

## Before | After

## Comparison Report

AtliQo is one of the leading telecom providers in India and launched its 5G plans in May 2022 along with other telecom providers. However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. This comparison report is prepared to demonstrate & highlight the changes in the values of important KPIs post 5G launch for the executive team.

5G

₹ 3.98bn

₹ 200.74

20.22M

1.57M

Average Revenue

B ₹ 3.99bn

A ₹ 3.97bn

Δ -0.05% ↓

Average Revenue Per User (ARPU)

B ₹190.23

A ₹211.25

Δ +11.05% ↑

Monthly Active Users

B 21.09M

A 19.34M

Δ -0.82% ↓

Monthly Unsubscribed Users

B 1.41M

A 1.74M

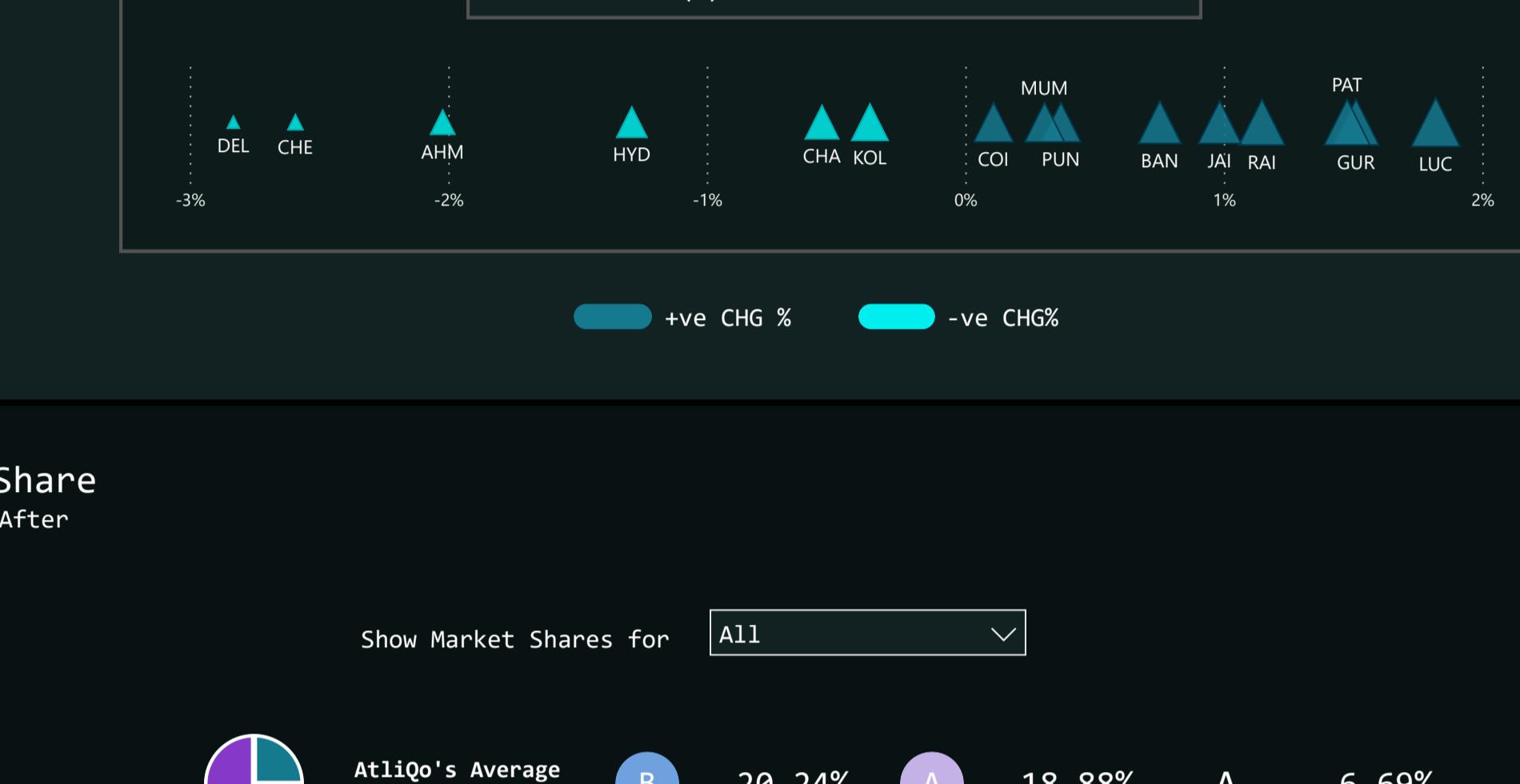
Δ +23.50% ↑

B Before the launch of 5G (Jan'22 - Apr'22)

A After the launch of 5G (Jun 22 - Sep'22)

