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Revenue

Users

Plans



AtliQo Telecom

Before & After 5G Comparison Report 2022

Before 5G (Jan - April 2022) - Period before the launch of 5G

After 5G (June - Sep 2022) - Period after the launch of 5G

Before 5G

After 5G

Click on button to view that period's summary details

Avg Revenue (in crores)

26.63

Before 5G

26.49

After 5G

-0.50%

% Change

Avg ARPU

190.23

Before 5G

211.25

After 5G

11.0%

% Change

Avg Active Users (in lakhs)

210.88

Before 5G

193.43

After 5G

-8.28%

% Change

Avg Unsubscribed Users (in lakhs)

14.08

Before 5G

17.39

After 5G

23.5%

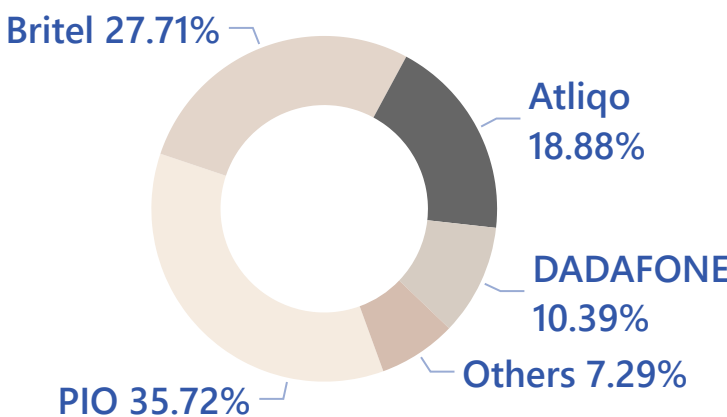
% Change



Cities have been grouped into two categories to facilitate analysis. **Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Pune** are classified as **Tier-1** cities.; **Chandigarh, Coimbatore, Gurgaon, Jaipur, Lucknow, Patna and Raipur** as **Tier-2** cities.

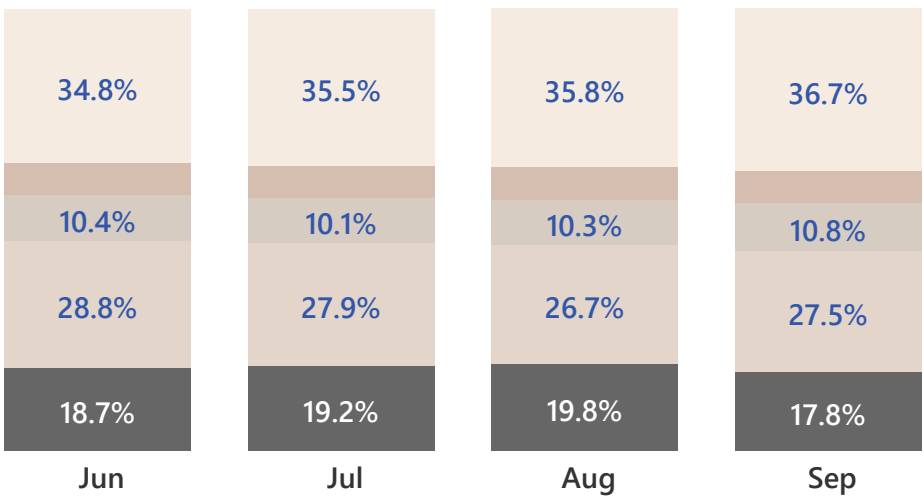
Average Market Share (After 5G)

AtliQo, with an average share of **19%**, ranks **3rd** in terms of market share, both before and after the launch of 5G. **PIO** leads the market with an average market share of **35%**.



Trend in Market Share (AtliQo vs Other Companies) - After 5G

● AtliQo ● Britel ● DADAFONE ● Others ● PIO



Total Revenue (After 5G)

