



ATLIQo Business Analysis

Comparision b/w Before and After 5G implementation

Total.Revenue
₹ 31.87bn

T.Active User
161.72M

T.Unsub User
12.59M

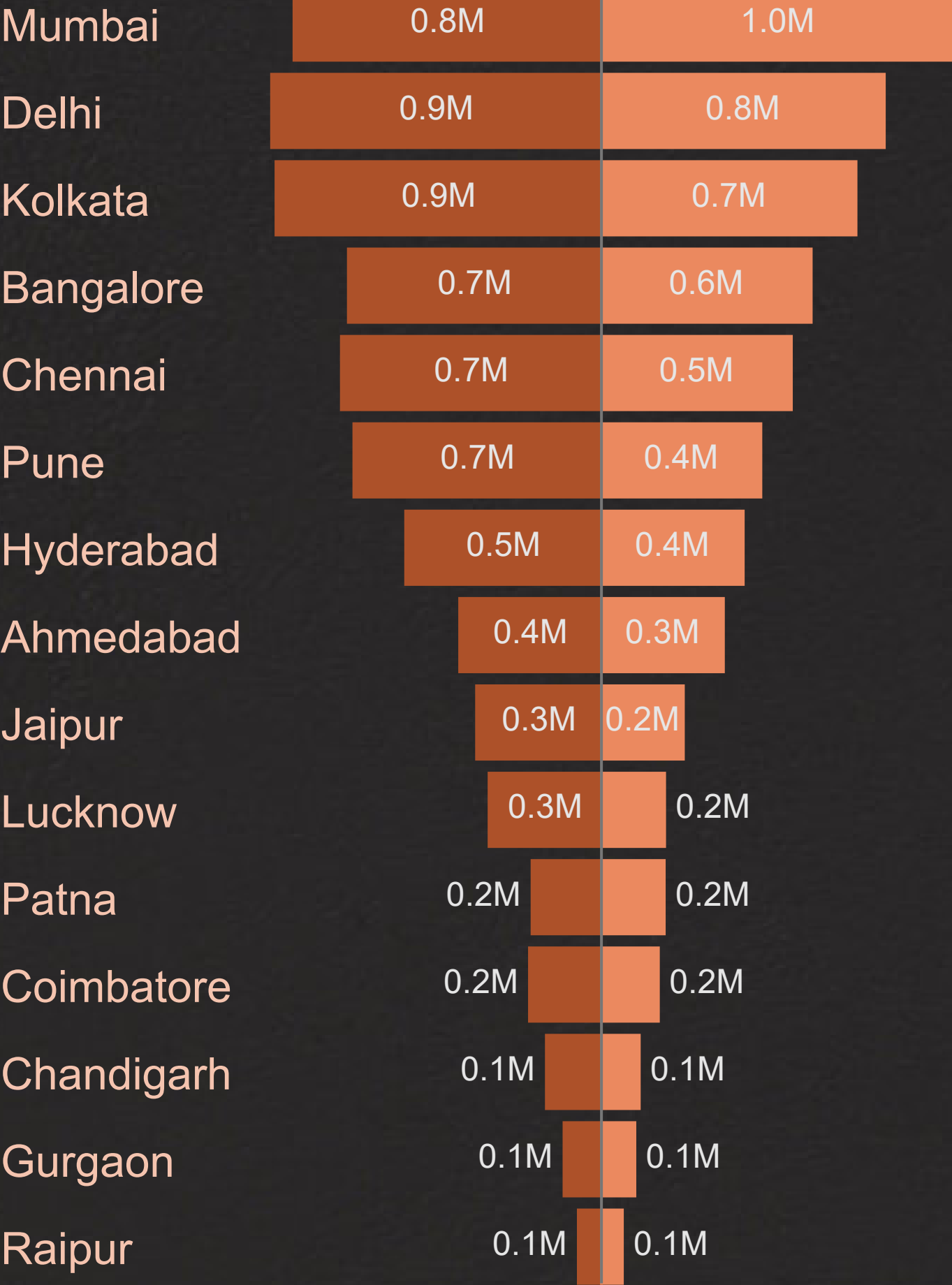
ATLIQo Business
Metrics

Market Share &
TVM

ATLIQo Plan
Analysis

Total Unsubscriber

● After 5G ● Before 5G





ATLIQo

Business Metrics Year 2022

Select all

After 5G

Before 5G

Average Revenue

Avg. Revenue
₹ 3.98bn
Change %
-0.50%

Before 5G
₹ 3.99bn
After 5G
3.97bn

Monthly Active User

Monthly Active User
20.22M
Change %
-8.28%

Before 5G
21.09M
After 5G
19.34M

Avg. Revenue per User(APRU)

