

ATLIQO TELECOM ANALYSIS

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Comparison Report

Before and After Launching of 5G

ATLIQO is one of the leading telecom providers in India and launched its 5G plans in May 2022 along with other telecom providers.

The management noticed a decline in their active users and revenue growth post 5G launch in May 2022.

This report illustrates and emphasizes how key performance indicators have changed since the launch of 5G.

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city_name

Total Revenue

₹ 31.9bn

Before 5G | After 5G
₹ 16.0bn | ₹ 15.9bn

% Change After 5G -0.50%

ARPU

₹ 200.7

Before 5G | After 5G
₹ 190.2 | ₹ 211.3

% Change After 5G 11.05%

Total Active Users

161.7M

Before 5G | After 5G
84.4M | 77.4M

% Change After 5G -8.28%

Total Unsubscribed Users

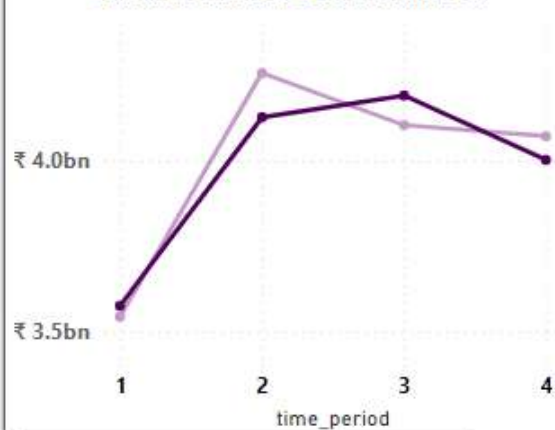
12.6M

Before 5G | After 5G
5.6M | 7.0M

% Change After 5G 23.50%

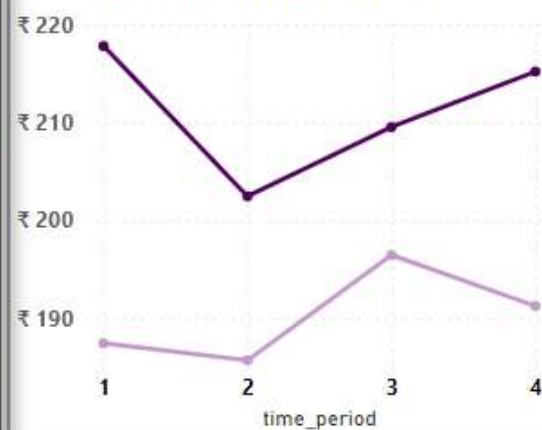
Revenue

● Revenue Before 5G ● Revenue After 5G



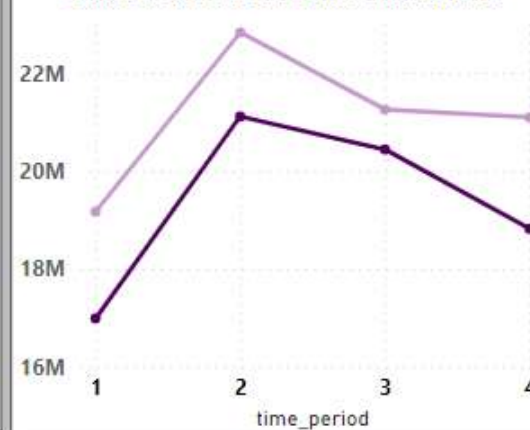
ARPU

● ARPU Before 5G ● ARPU After 5G



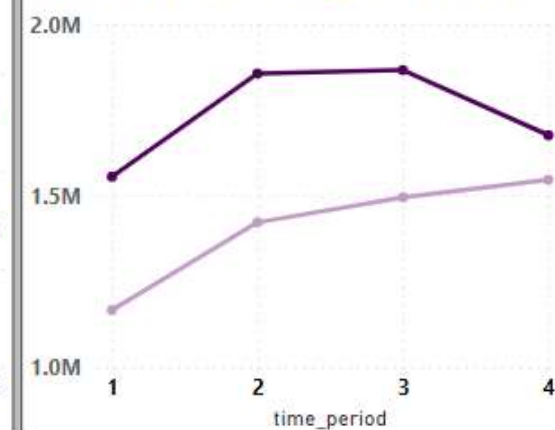
Active Users

● Active User Before 5G ● Active User After 5G

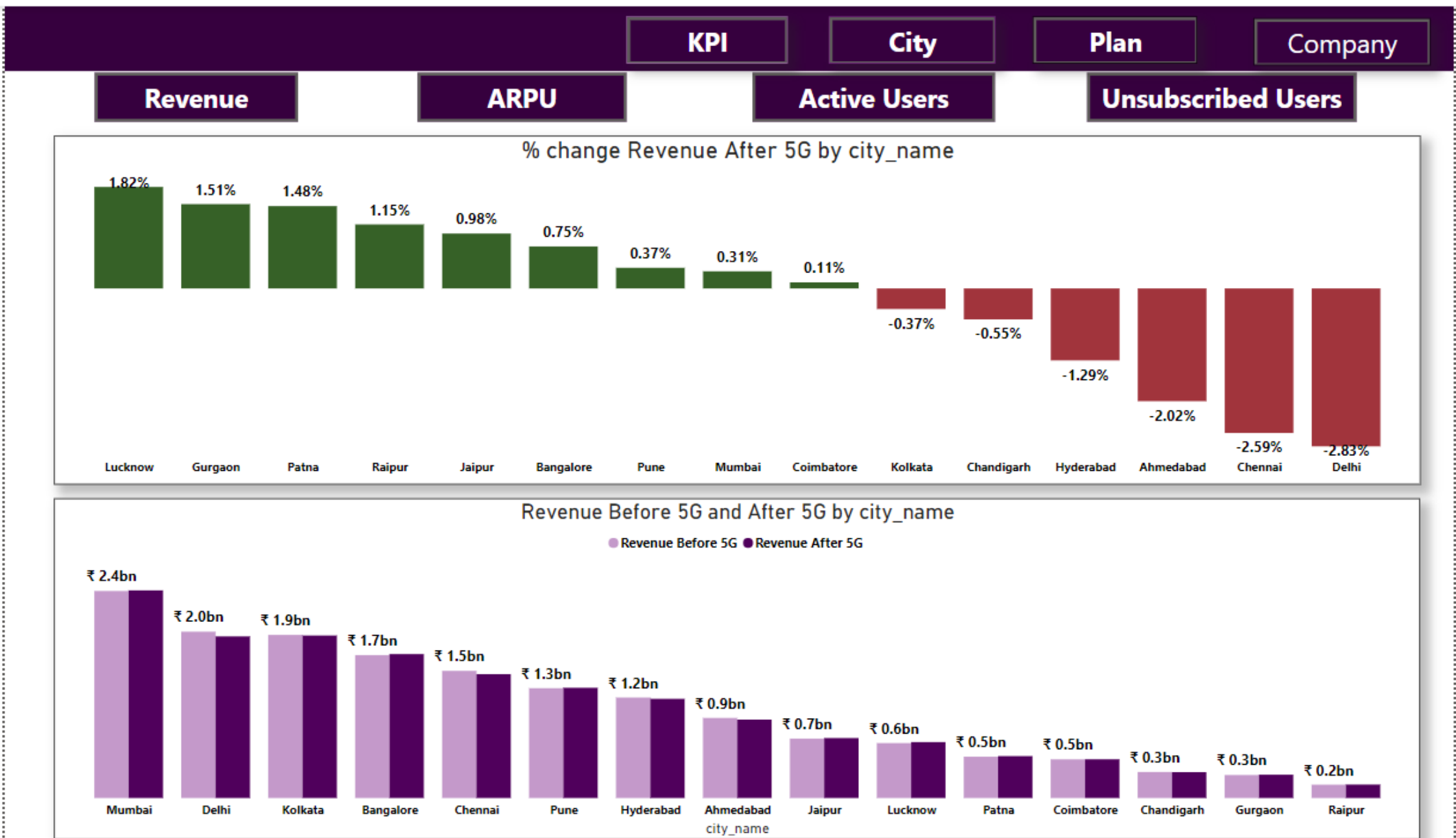


Unsubscribed Users

● Unsubscribed User Before 5G ● Unsubscribed User ...