1.59K

Total Revenue

=

1.28K

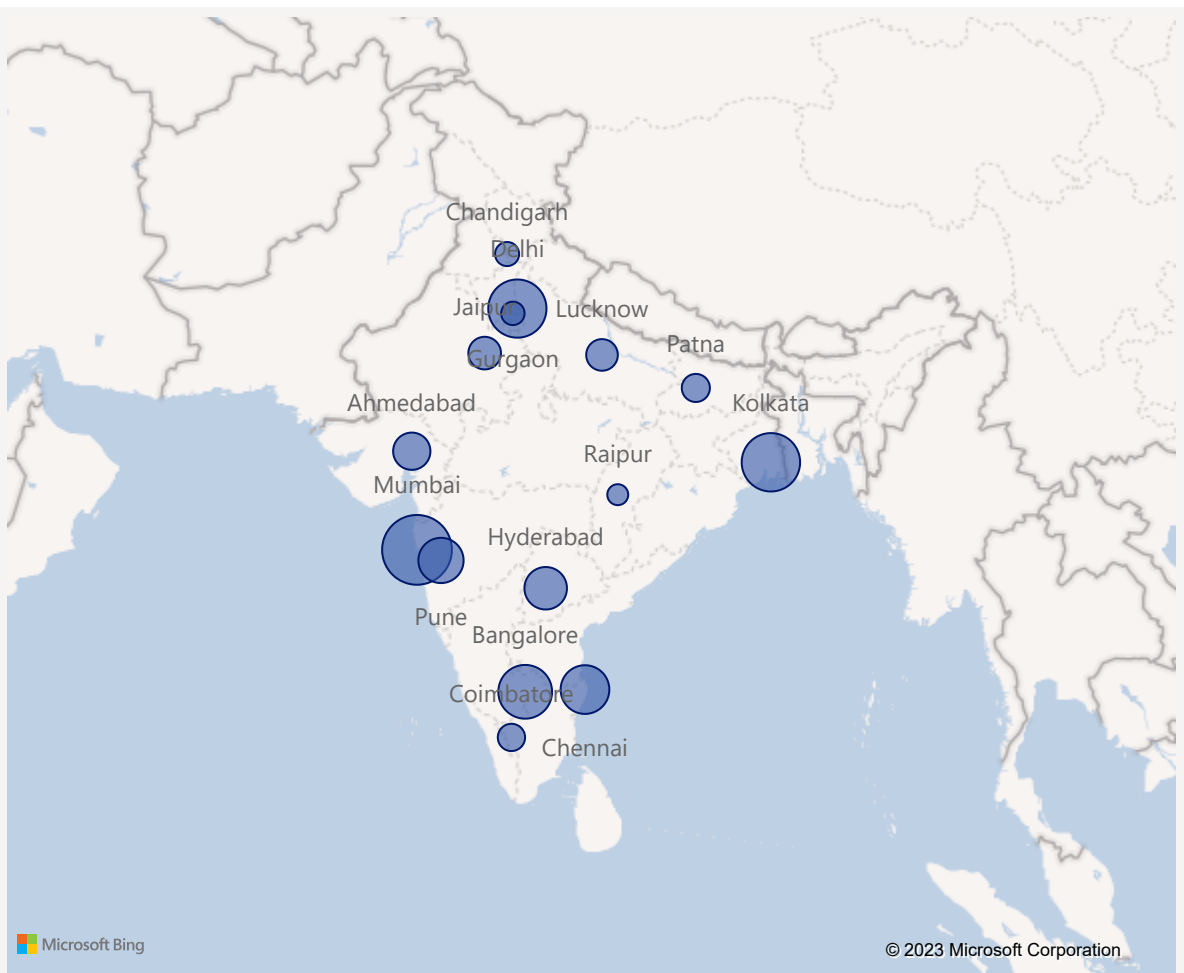
Tier-1

+

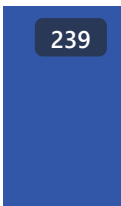
305.87

Tier-2

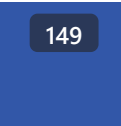
Performance Metrics by City (After 5G)



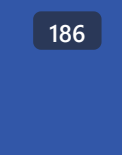
Top 3 Plans by Plan Revenue (After 5G)



P1



P2

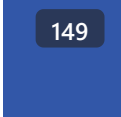


P11

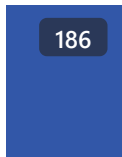
Bottom 3 Plans by Plan Revenue (After 5G)



P1



P2



P11



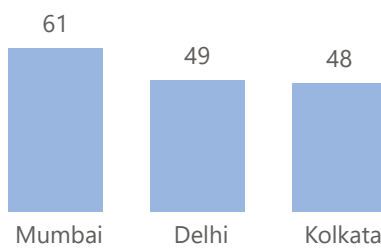
Time Period Axis - In order to make corresponding comparisons between months during the 'Before' and 'After' 5G periods, **the months have been numbered from 1 to 4**. More specifically, Jan as 1, Feb as 2, Mar as 3, and Apr as 4. Similarly, Jun as 1, Jul as 2, Aug as 3, and Sep as 4.

Top Revenue Contributors

Before 5G

After 5G

Before 5G

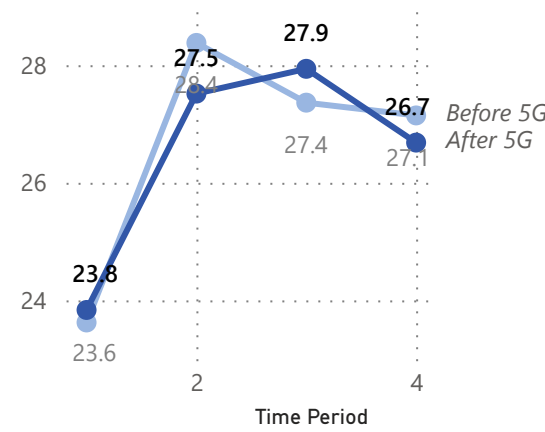


Average Revenue

Average revenue **has dropped** by **0.5%** from **Rs. 26.63** crores in 'Before 5G' to **Rs. 26.49** crores in 'After 5G' period. **The trend line for average revenue looks very similar in both the periods.** There is an initial increase in average revenue after which the line plateaus.

