

Impact of 5G Launch on Wavecon Telecom

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Agenda

Introduction

Revenue Impact 5G Launch

Plan Performance Overview

Plan Performance Post 5G

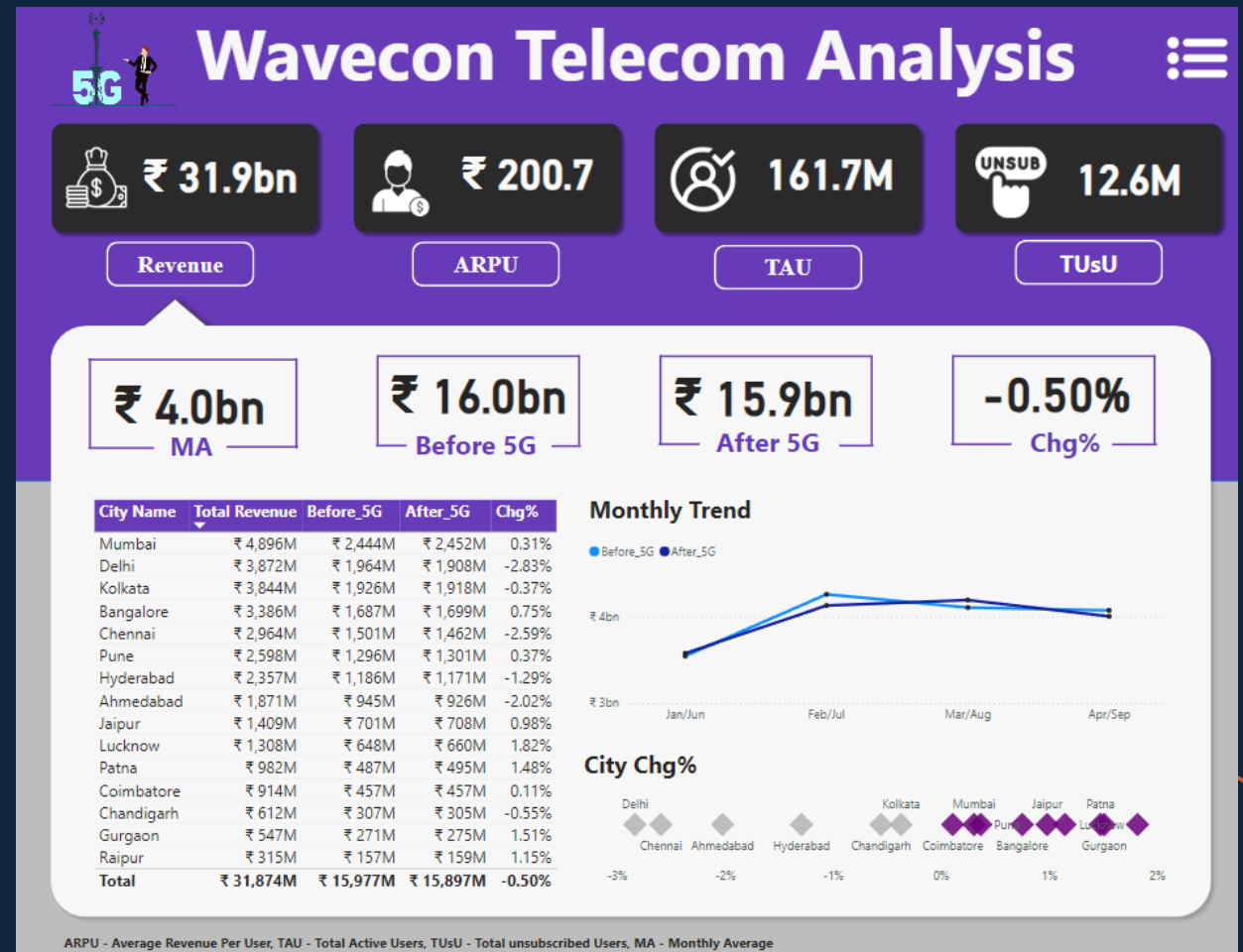
Discontinued Plans & their Analysis

Summary

Introduction

With the launch of 5G, Wavecon Telecom has experienced significant shifts in various key performance indicators (KPIs).

The aim of this presentation is to delve deeper into the revenue trends, city-specific performance, and monthly variations to uncover the full impact of 5G on Wavecon's business.



