ATLIQO TELECOM - COMPARISON REPORT

OVERVIEW MARKET SHARE PLAN ANALYSIS KEY INSIGHTS

Revenue	ARPU	Active Users	Unsubscribed Users
31.87bn -0.50%	**200.74** 11.05%	**161.72M** -8.28%	**12.59M** 23.50%
Before 5G 15.98bn | After 5G 15.90bn	Before 5G 190.23 | After 5G 211.25	Before 5G 84.35M | After 5G 77.37M	Before 5G 5.63M | After 5G 6.96M

City Dsitribution

City	ARPU	Before_5G	After_5G	ARPU Change %
Ahmedabad	195.50	176.25	214.75	21.84%
Bangalore	191.88	174.75	209.00	19.60%
Chandigarh	191.63	182.50	200.75	10.00%
Chennai	200.38	203.00	197.75	-2.59%
Coimbatore	208.25	200.00	216.50	8.25%
Delhi	198.00	181.50	214.50	18.18%
Gurgaon	199.00	183.50	214.50	16.89%
Hyderabad	206.88	196.50	217.25	10.56%
Jaipur	202.13	195.00	209.25	7.31%
Kolkata	188.38	183.75	193.00	5.03%
Lucknow	211.38	203.25	219.50	8.00%
Mumbai	213.88	196.75	231.00	17.41%
Patna	212.00	192.50	231.50	20.26%
Pune	187.13	200.00	174.25	-12.88%
Raipur	204.75	184.25	225.25	22.25%
Total	**200.74**	**190.23**	**211.25**	**11.05%**

Monthly Trends

After 5G ---- Before 5G ——

	1	2	3	4
After 5G	218	202	210	215
Before 5G	187	186	196	191

ARPU Chg % Distribution

Pune | Chennai | Coimbatore, Lucknow, Jaipur, Kolkata, Chandigarh, Hyderabad | Bangalore, Gurgaon, Patna, Mumbai, Delhi, Ahmedabad

-10% 0% 10% 20%
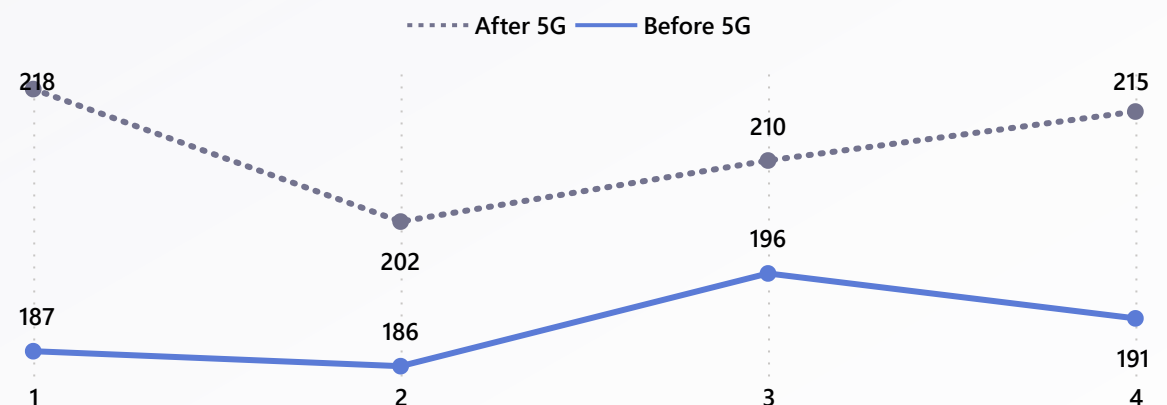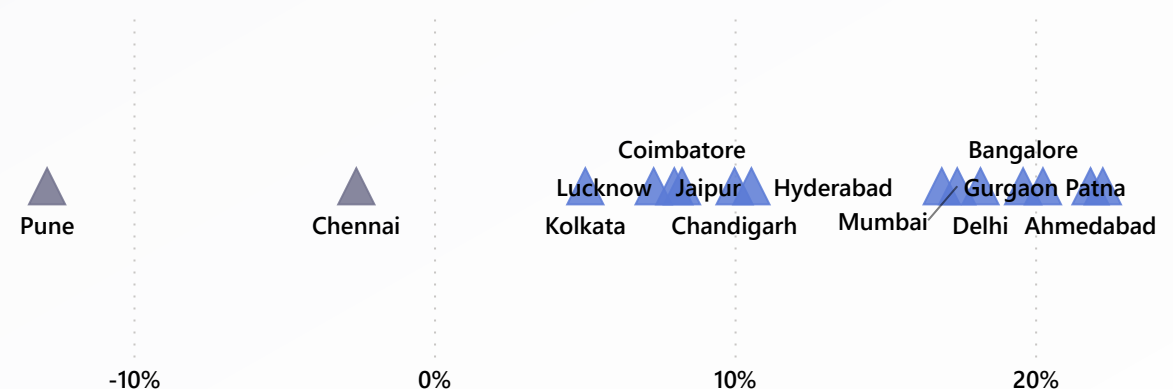
OVERVIEW   MARKET SHARE   PLAN ANALYSIS   KEY INSIGHTS

