

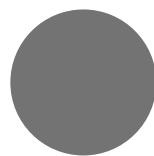
# WAVECON TELECOM



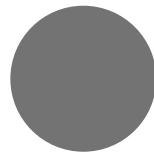
Presented By: Kandarp Desai

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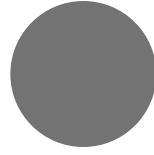
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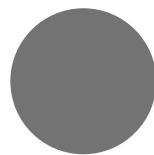
**ABOUT COMPANY**



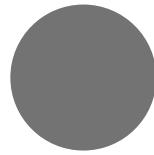
**OBJECTIVE**



**KEY PERFORMANCE INDICATORS**



**INSIGHTS BASED ON ANALYSIS**



**RECOMMENDATIONS**





# About Company

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- Wavecon, a leading telecommunications company, has recently introduced its new 5G services, showcasing its commitment to staying at the forefront of technology.
- This recent launch underscores Wavecon's dedication to remaining competitive in the ever-evolving telecommunications industry.
- By entering the 5G market, Wavecon secures its position as a significant player in the telecom sector.
- With the introduction of 5G services, Wavecon is poised to meet the growing demand for fast and reliable telecommunications services, demonstrating its readiness to adapt to changing consumer needs.

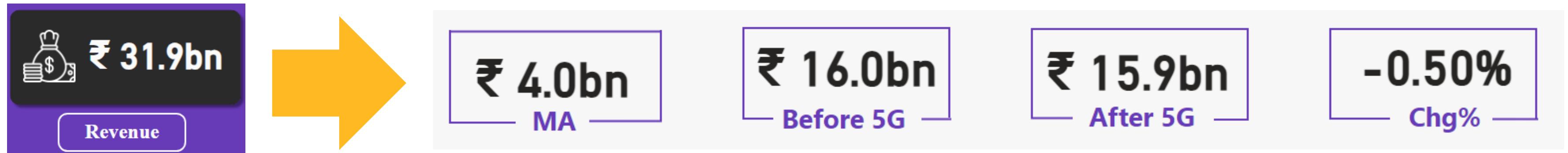


# Objective

In this presentation we are going to review the impact of 5G launch such as,

- Impact of 5G launch on revenue
- Important KPIs
- 5G service plans performance
- Discontinued plans after 5G launch

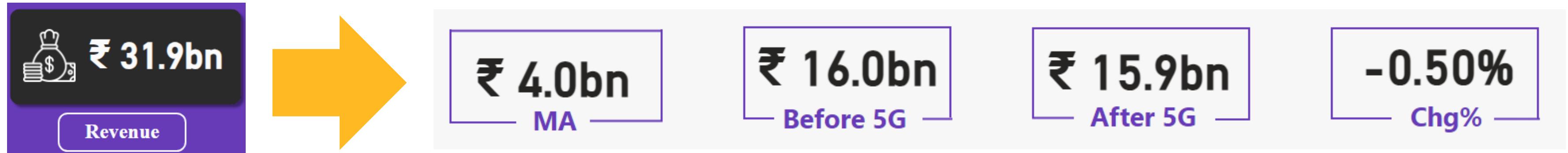
# Impact of the 5G launch on revenue



- Overall revenue is dropped by 0.5% after the 5G launch.
- Tier-II cities like Lucknow, Gurgaon & Patna observed near about 1.5% increase in revenue after the 5G launch.
- Major tier-I cities such as Delhi, Chennai, Hyderabad, and Ahmedabad experienced a significant decrease in revenue, despite being significant contributors previously.

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

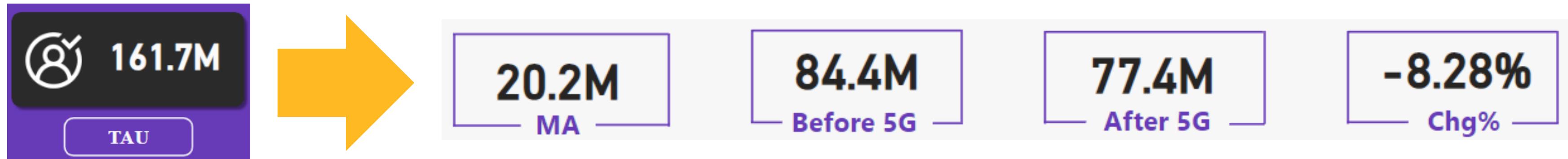
# Underperforming KPIs after the 5G launch



