



Wavecon 5G Launch Impact Analysis

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Dashboard View



Wavecon 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%
Chg%

City Name	Total Revenue	Before_5G	After_5G	Chg%
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%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Baisur	₹ 215M	₹ 157M	₹ 150M	-1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Monthly Trend



City Chg%



Market View

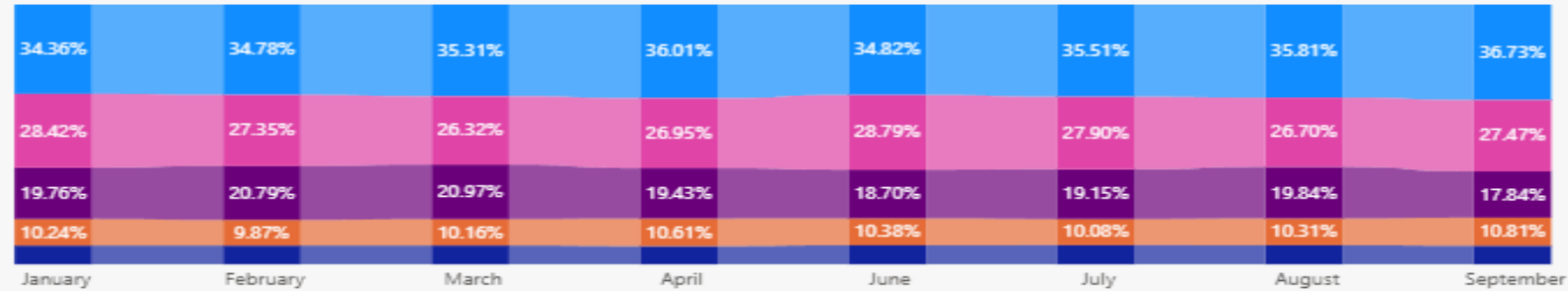
Month before/after_5g city_name

Value

%

Market Share

PIO_Ms Others_Ms Dadafone_Ms WaveCon_Ms Britel_Ms



Revenue

AU

Usub

ARPU

Top 5 Cities



Bottom 5 Cities



Plan View

before/after_5g

city_name

All

All

p2



Super Saviour Pack (1.5 GB / Day Combo For 56 days)

3.0bn

Total Revenue

1.5bn

Revenue - Before 5G

1.5bn

Revenue - After 5G

Monthly Revenue

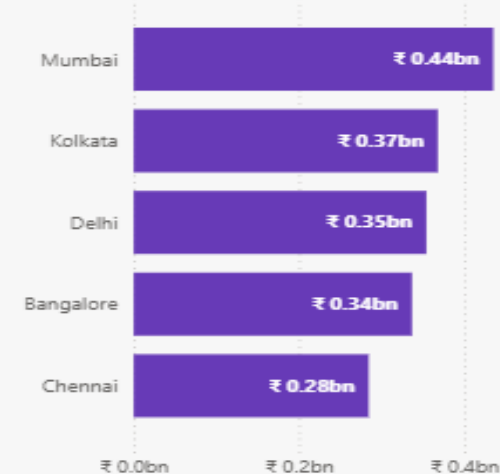
plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 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

Top



Bottom

Cities



Q1: 5G Impact on Revenue



Revenue Trend Analysis Pre vs. Post-5G

Line chart comparison shows steady revenue trajectory; no significant upward or downward shift observed post-5G launch.



Key Finding: Minimal Revenue Impact

5G launch has resulted in minimal impact on Wavecon's overall revenue performance, maintaining consistent growth patterns.

Q2: Underperforming KPI Post-5G



Identified Underperforming KPI: Total Active Users (TAU)

Total Active Users (TAU) emerged as the underperforming KPI, showing a clear downward trend post-5G implementation.



TAU Decline: Key Growth Driver Concern

TAU, a critical growth driver for Wavecon, is experiencing negative momentum, raising concerns for user base expansion.

Q3: Plan Revenue Performance

Top-Performing Plan: Plan 1

Plan 1 leads with ₹603M revenue (last month), outperforming all other plans significantly in the post-5G period.

Low-Performing Plan: Plan 7

Plan 7 underperforms with only ₹43M revenue (last month), showing minimal contribution to overall plan revenue.



Q4: Significantly Impacted Plan (Plan 7)

01

Plan 7 Performance Post-5G: Severe Impact

Plan 7 is severely impacted post-5G, generating only ₹43M revenue with a sharp downward trend in performance.

02

Recommendation: Discontinue Plan 7

Non-viable revenue contribution and sustained downward trajectory warrant discontinuation of Plan 7 to optimize resource allocation.

Q5: Discontinued Plans & Reasons



Discontinued Plans: 8, 9, 10

Plans 8, 9, and 10 have been discontinued post-5G launch following performance evaluation and viability checks.

