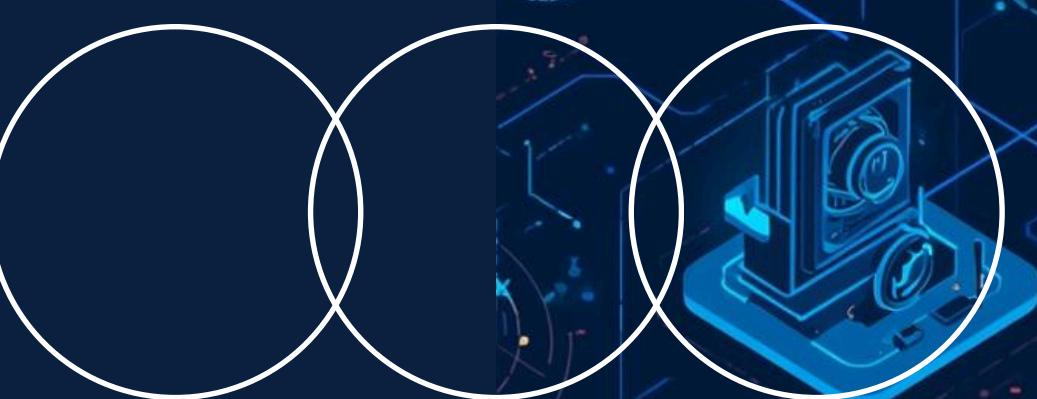


ATLIQO TELECOM

5G Impact Analysis

Subhojeet Sarkar



Executive Overview



5G Launched in May 2022 with expectations

Initial excitement met with mixed **market reception**.



Active Users Decline, Leading to Churn Issues

User retention challenges have resulted in **increased churn rates**.



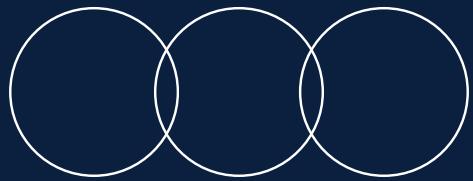
Revenue Drops Despite Higher ARPU across segments

Increased average revenue per user but **overall declines** persist.



Tier-2 Cities Outperform Tier-1 in Adoption Rates

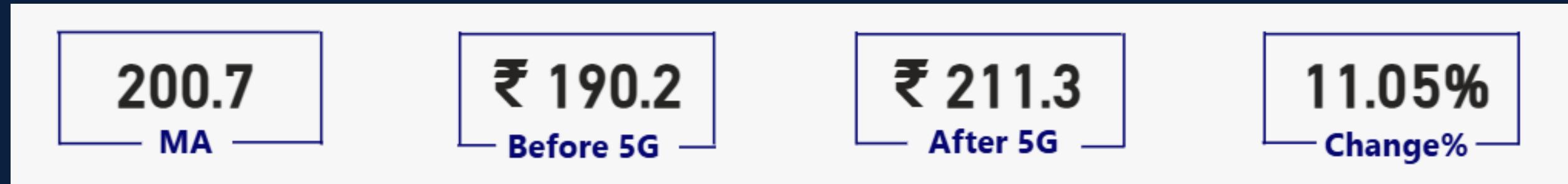
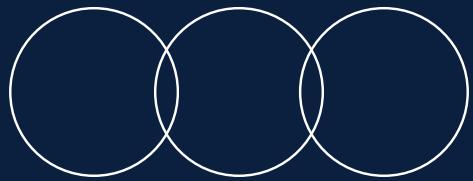
Emerging markets show stronger 5G **adoption trends** than larger cities.



₹31.9bn ▼ -0.50%

Total Revenue

Total revenue has decreased by **0.50%**, indicating a need for strategic initiatives despite increasing ARPU, highlighting the challenge of a shrinking customer base.

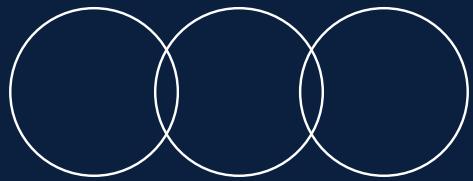


₹200.7 ▲ +11.05%

Average Revenue Per User

ARPU has shown significant raise of **11.05%** despite the fact is Monthly active users has lowered to **8.28%** and monthly users unsubscribed rate is noticeably higher

23.50%



Conclusion

This is only possible when 5G plan prices must be very high and that could be the reason for declined in monthly active user rate , rise in rate for monthly unsubscribed user as well as very little change in Avg.

Revenue post 5G launch.

Somewhere higher prices for 5G plans in compensating the effect for higher monthly unsubscribed user rate.

Revenue Analysis

Mumbai, Delhi, Kolkata, Bangalore & Chennai are the Top 5 cities in Average Revenue.