Average revenue, after an initial rise, has progressively declined in Tier-2 cities, from Rs. 10.63 crores to Rs. 9.87 crores at the end of 'After 5G'.

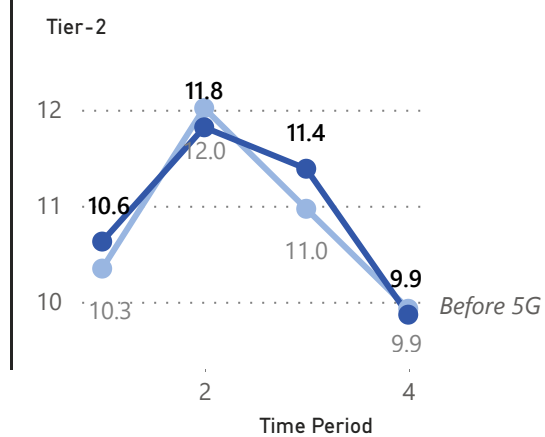
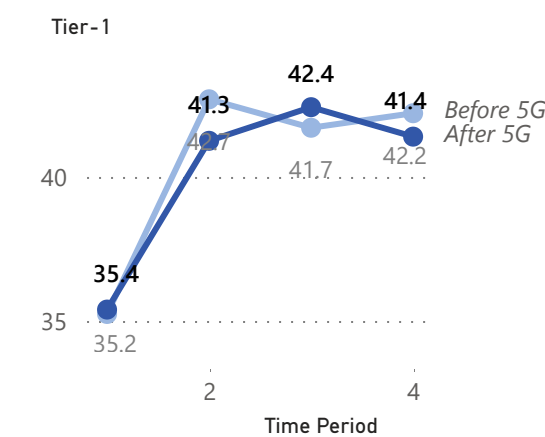
Avg Revenue Trend (Before 5G vs After 5G)



Average revenue has increased in Tier-2 cities by 1.01% whereas it has decreased in Tier-1 cities by 0.86%. Average revenue has increased in all Tier-2 cities except Chandigarh. However, the picture is very different in Tier-1 cities where average revenue has decreased in 5 cities, namely Ahmedabad, Chennai, Delhi, Hyderabad, and Kolkata.

Tier	Avg Revenue - Before 5G	Avg Revenue - After 5G	% Change in Avg Revenue
Tier-1	40.47	40.12	-0.86%
Ahmedabad	23.62	23.15	-2.02%
Bangalore	42.17	42.49	0.75%
Chennai	37.53	36.56	-2.59%
Delhi	49.10	47.71	-2.83%
Hyderabad	29.66	29.28	-1.29%
Kolkata	48.14	47.96	-0.37%
Mumbai	61.10	61.23	0.31%
Pune	32.41	32.53	0.37%
Tier-2	10.81	10.92	1.01%
Chandigarh	7.67	7.63	-0.55%
Coimbatore	11.42	11.43	0.11%
Gurgaon	6.78	6.88	1.51%
Jaipur	17.52	17.70	0.98%
Lucknow	16.21	16.50	1.82%
Patna	12.19	12.37	1.48%
Raipur	3.92	3.97	1.15%

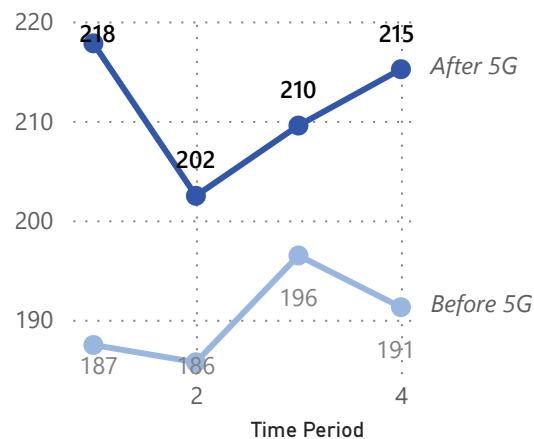
Avg Revenue Trend (Tier-1 vs Tier-2)



