



ATLIQO BEFORE / AFTER 5G LAUNCH INSIGHTS

OVERVIEW

INSIGHTS BY CITY

MONTHLY TREND

Filter Options

Month_Name

All

City_Name

All

Before/After 5G

All

Month Before 5G:

1 - Jan
2- Feb
3- Mar
4- Apr

May - 5G Implemented

1 - June
2 - July
3 - Aug
4 - Sept

-0.5%

Revenue Decline %

-8.3%

Active Users Decline %

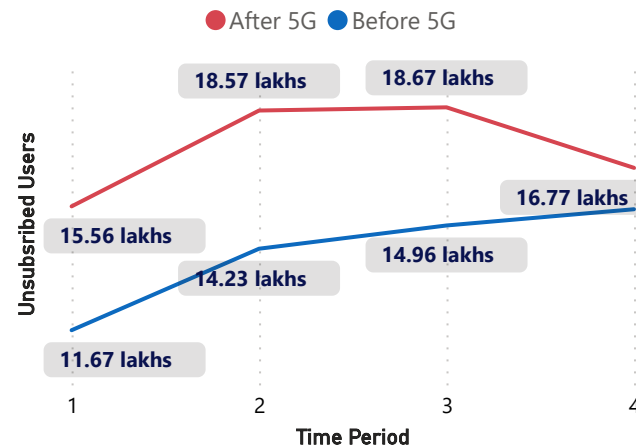
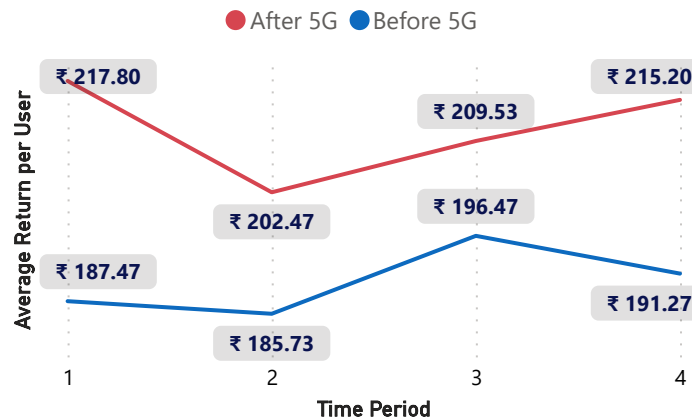
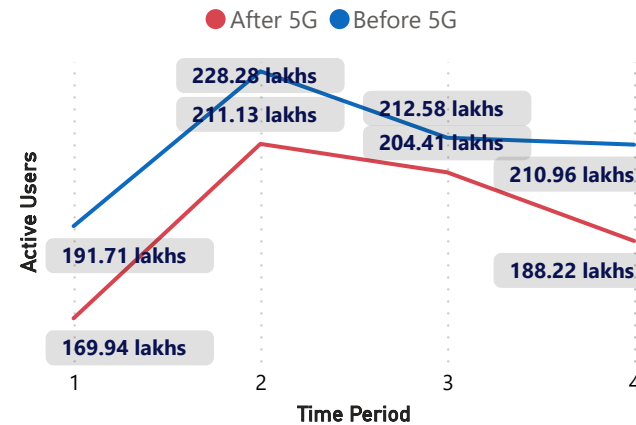
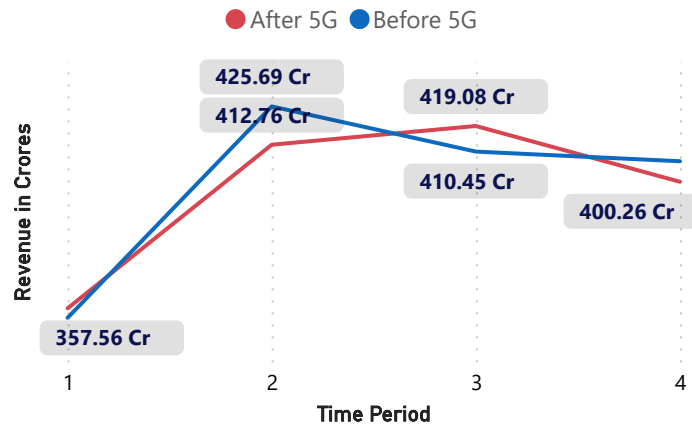
11.0%