MARKET SHARE ANALYSIS

Company

All

Market Share	Before 5G	After 5G
20.00%	20.00%	20.00%

Market Share Distribution

● PIO ● Britel ● Atliqo ● DADAFONE ● Others

	January	February	March	April	June	July	August	September
PIO	34.36%	34.78%	35.31%	36.01%	34.82%	35.51%	35.81%	36.73%
Britel	28.42%	27.35%	26.32%	26.95%	28.79%	27.90%	26.70%	27.47%
Atliqo	19.76%	20.79%	20.97%	19.43%	18.70%	19.15%	19.84%	17.84%
DADAFONE	10.24%	9.87%	10.16%	10.61%	10.38%	10.08%	10.31%	10.81%
Others	7.22%	7.21%	7.24%	7.01%	7.31%	7.36%	7.35%	7.15%
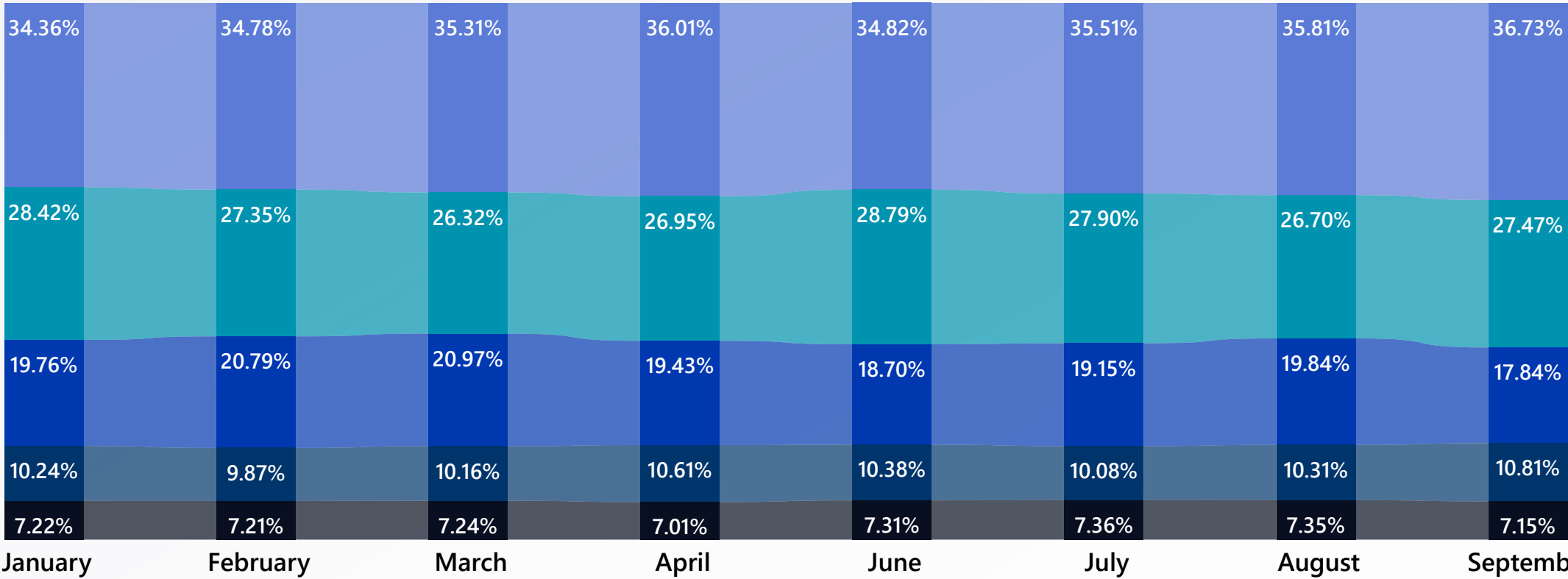
OVERVIEW　　　MARKET SHARE　　　PLAN ANALYSIS　　　KEY INSIGHTS