Rationale for Discontinuation

Discontinuation driven by insignificant revenue generation, making these plans no longer viable to maintain operationally.



Key Takeaways

Minimal 5G Impact on Overall Revenue

5G launch has had minimal impact on Wavecon's total revenue, maintaining steady performance trends.

TAU Decline: Critical KPI Concern

Total Active Users (TAU) is underperforming with a downward trend, raising concerns for user base growth.

Plan Performance: Highs and Lows

Plan 1 (₹603M) leads as top performer; Plan 7 (₹43M) is the weakest with minimal contribution.

Recommendations & Next Steps

Recommendations: Strategic Focus Areas

Strengthen customer adoption strategies, prioritize high-performing plans, and discontinue/restructure underperforming ones.



More Relevant



Next Steps: Actionable Initiatives

Enhance 5G adoption through customer engagement, reallocate resources to profitable plans, and implement close KPI monitoring.

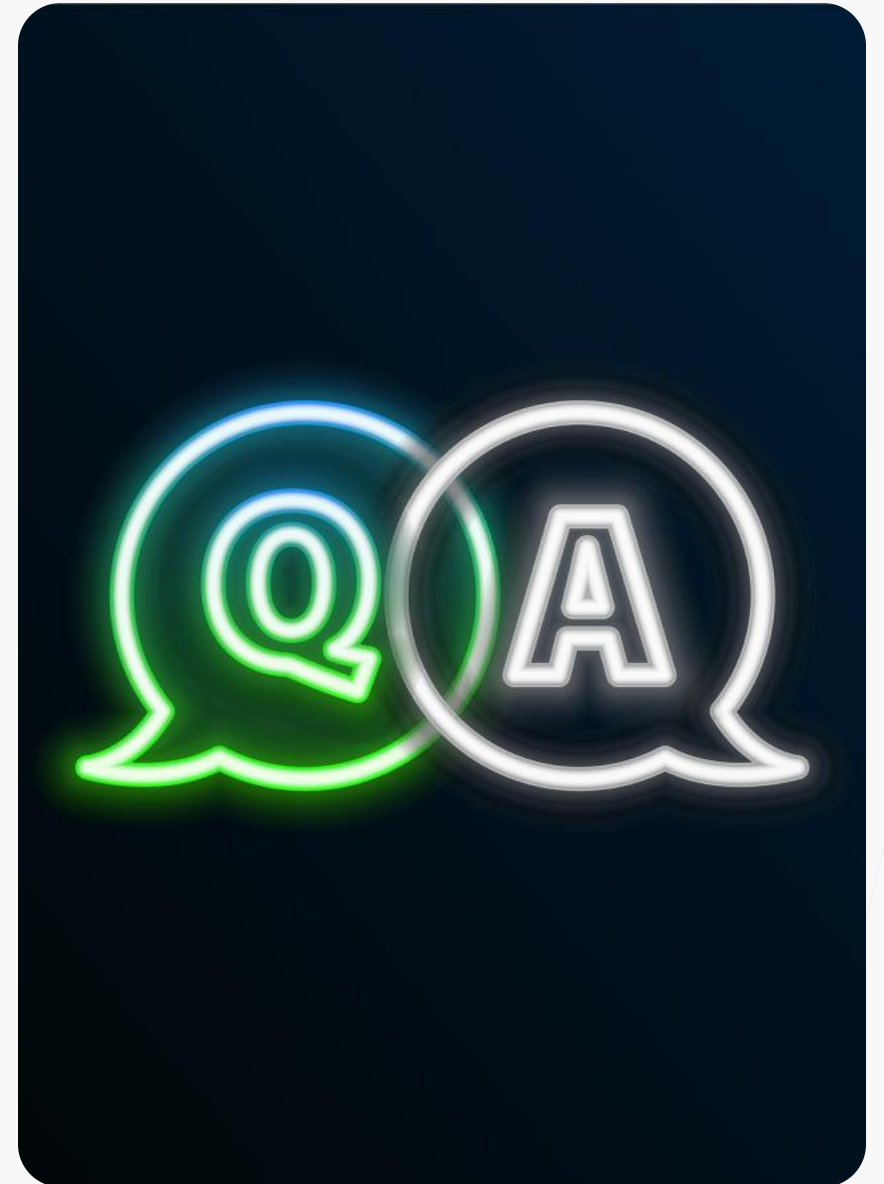
Q&A | Thank You

Open Floor for Questions

Engage in interactive Q&A to address queries and insights on 5G performance, KPIs, and strategic plans.

Thank You & Wavecon Commitment

Thank you for your time. Wavecon: "Connecting Tomorrow, Today" – Let's drive 5G success together!



THE END

