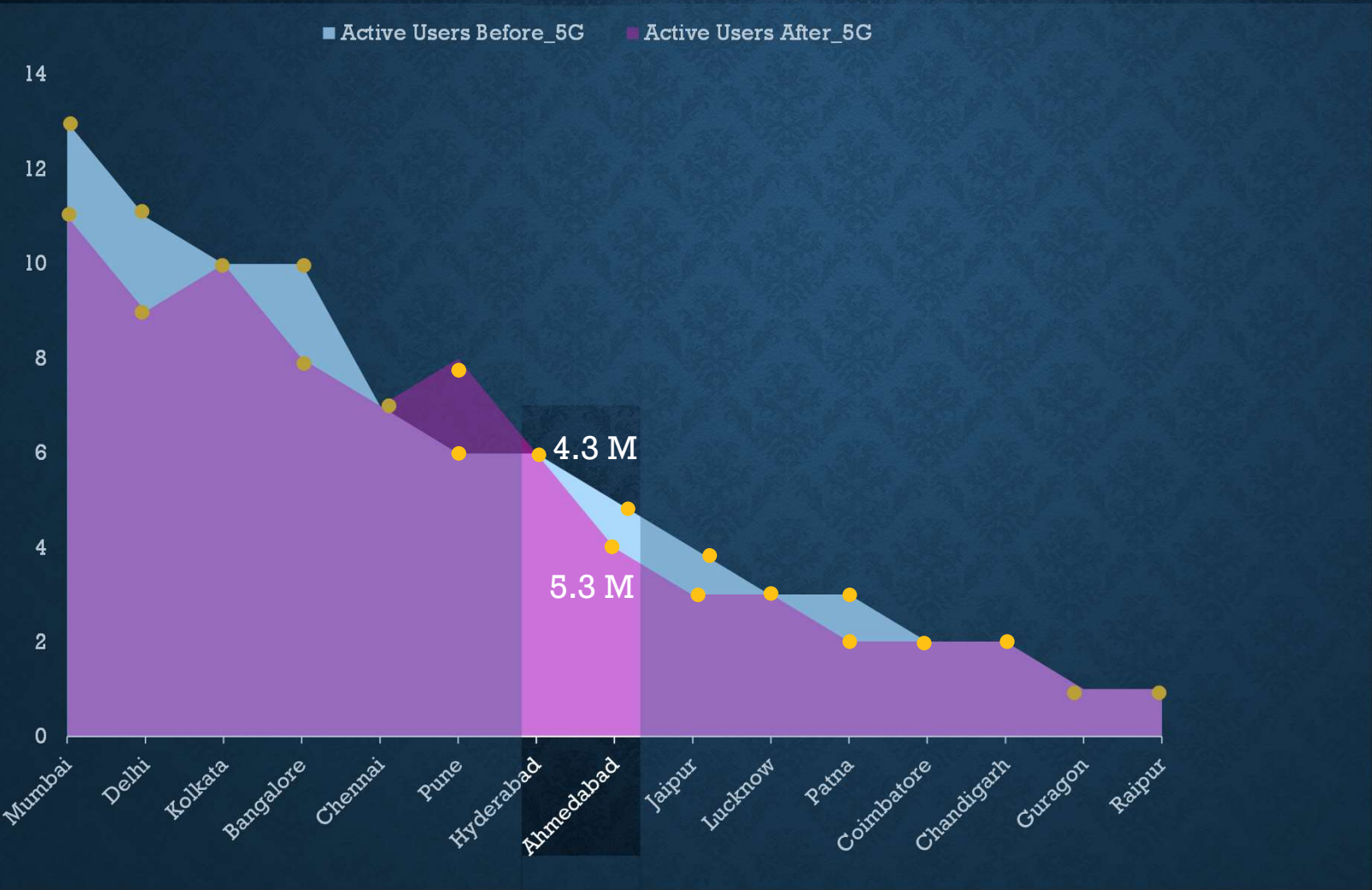
Change %



Pune saw an 18.06% rise, gaining 1.1 million users as the sole city with increased active users.



Ahmedabad experienced a **-18.93% decline**, losing 1.1 million users as one of the affected cities with reduced active users.