PLAN ANALYSIS

25 GB Combo 3G / 4G Data Pack

Plan

| All ▾ |

p1

Plan Revenue	Before 5G	After 5G
19.51bn	8.82bn	10.68bn

Plan Revenue Analysis

	Ahmedabad	Bangalore	Chandigarh	Chennai	Coimbatore	Delhi	Gurgaon	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Patna	Pune	Raipur
After 5G	0.64bn	1.13bn	0.20bn	1.00bn	0.31bn	1.33bn	0.18bn	0.80bn	0.46bn	1.30bn	0.44bn	1.59bn	0.34bn	0.85bn	0.12bn
Before 5G		1.00bn		0.88bn		1.01bn		0.64bn	0.36bn	1.11bn		1.21bn		0.74bn	

● After 5G　● Before 5G

Performance Matrix

plan	January	February	March	April	June	July	August	September
p1	396.10M	502.80M	465.60M	448.20M	535.80M	627.90M	620.20M	602.70M
p10	23.30M	36.60M	33.60M	37.60M				
p11					414.30M	485.70M	477.90M	481.60M
p12					255.10M	299.80M	306.40M	300.00M
p13					72.10M	82.20M	81.70M	78.50M
p2	325.50M	409.20M	385.60M	367.70M	339.90M	387.90M	391.90M	367.60M
p3	296.40M	349.00M	353.20M	320.70M	304.10M	340.70M	334.80M	316.50M
p4	242.90M	280.10M	274.10M	278.30M	199.50M	236.70M	228.90M	211.70M
p5	215.50M	285.30M	258.30M	245.50M	144.00M	172.00M	178.80M	156.70M
p6	166.90M	196.90M	198.50M	186.80M	109.20M	134.80M	125.50M	125.10M
p7	122.50M	158.20M	155.90M	145.80M	33.20M	34.50M	44.70M	43.20M
p8	93.60M	120.10M	110.60M	110.00M				
p9	52.40M	59.40M	57.00M	58.00M				

Top Plans

| Before 5G | After 5G |

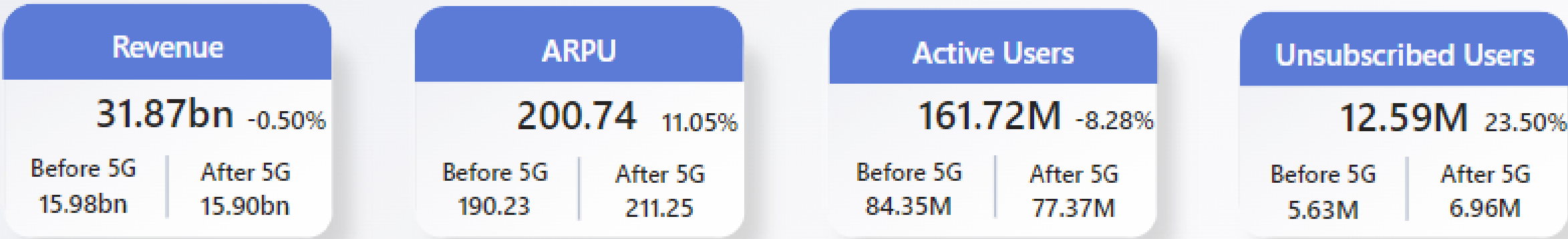| Plan	Value
p1	1813M
p2	1488M
p3	1319M
p4	1075M
p5	1005M
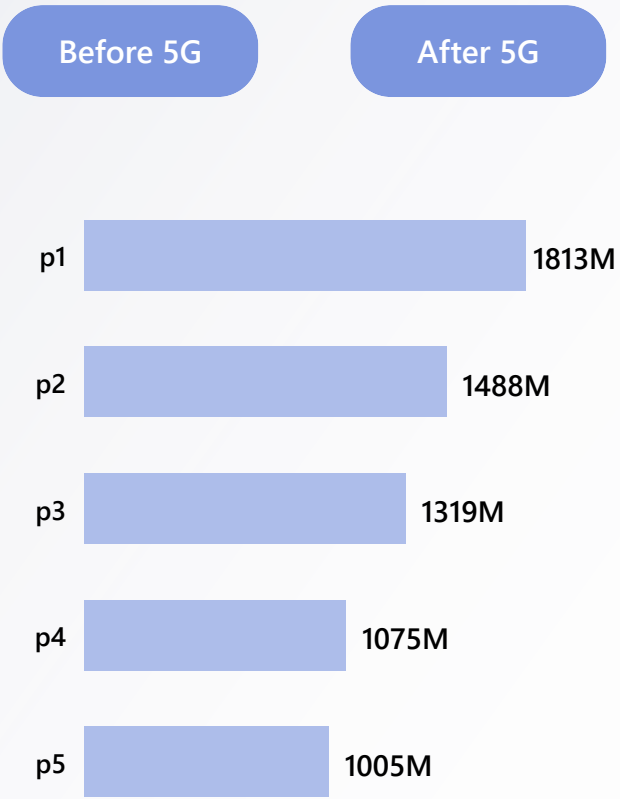
Overview

