

Analytical Report

Charts

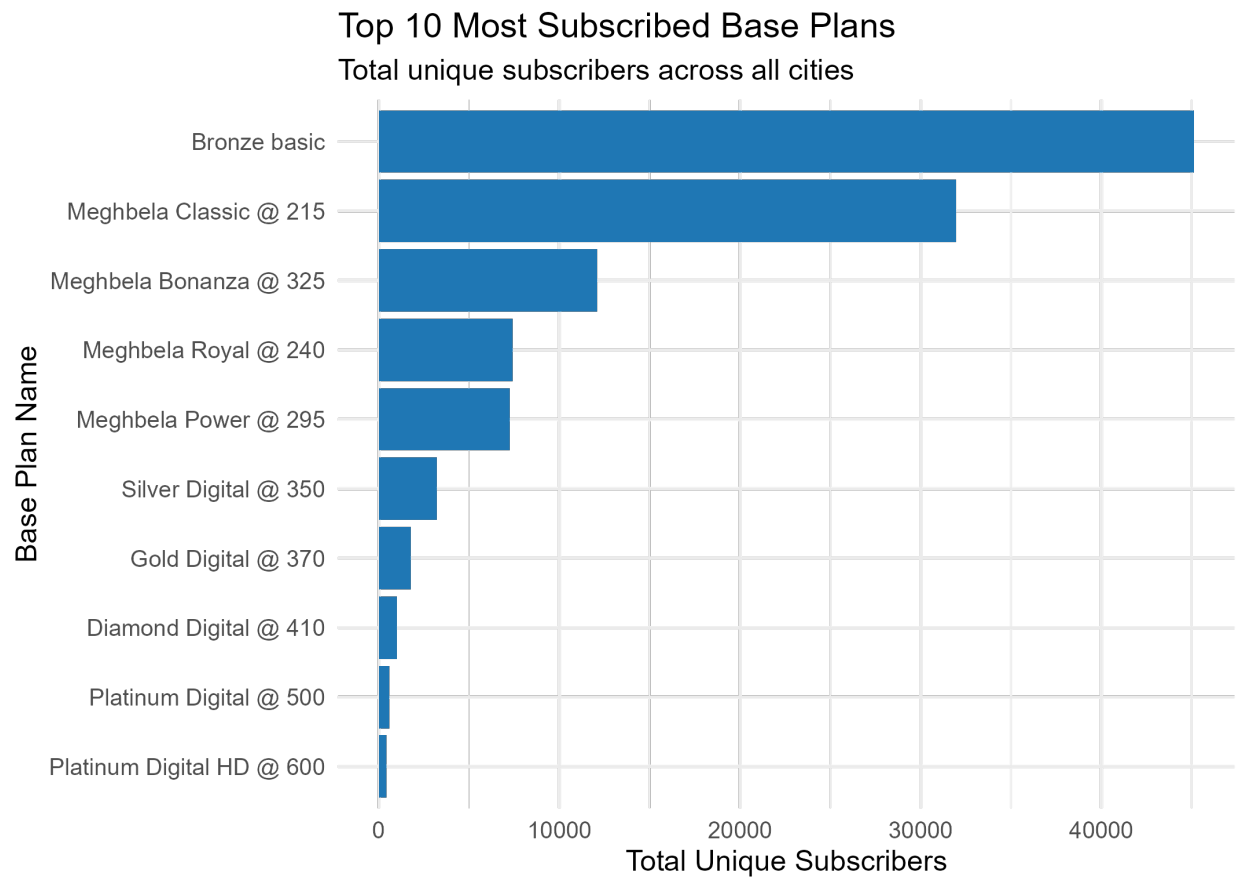


Figure 1: Top Base Plans

1. Unique Customer Count per Base Plan

LCO_CITY	PLAN_NAME	Plan_Customers	Total_Customers_City	Percentage
Chandipur	Bronze basic	11317	21846	51.80
Haldia	Bronze basic	9556	20664	46.24
Berhampore	Bronze basic	9236	14945	61.80
Kolkata	Bronze basic	5988	31212	19.18
Bankura	Bronze basic	5514	12451	44.29
Dinhata	Bronze basic	2310	5286	43.70
Howrah	Bronze basic	800	4653	17.19
Bakrahat	Bronze basic	399	1241	32.15
Kolkata	DD Channels	7	31212	0.02
Kolkata	Diamond Digital @ 410	722	31212	2.31
Howrah	Diamond Digital @ 410	248	4653	5.33
Haldia	Diamond Digital @ 410	15	20664	0.07
Berhampore	Diamond Digital @ 410	11	14945	0.07
Chandipur	Diamond Digital @ 410	4	21846	0.02
Dinhata	Diamond Digital @ 410	3	5286	0.06