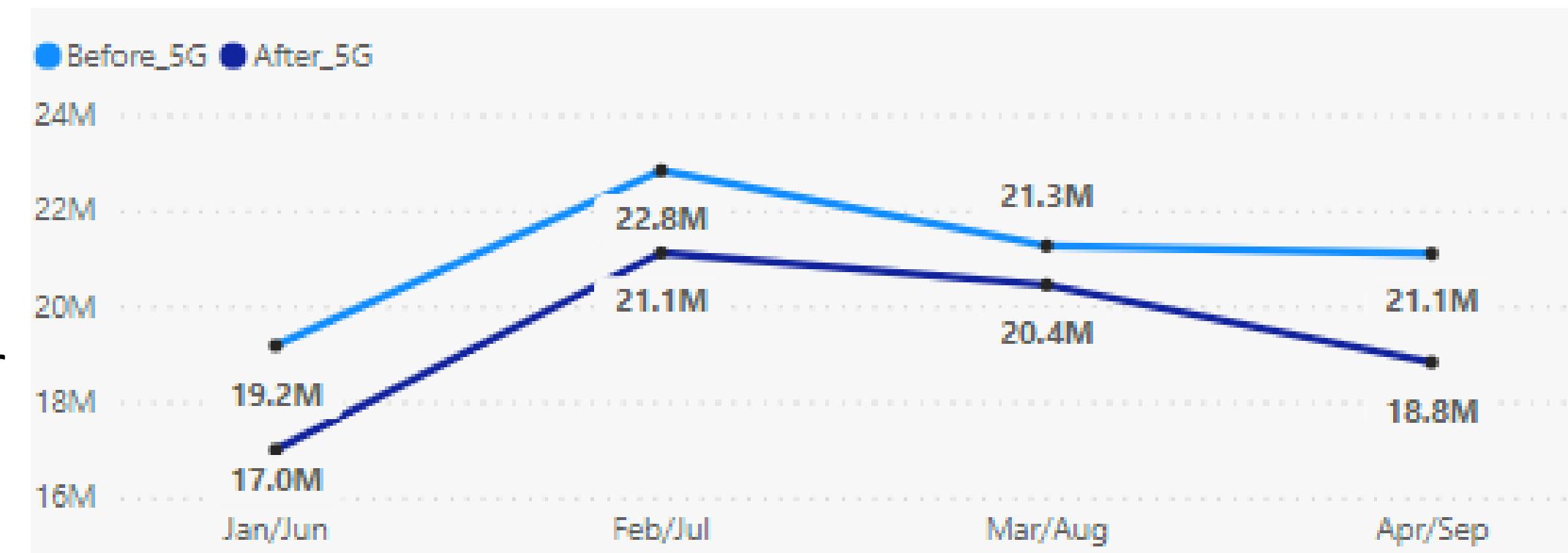
- Revenue in June, July, August & September months considered as *Revenue After 5G*.
- Overall revenue is dropped by 0.5% after the 5G launch.
- Cities contributing more to the total revenue actually saw the decline in this KPI post the 5G launch.
- The company observed positive change in revenue in June & August compared to January & March respectively.

| City Name    | Total Revenue    | Before_5G        | After_5G         | Chg%          |
|--------------|------------------|------------------|------------------|---------------|
| Mumbai       | ₹ 4,896M         | ₹ 2,444M         | ₹ 2,452M         | 0.31%         |
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| <b>Total</b> | <b>₹ 31,874M</b> | <b>₹ 15,977M</b> | <b>₹ 15,897M</b> | <b>-0.50%</b> |