Revenue/User Increase %

-1.4%

Market Share Decline %

Trends And % Difference Before and After 5G Launch



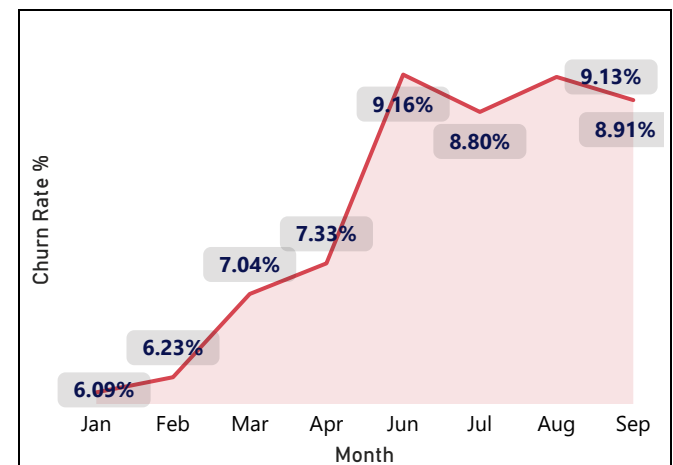
Unsubscriptions And Churn Rate

23.5%

Unsubscribed Users Change %

7.8%

Churn Rate





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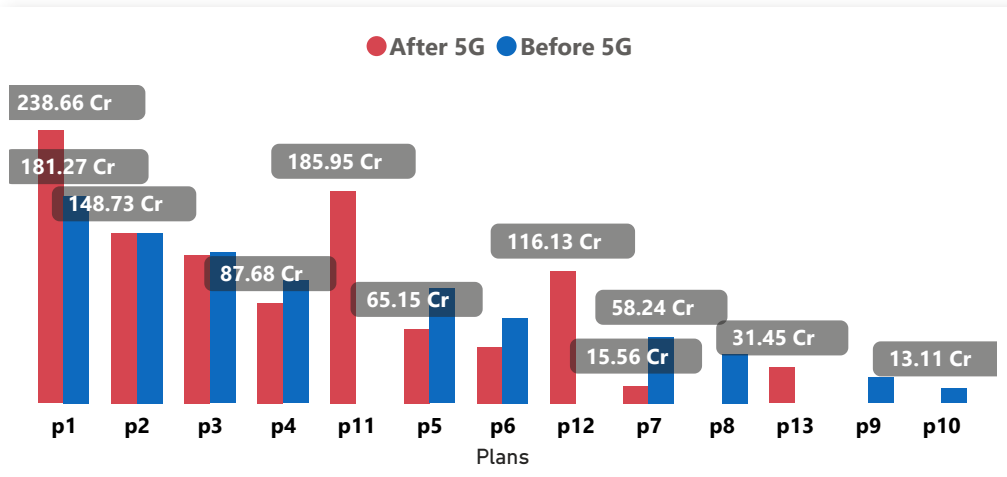
City_Name