City	Total Revenue	Before 5G	After 5G	Change %
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%

City Change %



In Delhi, Chennai, Ahmedabad, Hyderabad, Chandigarh & Kolkata AVG. Revenue found to be declining for Post 5G Launch Period.

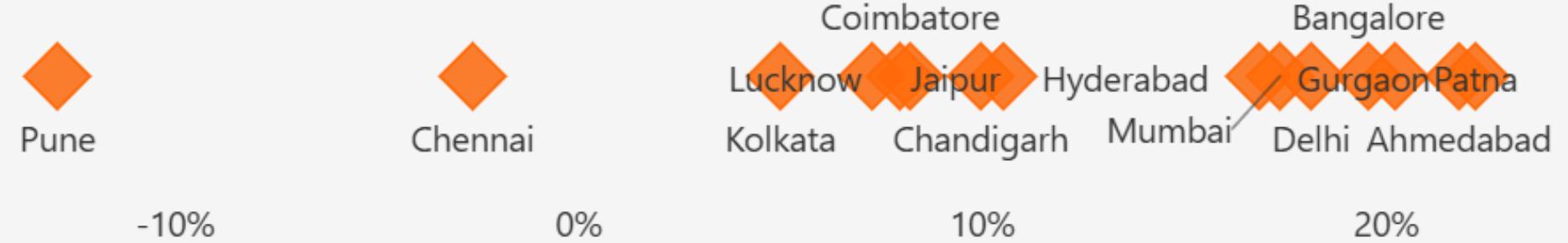
Mumbai, Bangalore & Pune are few cities some of the Top revenue contributors which have shown positive growth of AVG Revenue for Post 5G Launch Period

Revenue Analysis

ARPU has shown better performance in post 5G Launch compared to declined in AVG Revenue for most cities.

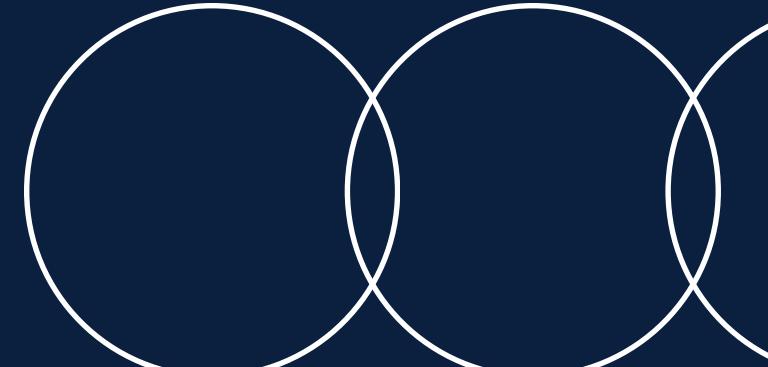
City	ARPU	Before 5G	After 5G	Change %
Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22.25%
Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	21.84%
Patna	₹ 212.00	₹ 192.50	₹ 231.50	20.26%
Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	19.60%
Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18.18%

City Change %



Pune has sharp decline of 12.88% in ARPU which is making it outlier.

Mumbai, Bangalore & Delhi are few cities some of the Top revenue contributors which have shown Outstanding growth of in ARPU for Post 5G Launch Period.



User Analysis

Ahmedabad, Delhi, Raipur, Patna and Mumbai are the Top cites for No. of Active users change in Post 5G Period.

City	Total Users	Before 5G	After 5G	Change %
Ahmedabad	9.7M	5.4M	4.3M	-18.93%
Delhi	19.7M	10.8M	8.9M	-17.63%
Raipur	1.6M	0.9M	0.7M	-16.67%
Patna	4.7M	2.5M	2.1M	-16.11%
Mumbai	23.3M	12.5M	10.7M	-14.35%

City Change %



Ahmedabad has the highest -ve growth in Active user. Cities like Mumbai, Delhi & Bangalore which are Top contributor n AVG. Revenue have shown significantly higher -ve growth in No. of Active user for post 5G period.

Once Again Pune is clear outlier showing 18.06% positive growth n Active Users for Post 5G Period.

User Analysis

Except Mumbai all cities can be considered to be failed in retaining their subscribers

City	Total Users	Before 5G	After 5G	Change%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%
Chandigarh	253K	103K	150K	45.63%
Hyderabad	919K	386K	533K	38.08%