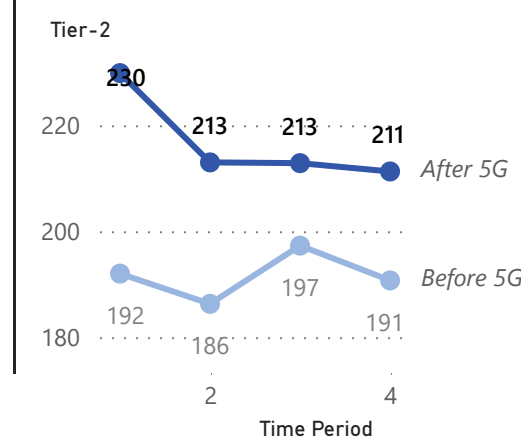
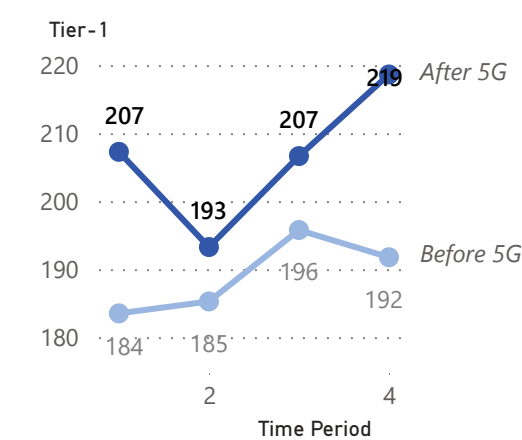
Average ARPU (Average Revenue Per User)

Overall, average ARPU has gone up in the 'After 5G' period by 11%. Average ARPU in Tier-1 cities is trending upwards whereas this is not the case in Tier-2 cities where average ARPU is showing a downward trend. Hence, we would need to be a bit cautious and **monitor the ARPU trends in Tier-2 cities closely.**

Avg ARPU Trend (Before 5G vs after 5G)



Avg ARPU Trend (Tier-1 vs Tier-2)

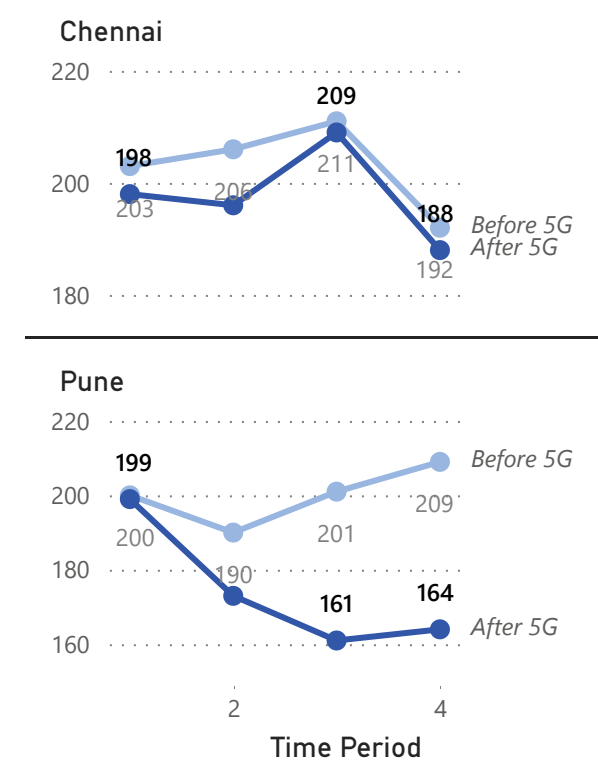


ARPU has increased after the launch of 5G in all cities except **Pune** and **Chennai**, where ARPU dropped by **12.9%** and **2.6%** respectively. Overall, **Tier-2 cities saw a higher increase in ARPU than Tier-1 cities** with **Raipur** recording the highest growth at **22.3%**.

The trend line for ARPU in **Pune** is a bit worrying as it is steadily going down with little to no increase.

Tier	Avg ARPU - Before 5G	Avg ARPU - After 5G	ARPU % Change
Tier-1	189.06	206.44	9.2%
Ahmedabad	176.25	174.75	-21.8%
Bangalore	174.75	200.00	19.6%
Chennai	203.00	197.75	-2.6%
Delhi	181.50	214.00	18.2%
Hyderabad	196.50	217.25	10.6%
Kolkata	183.75	193.00	5.0%
Mumbai	196.75	231.00	17.4%
Pune	200.00	174.25	-12.9%
Tier-2	191.57	216.75	13.1%
Chandigarh	182.50	200.75	10.0%
Coimbatore	200.00	216.50	8.3%
Gurgaon	183.50	214.00	16.9%
Jaipur	195.00	209.5	7.3%
Lucknow	203.25	218.00	8.0%
Patna	192.50	231.50	20.3%
Raipur	184.25	225.25	22.3%