ARPU = Average Revenue Per Users



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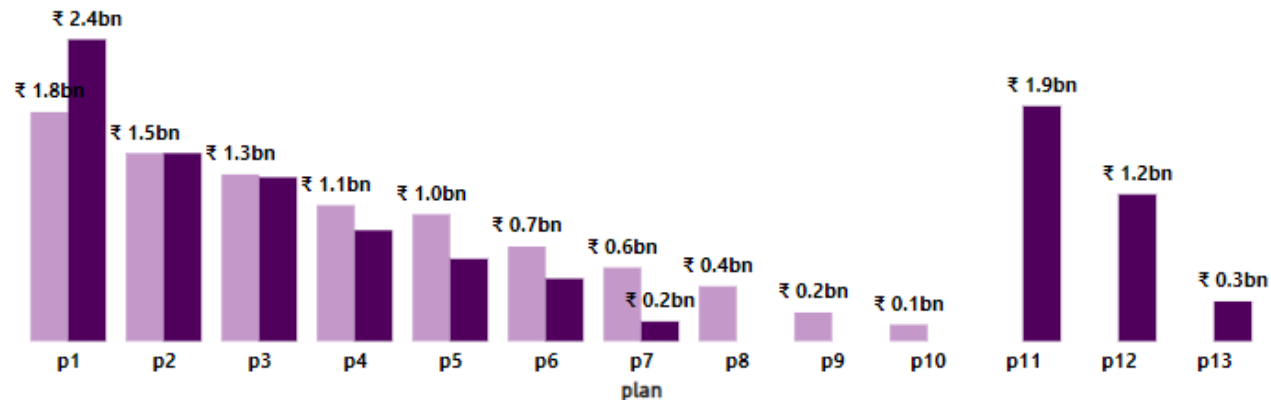
All