KPI IS UNDERPERFORMING AFTER THE 5G LAUNCH

Total Unsubscribed Users(TUsU)

City	Before 5G Unsub users	After 5G Unsub users	Unsub users Chg %
Lucknow	0.17 M	0.31 M	77.91%
Pune	0.43 M	0.67 M	55.30%
Jaipur	0.22 M	0.34 M	52.47%
Chandigarh	0.10 M	0.15 M	45.63%
Hyderabad	0.39 M	0.53 M	38.08%
Chennai	0.52 M	0.71 M	36.94%
Kolkata	0.69 M	0.89 M	27.85%
Combiatore	0.16 M	0.20 M	26.45%
Bangalore	0.57 M	0.69 M	20.67%
Delhi	0.77 M	0.90 M	16.62%
Ahmedabad	0.33 M	0.39 M	16.27%
Gurgaon	0.09 M	0.10 M	12.09%
Patna	0.17 M	0.19 M	10.53%
Raipur	0.06 M	0.06 M	10.53%
Mumbai	0.96 M	0.84 M	-12.63%

13 M Total Unsubscribed users

6 M Unsubscribed users Before 5G

7 M Unsubscribed users After 5G

23.50% Unsubscribed users change %

KPI IS UNDERPERFORMING AFTER THE 5G LAUNCH

Total Unsubscribed Users(TUsU)

City	Before 5G Unsub users	After 5G Unsub users	Unsub users Chg %
Lucknow	0.17 M	0.31 M	77.91%
Pune	0.43 M	0.67 M	55.30%
Jaipur	0.22 M	0.34 M	52.47%
Chandigarh	0.10 M	0.15 M	45.63%
Hyderabad	0.39 M	0.53 M	38.08%
Chennai	0.52 M	0.71 M	36.94%
Kolkata	0.69 M	0.89 M	27.85%
Combiatore	0.16 M	0.20 M	26.45%
Bangalore	0.57 M	0.69 M	20.67%
Delhi	0.77 M	0.90 M	16.62%
Ahmedabad	0.33 M	0.39 M	16.27%
Gurgaon	0.09 M	0.10 M	12.09%
Patna	0.17 M	0.19 M	10.53%
Raipur	0.06 M	0.06 M	10.53%
Mumbai	0.96 M	0.84 M	-12.63%

- Lucknow has the highest percentage of unsubscribed users, standing at 78%, compared to other cities.

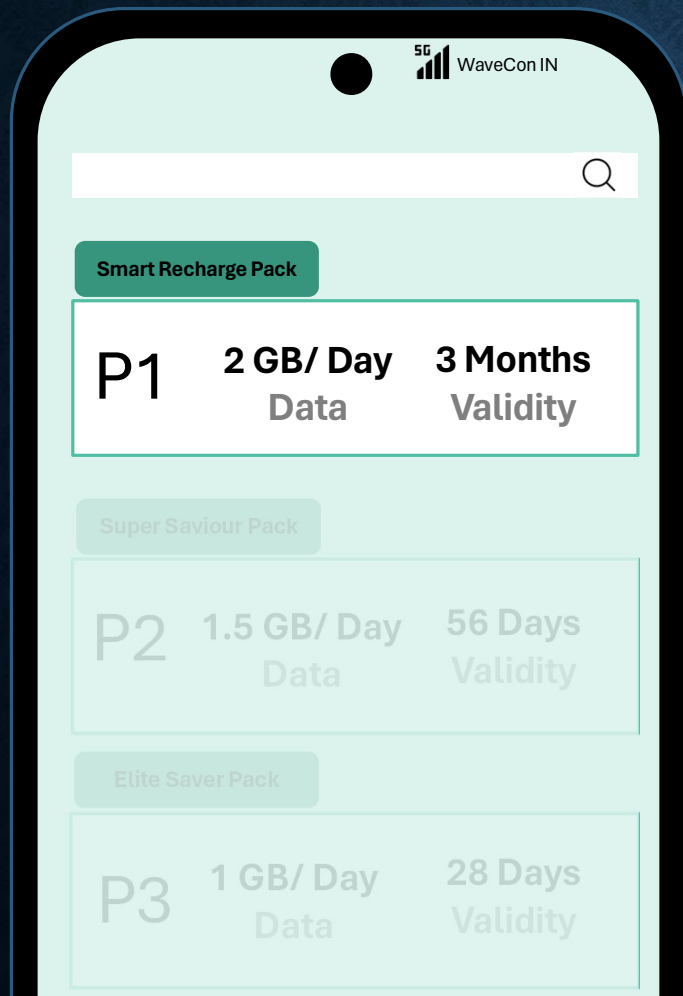
KPI IS UNDERPERFORMING AFTER THE 5G LAUNCH

Total Unsubscribed Users(TUsU)