LCO_CITY	PLAN_NAME	Plan_Customers	Total_Customers_City	Percentage
Bakrahat	Diamond Digital @ 410	1	1241	0.08
Kolkata	Diamond Digital HD @ 500	286	31212	0.92
Howrah	Diamond Digital HD @ 500	35	4653	0.75
Berhampore	Diamond Digital HD @ 500	26	14945	0.17
Haldia	Diamond Digital HD @ 500	13	20664	0.06
Chandipur	Diamond Digital HD @ 500	3	21846	0.01
Kolkata	Gold Digital @ 370	1598	31212	5.12
Howrah	Gold Digital @ 370	103	4653	2.21
Berhampore	Gold Digital @ 370	34	14945	0.23
Haldia	Gold Digital @ 370	22	20664	0.11
Bankura	Gold Digital @ 370	9	12451	0.07
Dinhata	Gold Digital @ 370	8	5286	0.15
Bakrahat	Gold Digital @ 370	5	1241	0.40
Chandipur	Gold Digital @ 370	5	21846	0.02
Kolkata	Gold Digital Bengali HD @ 300	187	31212	0.60
Berhampore	Gold Digital Bengali HD @ 300	38	14945	0.25
Howrah	Gold Digital Bengali HD @ 300	31	4653	0.67
Chandipur	Gold Digital Bengali HD @ 300	19	21846	0.09
Haldia	Gold Digital Bengali HD @ 300	14	20664	0.07
Bankura	Gold Digital Bengali HD @ 300	11	12451	0.09
Bakrahat	Gold Digital Bengali HD @ 300	5	1241	0.40
Dinhata	Gold Digital Bengali HD @ 300	2	5286	0.04
Kolkata	Gold Digital Hindi HD @ 350	21	31212	0.07
Haldia	Gold Digital Hindi HD @ 350	7	20664	0.03
Berhampore	Gold Digital Hindi HD @ 350	6	14945	0.04
Howrah	Gold Digital Hindi HD @ 350	3	4653	0.06
Bakrahat	Gold Digital Hindi HD @ 350	1	1241	0.08
Kolkata	Gold Digital Special HD @ 450	24	31212	0.08
Haldia	Meghbela Basic Pack @ 155	64	20664	0.31
Chandipur	Meghbela Basic Pack @ 155	61	21846	0.28
Kolkata	Meghbela Basic Pack @ 155	51	31212	0.16
Bankura	Meghbela Basic Pack @ 155	19	12451	0.15
Howrah	Meghbela Basic Pack @ 155	3	4653	0.06
Berhampore	Meghbela Basic Pack @ 155	2	14945	0.01
Kolkata	Meghbela Bonanza @ 325	6045	31212	19.37
Haldia	Meghbela Bonanza @ 325	1867	20664	9.04
Berhampore	Meghbela Bonanza @ 325	1134	14945	7.59
Dinhata	Meghbela Bonanza @ 325	886	5286	16.76
Howrah	Meghbela Bonanza @ 325	825	4653	17.73
Chandipur	Meghbela Bonanza @ 325	792	21846	3.63
Bankura	Meghbela Bonanza @ 325	414	12451	3.33
Bakrahat	Meghbela Bonanza @ 325	131	1241	10.56
Chandipur	Meghbela Classic @ 215	8918	21846	40.82
Haldia	Meghbela Classic @ 215	6984	20664	33.80
Bankura	Meghbela Classic @ 215	5634	12451	45.25
Kolkata	Meghbela Classic @ 215	5242	31212	16.79
Berhampore	Meghbela Classic @ 215	3033	14945	20.29
Dinhata	Meghbela Classic @ 215	1172	5286	22.17
Howrah	Meghbela Classic @ 215	632	4653	13.58
Bakrahat	Meghbela Classic @ 215	343	1241	27.64
Kolkata	Meghbela Hindi Basic @ 260	76	31212	0.24
Howrah	Meghbela Hindi Basic @ 260	12	4653	0.26

