5G IMPACT ANALYSIS: WAVECON TELECOM INSIGHTS

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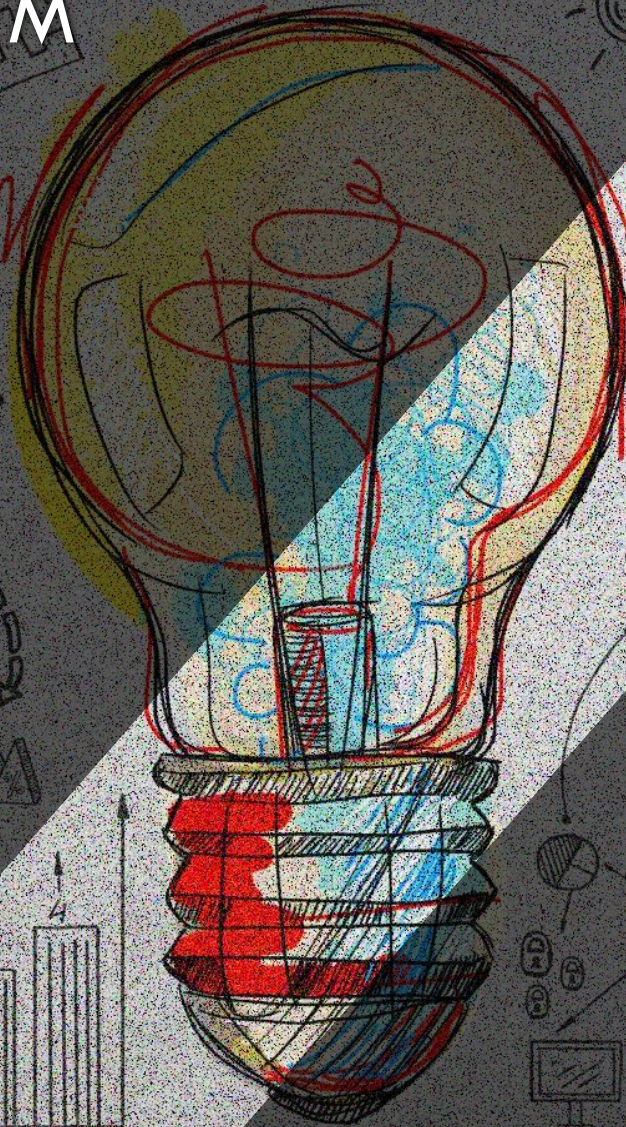
AGENDA

- Introduction

- Revenue Performance in the Wake of 5G Innovation

- Impact of 5G Launch on Revenue

- Underperforming KPIs Post-5G Launch

- Plans Performing Well After 5G Launch

- Plans Not Performing Well After 5G Launch

- Analysis of Plans Affected by the 5G Launch

- Discontinued Plans Post-5G Launch and Reasons

- Recommendations

INTRODUCTION
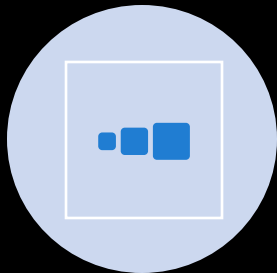
Wavecon Telecom has recently launched its 5G services, marking a major shift in its product portfolio and customer engagement.

This analysis provides insights into key metrics such as revenue, KPIs, and plan performance, helping the company assess areas of success and concern.

Revenue Performance in the Wake of 5G Innovation

₹ **31.9 bn**
Total Revenue

₹ 16.0 bn
Before 5G

₹ 15.9 bn
After 5G

-0.50%
Revenue Change

Overall revenue decreased slightly by **0.5%**, from ₹16 billion to ₹15.9 billion.

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Total	**₹ 31,874M**	**₹ 15,977M**	**₹ 15,897M**	**-0.50%**

Insights

Lucknow's Surge: Following the 5G launch, Lucknow outperformed expectations with a **revenue boost of 1.82%**, showcasing its potential as a market leader.

Delhi's Decline: Conversely, Delhi faced challenges post-5G, witnessing a **revenue dip of -2.83%**, highlighting areas for improvement and strategic intervention.