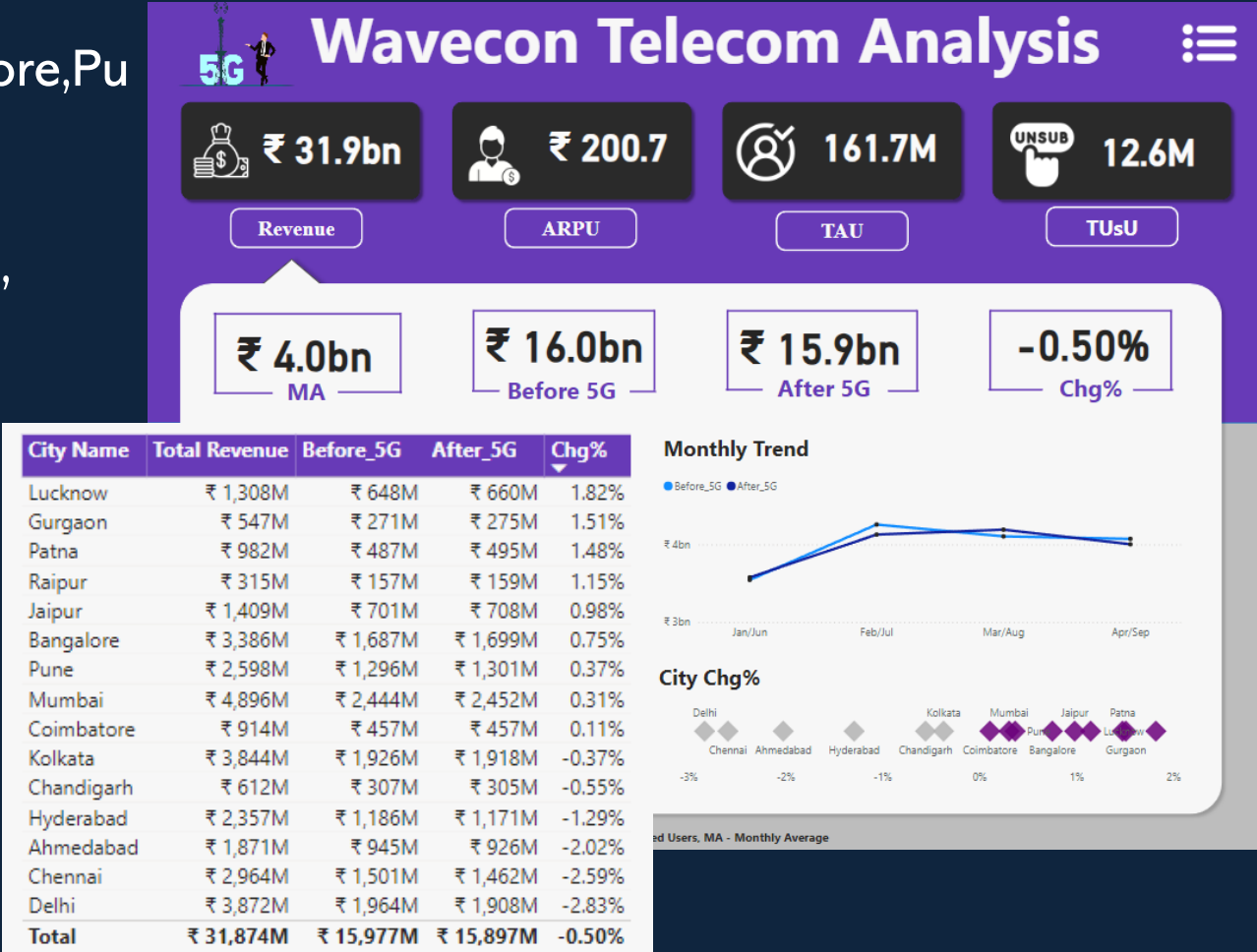


**ANNUAL
REVENUE
GROWTH**

Revenue Impact 5G Launch

Before and After Revenue Comparison:

- Lucknow,Gurgaon,Patna,Raipur,Jaipur,Bangalore,Pu ne,Mumbai,Coimbatore increase in revenue growth.
- Kolkata, Chandigarh, Hyderabad, Ahmedabad, Chennai , Delhi decrease in revenue growth.
- Total revenue fell slightly from ₹16.0bn (Before 5G) to ₹15.9bn (After 5G), showing a slight -0.50% change.