LCO_CITY	PLAN_NAME	Plan_Customers	Total_Customers_City	Percentage
Chandipur	Meghbela Hindi Basic @ 260	3	21846	0.01
Haldia	Meghbela Hindi Basic @ 260	2	20664	0.01
Bakrahata	Meghbela Hindi Basic @ 260	1	1241	0.08
Bankura	Meghbela Hindi Basic @ 260	1	12451	0.01
Kolkata	Meghbela Hindi Package @ 300	293	31212	0.94
Howrah	Meghbela Hindi Package @ 300	26	4653	0.56
Haldia	Meghbela Hindi Package @ 300	16	20664	0.08
Chandipur	Meghbela Hindi Package @ 300	3	21846	0.01
Berhampore	Meghbela Hindi Package @ 300	1	14945	0.01
Kolkata	Meghbela Power @ 295	4620	31212	14.80
Haldia	Meghbela Power @ 295	823	20664	3.98
Howrah	Meghbela Power @ 295	580	4653	12.47
Berhampore	Meghbela Power @ 295	495	14945	3.31
Chandipur	Meghbela Power @ 295	319	21846	1.46
Dinhata	Meghbela Power @ 295	301	5286	5.69
Bankura	Meghbela Power @ 295	127	12451	1.02
Bakrahata	Meghbela Power @ 295	5	1241	0.40
Kolkata	Meghbela Royal @ 240	3086	31212	9.89
Haldia	Meghbela Royal @ 240	1148	20664	5.56
Berhampore	Meghbela Royal @ 240	754	14945	5.05
Bankura	Meghbela Royal @ 240	664	12451	5.33
Howrah	Meghbela Royal @ 240	559	4653	12.01
Dinhata	Meghbela Royal @ 240	551	5286	10.42
Bakrahata	Meghbela Royal @ 240	339	1241	27.32
Chandipur	Meghbela Royal @ 240	323	21846	1.48
Kolkata	Platinum Digital @ 500	370	31212	1.19
Howrah	Platinum Digital @ 500	216	4653	4.64
Berhampore	Platinum Digital @ 500	8	14945	0.05
Haldia	Platinum Digital @ 500	5	20664	0.02
Chandipur	Platinum Digital @ 500	2	21846	0.01
Dinhata	Platinum Digital @ 500	1	5286	0.02
Kolkata	Platinum Digital HD @ 600	364	31212	1.17
Howrah	Platinum Digital HD @ 600	62	4653	1.33
Berhampore	Platinum Digital HD @ 600	7	14945	0.05
Haldia	Platinum Digital HD @ 600	5	20664	0.02
Bakrahata	Platinum Digital HD @ 600	1	1241	0.08
Chandipur	Platinum Digital HD @ 600	1	21846	0.00
Dinhata	Platinum Digital HD @ 600	1	5286	0.02
Kolkata	Silver Digital @ 350	2227	31212	7.14
Howrah	Silver Digital @ 350	518	4653	11.13
Berhampore	Silver Digital @ 350	160	14945	1.07
Haldia	Silver Digital @ 350	123	20664	0.60
Chandipur	Silver Digital @ 350	76	21846	0.35
Bankura	Silver Digital @ 350	58	12451	0.47
Dinhata	Silver Digital @ 350	51	5286	0.96
Bakrahata	Silver Digital @ 350	10	1241	0.81
Kolkata	Silver Digital Special HD @ 370	5	31212	0.02