Avg. Revenue
200.74
Change %
11.05%

Before 5G
190.23
After 5G
211.25

Monthly Unsubscribed User

Monthly Unsub
1.57M
Change %
23.50%

Before 5G
1.41M
After 5G
1.74M

Various Metrics Comparision Before | After 5G

ARPU

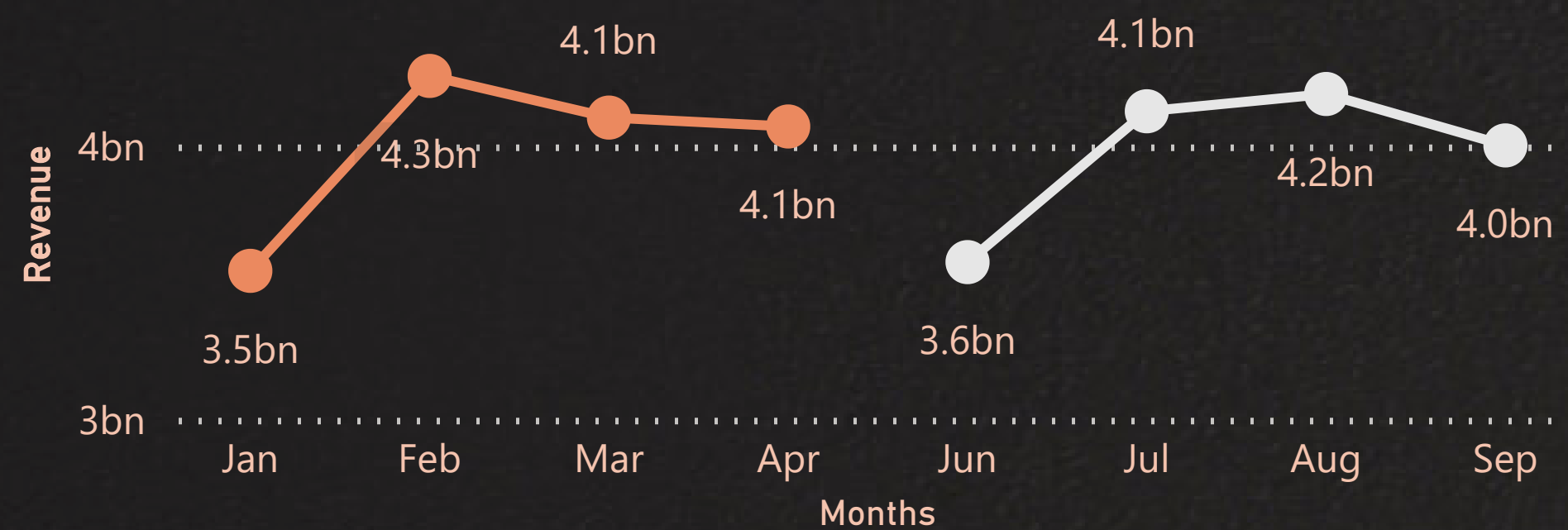
Total Active User

Total Revenue

Total Unsubscriber

Revenue by Time Period and Comparision

Before 5G After 5G



Months

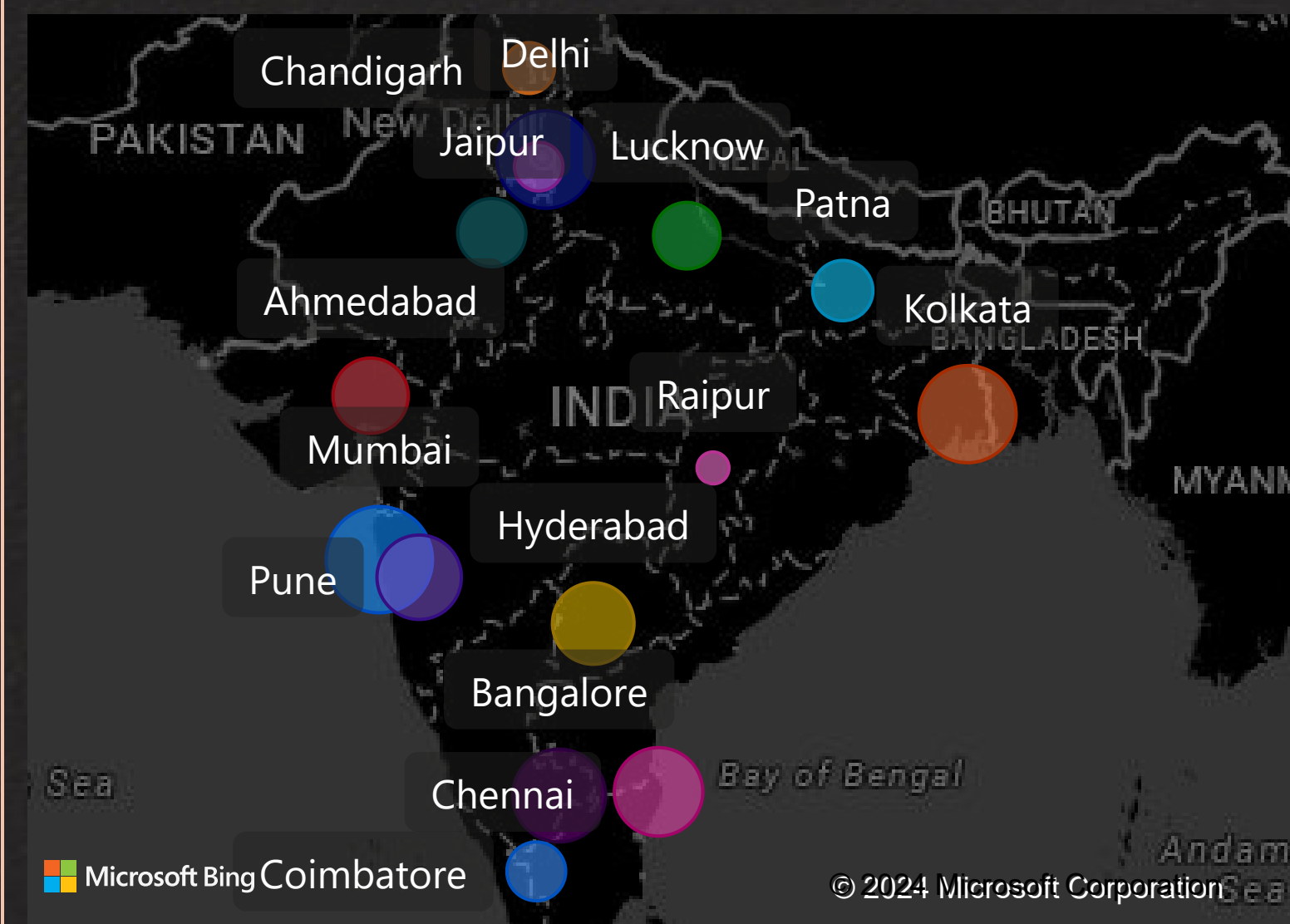
Time Period

T.Revenue
₹ 31.87bn