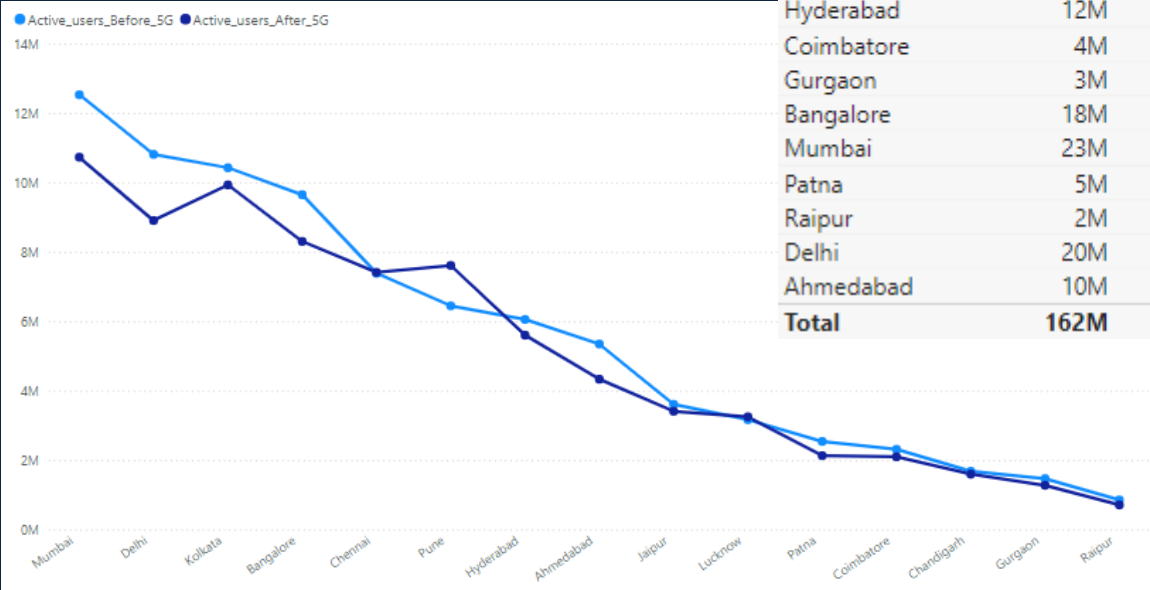


KPI Performance Analysis

Underperforming KPIs :

Total active users (TAU):

- Active users
- Before 5g 84m active users
- After 5g 77m active users
- -8.28% change %



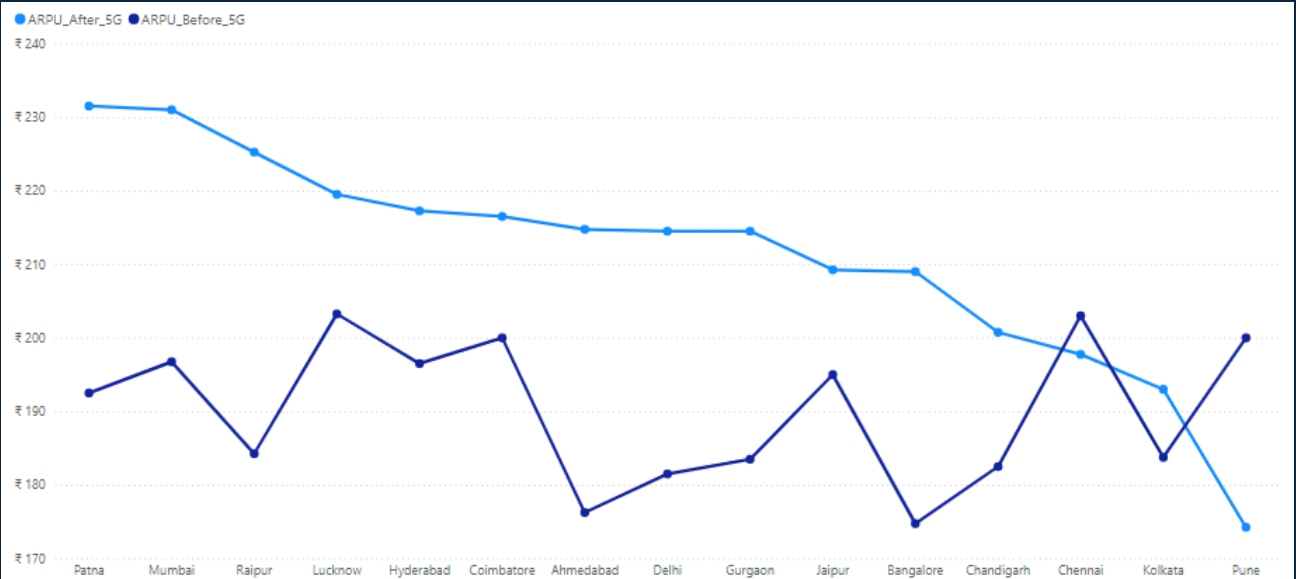
City Name	Total_Users	Before_5G	After_5G	Chg%
Pune	14M	6M	8M	18.06%
Lucknow	6M	3M	3M	2.65%
Chennai	15M	7M	7M	0.35%
Kolkata	20M	10M	10M	-4.75%
Chandigarh	3M	2M	2M	-4.99%
Jaipur	7M	4M	3M	-5.53%
Hyderabad	12M	6M	6M	-7.48%
Coimbatore	4M	2M	2M	-9.28%
Gurgaon	3M	1M	1M	-13.09%
Bangalore	18M	10M	8M	-13.94%
Mumbai	23M	13M	11M	-14.35%
Patna	5M	3M	2M	-16.11%
Raipur	2M	1M	1M	-16.67%
Delhi	20M	11M	9M	-17.63%
Ahmedabad	10M	5M	4M	-18.93%
Total	162M	84M	77M	-8.28%