All

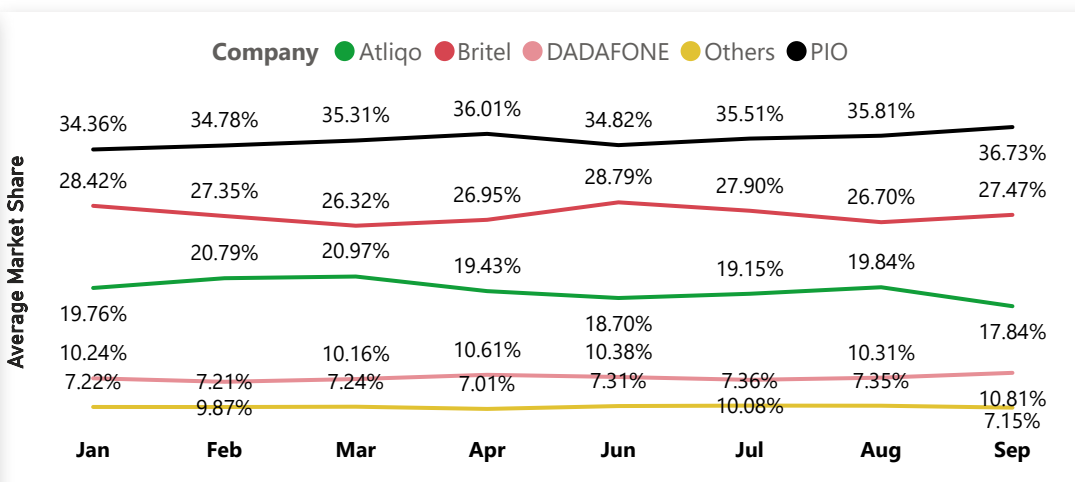
Before/After 5G

All

Plan Revenue Before and After 5G Launch



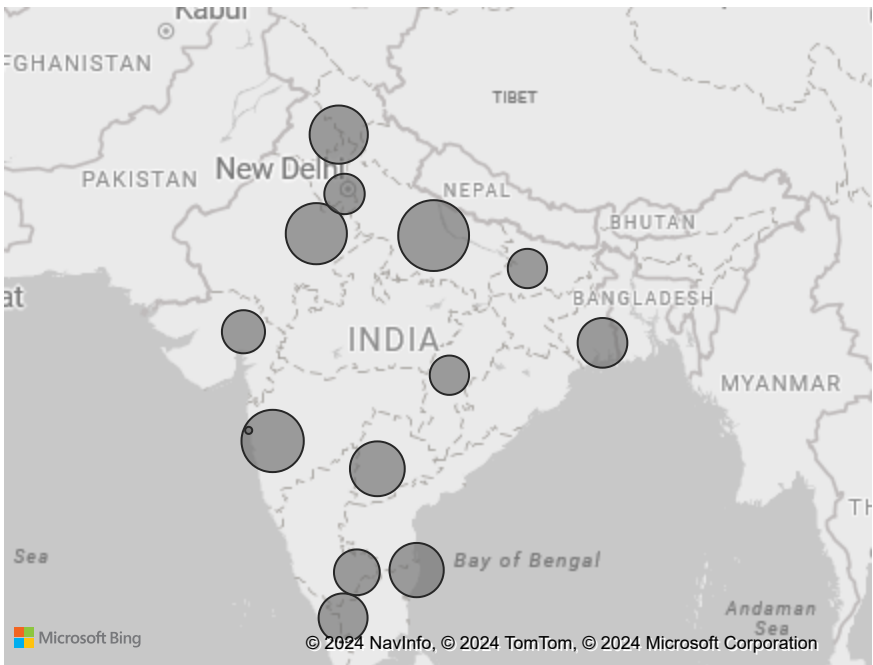
Market Share of Companies by Month



Change in Metrics After 5G Launch

City	Revenue After 5G	Unsubscribed Users After 5G	Active Users After 5G
Ahmedabad	-2.02%	16.27%	-18.93%
Bangalore	0.75%	20.67%	-13.94%
Chandigarh	-0.55%	45.63%	-4.99%
Chennai	-2.59%	36.94%	0.35%
Coimbatore	0.11%	26.45%	-9.28%
Delhi	-2.83%	16.62%	-17.63%
Gurgaon	1.51%	12.09%	-13.09%
Hyderabad	-1.29%	38.08%	-7.48%
Jaipur	0.98%	52.47%	-5.53%
Kolkata	-0.37%	27.85%	-4.75%
Lucknow	1.82%	77.91%	2.65%
Mumbai	0.31%	-12.63%	-14.35%
Patna	1.48%	10.53%	-16.11%
Pune	0.37%	55.30%	18.06%
Raipur	1.15%	10.53%	-16.67%