City	Before 5G Unsub users	After 5G Unsub users	Unsub users Chg %
Lucknow	0.17 M	0.31 M	77.91%
Pune	0.43 M	0.67 M	55.30%
Jaipur	0.22 M	0.34 M	52.47%
Chandigarh	0.10 M	0.15 M	45.63%
Hyderabad	0.39 M	0.53 M	38.08%
Chennai	0.52 M	0.71 M	36.94%
Kolkata	0.69 M	0.89 M	27.85%
Combiatore	0.16 M	0.20 M	26.45%
Bangalore	0.57 M	0.69 M	20.67%
Delhi	0.77 M	0.90 M	16.62%
Ahmedabad	0.33 M	0.39 M	16.27%
Gurgaon	0.09 M	0.10 M	12.09%
Patna	0.17 M	0.19 M	10.53%
Raipur	0.06 M	0.06 M	10.53%
Mumbai	0.96 M	0.84 M	-12.63%

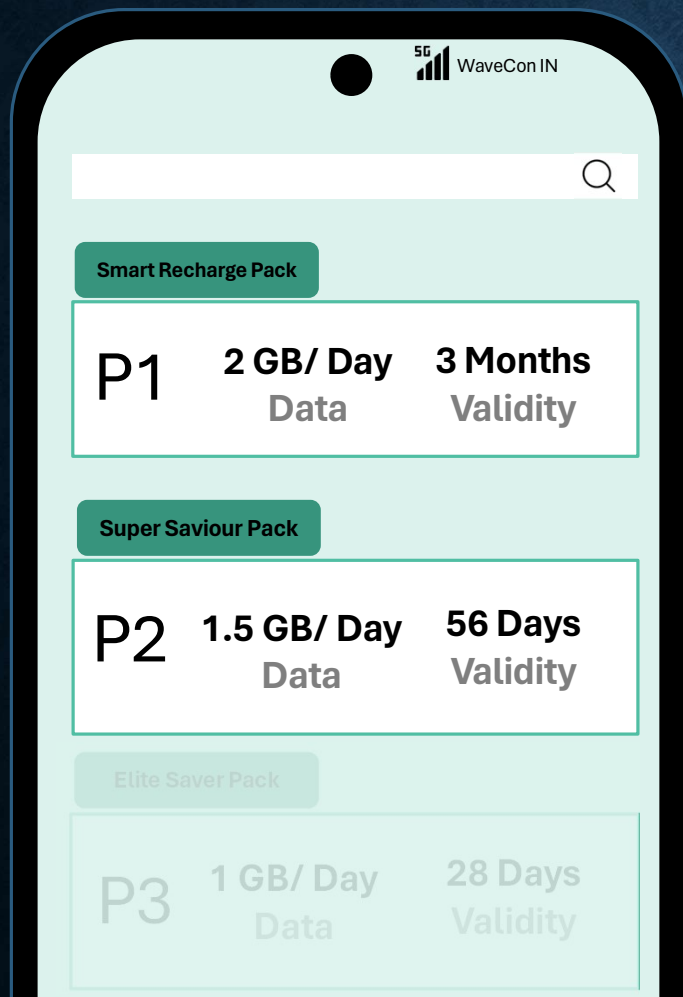
- Among all cities, Mumbai is the sole city experiencing a rising subscription rate.

PLAN'S PERFORMANCE POST : 5G LAUNCH



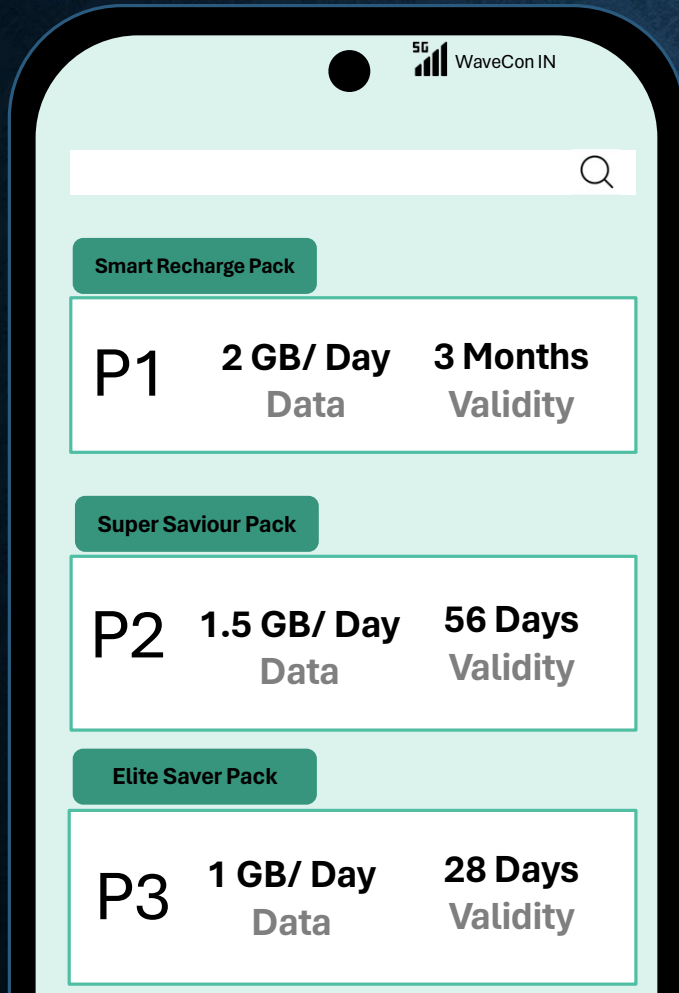
- Plan P1's revenue surged from 1.8 billion to 2.39 billion following the launch of 5G.