2. LCO City-wise JioStar Alacarte/Add-on Value Analysis

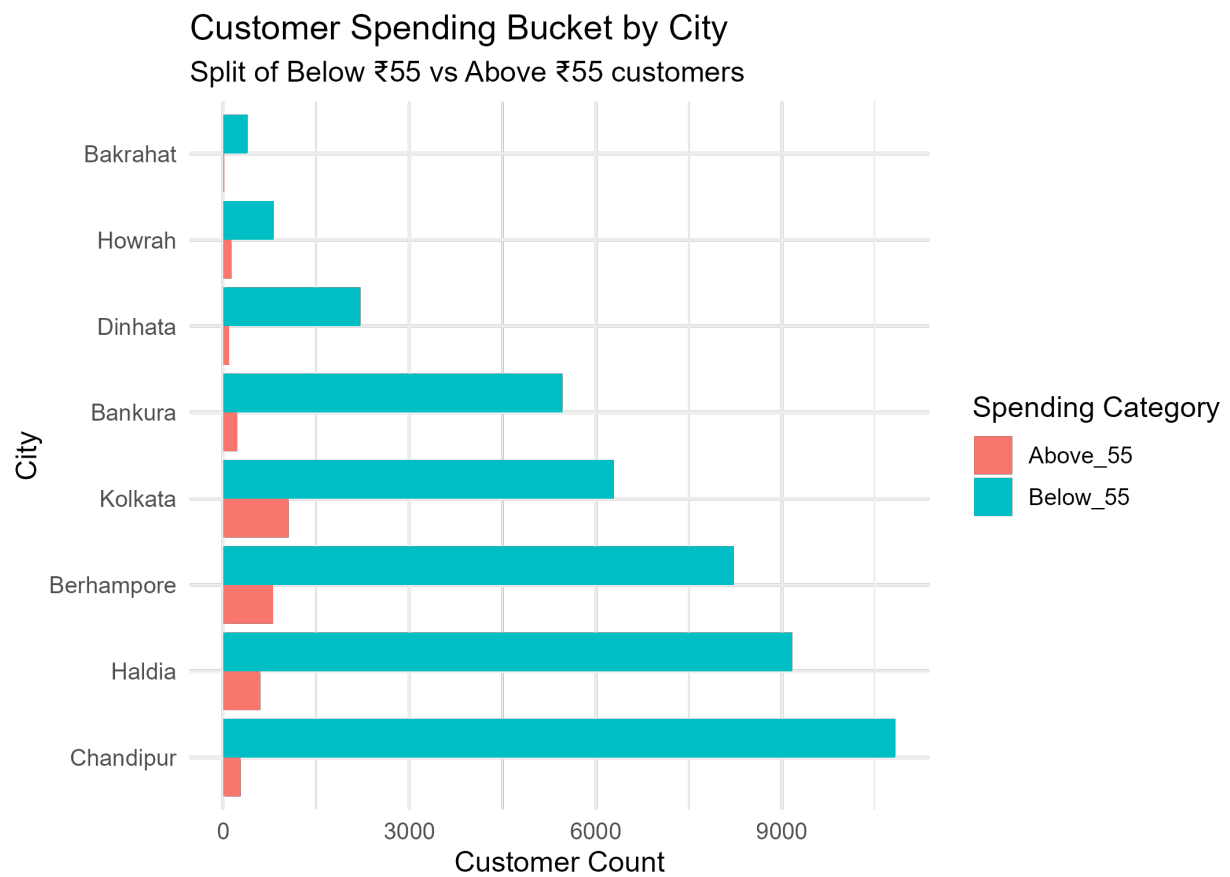


Figure 2: Value Bucket by City

LCO_CITY	PLAN_NAME_BASE	Count_Above_55	Count_Below_55
Chandipur	Bronze basic	269	9980
Haldia	Bronze basic	584	7836
Berhampore	Bronze basic	796	7567
Bankura	Bronze basic	220	4839
Kolkata	Bronze basic	1025	4285
Dinhata	Bronze basic	94	1975
Howrah	Bronze basic	125	564
Bakrahahat	Bronze basic	22	328
Kolkata	DD Channels	1	6
Kolkata	Diamond Digital @ 410	1	60
Howrah	Diamond Digital @ 410	0	16
Berhampore	Diamond Digital @ 410	0	2
Chandipur	Diamond Digital @ 410	1	1
Haldia	Diamond Digital @ 410	0	1
Kolkata	Diamond Digital HD @ 500	1	17
Berhampore	Diamond Digital HD @ 500	2	3
Howrah	Diamond Digital HD @ 500	0	2
Haldia	Diamond Digital HD @ 500	0	1
Kolkata	Gold Digital @ 370	2	46
Berhampore	Gold Digital @ 370	0	2
Haldia	Gold Digital @ 370	0	2
Bankura	Gold Digital @ 370	0	1
Dinhata	Gold Digital @ 370	0	1
Howrah	Gold Digital @ 370	0	1
Kolkata	Gold Digital Bengali HD @ 300	4	43
Berhampore	Gold Digital Bengali HD @ 300	0	8
Howrah	Gold Digital Bengali HD @ 300	2	7
Haldia	Gold Digital Bengali HD @ 300	0	3
Chandipur	Gold Digital Bengali HD @ 300	0	2
Bakrahahat	Gold Digital Bengali HD @ 300	0	1
Bankura	Gold Digital Bengali HD @ 300	0	1
Kolkata	Gold Digital Hindi HD @ 350	0	7
Berhampore	Gold Digital Hindi HD @ 350	0	3
Haldia	Gold Digital Hindi HD @ 350	0	3
Bakrahahat	Gold Digital Hindi HD @ 350	0	1
Howrah	Gold Digital Hindi HD @ 350	0	1
Kolkata	Gold Digital Special HD @ 450	0	5
Haldia	Meghbela Basic Pack @ 155	2	58
Chandipur	Meghbela Basic Pack @ 155	3	48
Kolkata	Meghbela Basic Pack @ 155	3	19
Bankura	Meghbela Basic Pack @ 155	1	15
Berhampore	Meghbela Basic Pack @ 155	0	2
Howrah	Meghbela Basic Pack @ 155	0	2
Kolkata	Meghbela Bonanza @ 325	0	458
Haldia	Meghbela Bonanza @ 325	3	106
Berhampore	Meghbela Bonanza @ 325	0	87