Churn Rate by City





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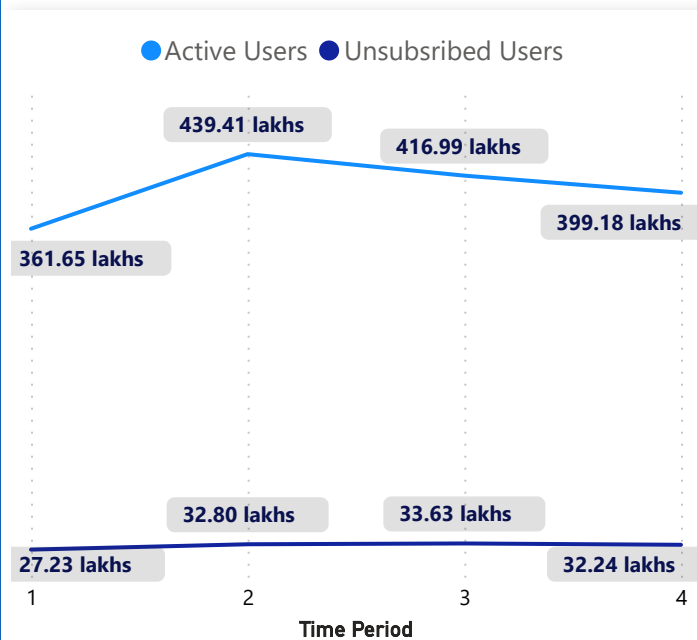
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Before/After 5G

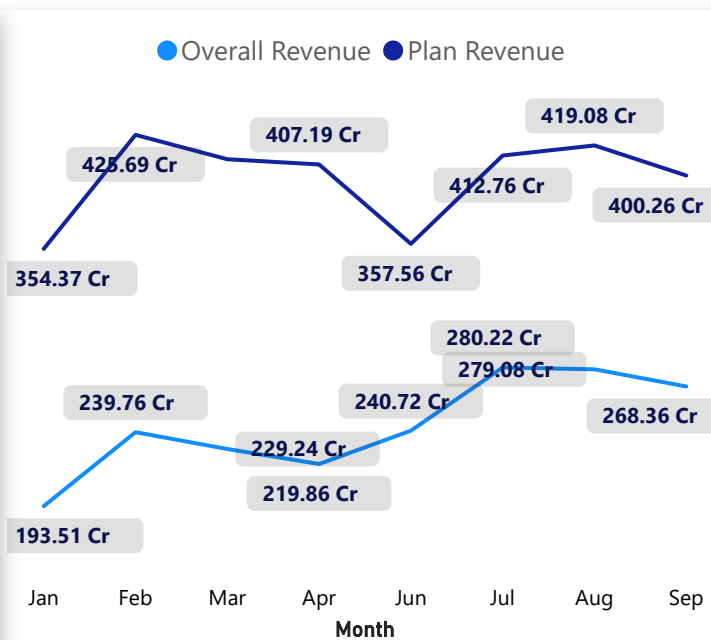
All

Month	Total Revenue	Active Users	Unsubscribed Users	Average ARPU	Total Market Share	Churn Rate
Jan	354.37 Cr	191.71 lakhs	11.67 lakhs	₹ 2,812	1,500.00	6.09%
Feb	425.69 Cr	228.28 lakhs	14.23 lakhs	₹ 2,786	1,500.00	6.23%
Mar	410.45 Cr	212.58 lakhs	14.96 lakhs	₹ 2,947	1,500.00	7.04%
Apr	407.19 Cr	210.96 lakhs	15.47 lakhs	₹ 2,869	1,500.00	7.33%
Jun	357.56 Cr	169.94 lakhs	15.56 lakhs	₹ 3,267	1,500.07	9.16%
Jul	412.76 Cr	211.13 lakhs	18.57 lakhs	₹ 3,037	1,499.99	8.80%
Aug	419.08 Cr	204.41 lakhs	18.67 lakhs	₹ 3,143	1,500.00	9.13%
Sep	400.26 Cr	188.22 lakhs	16.77 lakhs	₹ 3,228	1,499.97	8.91%
Total	3,187.36 Cr	1,617.23 lakhs	125.90 lakhs	₹ 24,089	12,000.03	7.78%

Active Users and Unsubscribed User over a Month



Overall Revenue and Plan Revenue



Churn Rate each Month After 5G Launch