Avg ARPU - Trends in Bottom 2 Cities

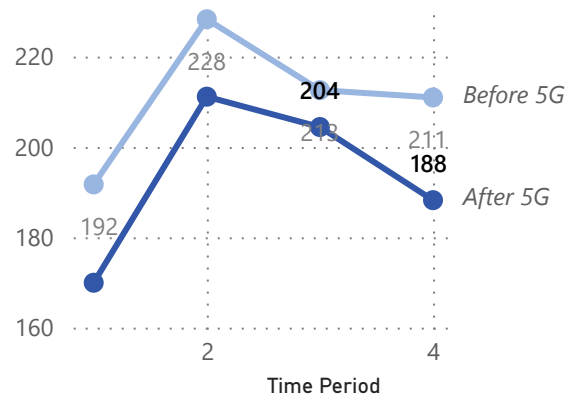


Average Monthly Active Users

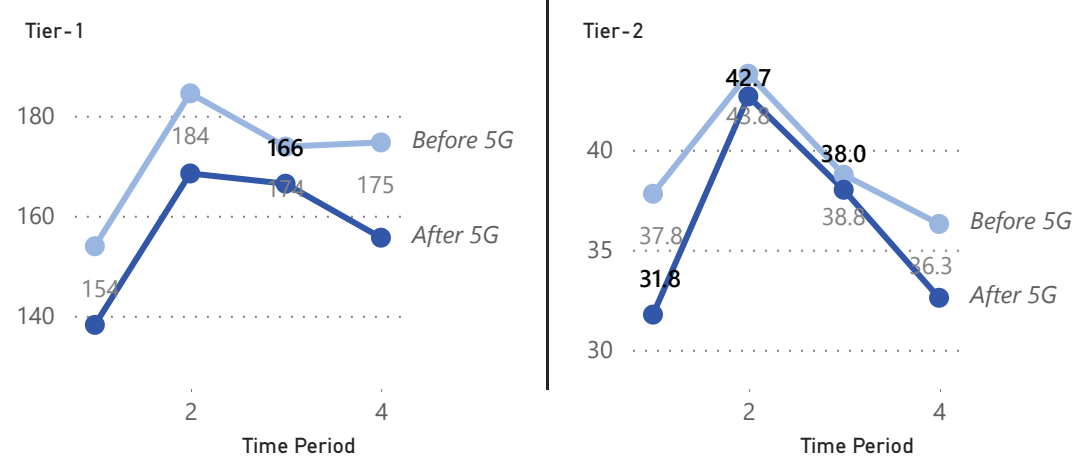
Overall, average monthly active users has gone down by **8.28%** from **210 lakhs** to **193 lakhs** after the implementation of 5G.

The before and after 5G trends look very similar in both Tier-1 and Tier-2 cities.

Avg Monthly Active Users (Before 5G vs After 5G)



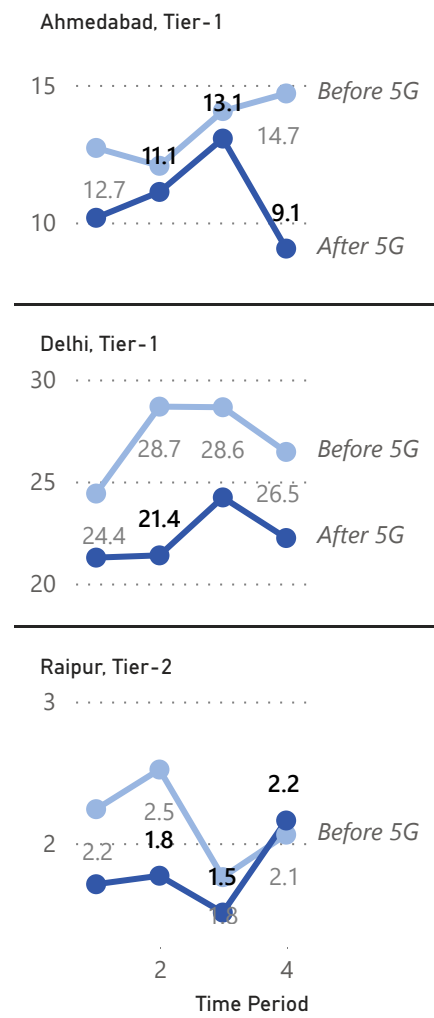
Avg Monthly Active Users (Tier-1 vs Tier-2 Cities)



Apart from **Pune, Lucknow and Chennai**, all the other cities have shown a decline in average monthly active users, the highest decline being in **Ahmedabad, Delhi and Raipur** with -18.93%, -17.63% and -16.67% respectively.