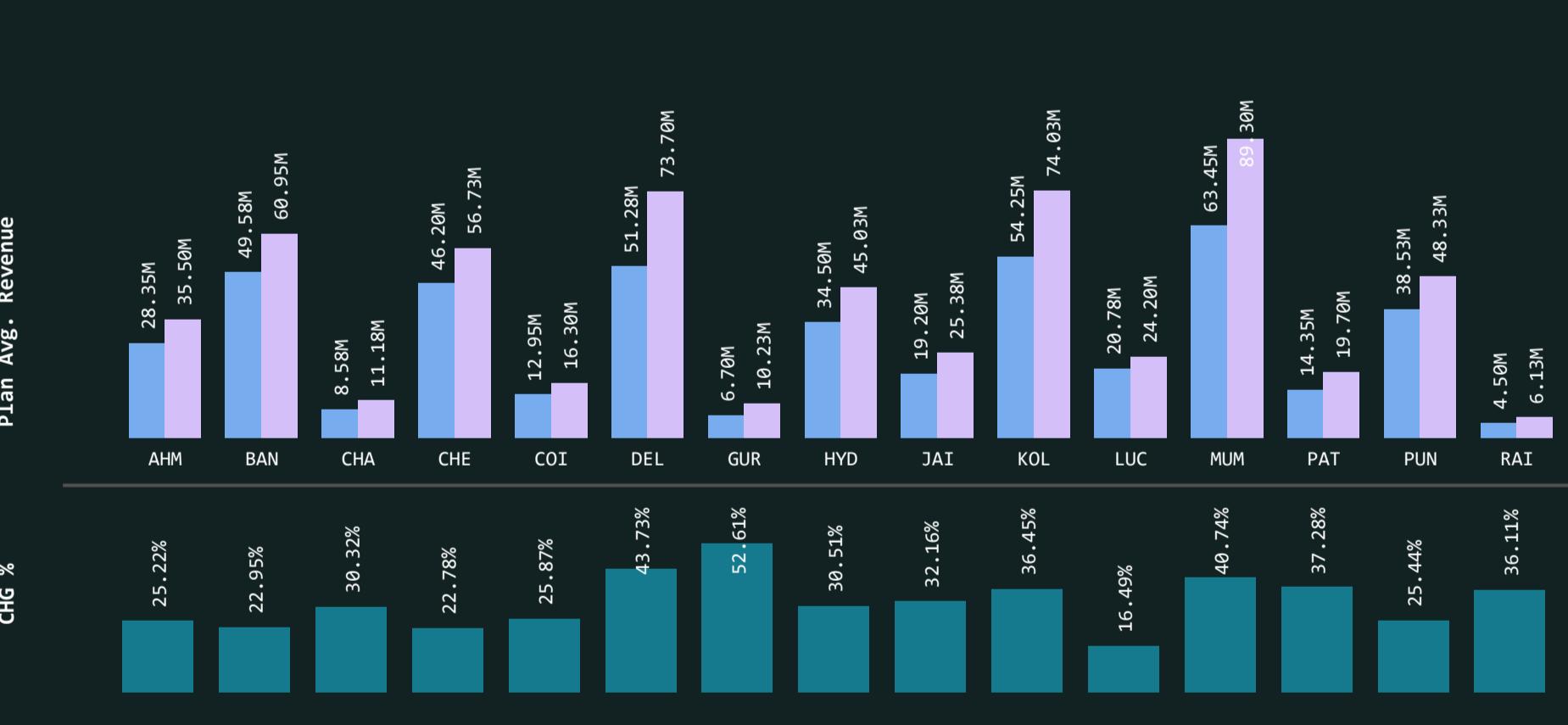
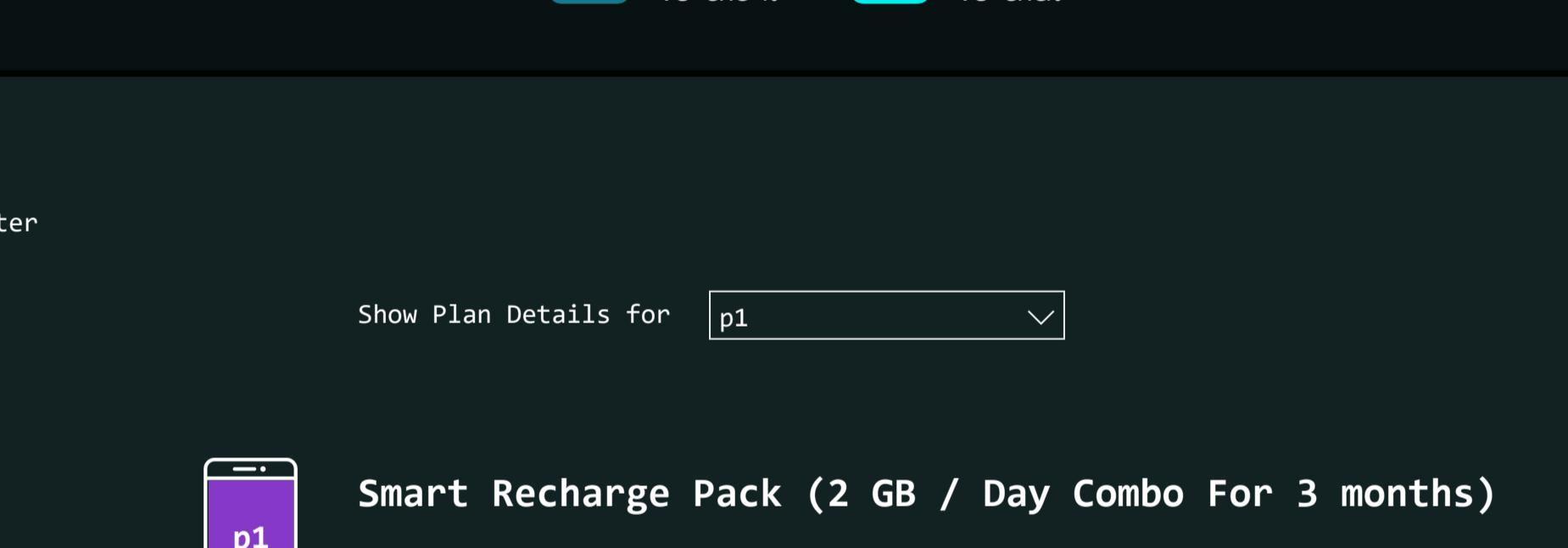
## Various Metrics