PLAN'S PERFORMANCE POST : 5G LAUNCH



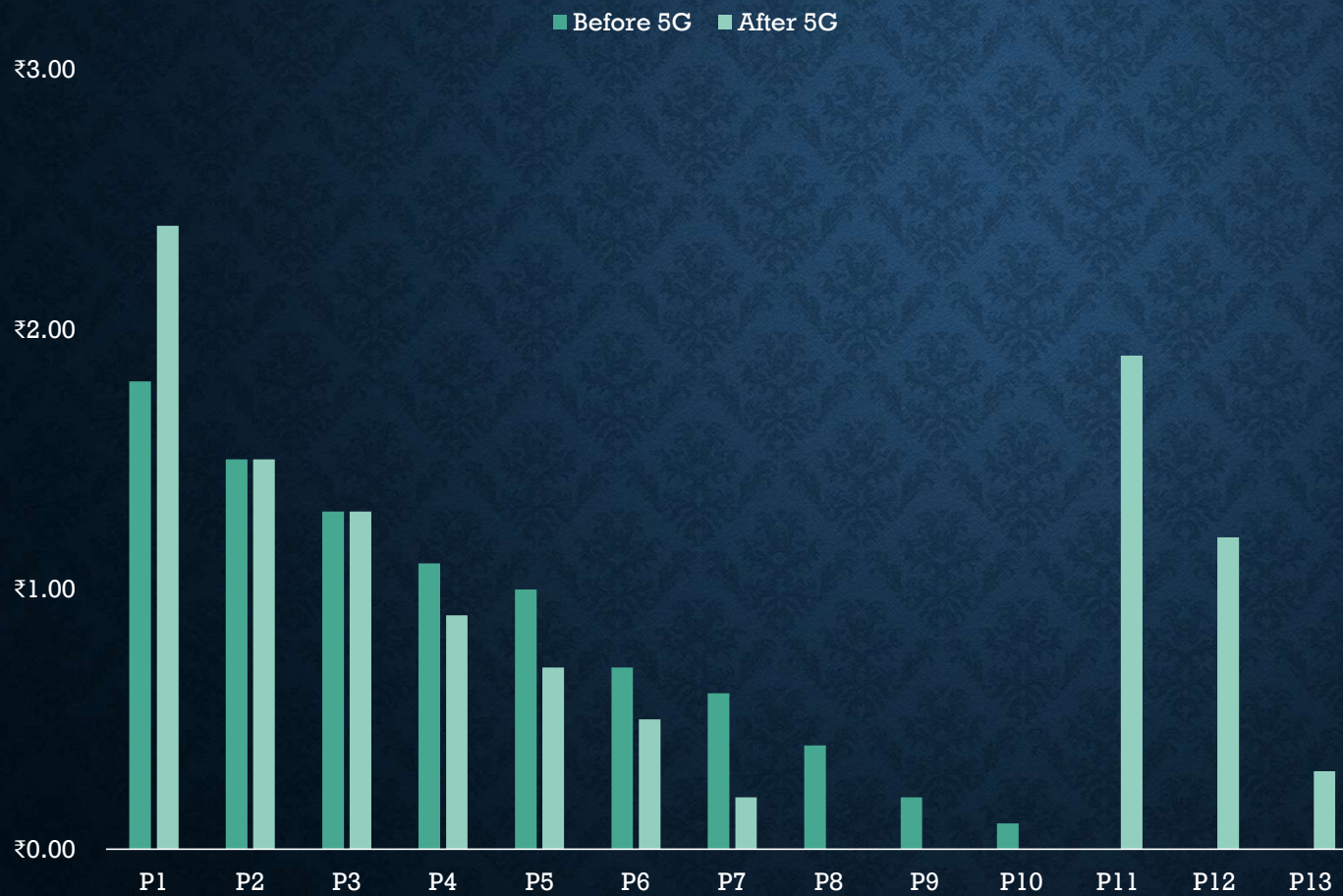
- Plan P1's revenue surged from 1.8 billion to 2.39 billion following the launch of 5G.
- Plan P2's revenue held steady at 1.49 billion, remaining unchanged.