City Change %



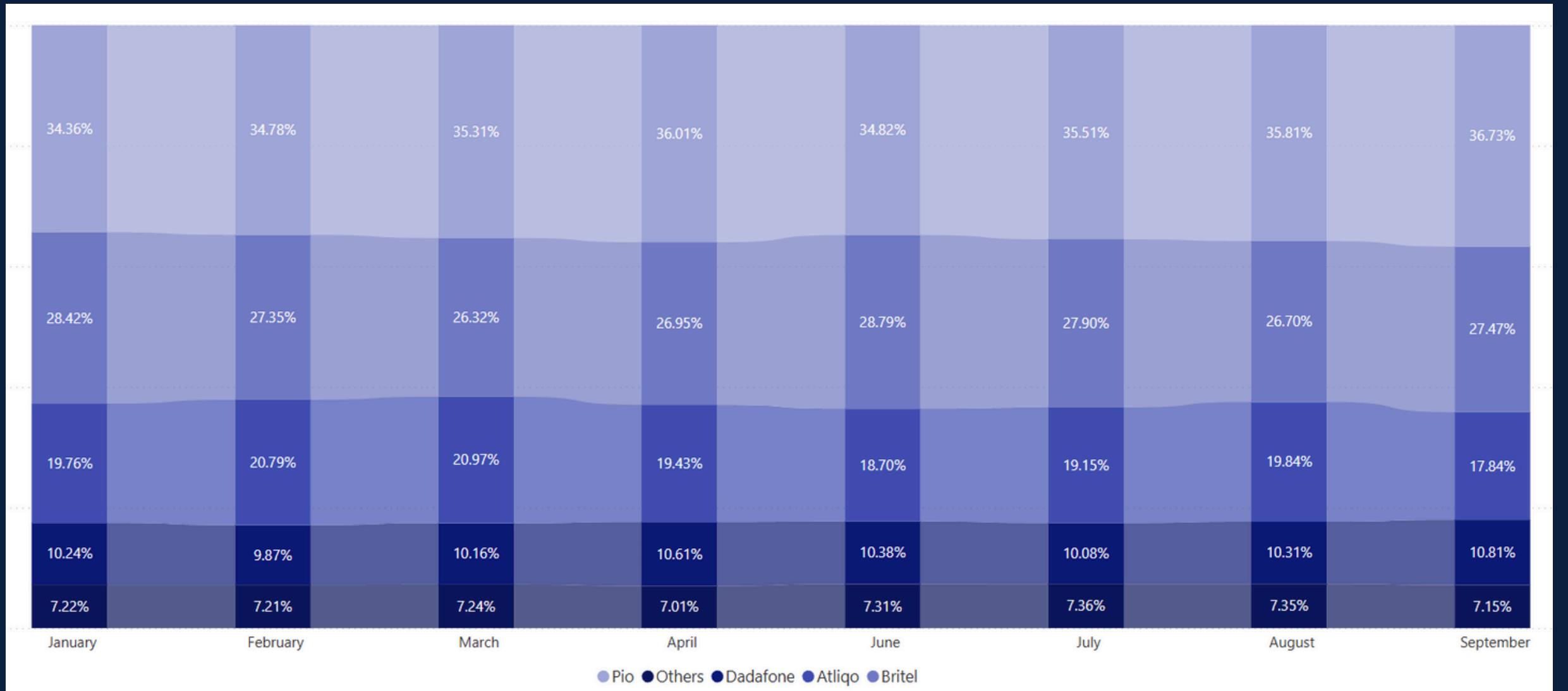
Lucknow has significantly higher Monthly unsubscribed user rate which shows it's poor performance for Post 5G

Mumbai has shown noticeable -ve growth in Monthly Unsubscribed User for Post 5G, which is actually a positive sign

Market Share Dynamics

Competitive Positioning Overview

The **market share landscape** remains challenging, with Leader Pio dominating at approximately 35–37%. Meanwhile, AtliQo's position has stagnated around 10–11%, highlighting low competitive gain since the introduction of 5G.