After the introduction of 5G, there is a marginal decrease of -0.50% in total revenue, accompanied by a notable 11.05% increase in Average Revenue Per User (ARPU).

Following the 5G implementation, there is an 8.28% decrease in active users and 23.50% increase in unsubscribed users, highlighting a noteworthy surge in user disengagement during the period.

	Revenue	ARPU	Active Users	Unsubscribed Users
	31.87bn -0.50%	**200.74** 11.05%	**161.72M** -8.28%	**12.59M** 23.50%
Before 5G	15.98bn	190.23	84.35M	5.63M
After 5G	15.90bn	211.25	77.37M	6.96M

Revenue Analysis

City Distribution

City	Total Revenue ▼	Before 5G	After 5G	Revenue Chg %
Mumbai	4.90bn	2.44bn	2.45bn	0.31%
Delhi	3.87bn	1.96bn	1.91bn	-2.83%
Kolkata	3.84bn	1.93bn	1.92bn	-0.37%
Bangalore	3.39bn	1.69bn	1.70bn	0.75%
Chennai	2.96bn	1.50bn	1.46bn	-2.59%
Pune	2.60bn	1.30bn	1.30bn	0.37%
Hyderabad	2.36bn	1.19bn	1.17bn	-1.29%
Ahmedabad	1.87bn	0.94bn	0.93bn	-2.02%
Jaipur	1.41bn	0.70bn	0.71bn	0.98%
Lucknow	1.31bn	0.65bn	0.66bn	1.82%
Patna	0.98bn	0.49bn	0.49bn	1.48%
Coimbatore	0.91bn	0.46bn	0.46bn	0.11%
Chandigarh	0.61bn	0.31bn	0.31bn	-0.55%
Gurgaon	0.55bn	0.27bn	0.28bn	1.51%
Raipur	0.32bn	0.16bn	0.16bn	1.15%
Total	31.87bn	15.98bn	15.90bn	-0.50%

The top five cities contributing the highest revenue are Mumbai, Delhi, Kolkata, Bangalore, and Chennai.

Revenue Chg % Distribution
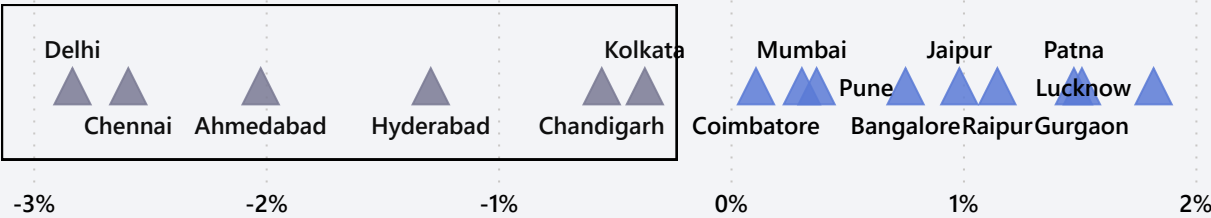
Following the implementation of 5G technology,

· Delhi, Chennai, Ahmedabad, Hyderabad, Chandigarh, and Kolkata experienced a decline in total revenue, with percentage changes ranging from -0.37% to -2.83%.

