

# 5G Impact Analysis: Revenue Performance Insights

A comprehensive analysis of 5G implementation across Indian markets, examining revenue shifts, geographical performance variations, and strategic opportunities for telecom providers.



# Initial Revenue Impact After 5G Launch

**-0.50%**

## Revenue Change

Post-5G launch revenue declined from ₹15.98 billion to ₹15.90 billion, indicating potential challenges with initial adoption or monetisation strategy.

**₹200.7**

## Average Revenue Per User

Despite strong ARPU figures, the overall revenue decline suggests a disconnect between pricing strategies and customer perceived value.

**161.7M**

## Total Active Users

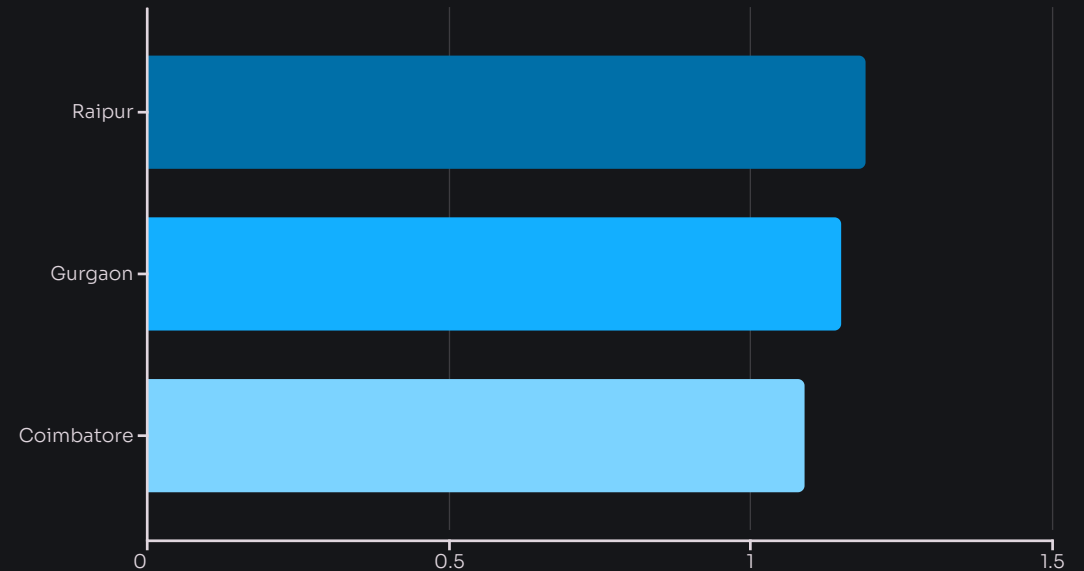
Substantial user base has not translated to revenue growth, highlighting potential issues with 5G plan positioning or benefits communication.

# Top Performing 5G Markets

## Cities Showing Positive Revenue Growth

Several tier-2 cities have demonstrated strong 5G adoption and monetisation, suggesting effective plan positioning and market-specific strategies in these regions.

These markets may provide valuable insights for replicating success across other regions where 5G implementation has underperformed.



# Underperforming 5G Markets

1

## Delhi: -2.83%

The capital city shows the most significant revenue decline, potentially due to intense competition, pricing sensitivity, or plan features misaligned with metropolitan user expectations.

2

## Ahmedabad: -1.29%

This major commercial centre is experiencing substantial revenue drop, suggesting challenges with business segment adoption or competitive pressure from alternative providers.

3

## Hyderabad: -1.04%

Despite being a technology hub, Hyderabad shows negative growth, indicating possible issues with perceived 5G performance or value proposition relative to existing 4G plans.





# Critical Revenue Impact: Delhi Market

## Delhi Plan Performance Analysis

The Delhi market represents the most significant revenue challenge post-5G implementation, with a substantial ₹56 million revenue loss. This metropolitan market requires immediate strategic intervention.

### Potential Causes

- Misalignment with premium user expectations
- Competitive undercutting by other providers
- 5G coverage or performance issues

### Required Actions

- Urgent plan re-bundling with enhanced value
- Network performance assessment
- Targeted win-back campaigns



# Plan Continuity Analysis



## No Explicitly Discontinued Plans

While the data does not show any formally discontinued plans, the significant revenue declines in certain markets suggest potential customer migration away from 5G offerings or competitive losses.



## Signs of Implicit Plan Abandonment

Sharp revenue drops in Delhi (-2.83%) and Ahmedabad (-1.29%) may indicate customers deactivating services or migrating to competitor plans with more attractive features or pricing structures.



## Subscription Pattern Investigation

A detailed analysis of subscription patterns, churn rates, and plan switching behaviour is recommended to identify if specific 5G plans are being effectively abandoned by customers despite remaining in the portfolio.

# Strategic Recommendations: The Tier-2 Opportunity



## Leveraging Tier-2 City Success

The surprising success of 5G in tier-2 cities like Raipur and Coimbatore presents a significant strategic opportunity that counters conventional market assumptions.

### Localisation Strategy

Develop city-specific 5G packages that address local usage patterns, content preferences, and pricing sensitivities to replicate tier-2 success.

### Market-Specific Positioning

Adjust 5G marketing to emphasise benefits most relevant to each market segment, focusing on productivity features in business hubs and entertainment in residential areas.

### Metropolitan Rescue Plan

Apply insights from successful tier-2 implementations to revitalise underperforming metropolitan markets through targeted plan adjustments.