KPI Performance Analysis

Average Revenue Per Users (ARPU):

- Before 190.23
- After 211.25
- 11.05%
- Underperforming city is pune

City Name	ARPU	Before_5G	After_5G	Chg%
Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22.25%
Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	21.84%
Patna	₹ 212.00	₹ 192.50	₹ 231.50	20.26%
Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	19.60%
Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18.18%
Mumbai	₹ 213.88	₹ 196.75	₹ 231.00	17.41%
Gurgaon	₹ 199.00	₹ 183.50	₹ 214.50	16.89%
Hyderabad	₹ 206.88	₹ 196.50	₹ 217.25	10.56%
Chandigarh	₹ 191.63	₹ 182.50	₹ 200.75	10.00%
Coimbatore	₹ 208.25	₹ 200.00	₹ 216.50	8.25%
Lucknow	₹ 211.38	₹ 203.25	₹ 219.50	8.00%
Jaipur	₹ 202.13	₹ 195.00	₹ 209.25	7.31%
Kolkata	₹ 188.38	₹ 183.75	₹ 193.00	5.03%
Chennai	₹ 200.38	₹ 203.00	₹ 197.75	-2.59%
Pune	₹ 187.13	₹ 200.00	₹ 174.25	-12.88%
Total	₹ 200.74	₹ 190.23	₹ 211.25	11.05%



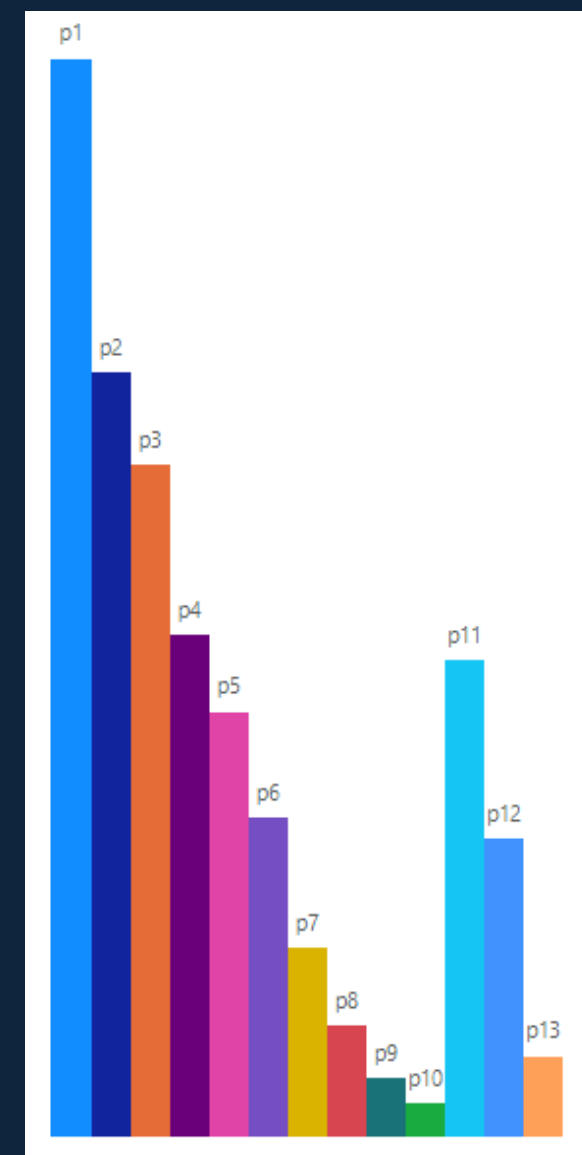


Plan Performance Overview

Top Performing Plans :