Among the top contributors ,

· Delhi and Chennai experienced a decline in revenue after 5G implementation, while Mumbai and Bangalore witnessed an increase in revenue.

ARPU Analysis

City Dsitribution

City	ARPU	Before_5G	After_5G	ARPU Change %
Raipur	204.75	184.25	225.25	22.25%
Ahmedabad	195.50	176.25	214.75	21.84%
Patna	212.00	192.50	231.50	20.26%
Bangalore	191.88	174.75	209.00	19.60%
Delhi	198.00	181.50	214.50	18.18%
Mumbai	213.88	196.75	231.00	17.41%
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Hyderabad	206.88	196.50	217.25	10.56%
Chandigarh	191.63	182.50	200.75	10.00%
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Jaipur	202.13	195.00	209.25	7.31%
Kolkata	188.38	183.75	193.00	5.03%
Chennai	200.38	203.00	197.75	-2.59%
Pune	187.13	200.00	174.25	-12.88%
Total	200.74	190.23	211.25	11.05%

In the ARPU analysis post-5G implementation,

- **Majority of cities exhibited a positive trend** with an **increased Average Revenue Per User**. **Raipur, Ahmedabad, Patna, and Bangalore** recorded substantial **ARPU growth.**

- **Chennai and Pune** deviated from this pattern, indicating a notable **decline in ARPU** for these two cities.

ARPU Chg % Distribution
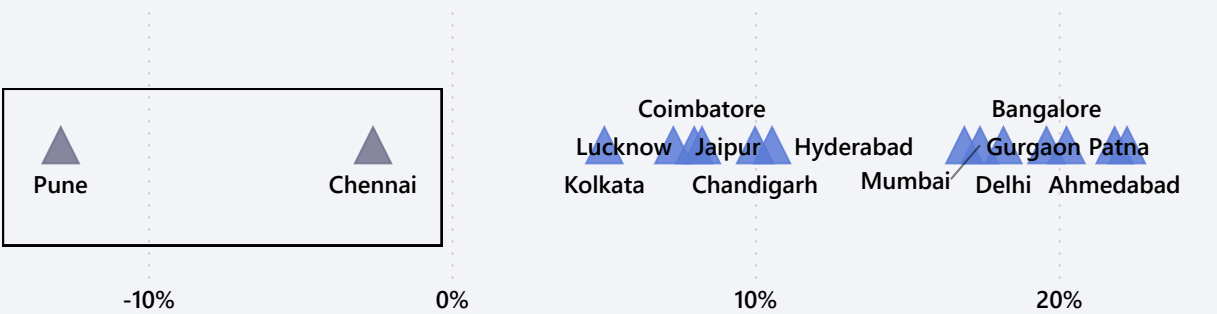
Active Users Analysis

City Distribution

City	Total Active Users	Before 5G	After 5G	Chg %
Pune	14.07M	6.45M	7.62M	18.06%
Lucknow	6.43M	3.17M	3.26M	2.65%
Chennai	14.81M	7.39M	7.42M	0.35%
Kolkata	20.37M	10.43M	9.94M	-4.75%
Chandigarh	3.29M	1.69M	1.60M	-4.99%
Jaipur	7.03M	3.61M	3.41M	-5.53%
Hyderabad	11.67M	6.06M	5.61M	-7.48%
Coimbatore	4.42M	2.32M	2.10M	-9.28%
Gurgaon	2.76M	1.47M	1.28M	-13.09%
Bangalore	17.96M	9.65M	8.31M	-13.94%
Mumbai	23.27M	12.53M	10.74M	-14.35%
Patna	4.68M	2.55M	2.14M	-16.11%
Raipur	1.57M	0.86M	0.72M	-16.67%
Delhi	19.73M	10.82M	8.91M	-17.63%
Ahmedabad	9.69M	5.35M	4.34M	-18.93%
Total	161.72M	84.35M	77.37M	-8.28%