Tier	Before 5G	After 5G	% Change
Tier-1	171.72	157.17	-8.48%
Ahmedabad	13.38	10.85	-18.93%
Bangalore	24.14	20.77	-13.94%
Chennai	18.48	18.40	0.35%
Delhi	27.04	22.70	-17.63%
Hyderabad	15.15	14.02	-7.48%
Kolkata	26.08	24.83	-4.75%
Mumbai	31.34	26.34	-14.35%
Pune	16.13	16.90	18.06%
Tier-2	39.16	36.26	-7.41%
Chandigarh	4.21	4.00	-4.99%
Coimbatore	5.79	5.26	-9.28%
Gurgaon	3.69	3.20	-13.09%
Jaipur	9.04	8.54	-5.53%
Lucknow	7.93	8.14	2.65%
Patna	6.36	5.34	-16.11%
Raipur	2.15	1.79	-16.67%

Avg Monthly Active Users - Trends in Bottom 3 Cities

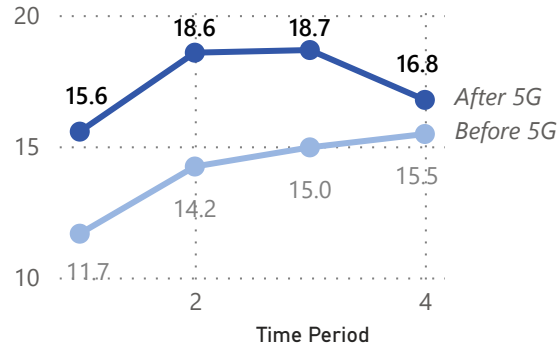


Average Monthly Unsubscribed Users

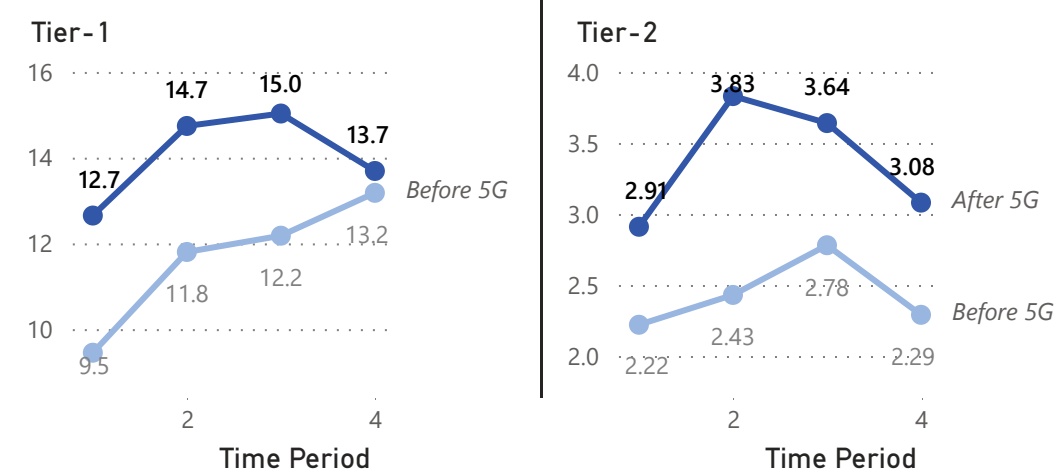
Overall, average monthly unsubscribed users has gone up by **23.5%** from **14.08 lakhs** to **17.39 lakhs** after the launch of 5G.

The trend line for average monthly unsubscribed users in Tier-2 cities is going down steadily which is a good sign.

Avg Monthly Unsubscribed Users (Before 5G vs After 5G)



Avg Monthly Unsubscribed Users (Tier-1 vs Tier-2 Cities)

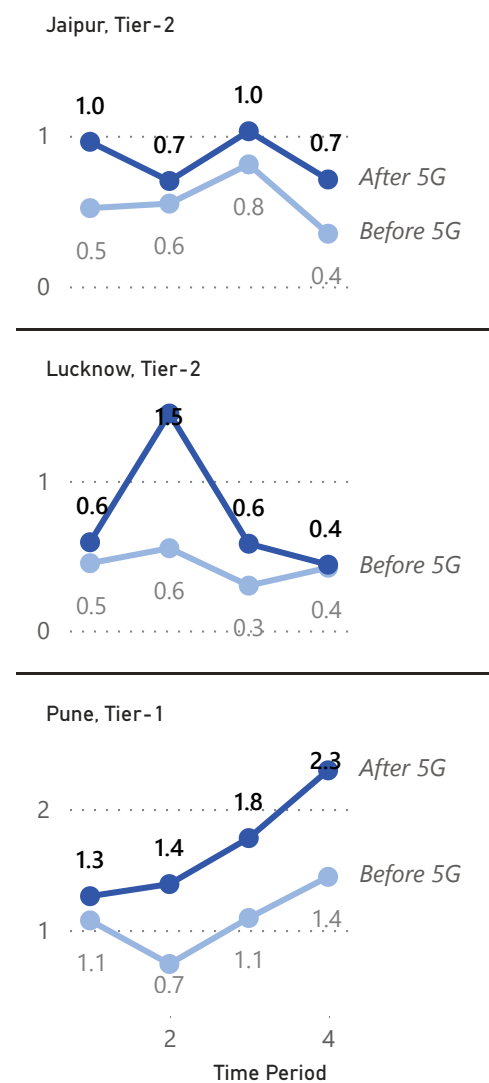


Mumbai is the only city where average monthly unsubscribed users has gone down in the After 5G period. **Lucknow** saw the highest rise in monthly unsubscribed users with a **77.9%** increase.