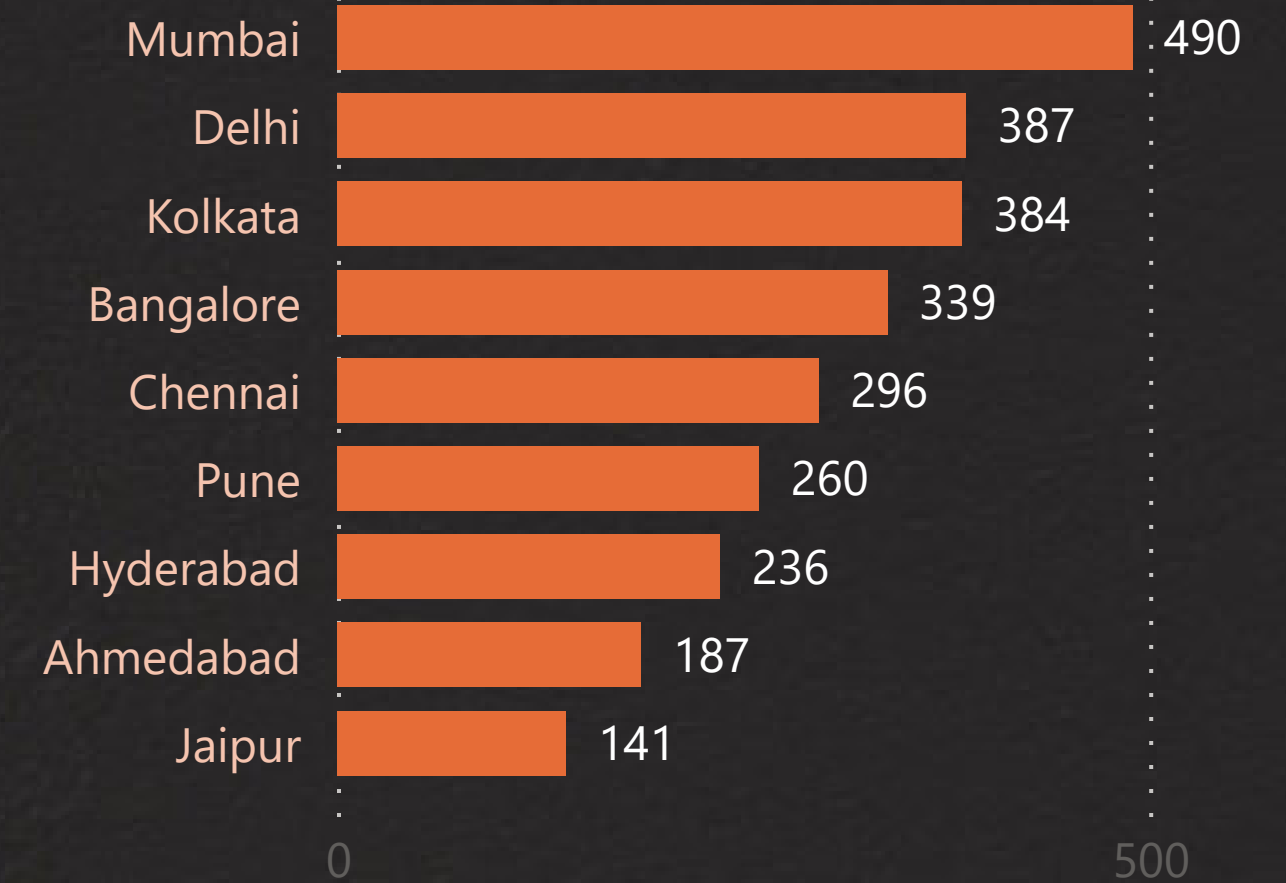
ARPU
200.74

T.Active Users
161.72M

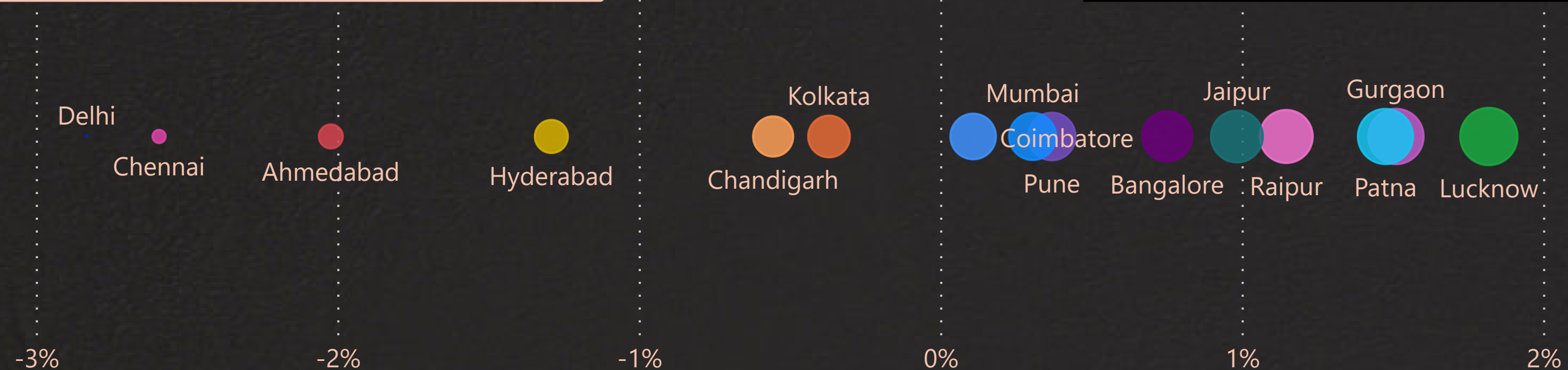
T.Unsub User
12.59M



Revenue by City



Various Metrics Change % By Cities



% Change Revenue





Market Share & TVM

Market Analysis 2022

Atliqo MS
19.56%

MS Before 5G
20.24%

MS After 5G
18.88%

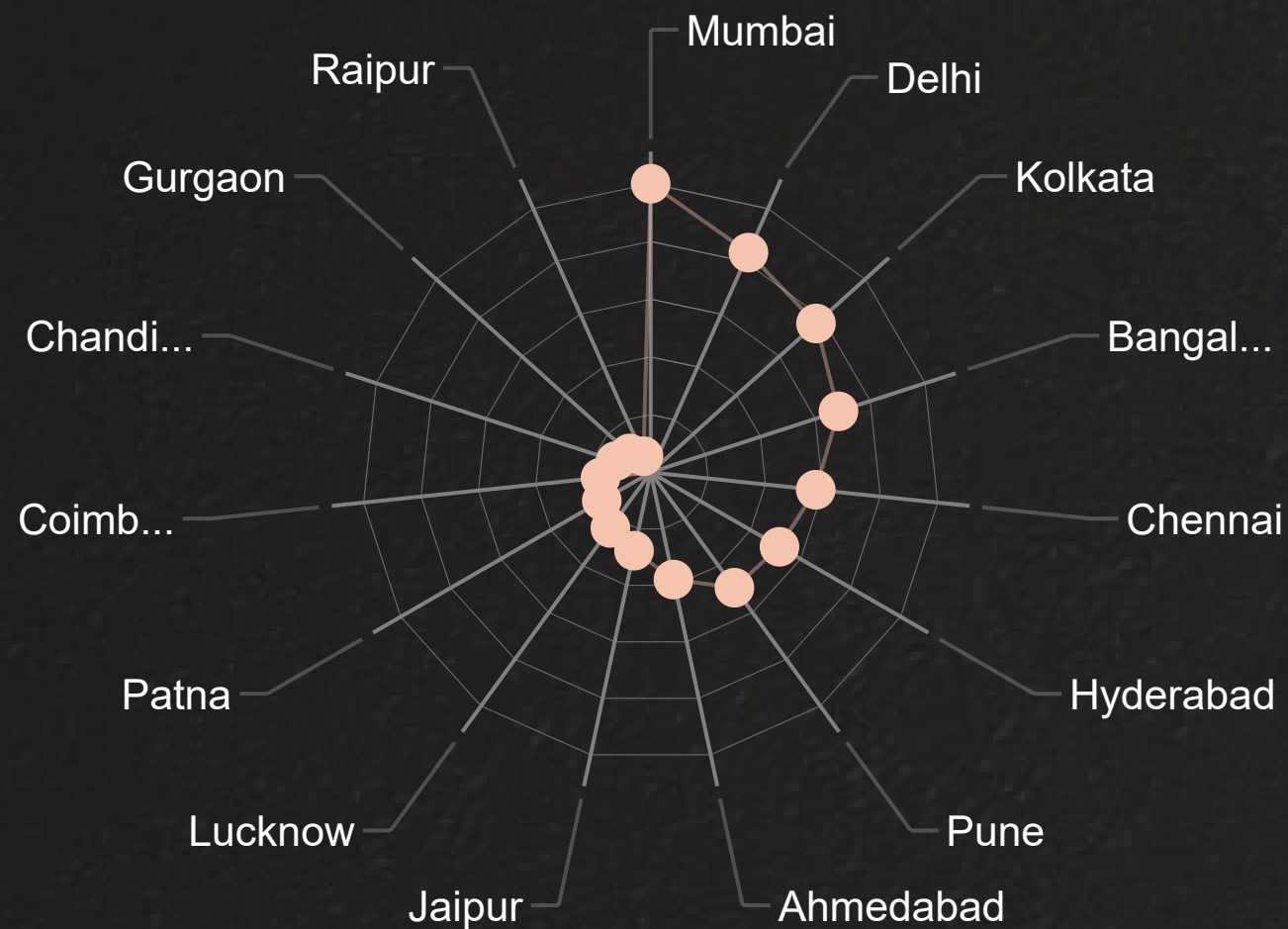
MS Change %
-6.69%

Select all

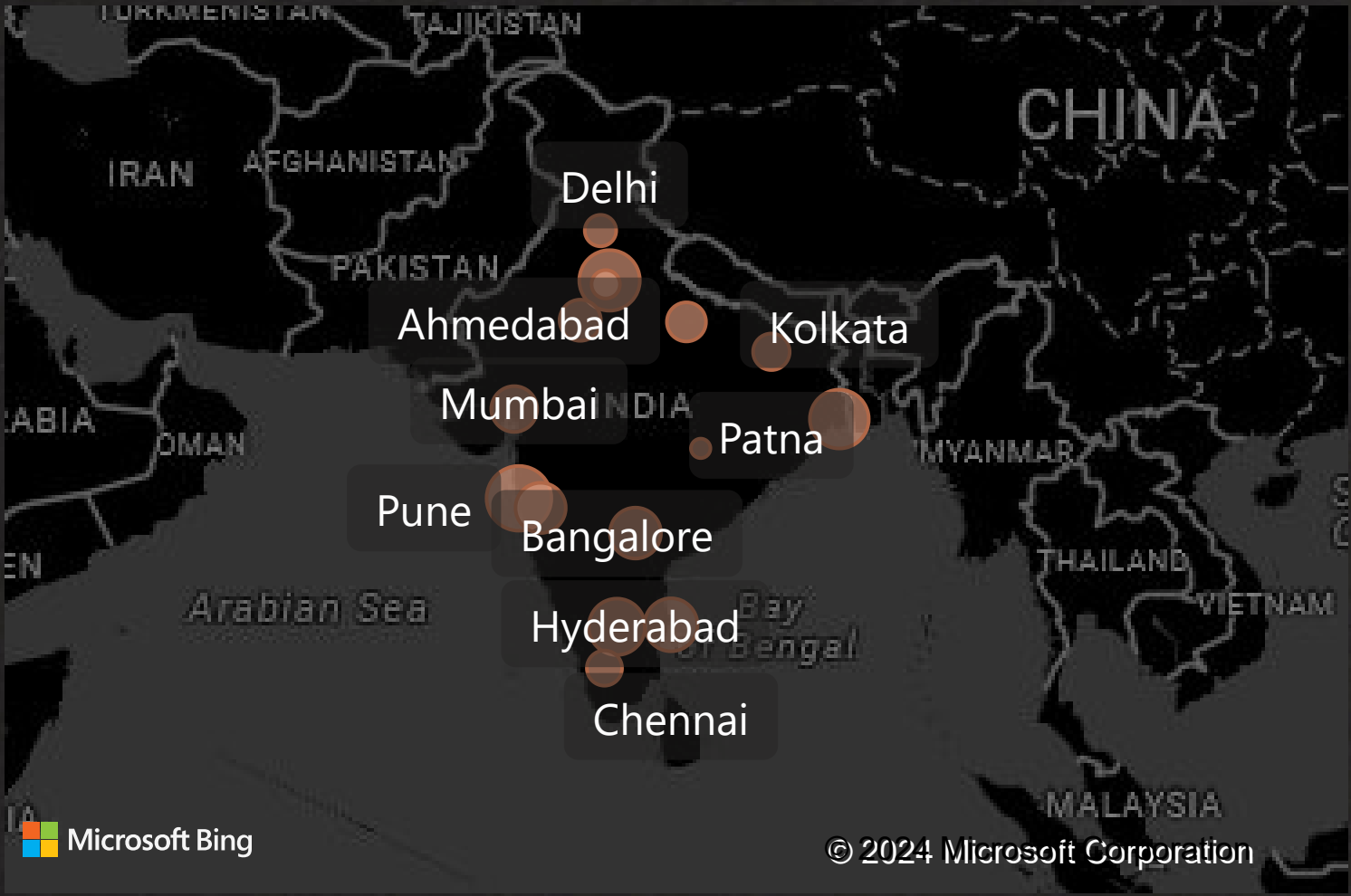
After 5G

Before 5G

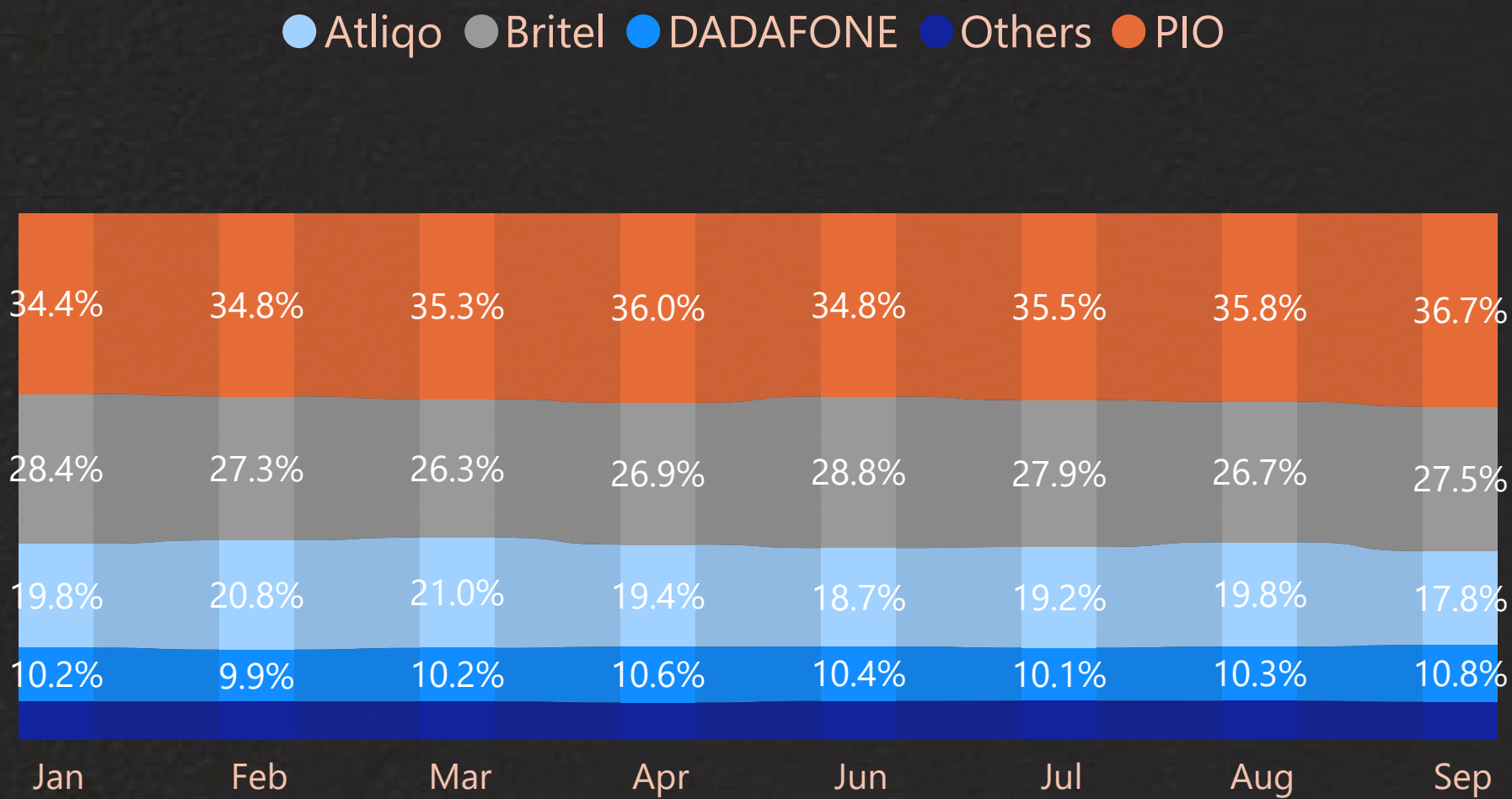