- The key insight from the **active user analysis post-5G implementation** is a varied impact on user engagement across cities, with **Pune experiencing a notable 18.06% increase,** while major cities such as **Ahmedabad , Delhi, Raipur, Patna, and Mumbai** witnessed substantial **declines ranging from -14.35% to -18.93%.**
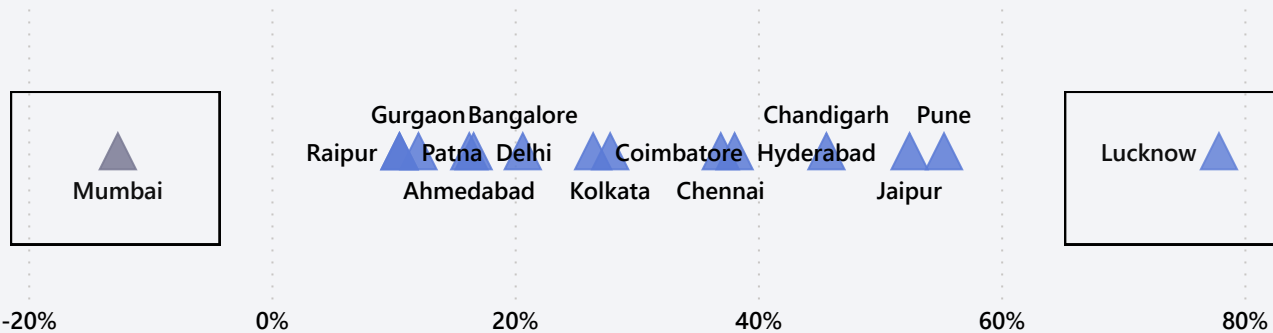
Active Users Chg % Distribution
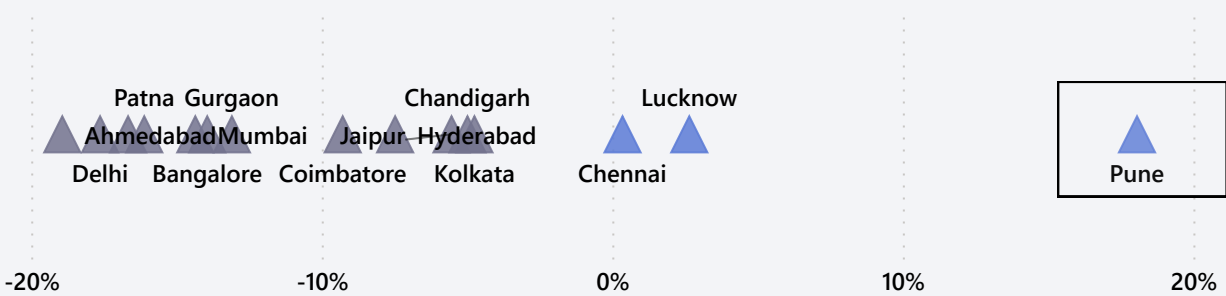
Unsubscribed Users Analysis