city_name

All

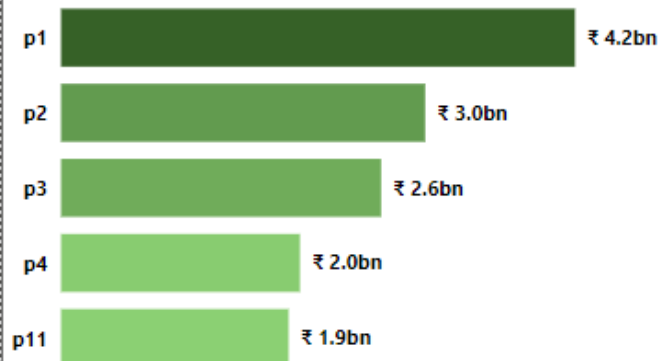
Plan Revenue Before 5G and After 5G

● Plan Revenue Before 5G ● Plan Revenue After 5G

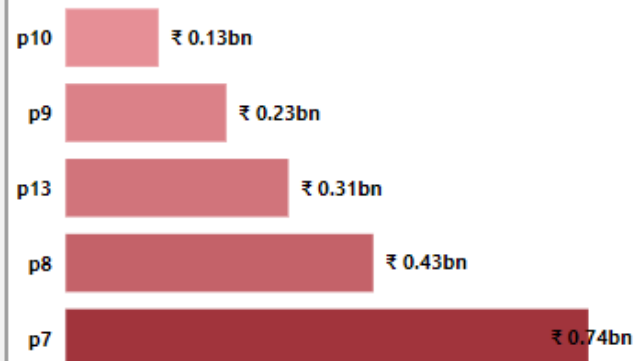


plans	plan_description	Total Plan Revenue
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	₹ 4,199.3M
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	₹ 2,975.3M
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	₹ 2,615.4M
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	₹ 1,952.2M
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	₹ 1,859.5M
p5	Rs. 99 Full Talktime Combo Pack	₹ 1,656.1M
p6	Xstream Mobile Data Pack: 15GB Data 28 days	₹ 1,243.7M
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)	₹ 1,161.3M
p7	25 GB Combo 3G / 4G Data Pack	₹ 738.0M
p8	Daily Saviour (1 GB / Day) validity: 1 Day	₹ 434.3M
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	₹ 314.5M
p9	Combo TopUp: 14.95 Talktime and 300 MB data	₹ 226.8M
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	₹ 131.1M
Total		₹ 19,507.5M

Top 5 recharge plan most likely by users



Users least favourite 5 recharge plan



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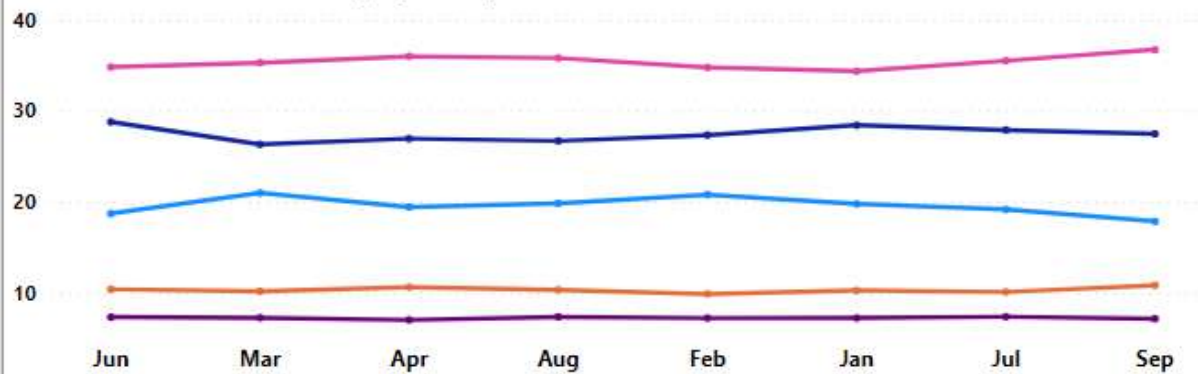
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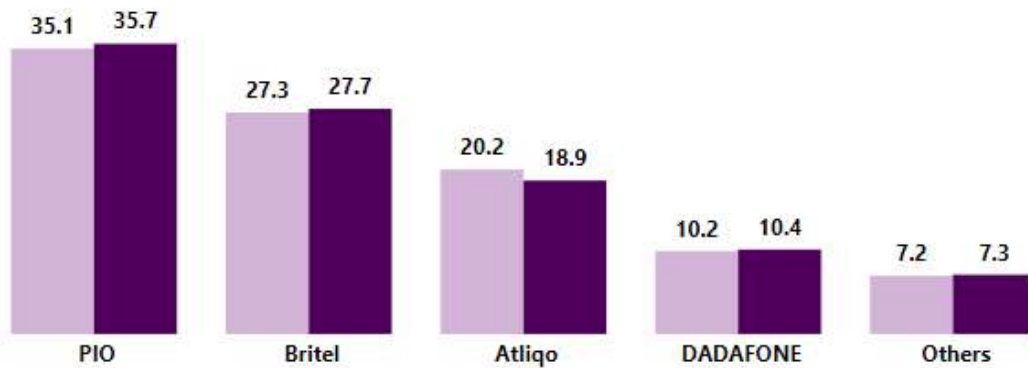
Market share % by month and company

company ● Atliqo ● Britel ● DADAFONE ● Others ● PIO



market Share % Before 5G and After 5G by company

● market Share % Before 5G ● market Share % After 5G



Market share % by company