Impact of 5G Launch on Revenue

Impact of the 5G Launch on Revenue

Bottom 5 Cities

City	Revenue
Patna	₹ 0.98bn
Coimbatore	₹ 0.91bn
Chandigarh	₹ 0.61bn
Gurgaon	₹ 0.55bn
Raipur	₹ 0.32bn

Top 5 Cities

City	Revenue
Mumbai	₹ 4.9bn
Delhi	₹ 3.9bn
Kolkata	₹ 3.8bn
Bangalore	₹ 3.4bn
Chennai	₹ 3.0bn

Top Performing Cities: Mumbai, Delhi, and Bangalore saw significant revenue growth.

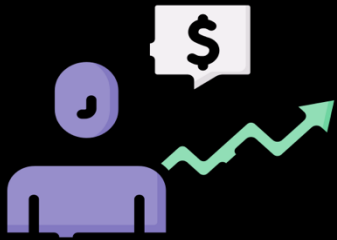**Underperforming Cities:** Patna and Coimbatore reported declining revenues, reflecting weaker adoption.
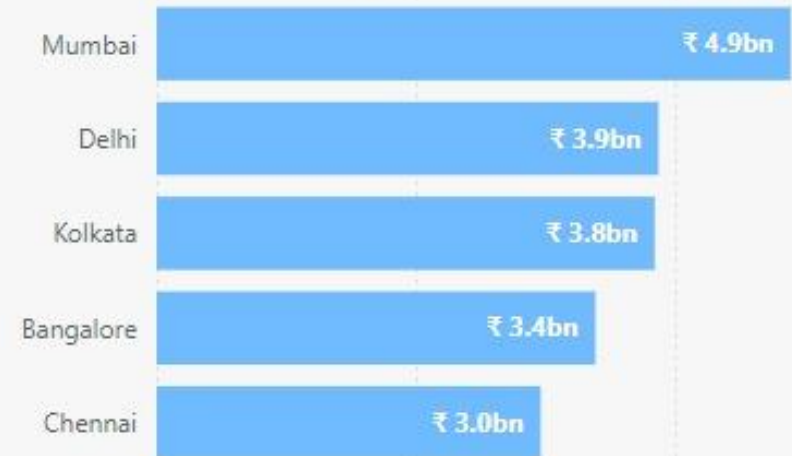
Underperforming KPIs Post-5G Launch

₹ 200.7

Average Revenue Per User

161.7 M

Total Active Users (TAU)

12.6 M

Total Unsubscribed Users(TUSU)

Underperforming KPIs Post-5G Launch on TAU

TAU Before 5G launch	84.4M
TAU After 5G launch	77.4M
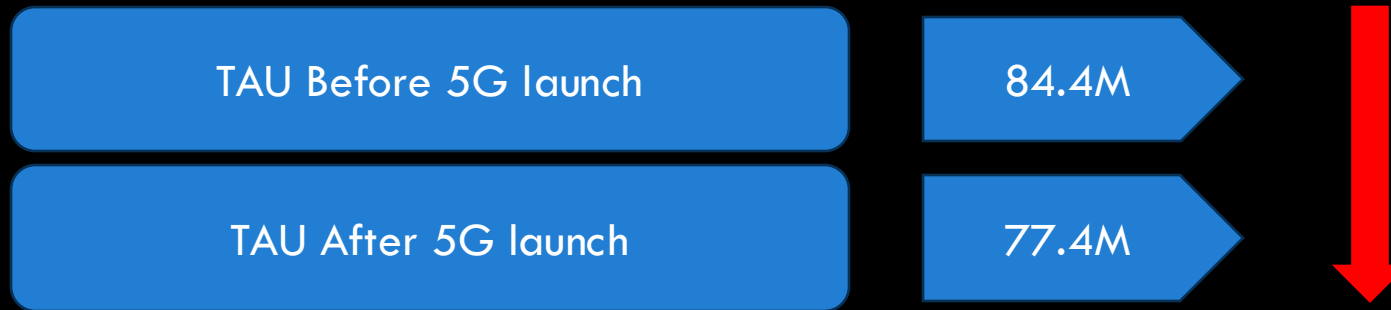
Despite the launch of 5G, the total number of active users declined by **8.28%**.

TAU: Total Active Users

Underperforming KPIs Post-5G Launch on TAU

- Pune recorded the highest increase in active users, growing by **18.06%**.