PLAN'S PERFORMANCE POST : 5G LAUNCH

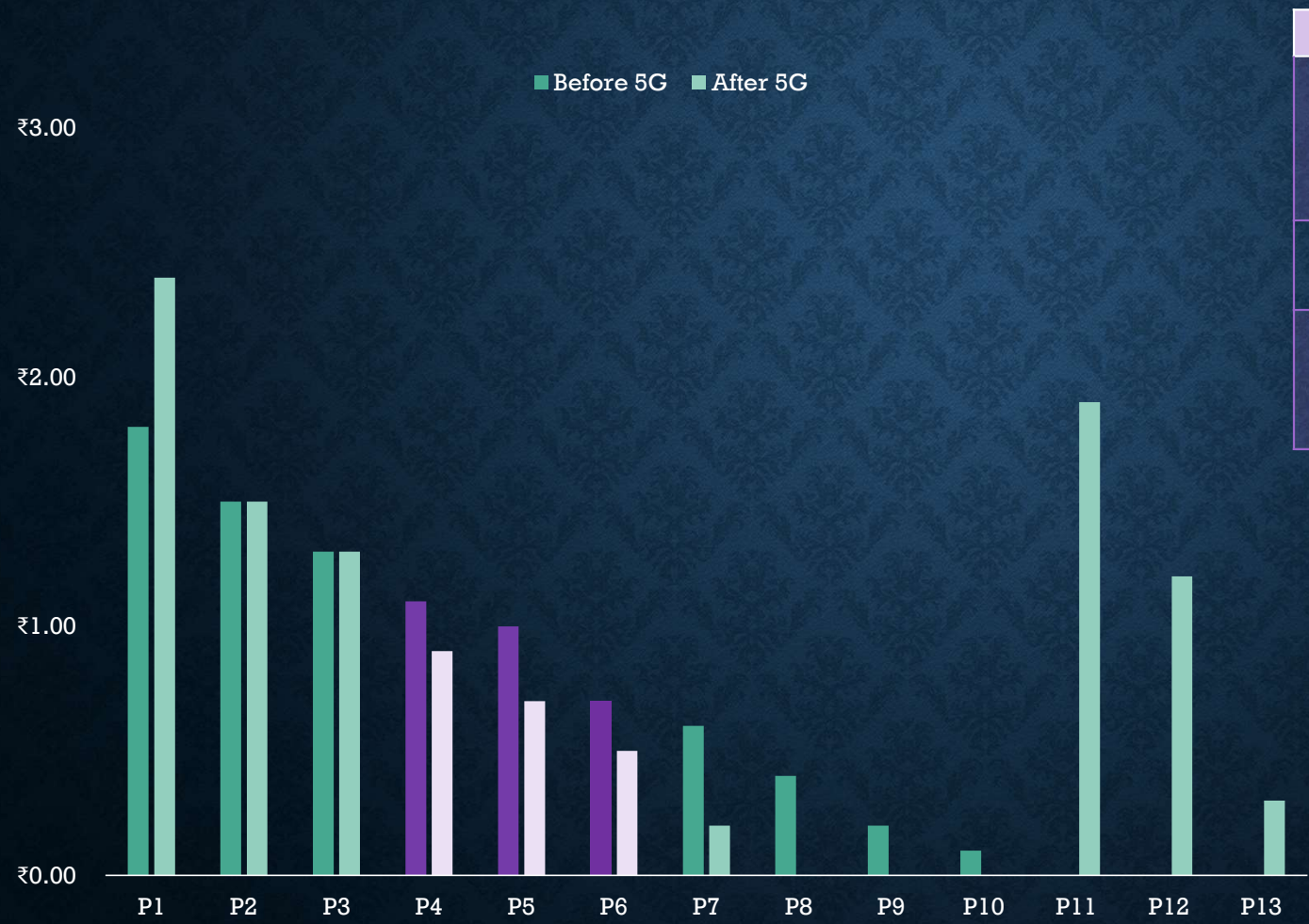


- Plan P1's revenue surged from 1.8 billion to 2.39 billion following the launch of 5G.
- Plan P2's revenue held steady at 1.49 billion, remaining unchanged.
- The revenue for Plan P3 experienced a slight dip from 1.32 billion to 1.30 billion following the 5G launch.

