**INSIGHTS ON WAVECON TELECOM ANALYSIS:**

* **Overall Revenue Decline** – A slight dip of 0.5% in overall revenue post-5G launch indicates potential challenges in user adoption or pricing strategies.
* **High-Performing Cities** – Lucknow, Gurgaon, and Patna showed positive revenue growth of 1.5%, highlighting strong market potential in these regions.
* **Stable Cities** – Ahmedabad, Chennai, and Delhi experienced the lowest declines, with revenue dropping by less than 2.48%, suggesting relatively stable user retention.
* **Regional Variations** – Market responses to the 5G rollout vary significantly across cities, reflecting differences in user behavior and regional adoption rates.
* **Slight Revenue Decline** – Revenue dropped by 0.63% to ₹15.9 billion post-5G launch, despite higher earnings per user.
* **Increased ARPU** – ARPU rose by 11.09% to ₹211.3, indicating increased spending by retained users.
* **Decline in Active Users** – TAU decreased by 8.29% to 77.4 million, highlighting challenges in user retention.
* **Growth in Unique Subscribers** – TUSU increased by 25.00% to 7 million, showcasing success in attracting new subscribers.
* **Consistent Performers** – Plans P1, P2, and P3 maintained strong performance, reflecting stable customer demand and market reliability.
* **Revenue Decline in Older Plans** – Plans P4, P5, and P6 experienced a drop in revenue post-5G, indicating shifting consumer preferences or increased competition.
* **New Plan Introductions** – Plans 11, 12, and 13 were launched post-5G to cater to emerging needs and leverage new technology, highlighting the company’s proactive approach.
* **Discontinued Plans** – Plans 8, 9, and 10 were phased out post-5G due to underperformance, aligning with the company’s focus on more competitive offerings.
* **Strategic Adaptation** – The transition in plans demonstrates WaveCon Telecom’s effort to adapt to the evolving telecommunications market under the influence of 5G.
* **Significant Revenue Drop** – Plan 7 experienced a dramatic revenue decline, falling from ₹582.4M to ₹155.6M post-5G launch, indicating diminished customer interest.
* **Shift in Customer Preferences** – The 5G rollout likely drove users to switch to newer plans with advanced features, making Plan 7 less competitive.
* **Market Competitiveness** – Plan 7’s decline underscores its inability to meet the evolving demands of the 5G era.
* **Discontinued Plans** – Plans 8, 9, and 10 were phased out due to reduced relevance or declining customer interest in the 5G-driven market.
* **Introduction of New Plans** – Plans 11, 12, and 13 were launched post-5G to leverage the opportunities presented by the new technology.
* **Customer-Centric Design** – The new plans incorporate enhanced features and services tailored to the evolving demands of the 5G era.
* **Strategic Transition** – The company demonstrated a proactive approach by updating its offerings to align with the changing market landscape.
* **Market Competitiveness** – The transition highlights an effort to maintain competitiveness amidst rapid technological advancements.