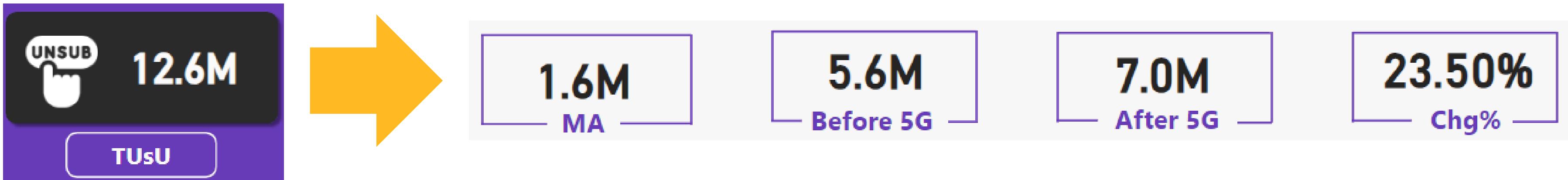
# Underperforming KPIs after the 5G launch



- Total Active Users(TAU) is the second underperforming KPI.
- TAU is dropped by 8.28% after the 5G launch.
- Cities like Mumbai, Delhi, Ahmedabad, Raipur & Patna observed a significant decrease in TAU post the 5G launch.
- TAU decreased in all the months after the 5G launch when compared to that in the months before 5G respectively.



# Underperforming KPIs after the 5G launch



- Total Unsubscribed Users(**TUsU**) is the last underperforming KPI.
- TUsU is increased by 23.50% after the 5G launch.
- Mumbai is the only city in which the TUsU are lesser after the 5G launch.
- The difference in TUsU is much lesser in Apr/Sep compared to other months.
- This is a positive sign as the difference is continuously decreasing.





# Plans

| plan | plan_description                                     |
|------|--|
| p1   | Smart Recharge Pack (2 GB / Day Combo For 3 months)  |
| p2   | Super Saviour Pack (1.5 GB / Day Combo For 56 days)  |
| p3   | Elite saver Pack (1 GB/ Day) Valid: 28 Days          |
| p4   | Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days    |
| p5   | Rs. 99 Full Talktime Combo Pack                      |
| p6   | Xstream Mobile Data Pack: 15GB Data   28 days        |
| p7   | 25 GB Combo 3G / 4G Data Pack                        |
| p8   | Daily Saviour (1 GB / Day) validity: 1 Day           |
| p9   | Combo TopUp: 14.95 Talktime and 300 MB data          |
| p10  | Big Combo Pack (6 GB / Day) validity: 3 Days         |
| p11  | Ultra Fast Mega Pack (3GB / Day Combo For 80 days)   |
| p12  | Ultra Duo Data Pack (1.8GB / Day Combo For 55 days ) |
| p13  | Mini Ultra Saver Pack (750 MB/Day for 28 Days)       |

# Plan performance after the 5G launch

| 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     |

- Only P1 Plan ***Smart Recharge Pack (2 GB/ Day combo for 3 Months)*** saw increase in revenue after the 5G launch.
- There isn't any change in revenue for plans P2 & P3.
- There is a decrease in revenue for plans P4 to P7 after the 5G launch.
- This indicates that plans offering data of 1GB or more per day are performing well.

- The company has discontinued P8, P9 & P10 plans after the 5G launch.
- Plans P11, P12 & P13 are introduced under the 5G scheme.

# Plan performance after the 5G launch

| Smart Recharge Pack (2 GB / Day Combo For 3 months)                                  |                     |                    |
|--|---------------------|--------------------|
|  p1 | <b>4.2bn</b>        | <b>1.8bn</b>       |
| Total Revenue  | Revenue - Before 5G | Revenue - After 5G |

- Plan P1 marked ~33% hike in revenue after the 5G launch.
- Clearly shows its popularity among the users.
- The company should continue offering this plan.

| 25 GB Combo 3G / 4G Data Pack   |                     |                    |
|---|---------------------|--------------------|
|  p7 | <b>738.0M</b>       | <b>582.4M</b>      |
| Total Revenue   | Revenue - Before 5G | Revenue - After 5G |