5G LAUNCH: ASSESSING PLAN'S IMPACT

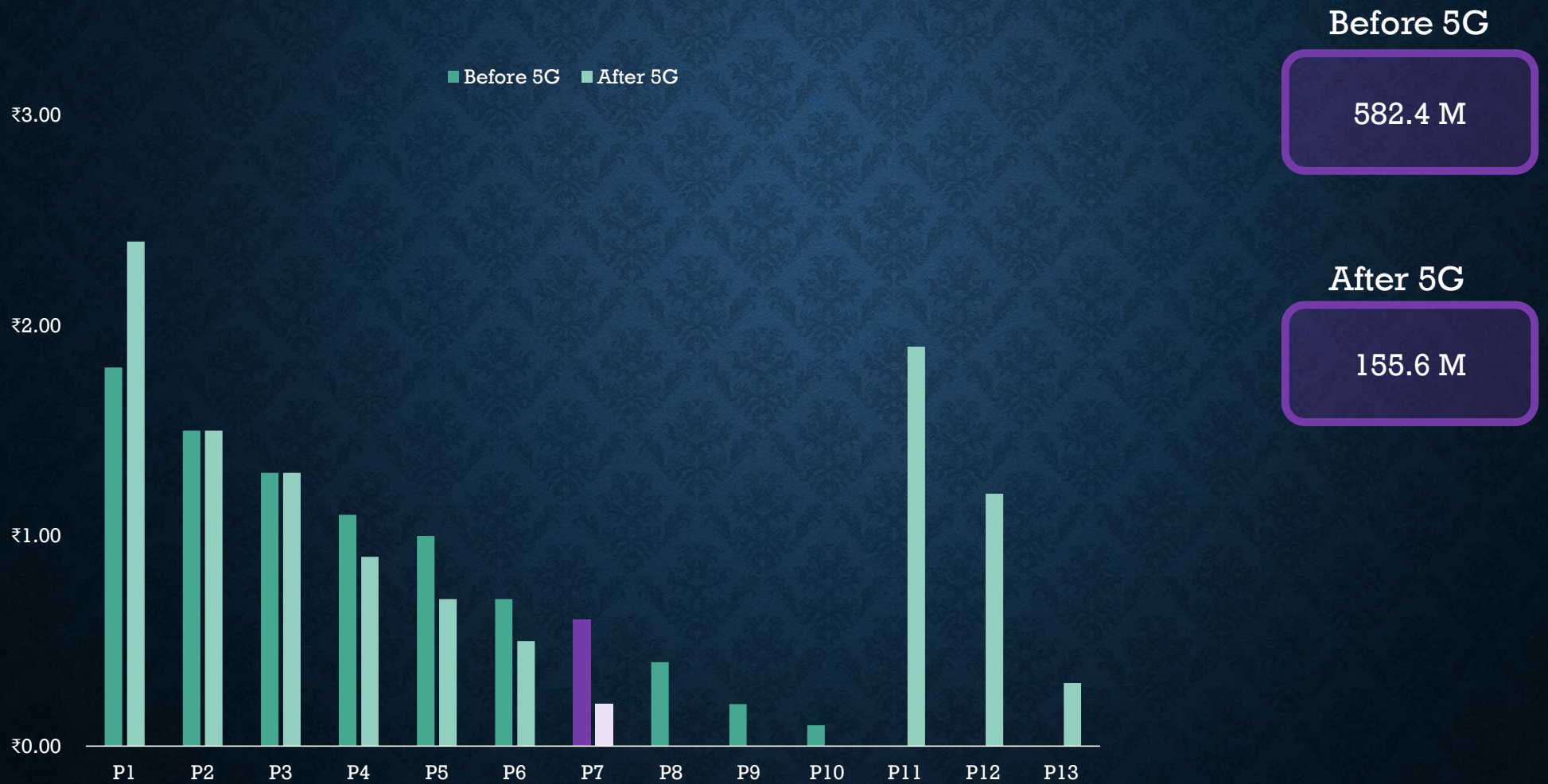


P4, P5, and P6 experienced revenue declines of 20.29%, 34.85%, and 33.97% respectively.