Pre 5G: 20.24%

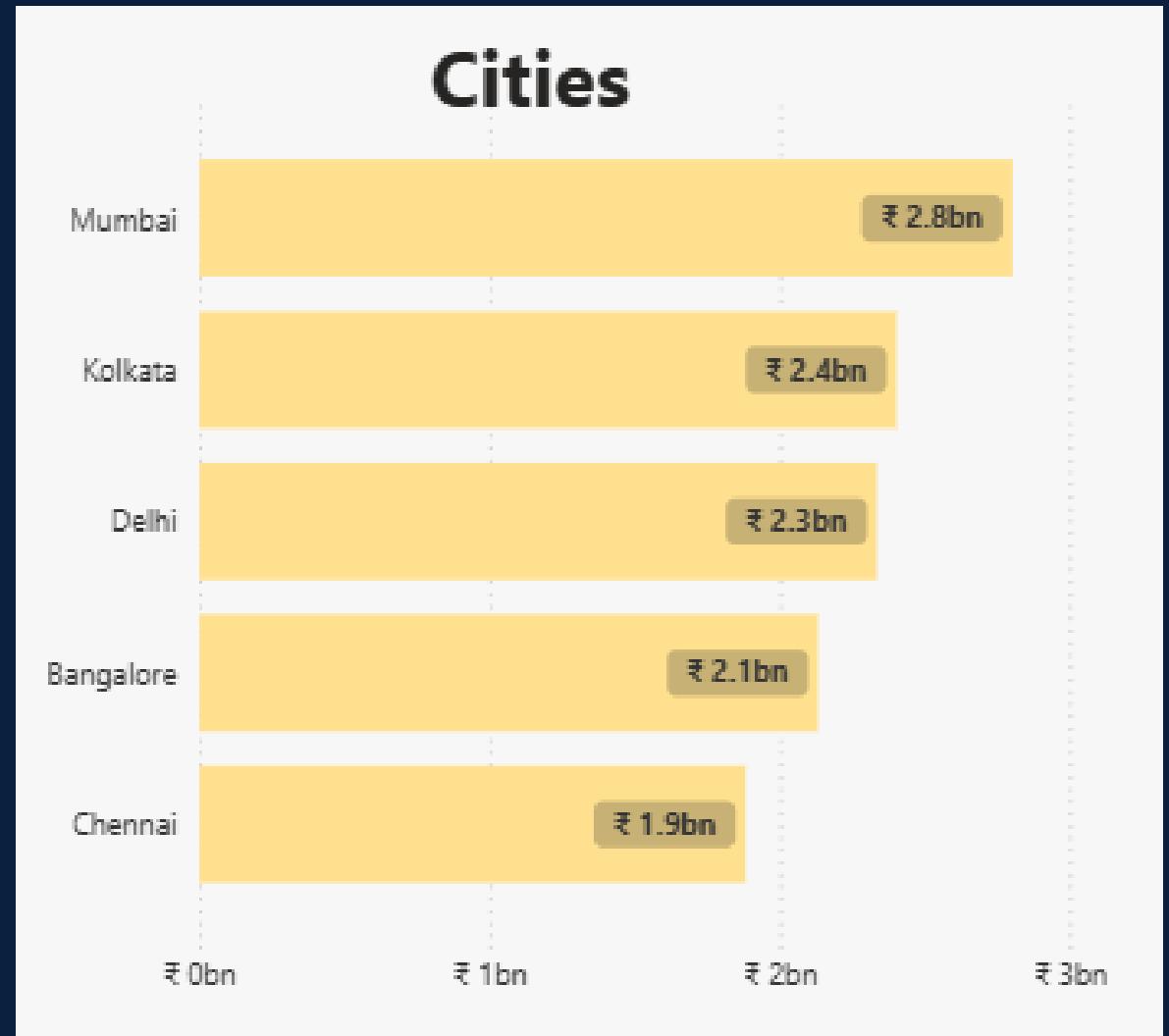
Post 5G: 18.88%

▼: -06.69%



Revenue Performance Overview

Insights into Key Cities

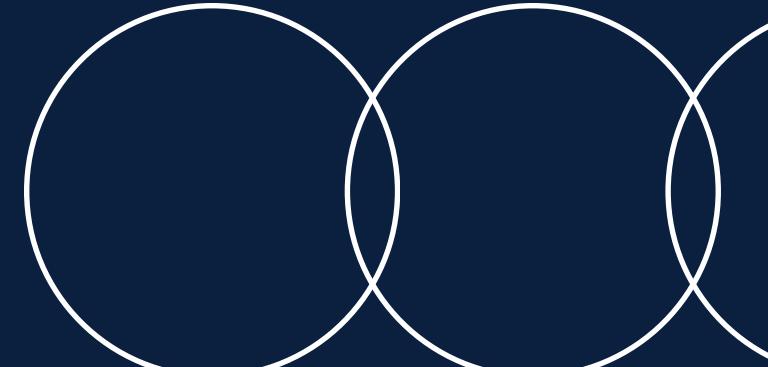
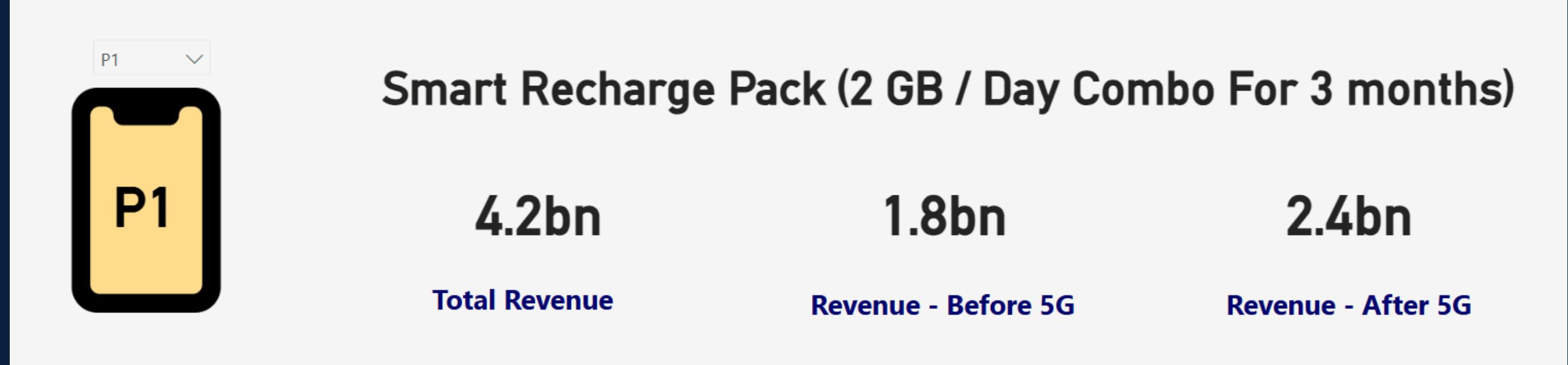