City Distribution

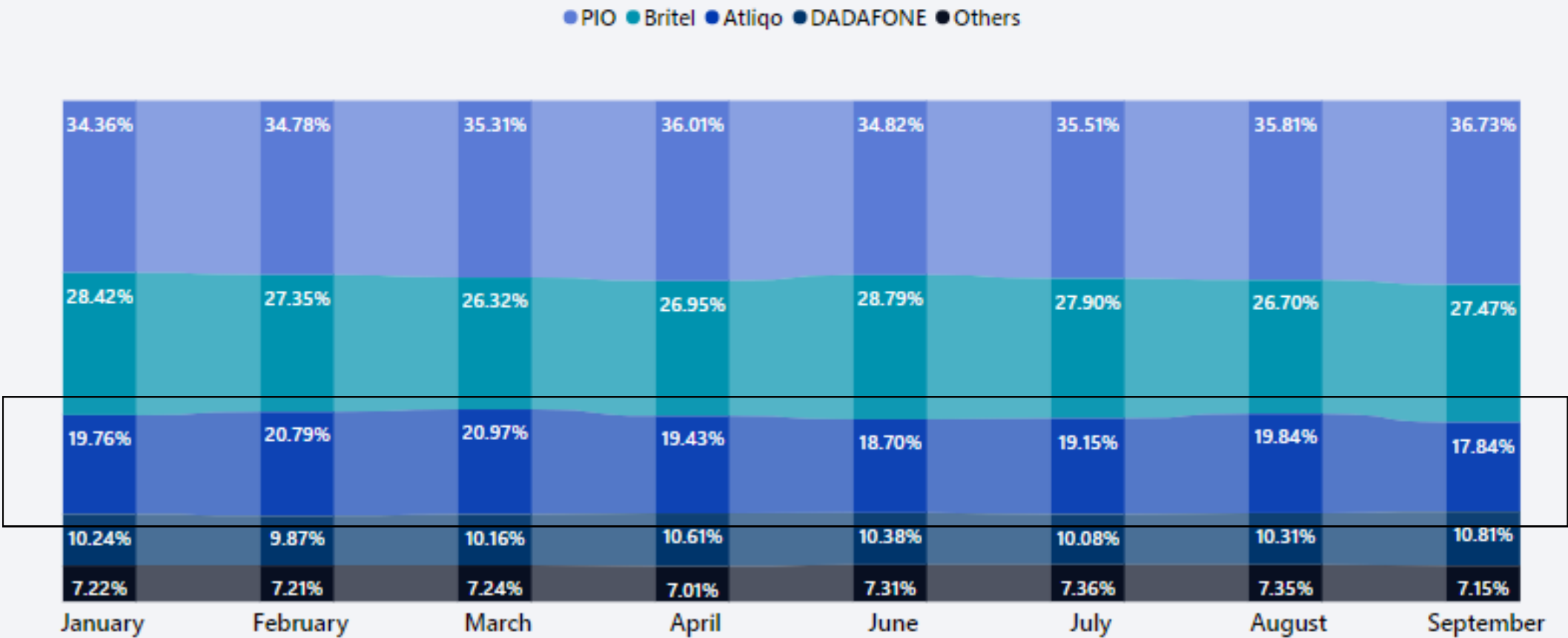| City	Total Unsub Users	Before 5G	After 5G	Unsub Chg %
Lucknow	0.48M	0.17M	0.31M	77.91%
Pune	1.11M	0.43M	0.67M	55.30%
Jaipur	0.56M	0.22M	0.34M	52.47%
Chandigarh	0.25M	0.10M	0.15M	45.63%
Hyderabad	0.92M	0.39M	0.53M	38.08%
Chennai	1.23M	0.52M	0.71M	36.94%
Kolkata	1.58M	0.69M	0.89M	27.85%
Coimbatore	0.35M	0.16M	0.20M	26.45%
Bangalore	1.26M	0.57M	0.69M	20.67%
Delhi	1.67M	0.77M	0.90M	16.62%
Ahmedabad	0.72M	0.33M	0.39M	16.27%
Gurgaon	0.19M	0.09M	0.10M	12.09%
Patna	0.36M	0.17M	0.19M	10.53%
Raipur	0.12M	0.06M	0.06M	10.53%
Mumbai	1.80M	0.96M	0.84M	-12.63%
Total	**12.59M**	**5.63M**	**6.96M**	**23.50%**

- **Mumbai** stands out as the **only city displaying improved performance post-5G,** marked by a significant **-12.63% decrease in unsubscribed users**.

- **All other cities** demonstrate a **decline in performance** i.e, an **increasing numbers of unsubscribed users after 5G.**

- **Lucknow** stands out with the **highest unsubscribed user rate,** indicating the **most challenging performance** among the cities

Unsubscribed Users Chg % Distribution

Mumbai | Raipur Gurgaon Bangalore Patna Delhi | Coimbatore Kolkata Chennai Hyderabad Chandigarh Jaipur Pune | Lucknow

-20%   0%   20%   40%   60%   80%

Market Share Analysis

Before the 5G , Atliqo held a market share of 19.56%, and **after the 5G , it slightly decreased to 18.88%.**
this marginal **decline** suggests a **positive and stable market position** for Atliqo during the transition to 5G
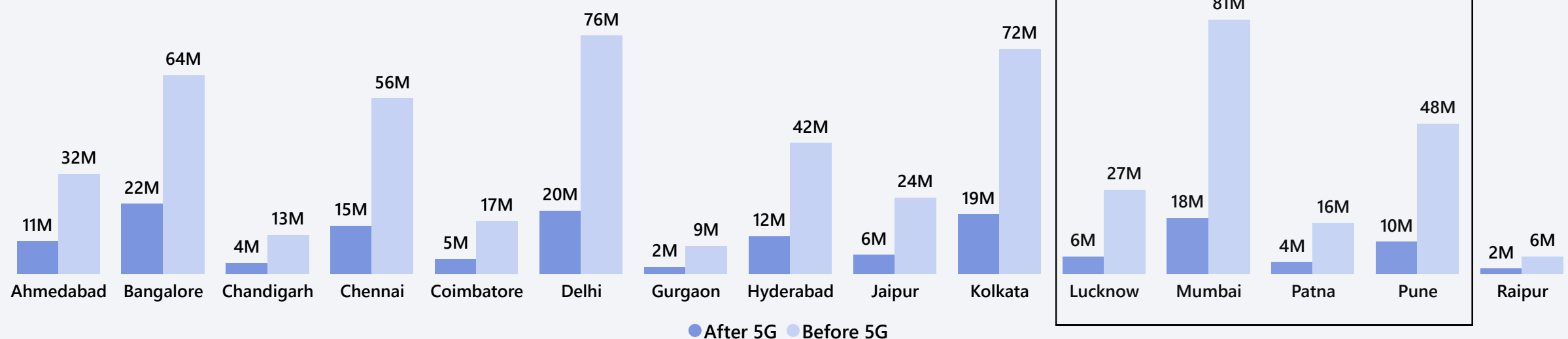
● PIO ● Britel ● Atliqo ● DADAFONE ● Others