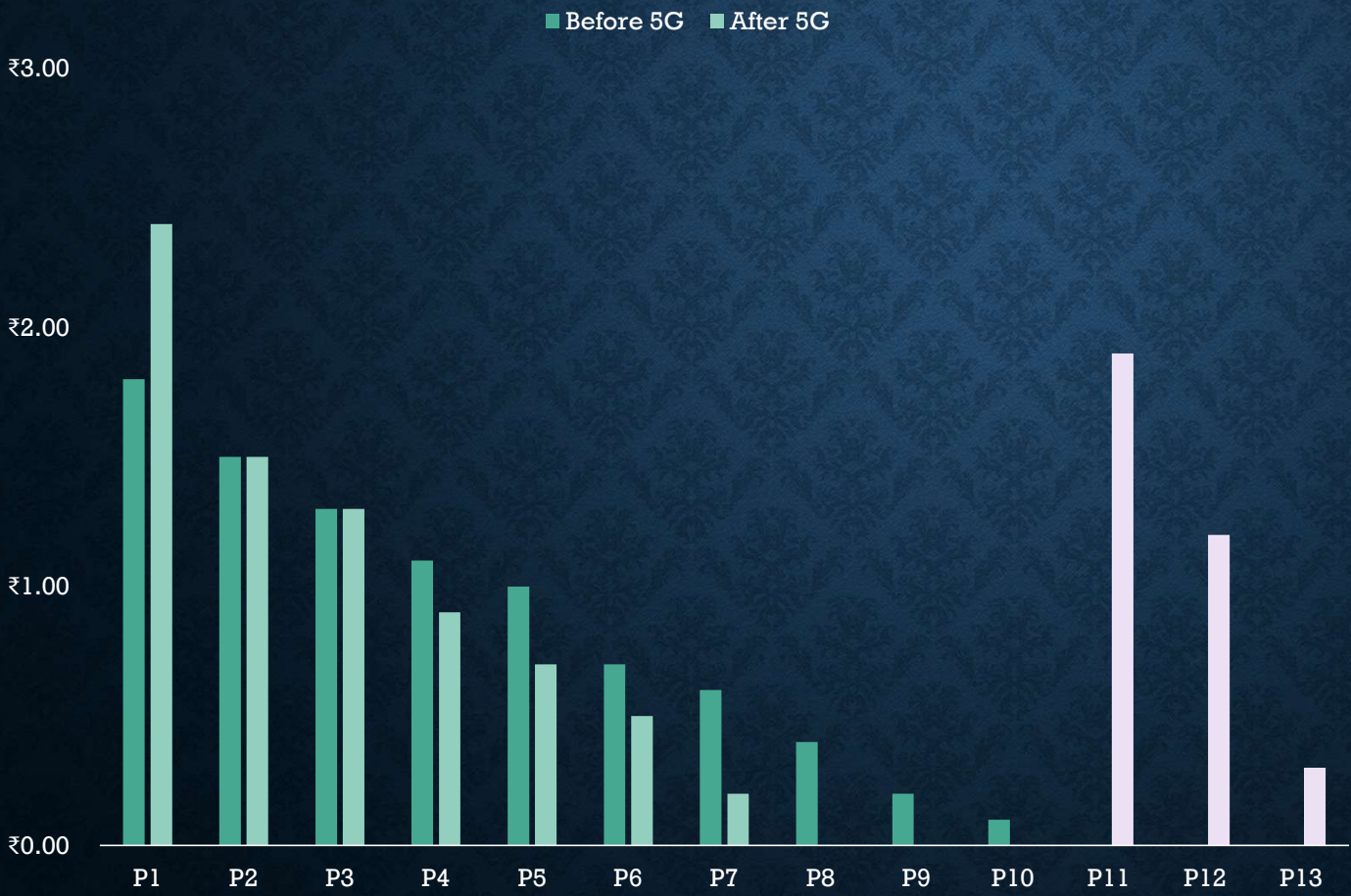


Plan	Description	Before 5G	After 5G
P4	Mini Data Saver Pack (500 MB/Day) Valid: 20 Days	1.1 bn	876.8 M
P5	Rs. 99 Full Talktime Combo Pack	1.0 bn	651.5 M
P6	Xstream Mobile Data Pack: 15GB Data 28 Days	749.1 M	494.6 M

P7 witnessed a substantial **73.28% decline** in revenue.