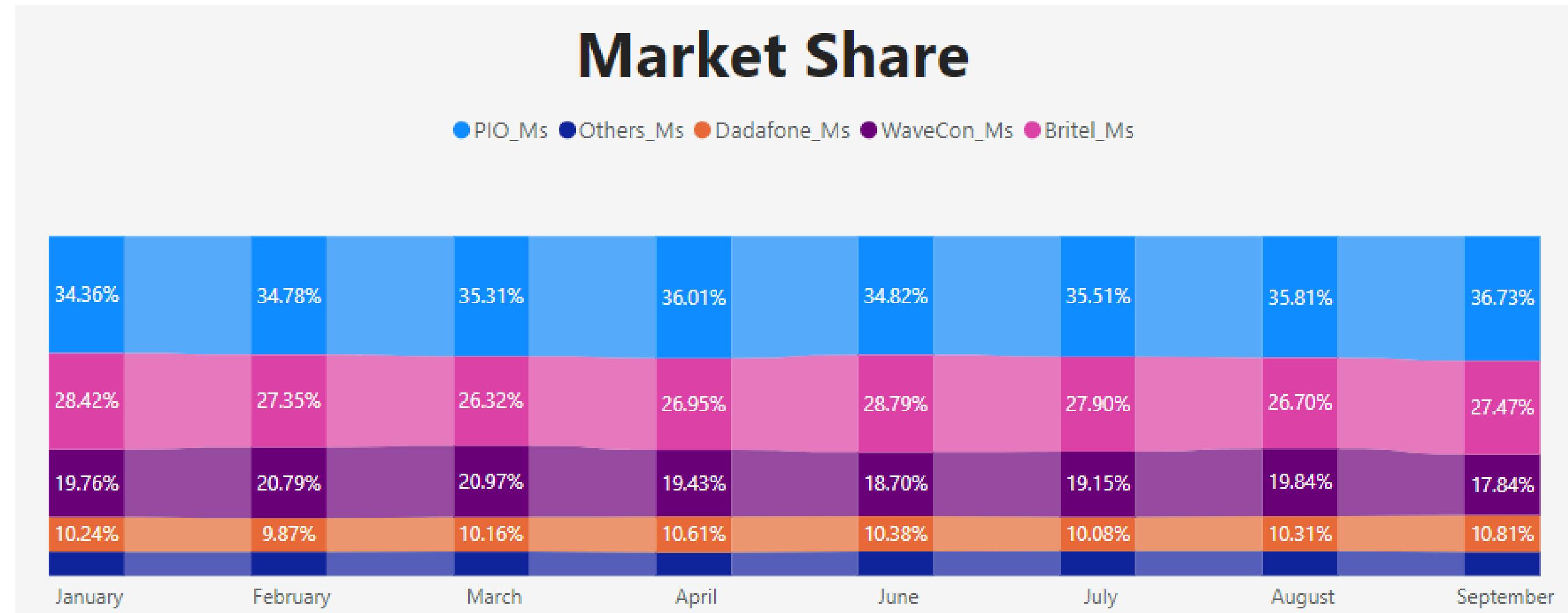
- On the other hand plan P7 hasn't performed well after the 5G launch.
- It saw a significant decrease of nearly 73% in revenue after 5G.
- Possible reason for this could be the inclination of users towards newly launched 5G services.

# Discontinued plans after the 5G launch

| Plan info |  | Monthly Revenue |       |        |        |
|-----------|--|-----------------|-------|--------|--------|
| p8        | Daily Saviour (1 GB / Day) validity: 1 Day   | p8              | ₹ 94M | ₹ 120M | ₹ 111M |
| p9        | Combo TopUp: 14.95 Talktime and 300 MB data  | p9              | ₹ 52M | ₹ 59M  | ₹ 57M  |
| p10       | Big Combo Pack (6 GB / Day) validity: 3 Days | p10             | ₹ 23M | ₹ 37M  | ₹ 34M  |

- P8, P9 & P10 plans are discontinued after the 5G launch.
- Following could be the possible reasons why the company took this decision:
  - Offered very less data to the users.
  - The validity period is too short.
  - The revenue numbers aren't as good as those from other plans when compared.

# Market Share



- Wavecon holds the third highest market share consistently over the period.
- Despite the launch of 5G, Wavecon failed to boost its market share.

# Recommendations

- **Value-Added Services:** Offer additional services like streaming subscriptions or gaming packages bundled with the selected plans.
- **Family and Group Plans:** Introduce discounted plans for families or groups, encouraging multiple connections under one account and boosting Total Active Users (TAU).
- **Retention Offers:** Provide special offers and discounts to existing customers to encourage loyalty and increase retention rate.
- **Data rollover plans:** Provide a facility to carry forward the unused data for a specific period of time, to the new cycle.

# Thank you!

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