Total Market Value by City



Total Market Value by City



Market Share % by Month



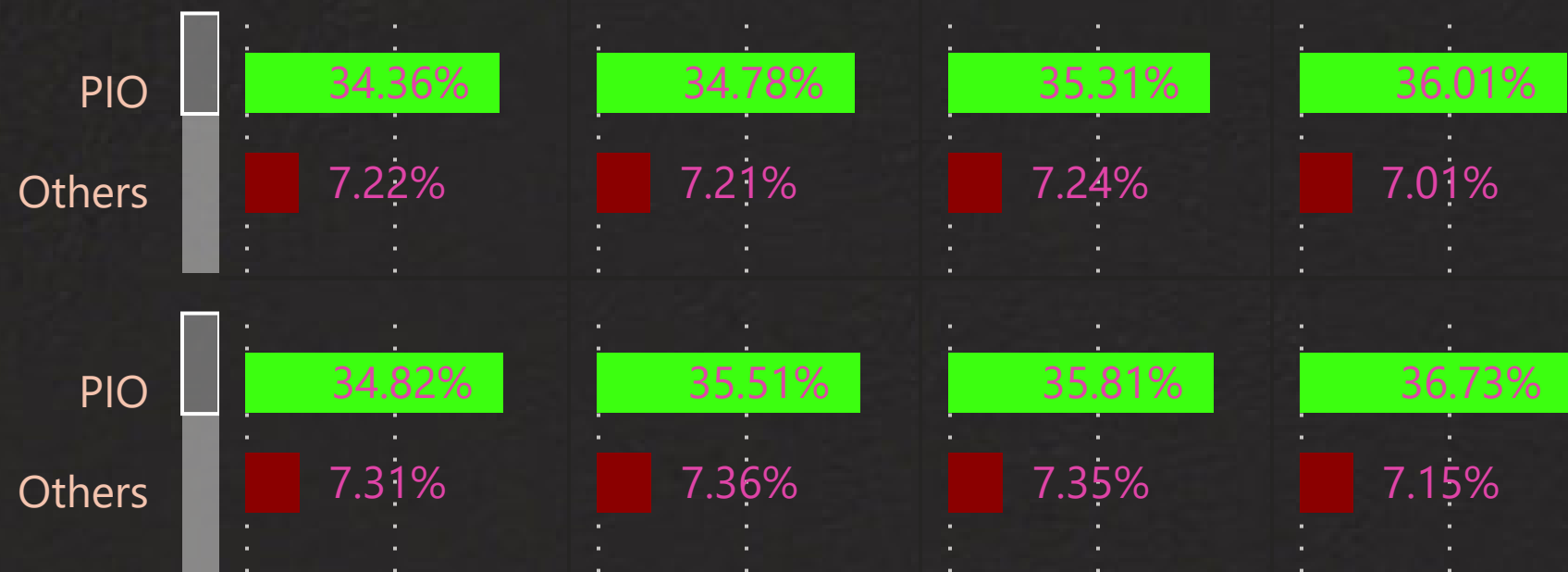
Total Market Value by City



Total Market Value by Month



Market Share % by Company and Months





TELECOM PLANS

Recharge Plan Analysis

Total Plan Revenue

19.51bn

TRP Before 5G

8.82bn

TRP After 5G

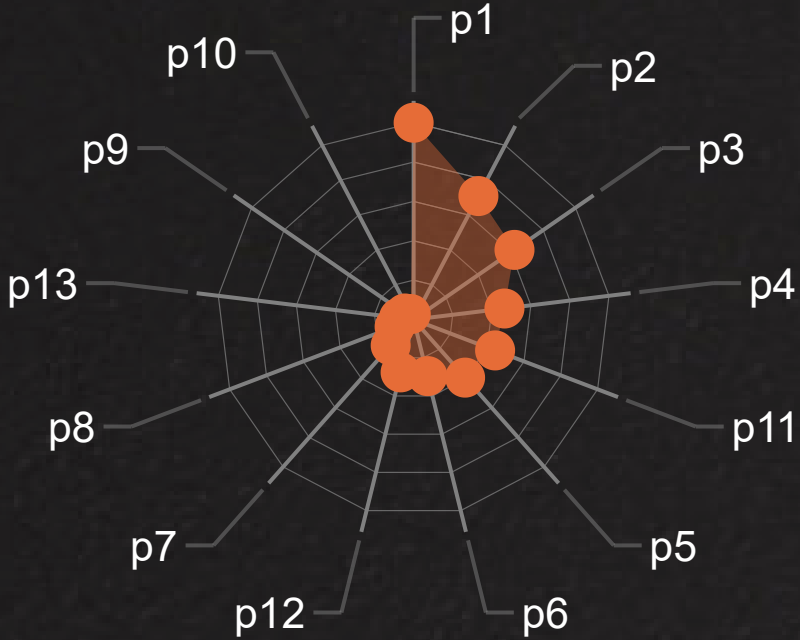
10.68bn

TRP Change %

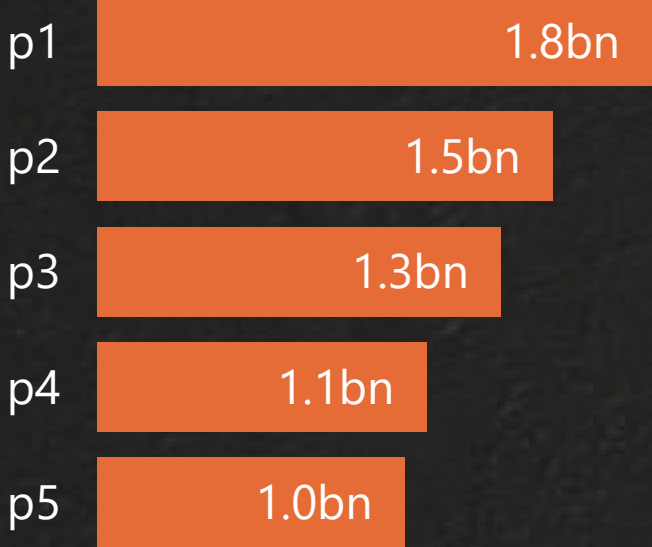
21.08%

Total Plans Revenue