Before v/s After



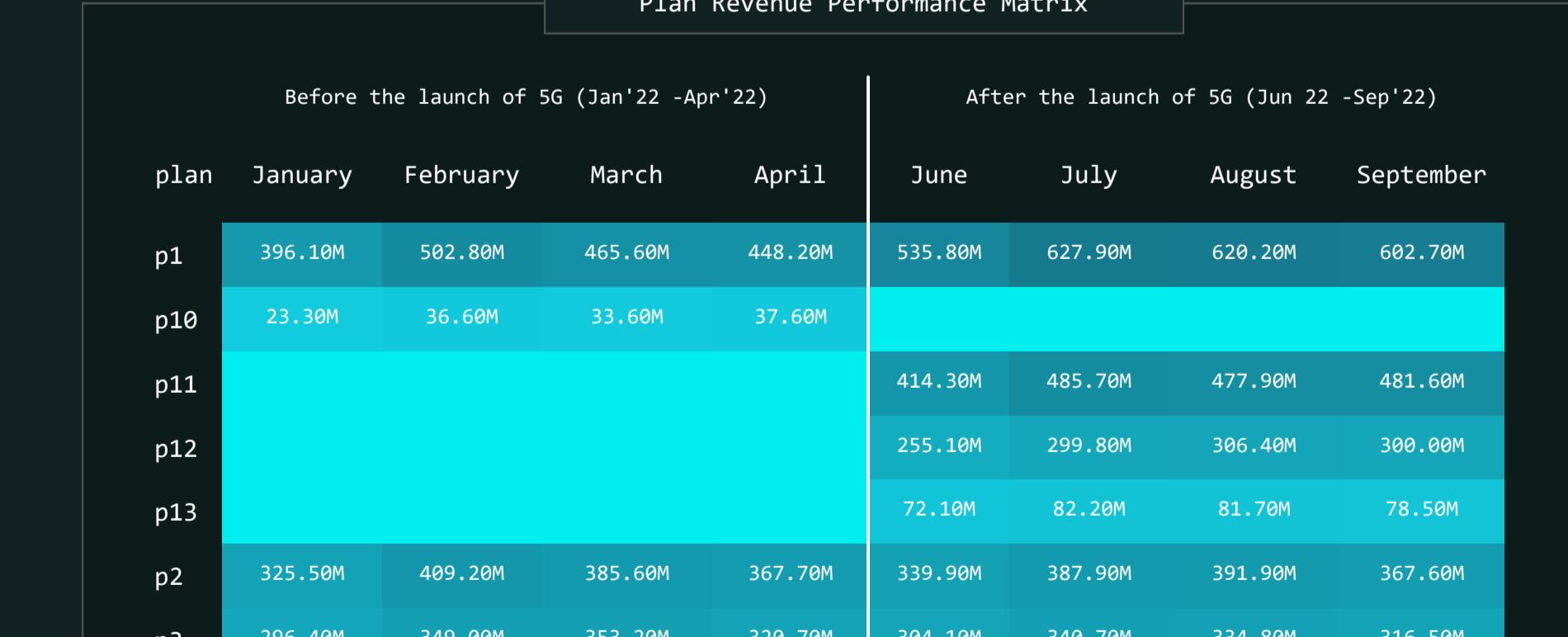
## Market Share

Before v/s After



## Plans

Before v/s After



## Top 5 Plans

Before v/s After