- Ahmedabad experienced the most significant decline in active users, with a drop of **-18.93%**.

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%**

Underperforming KPIs Post-5G Launch on TUSU

TUSU Before 5G launch

5.6M

TUSU After 5G launch

7.0M
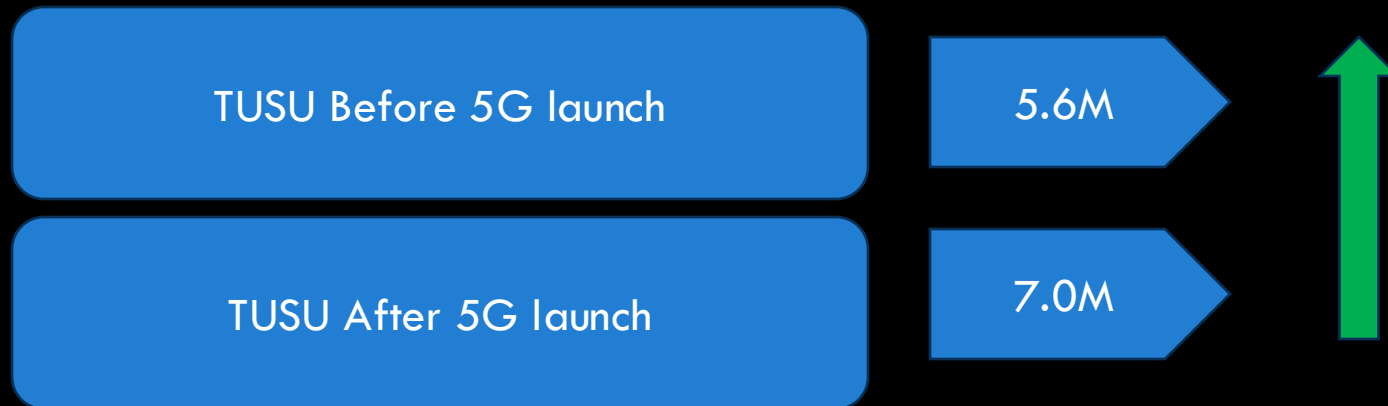
Despite the launch of 5G, the total number of unsubscribed users increased by **23.5%**.

TUSU: Total unsubscribed users

Underperforming KPIs Post-5G Launch on TUSU

- Lucknow recorded the largest increase in unsubscribed users, rising by 77.91%.

- In contrast, Mumbai experienced a decline in unsubscribed users, with a change of -12.63%.

City Name	Total_Users	Before_5G	After_5G	Chg%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%
Chandigarh	253K	103K	150K	45.63%
Hyderabad	919K	386K	533K	38.08%
Chennai	1225K	517K	708K	36.94%
Kolkata	1579K	693K	886K	27.85%
Coimbatore	351K	155K	196K	26.45%
Bangalore	1260K	571K	689K	20.67%
Delhi	1668K	770K	898K	16.62%
Ahmedabad	718K	332K	386K	16.27%
Gurgaon	193K	91K	102K	12.09%
Patna	360K	171K	189K	10.53%
Raipur	120K	57K	63K	10.53%
Mumbai	1795K	958K	837K	-12.63%
Total	**12590K**	**5633K**	**6957K**	**23.50%**