Top 5 Plans Before/After 5G :



Before 5G



After 5G



plan	Jan	Feb	Mar	Apr	Jun	Jul	Aug	Sep
p1	396.10M	502.80M	465.60M	448.20M	535.80M	627.90M	620.20M	602.70M
p10	23.30M	36.60M	33.60M	37.60M				
p11					414.30M	485.70M	477.90M	481.60M
p12					255.10M	299.80M	306.40M	300.00M
p13					72.10M	82.20M	81.70M	78.50M
p2	325.50M	409.20M	385.60M	367.70M	339.90M	387.90M	391.90M	367.60M
p3	296.40M	349.00M	353.20M	320.70M	304.10M	340.70M	334.80M	316.50M
p4	242.90M	280.10M	274.10M	278.30M	199.50M	236.70M	228.90M	211.70M
p5	215.50M	285.30M	258.30M	245.50M	144.00M	172.00M	178.80M	156.70M
p6	166.90M	196.90M	198.50M	186.80M	109.20M	134.80M	125.50M	125.10M
p7	122.50M	158.20M	155.90M	145.80M	33.20M	34.50M	44.70M	43.20M
p8	93.60M	120.10M	110.60M	110.00M				
p9	52.40M	59.40M	57.00M	58.00M				

Plans :

All

25 GB Combo 3G / 4G Data Pack

Avg. Plans Revenue :

Before 5G :

2.21bn

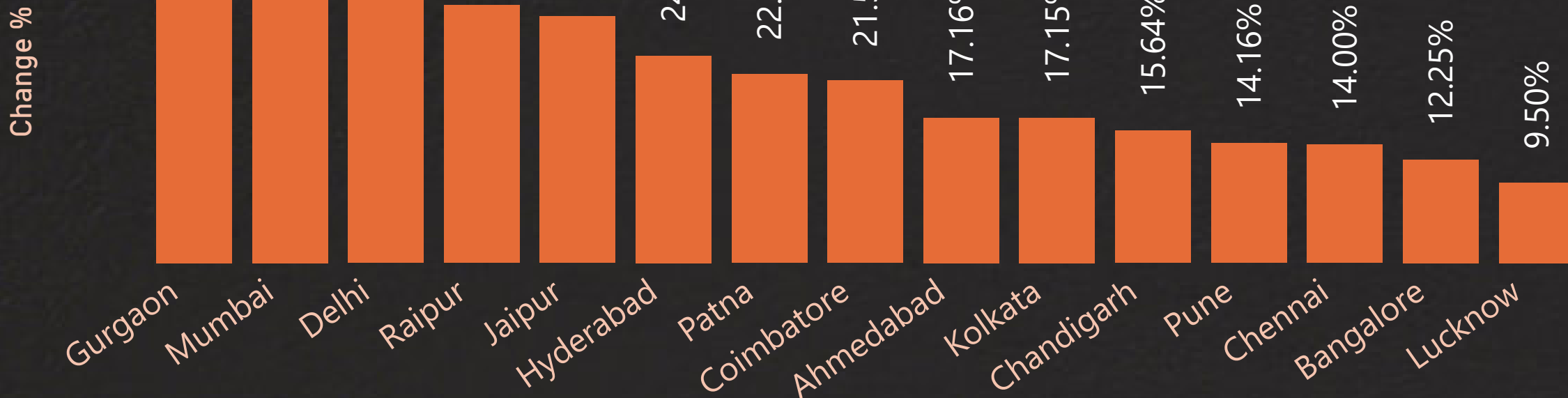
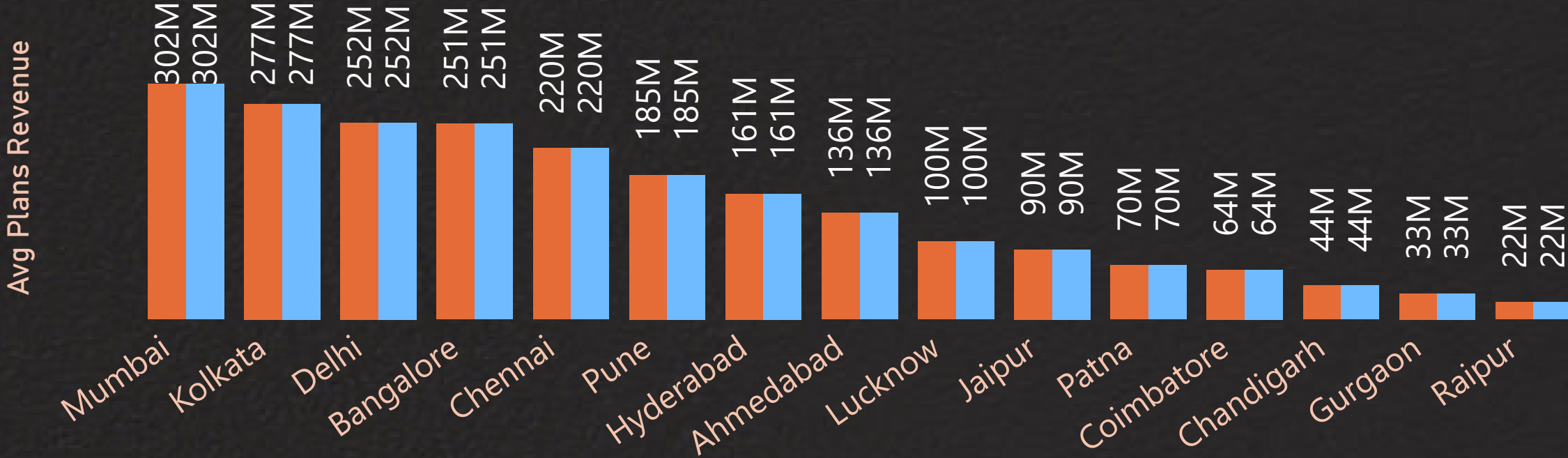
After 5G :