Overall, Tier-1 cities fared better than Tier-2 cities with change in average monthly unsubscribed users being **20.4%** and **38.5%** respectively.

Tier	Avg Monthly Unsubscribed Users - Before 5G	Avg Monthly Unsubscribed Users - After 5G	% Change in Avg Monthly Unsubscribed Users
Tier-1	11.65	14.03	20.4%
Delhi	1.93	2.25	16.6%
Kolkata	1.73	2.21	27.8%
Mumbai	2.40	2.09	-12.6%
Chennai	1.29	1.77	36.9%
Bangalore	1.43	1.72	20.7%
Pune	1.09	1.69	53.3%
Hyderabad	0.97	1.33	38.1%
Ahmedabad	0.83	0.97	16.3%
Tier-2	2.43	3.37	38.5%
Jaipur	0.56	0.85	52.5%
Lucknow	0.43	0.77	77.9%
Coimbatore	0.39	0.49	26.5%
Patna	0.43	0.47	10.5%
Chandigarh	0.26	0.38	45.6%
Gurgaon	0.23	0.26	12.1%
Raipur	0.14	0.16	10.5%

Avg Monthly Unsubscribed Users - Trends in Bottom 3 Cities

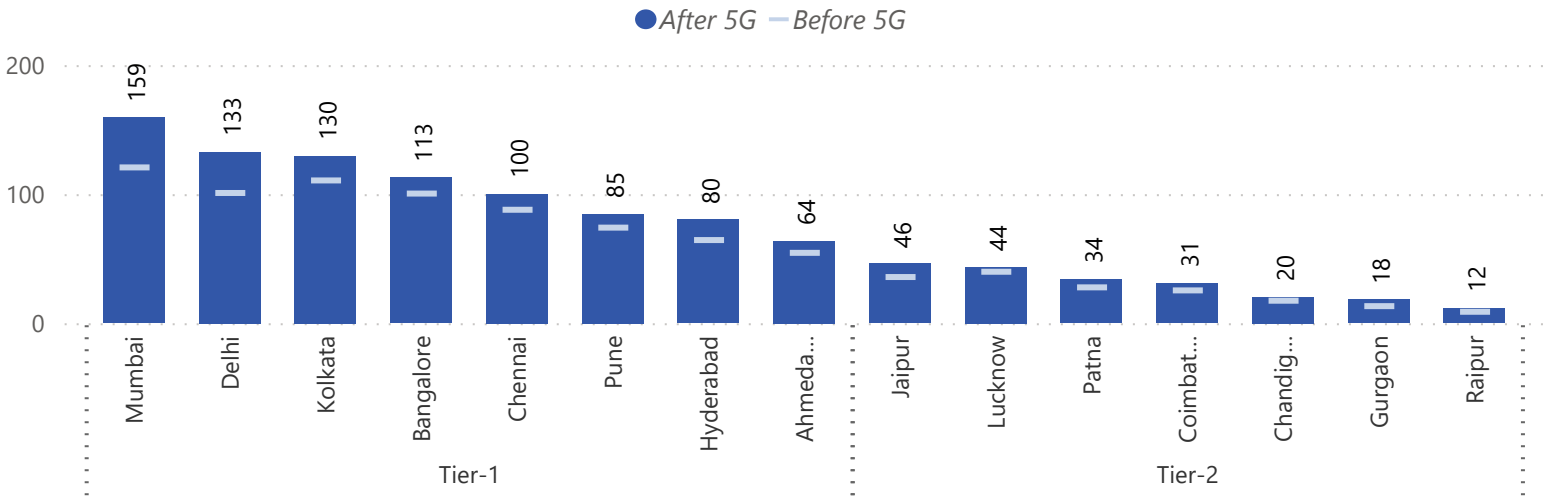




Three plans were introduced after the launch of 5G: **P11**, **P12** and **P13**. At the same time, **three plans were discontinued**, namely **P8**, **P9** and **P10**.