Mumbai continues to be the **largest revenue hub** for AtliQo despite experiencing low growth. Meanwhile, Delhi faces a decline in revenue, while Bengaluru shows positive margins, indicating resilience.

Plan P1 Performance

Success of Smart Recharge

The Smart Recharge Pack has shown remarkable growth, increasing revenue from ₹1.8bn to ₹2.4bn post-5G launch, highlighting the importance of **aggressive promotion** of bundled plans.



Plan Analysis

Plan	January	February	March	April	June	July	August	September
P1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
P2	₹ 326M	₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 368M
P3	₹ 296M	₹ 349M	₹ 353M	₹ 321M	₹ 304M	₹ 341M	₹ 335M	₹ 317M
P4	₹ 243M	₹ 280M	₹ 274M	₹ 278M	₹ 200M	₹ 237M	₹ 229M	₹ 212M
P5	₹ 216M	₹ 285M	₹ 258M	₹ 246M	₹ 144M	₹ 172M	₹ 179M	₹ 157M
P6	₹ 167M	₹ 197M	₹ 199M	₹ 187M	₹ 109M	₹ 135M	₹ 126M	₹ 125M
P7	₹ 123M	₹ 158M	₹ 156M	₹ 146M	₹ 33M	₹ 35M	₹ 45M	₹ 43M
P8	₹ 94M	₹ 120M	₹ 111M	₹ 110M				
P9	₹ 52M	₹ 59M	₹ 57M	₹ 58M				
P10	₹ 23M	₹ 37M	₹ 34M	₹ 38M				
P11					₹ 414M	₹ 486M	₹ 478M	₹ 482M
P12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
P13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

- Plan P1 has been leading with highest revenue in both phases
- P2 & P3 has been almost maintaining its revenue levels in Per & Post 5G launch periods
- There is a declined P4, P5 & P6 has been almost maintaining its revenue levels in Pre & Post 5G period
- P7 has sharp declined in Revenue for Post 5G
- P8, P9 & P10 has been discontinued in post 5G, Neither of them have performed well in pre 5G launch period.

→ P11, P12 & P13 has been introduced post 5G. Out of that P11 has been most successful and P13 is not performing well

Strategic Recommendations

Metro Churn-Reduction

Implement targeted marketing campaigns to reduce churn rates in metro areas, enhancing customer retention through tailored incentives and personalized services.

Bundled Ecosystem

Create a comprehensive app and content bundled ecosystem to enhance customer engagement, fostering loyalty through exclusive offerings and unique experiences.

Tier-2 Focus

Prioritize expansion efforts in Tier-2 cities, capitalizing on growth opportunities and fostering a strong customer base in emerging markets for enhanced revenue.

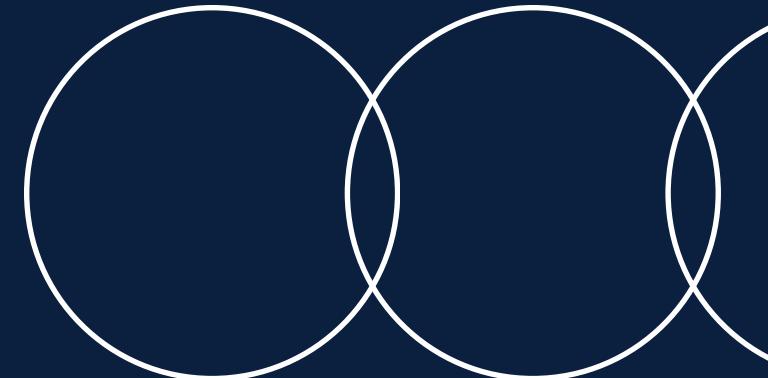
Affordable Plans

Develop competitive entry-tier 5G plans that attract budget-conscious consumers, expanding market reach and increasing overall user adoption in diverse demographics.