Dinhata	Meghbela Bonanza @ 325	0	66
Howrah	Meghbela Bonanza @ 325	0	63
Chandipur	Meghbela Bonanza @ 325	2	25
Bankura	Meghbela Bonanza @ 325	0	23
Bakrahahat	Meghbela Bonanza @ 325	0	13
Haldia	Meghbela Classic @ 215	4	880

LCO_CITY	PLAN_NAME_BASE	Count_Above_55	Count_Below_55
Kolkata	Meghbela Classic @ 215	10	774
Chandipur	Meghbela Classic @ 215	1	746
Bankura	Meghbela Classic @ 215	0	539
Berhampore	Meghbela Classic @ 215	1	473
Dinhata	Meghbela Classic @ 215	0	117
Howrah	Meghbela Classic @ 215	1	79
Bakrahata	Meghbela Classic @ 215	0	26
Kolkata	Meghbela Hindi Basic @ 260	0	4
Howrah	Meghbela Hindi Basic @ 260	0	1
Kolkata	Meghbela Hindi Package @ 300	0	21
Haldia	Meghbela Hindi Package @ 300	0	3
Howrah	Meghbela Hindi Package @ 300	0	2
Berhampore	Meghbela Hindi Package @ 300	0	1
Kolkata	Meghbela Power @ 295	1	179
Haldia	Meghbela Power @ 295	0	39
Berhampore	Meghbela Power @ 295	0	18
Howrah	Meghbela Power @ 295	0	15
Dinhata	Meghbela Power @ 295	0	13
Chandipur	Meghbela Power @ 295	0	7
Bankura	Meghbela Power @ 295	0	5
Kolkata	Meghbela Royal @ 240	4	248
Haldia	Meghbela Royal @ 240	0	233
Berhampore	Meghbela Royal @ 240	0	52
Bankura	Meghbela Royal @ 240	0	41
Dinhata	Meghbela Royal @ 240	0	39
Howrah	Meghbela Royal @ 240	0	29
Bakrahata	Meghbela Royal @ 240	0	22
Chandipur	Meghbela Royal @ 240	0	17
Kolkata	Platinum Digital @ 500	3	6
Howrah	Platinum Digital @ 500	0	4
Berhampore	Platinum Digital @ 500	0	1
Chandipur	Platinum Digital @ 500	0	1
Kolkata	Platinum Digital HD @ 600	0	17
Howrah	Platinum Digital HD @ 600	1	6
Berhampore	Platinum Digital HD @ 600	0	2
Haldia	Platinum Digital HD @ 600	0	1
Chandipur	Platinum Digital HD @ 600	1	0
Kolkata	Silver Digital @ 350	1	98
Howrah	Silver Digital @ 350	0	22
Berhampore	Silver Digital @ 350	0	9
Chandipur	Silver Digital @ 350	0	4
Dinhata	Silver Digital @ 350	0	2
Bankura	Silver Digital @ 350	0	1
Haldia	Silver Digital @ 350	0	1