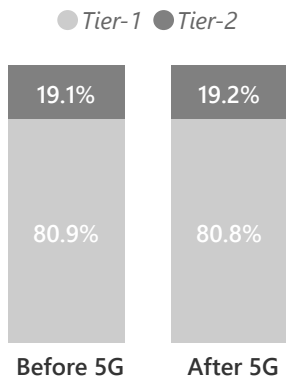
Our Total Plan Revenue has **increased** from **Rs. 882.37 crores** to **Rs. 1068.38 crores** after the launch of 5G. All cities across both tiers show a positive growth in plan revenue. **Mumbai** contributing the most with **14.9%** of total plan revenue and **Ahmedabad** the least with **6%**. Amongst Tier-2 cities, **Jaipur** and **Lucknow** are bringing in the most revenue.

Total Plan Revenue by City and Tier (Before 5G vs After 5G)



About **81%** (Rs. 1.58K Crores) of our Plan Revenue came from Tier-1 cities and only **19%** from Tier-2 cities.

% Distribution of Total Plan Revenue by City Tiers (Before 5G vs After 5G)



Plan Performance by City and Tier

P1, P2 and P11 are our best plans, bringing in the highest plan revenue in Tier-1 as well as Tier-2 cities. P7 and P13 are our poorest performing plans.

Before 5G										
City (Tier-1)	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Ahmedabad	11.34	8.99	8.69	6.43	5.86	5.04	3.19	2.61	1.56	0.84
Bangalore	19.83	17.26	14.39	12.63	11.30	9.11	6.35	5.51	2.41	1.69
Chennai	18.48	14.58	13.53	10.29	10.32	7.34	5.61	4.08	2.10	1.60
Delhi	20.51	16.99	14.68	12.81	11.51	7.73	7.62	5.16	2.57	1.35
Hyderabad	13.80	10.46	9.57	7.92	7.08	5.51	4.19	3.22	1.65	1.05
Kolkata	21.70	19.17	16.58	13.64	12.80	9.81	7.19	5.28	2.77	1.71
Mumbai	25.38	20.53	17.09	14.88	13.67	10.34	8.13	5.81	3.11	1.80
Pune	15.41	12.61	11.66	8.85	8.90	5.61	4.81	3.58	1.93	0.73
City (Tier-2)	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Chandigarh	3.43	2.98	2.63	2.15	1.97	1.46	1.25	0.87	0.42	0.30
Coimbatore	5.18	4.25	3.97	3.13	2.93	2.04	1.69	1.18	0.64	0.44
Gurgaon	2.68	2.23	2.09	1.63	1.51	1.01	0.89	0.58	0.39	0.24
Jaipur	7.68	6.07	5.27	4.04	4.05	3.10	2.44	1.77	1.01	0.37
Lucknow	8.31	6.69	6.04	4.78	4.36	3.68	2.69	1.82	1.13	0.40
Patna	5.74	4.55	4.42	3.31	3.16	2.31	1.63	1.54	0.74	0.40
Raipur	1.80	1.44	1.32	1.05	1.04	0.82	0.56	0.42	0.25	0.19

Per Plan Contribution in Plan Revenue

The 3 plans that were bringing in the least revenue before the launch of 5G were **P8**, **P9** and **P10**, and these plans were discontinued after the launch of 5G. In the "After 5G" period, the 3 plans that are contributing the least to revenue are **P7**, **P13**, and **P6** with **1.5%**, **2.9%**, and **4.6%** respectively.

Plan	Before 5G - % Contribution in Plan Revenue	After 5G - % Contribution in Plan Revenue	Before 5G - Total Plan Revenue	After 5G - Total Plan Revenue	% Change in Plan Revenue
P1	20.5%	32.3%	181.27	339.05	31.56%
P2	16.9%	13.9%	148.80	148.73	-0.05%
P3	15.0%	12.1%	131.93	129.61	-1.76%
P4	12.2%	8.2%	107.54	87.68	-18.47%
P5	11.4%	6.1%	100.46	65.15	-35.15%
P6	8.5%	4.6%	74.91	49.46	-33.97%
P7	6.6%	1.5%	58.24	15.56	-73.28%
P8	4.9%	NA	43.43		NA
P9	2.6%	NA	22.68		NA
P10	1.5%	NA	13.11		NA
P11	NA	1.4%		104.95	NA
P12	NA	10.9%		116.13	NA
P13	NA	2.9%		31.45	NA
Total	100.0%	100.0%	882.37	1,068.38	21.08%

Recommendations & Findings

Our Top Plans

P1	Smart Recharge Pack (2 GB / Day Combo For 3 months)
P2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)
P11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

Our Worst-Performing Plans

P7	25 GB Combo 3G / 4G Data Pack
P13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)
P5	Rs. 99 Full Talktime Combo Pack
P6	Xstream Mobile Data Pack: 15GB Data 28 days

Recommendations

Review plans P5, P6, P7 and P13. These plans are not performing well across all cities and are contributing the least to plan revenue with **P7** bringing in only **1.5%**. We could try to find out ways to make these plans more attractive to users.