Retention Rewards

Introduce retention rewards for long-term users, providing incentives for loyalty that will strengthen relationships and reduce the risk of churn in key segments.

DASHBOARD SCREENSHOT





AtliQo Telecom Analysis



₹ 31.9bn

Revenue

₹ 200.7

ARPU

161.7M

TAU

12.6M

TUsU

₹ 4.0bn
MA

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Change%

City	Total Revenue	Before 5G	After 5G	Change %
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Monthly Trend



City Change %





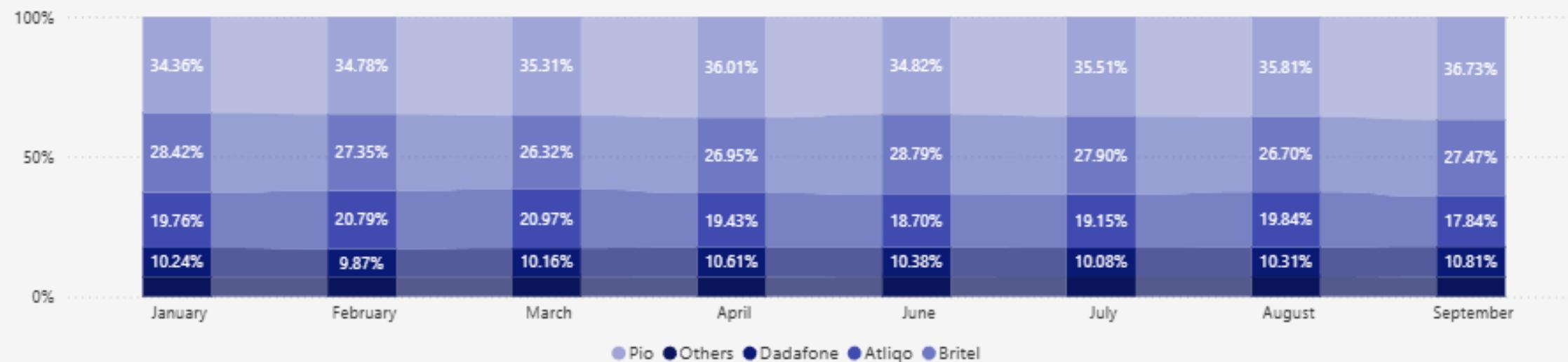
Month Period City



Value

%

Market Share



● Pio ● Others ● Dadafone ● Atliqo ● Britel

Revenue

AU

Usub

ARPU

Top 5 Cities

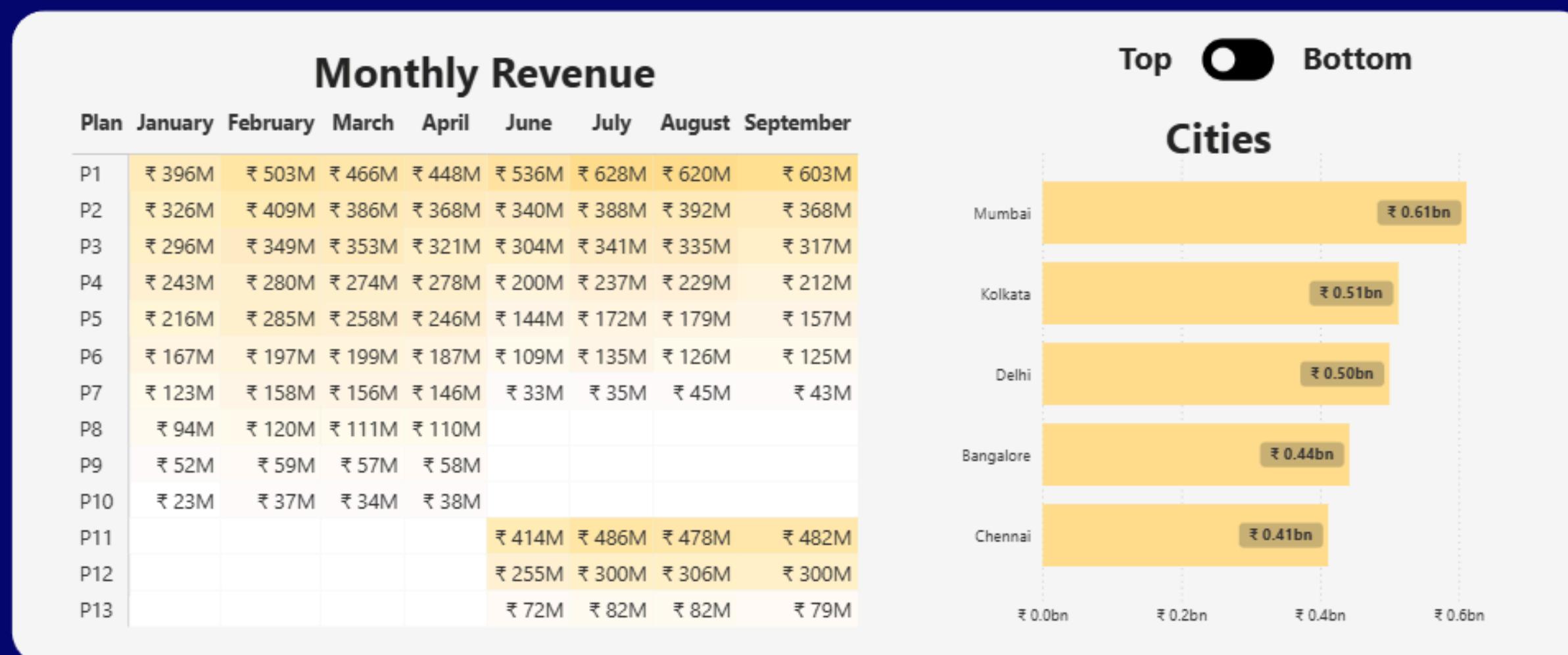
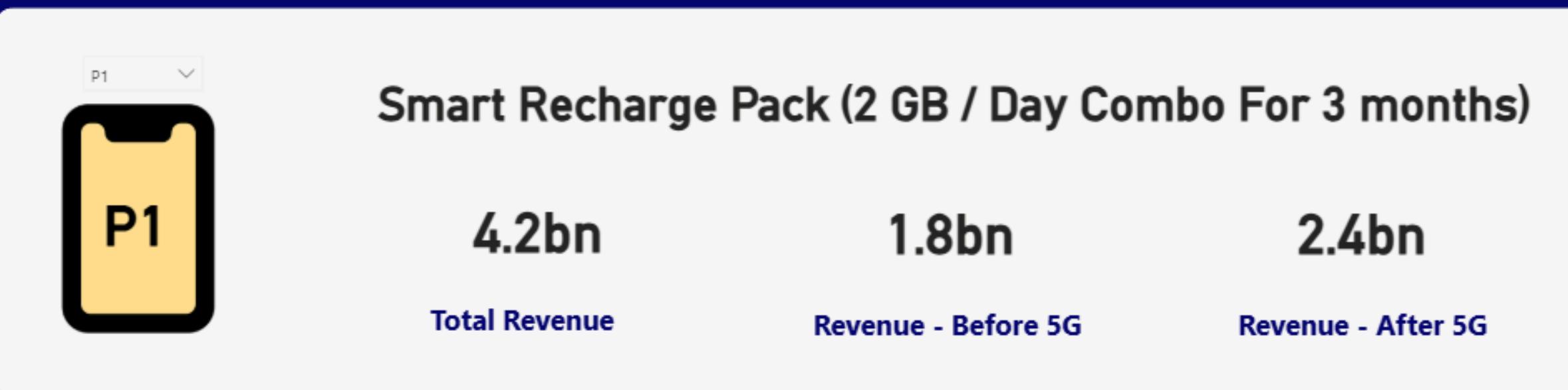


Bottom 5 Cities





Period: All | City: All





Period

All

City

All

**KPI****Market Share****Plans**

Smart Recharge Pack (2 GB / Day Combo For 3 months)