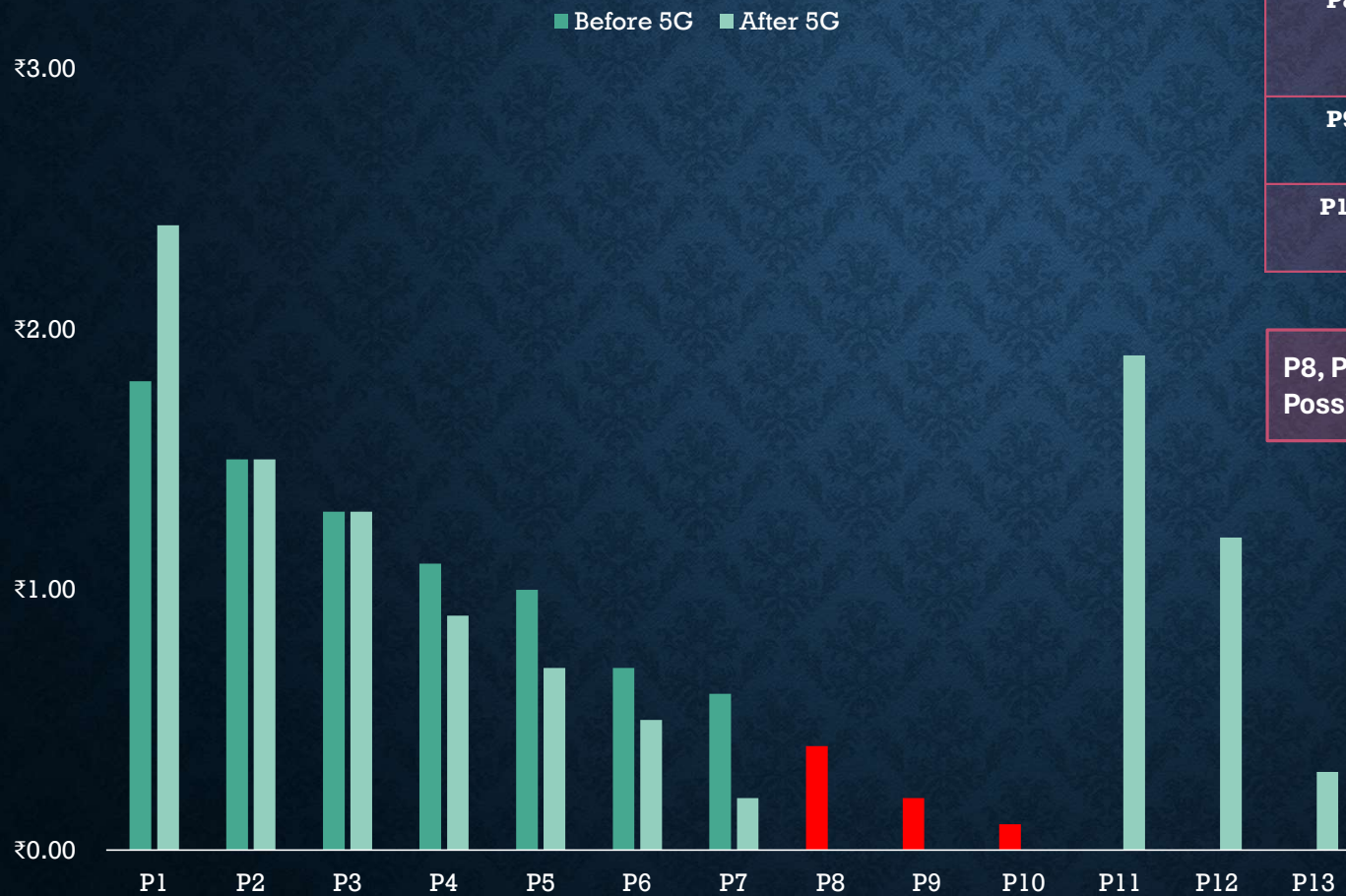


P11, P12, and P13 were introduced after 5G. Among them, P13 is not Performing Well.





TERMINATED ANALYSIS POST 5G LAUNCH



Plans	Details
P8	Daily Saviour (1 GB/Day) Validity: 1 Day
P9	Combo TopUp: 14.95 Talktime and 300 MB data
P10	Big Combo Pack (6 GB/Day) Validity: 3 Days

P8, P9, and P10 were discontinued After the 5G, Possibly due to **underperformance** in the Pre-5G Phase

RECOMMENDATIONS

Enhance 5G Offerings:	Recommend improving 5G network quality and introducing new 5G-compatible devices and services.
Pricing and Plans Evaluation:	Suggest evaluating pricing for competitiveness and creating attractive 5G bundles and plans.
Network Expansion Initiative:	Propose expanding 5G network coverage and investing in network infrastructure.
Customer Experience Enhancement:	Advise on improving customer service and technical support to promptly resolve customer issues.
Competitive Analysis Strategy:	Recommend monitoring competitors' offerings and pricing to stay competitive in the market.
Customer Retention through Loyalty Program:	Advocate for the implementation of a customer loyalty program, rewarding long-term subscribers with discounts, special offers, and exclusive access to premium content, aiming to reduce churn and increase customer satisfaction.

Thank You