Plans Not Performing Well After 5G Launch
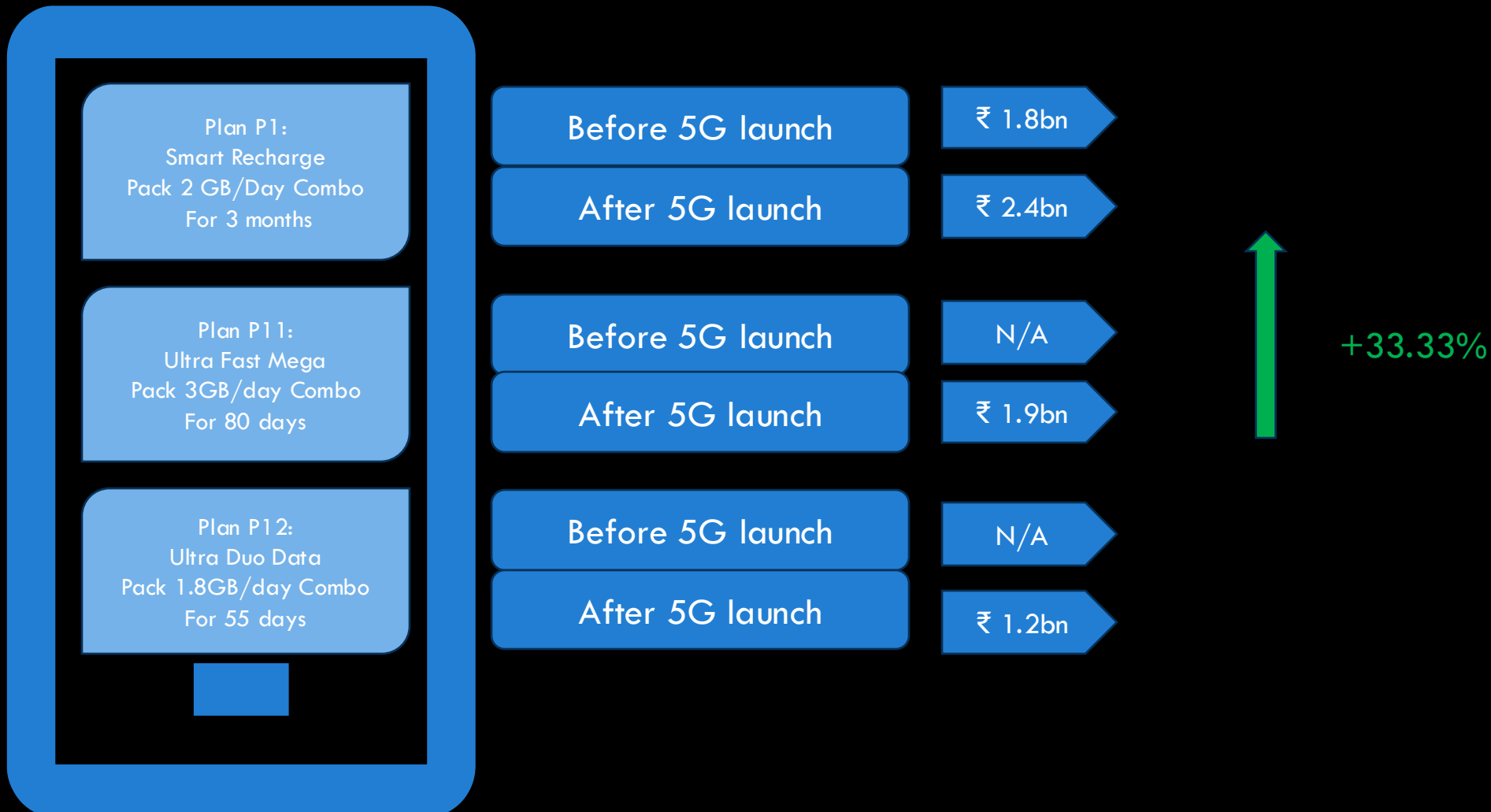
| Plan		Before 5G launch	After 5G launch	Change
Plan P4: Mini Data Saver Pack 500 MB/Day, Valid For 20 days	Before 5G launch / After 5G launch	₹ 1.1bn	₹ 0.9bn	-20.11%
Plan P5: Rs.99 Full Talktime Combo Pack	Before 5G launch / After 5G launch	₹ 1.0bn	₹ 0.65bn	-34.85%
Plan P6: Xtream Mobile Data Pack 15GB Data	28 days	Before 5G launch / After 5G launch	₹ 0.7bn	₹ 0.5bn	-34.00%
Plan P7: 25 GB Combo 3G/4G data pack	Before 5G launch / After 5G launch	₹ 0.6bn	₹ 0.2bn	-73.30%

Plans Performance

Plans Performing Well After 5G Launch

- **Plan P1** showed significant revenue growth of **33.33%**, becoming a top performer.

- **New Plans P11 and P12** generated substantial revenue post-launch, indicating strong market demand.

Plans Not Performing Well After 5G Launch

- **Plans P2 and P3** reported no change in revenue, maintaining their previous performance.

- **Plans P4, P5, P6, and P7** experienced substantial revenue declines post-5G launch.