4.2bn

Total Revenue

1.8bn

Revenue - Before 5G

2.4bn

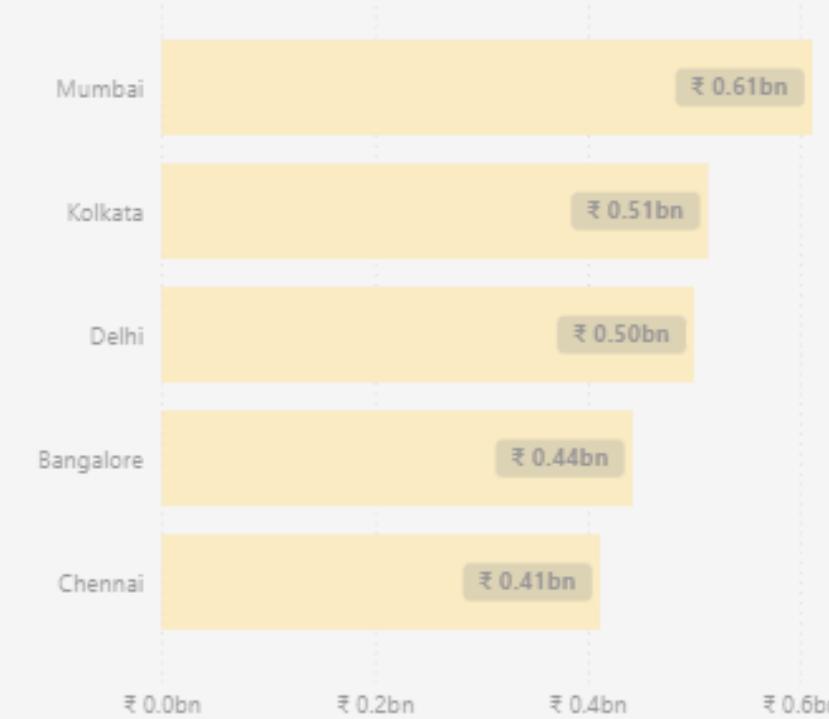
Revenue - After 5G

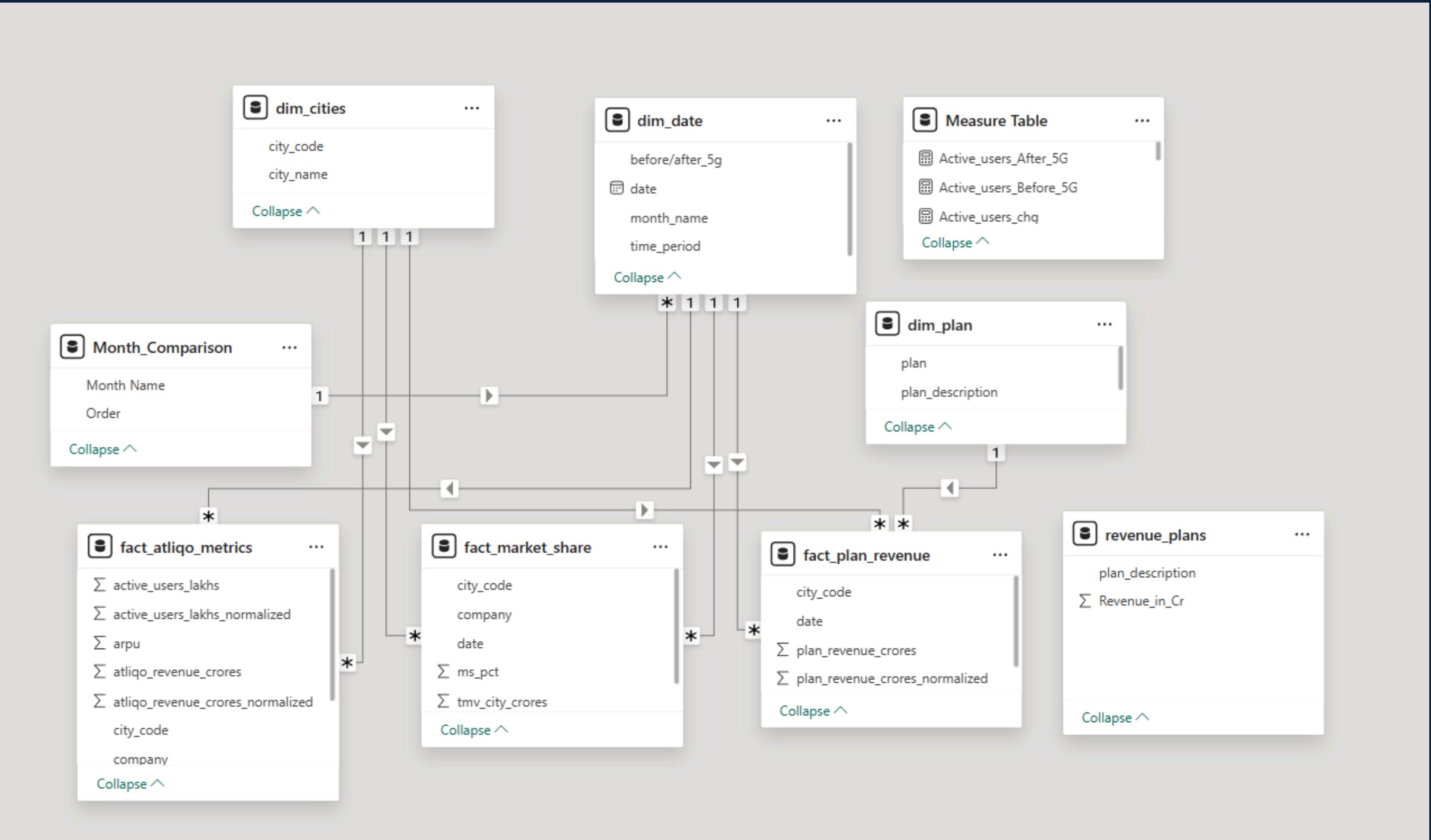
Monthly Revenue

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₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 368M	₹ 368M	₹ 368M
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			₹ 72M	₹ 82M	₹ 82M	₹ 79M		

Top **Bottom**

Cities





THANKYOU