	January	February	March	April	June	July	August	September
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Britel	28.42%	27.35%	26.32%	26.95%	28.79%	27.90%	26.70%	27.47%
Atliqo	19.76%	20.79%	20.97%	19.43%	18.70%	19.15%	19.84%	17.84%
DADAFONE	10.24%	9.87%	10.16%	10.61%	10.38%	10.08%	10.31%	10.81%
Others	7.22%	7.21%	7.24%	7.01%	7.31%	7.36%	7.35%	7.15%

Plan Analysis

· Based on the **general trend** observed **all cities experienced an increase** in **plan revenue post-5G.**

· **Plan P7, the "25 GB Combo 3G / 4G Data Pack,"** exhibits the **lowest performance post-5G.** The **total plan revenue for P7** has declined from **582 million to 155.6 million after the 5G**.

Plan Revenue Analysis

Legend: After 5G | Before 5G

Values (After 5G / Before 5G):
- Ahmedabad: 11M / 32M
- Bangalore: 22M / 64M
- Chandigarh: 4M / 13M
- Chennai: 15M / 56M
- Coimbatore: 5M / 17M
- Delhi: 20M / 76M
- Gurgaon: 2M / 9M
- Hyderabad: 12M / 42M
- Jaipur: 6M / 24M
- Kolkata: 19M / 72M
- Lucknow: 6M / 27M
- Mumbai: 18M / 81M
- Patna: 4M / 16M
- Pune: 10M / 48M
- Raipur: 2M / 6M

· It's observed that **Lucknow, Pune, Mumbai, and Patna** have the **lowest plan rev. change rates** among the **cities for Plan P7. These cities experienced** a substantial **decrease in plan revenue post-5G ,** indicating a significant **negative impact on Plan P7 in terms of revenue generation.** The **plan rev. change rates** for these cities range from approximately **-69.6% to -79.2%,**

Performance Matrix

plan	January	February	March	April	June	July	August	September
p1	396.10M	502.80M	465.60M	448.20M	535.80M	627.90M	620.20M	602.70M
p10	23.30M	36.60M	33.60M	37.60M				
p11					414.30M	485.70M	477.90M	481.60M
p12					255.10M	299.80M	306.40M	300.00M
p13					72.10M	82.20M	81.70M	78.50M
p2	325.50M	409.20M	385.60M	367.70M	339.90M	387.90M	391.90M	367.60M
p3	296.40M	349.00M	353.20M	320.70M	304.10M	340.70M	334.80M	316.50M
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p6	166.90M	196.90M	198.50M	186.80M	109.20M	134.80M	125.50M	125.10M
p7	122.50M	158.20M	155.90M	145.80M	33.20M	34.50M	44.70M	43.20M
p8	93.60M	120.10M	110.60M	110.00M				
p9	52.40M	59.40M	57.00M	58.00M				

· **p1 maintains the highest performance** both **before and after 5G** implementation.

· **p11, p12, and p13 were introduced after 5G**. Among them, **p13 is not performing well.**

· **p2 and p3** maintain a **consistent level of revenue in both pre- and post-5G** phases.

· **p4, p5, p6** initially experienced a decline in post 5G phase. Subsequently improved their performance but later exhibited a decline again for the next two months

· **p7** experiences a sharp **decline in revenue after 5G.**

· **p8, p9, and p10 were discontinued after the 5G, possibly due to underperformance** in the pre-5G phase.