- **Plans P8, P9, and P10** were discontinued following the 5G rollout.

- **Plan P13** generated some revenue but at a relatively low level.
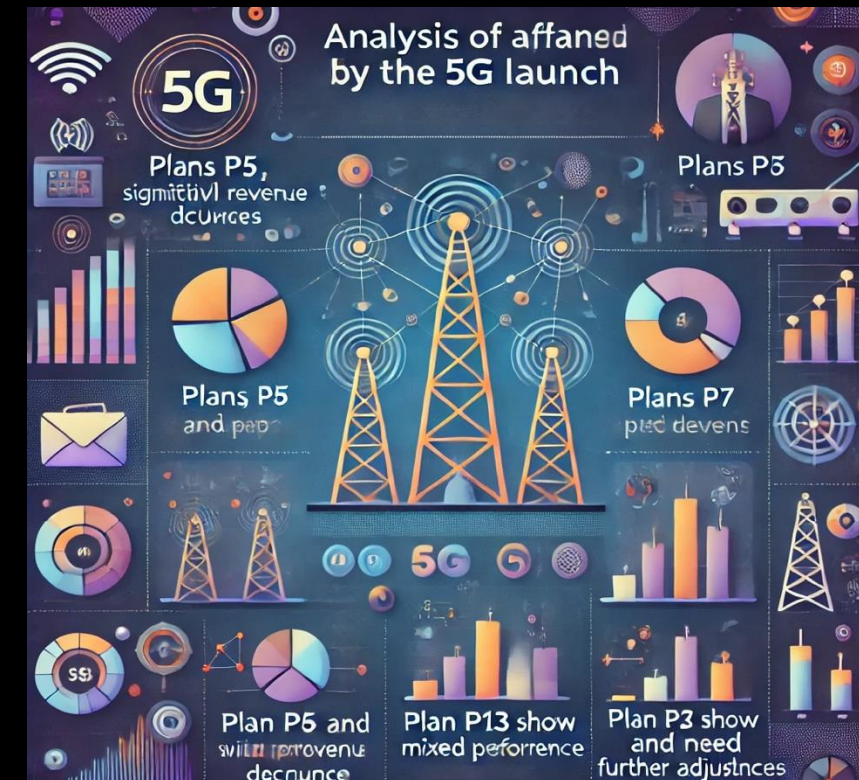
Analysis of Plans Affected by the 5G Launch

Plans to Continue:

- **Plan P1**: +33.33% revenue growth

- **Plan P11 (New):** Strong performance post-launch

- **Plan P12 (New):** Strong revenue generation

Plans to Discontinue:

- **Plan P5**: -34.85% revenue decline

- **Plan P6**: -34.00% revenue decline   not meeting market needs

- **Plan P7**: -73.30% revenue decline

Plans to Reevaluate:

- **Plan P4**: -20.11% revenue decline, mixed performance

- **Plan P13 (New):** Some revenue generated but requires further assessment

Discontinued Plans Post-5G Launch and Reasons

Plan P8:
Daily Saviour
1(GB/Day) validity: 1day

Plan P9:
Combo TopUp
1495 Talktime and 300
MB data

Plan P10:
Big Combo
Pack (6 GB/Day) validity:
3 days

The plan's short validity and low revenue likely indicated weak user interest or poor alignment with market needs.

It was discontinued post-5G launch, potentially due to its insufficient data offering in a high-demand 5G environment.

Similar to Plan P8, the plan's limited validity and specific usage patterns may have contributed to its lack of appeal, leading to discontinuation.

Recommendations

➢ **Strengthen 5G Capabilities:** Enhance 5G network performance and introduce compatible devices and services to meet user expectations and drive adoption.

➢ **Review Pricing and Plans:** Reassess pricing models to ensure market competitiveness, and design appealing 5G bundles that cater to customer needs.

➢ **Expand 5G Network Reach:** Accelerate efforts to broaden 5G coverage and invest in infrastructure upgrades to capture a wider audience.

➢ **Enhance Customer Support:** Improve customer service and technical assistance for swift issue resolution, boosting user satisfaction and loyalty.

➢ **Launch a Customer Loyalty Program:** Develop a rewards program offering discounts, exclusive deals, and premium content to incentivize long-term customer retention and reduce the number of people leaving.

THANK YOU