2.67bn

Change % :

21.08%

After 5G Before 5G

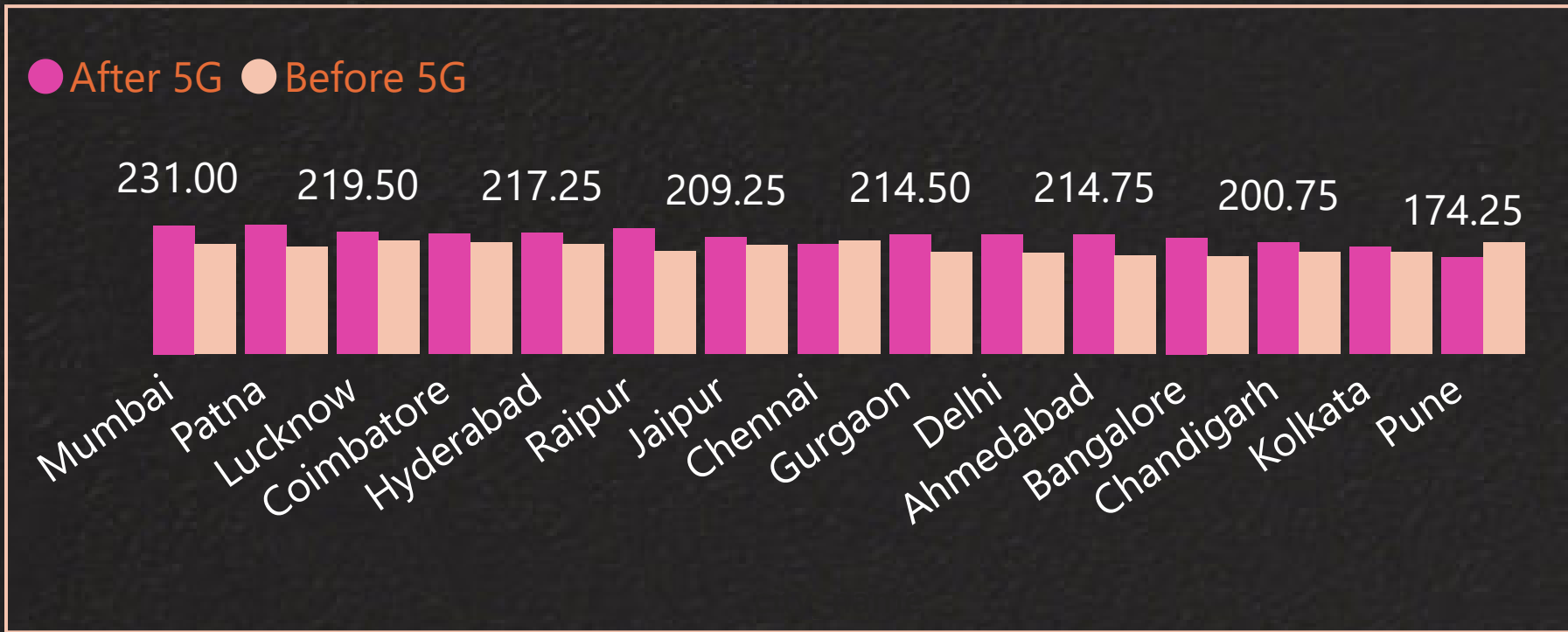


Top % Cities W.R.T Total Revenue

City Name	Total Revenue	Revenue Before 5G	Revenue After 5G	Revenue Change %
Mumbai	₹ 4,895.5M	2,444.0M	2,451.5M	0.31%
Delhi	₹ 3,872.0M	1,963.8M	1,908.2M	-2.83%
Kolkata	₹ 3,843.9M	1,925.5M	1,918.4M	-0.37%
Bangalore	₹ 3,386.1M	1,686.7M	1,699.4M	0.75%
Chennai	₹ 2,963.7M	1,501.3M	1,462.4M	-2.59%

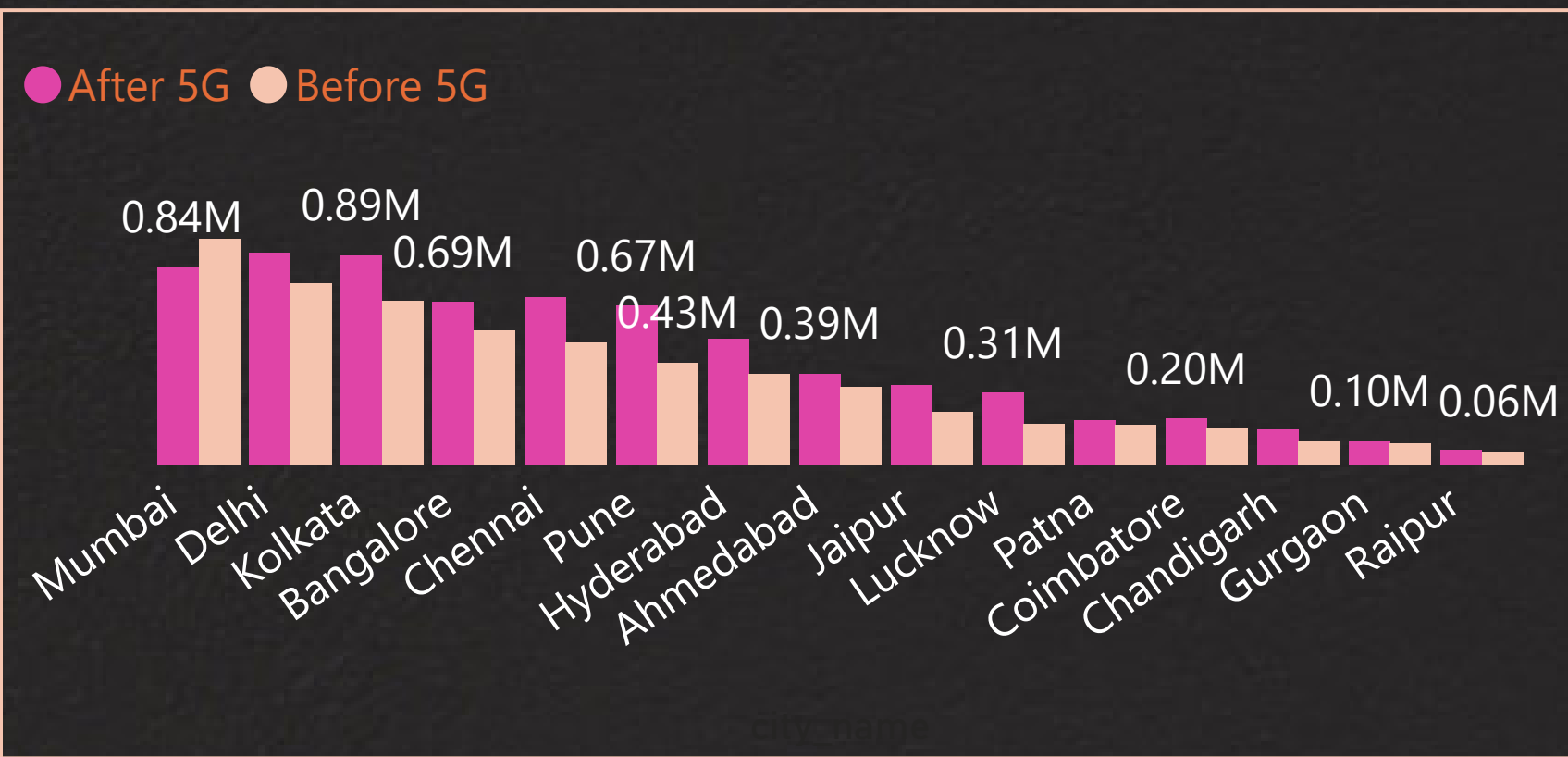
Top 5 cities showing 60% of the revenue while Delhi and Chennai are showing Negative Trends after 5G launch which should be a concern to the business