- Plans like p1 and p11 are the highest contributors, with revenues of ₹603M and ₹482M.

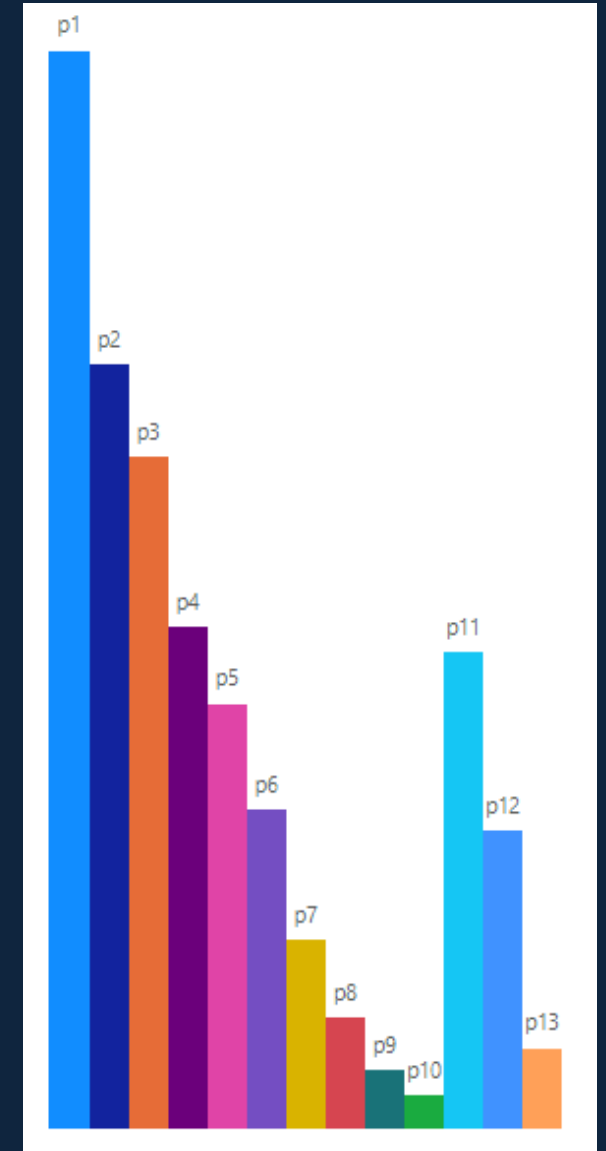
Monthly Revenue								
plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M	₹ 200M	₹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



Underperforming Plans:

- Plans p12 and p9 have significantly lower revenue (₹79M and ₹58M, respectively).

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
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Plan Performance Post 5G

Plans Most Affected by 5G

- P1,p2,p3,p10,p11 perform well.
- P1,p2,p3 revenue was great before 5g
After 5g introduction p1,p2,p3 revenue increases like skyrocket.
- New plans 10,11 also out stood the performance.

Monthly Revenue								
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Discontinued Plans

- Discontinued Plans:
- Plans p8,p9,p10 discontinued.
- Revenue poor comparing with other plans.
- Removing 3 plans and introducing new 3 5g plans made good monthly revenue.

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
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p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M				
p11					₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

Summary

Conclusions & Recommendations

- Summarize key findings from the analysis
- After 5G the monthly revenue and active users increases in most of the cities.
- Removing plan 8,9,10 and introducing other 3 new 5 G was the best decision the company took.
- Users with older devices not compatible with 5G might be moving to competitors with cheaper 4G plans or holding off until they upgrade, which can result in a temporary decline in total active users.
- Some users might delay transitioning to 5G if they are unsure about its benefits or are waiting for better deals. This temporary churn could lower total active users initially but stabilize as 5G adoption picks up.





Thank you

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