



Impact Analysis of 5G Launch on Revenue and Key Performance Indicators



Introduction

I'm Aashish, and I'm excited to present insights from Wavecon, a telecom leader driving innovation in connectivity. Our recent 5G launch signifies our commitment to delivering cutting-edge solutions. Join us as we explore the impact of this milestone and chart our path forward in the telecom landscape.



Topics

- What is the impact of the 5G launch on our revenue?
- Which KPI is underperforming after the 5G launch?
- After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
- Is there any plan that is discontinued after the 5G launch? What is the reason for it?



Impact on Revenue

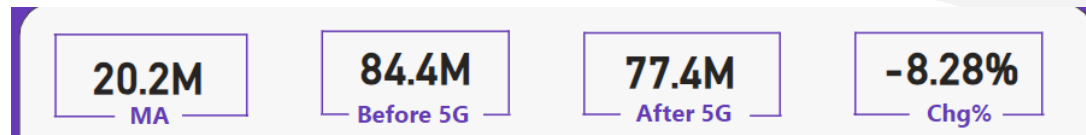
City Name	Total Revenue	Before_5G	After_5G	Chg%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Hyderabad	₹ 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%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

Underperforming KPIs after 5G Launch

Total Active Users (TAU)



Total Unsubscribe Users (TUsU)



Revenue Performance by Plans

After 5G

Before 5G

Monthly Revenue				
plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

Monthly Revenue				
plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

plan	plan_description
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days
p5	Rs. 99 Full Talktime Combo Pack
p6	Xstream Mobile Data Pack: 15GB Data 28 days
p7	25 GB Combo 3G / 4G Data Pack
p8	Daily Saviour (1 GB / Day) validity: 1 Day
p9	Combo TopUp: 14.95 Talktime and 300 MB data
p10	Big Combo Pack (6 GB / Day) validity: 3 Days
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)

Plans Performing Well:

- P1
- P11
- P2
- P3

Plans Not Performing Well:

- P7
- P13

Plans Affected Largely by 5G Launch

- Plans Affected:
 - P7

After 5G

p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
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Before 5G

p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
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Discontinued Plans after 5G Launch

After 5G

Monthly Revenue				
plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

- Discontinued Plans:

- P8
- P9
- P10

Before 5G

Monthly Revenue				
plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
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p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

- New Plans introduced in place of P8,P9 and P10

- New Plans: P11, P12, P13

Thank You