APRU by Cities

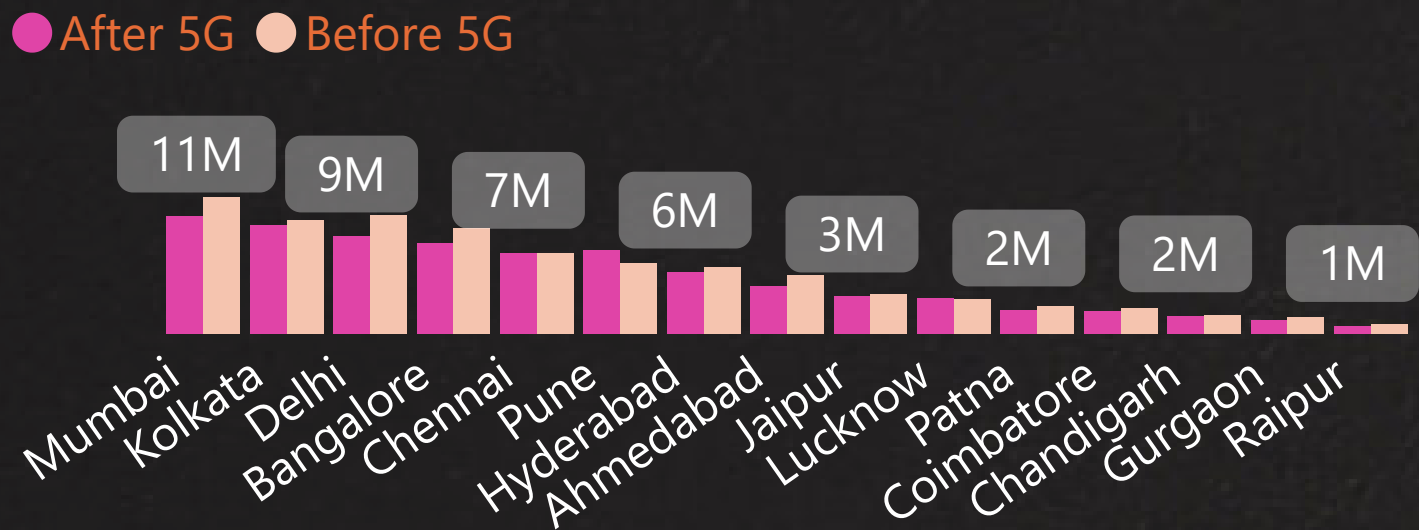


APRU is showing almost same as after 5G implementation. Patna in before/after_5g made up 54.60% of APRU.

T.unsubscribed User by Cities



Active Users by Cities



Mumbai, Delhi, Kolkata are top cities with Active users . Average Total Active Users was higher for Before 5G (56,23,533.33) than After 5G (5158000).before 5G

City Name	Revenue Change %	APRU Change %	ActiveUser % Change	Unsubscribers Change %
Raipur	↑ 1.15%	↑ 22.25%	↓ -16.67%	↓ 10.53%
Ahmedabad	↓ -2.02%	↑ 21.84%	↓ -18.93%	↓ 16.27%
Patna	↑ 1.48%	↑ 20.26%	↓ -16.11%	↓ 10.53%
Bangalore	↑ 0.75%	↑ 19.60%	↓ -13.94%	→ 20.67%
Delhi	↓ -2.83%	↑ 18.18%	↓ -17.63%	↓ 16.62%
Mumbai	↑ 0.31%	↑ 17.41%	↓ -14.35%	↓ -12.63%
Gurgaon	↑ 1.51%	↑ 16.89%	↓ -13.09%	↓ 12.09%
Hyderabad	→ -1.29%	→ 10.56%	↓ -7.48%	→ 38.08%
Chandigarh	→ -0.55%	→ 10.00%	→ -4.99%	→ 45.63%
Coimbatore	→ 0.11%	→ 8.25%	↓ -9.28%	→ 26.45%
Lucknow	↑ 1.82%	→ 8.00%	→ 2.65%	↑ 77.91%
Jaipur	↑ 0.98%	→ 7.31%	→ -5.53%	↑ 52.47%
Kolkata	→ -0.37%	→ 5.03%	→ -4.75%	→ 27.85%
Chennai	↓ -2.59%	↓ -2.59%	→ 0.35%	→ 36.94%
Pune	↑ 0.37%	↓ -12.88%	↑ 18.06%	↑ 55.30%

Total Total Active Users was higher for Before 5G (84353000) than After 5G (77370000).

Mumbai in before/after_5g made up 7.75% of Total Active Users.

Average Total Active Users was higher for Before 5G (5,623,533.33) than After 5G (5158000).

Total Active Users for Before 5G and After 5G diverged the most when the city_name was Delhi, when Before 5G were 1907000 higher than After 5G.