



WAVECON 5G

TELECOM ANALYSIS

WAVECON 5G

Telecom Analysis

WAVECON: Transforming Telecommunications in India

Overview:

- WAVECON is one of leading telecom company with 161.7 million active users, holding a market share of around 17.84% as of September 2022

Competitive Edge:

- Affordable plans setting WAVECON apart.
- Smart Recharge Pack: A revolutionary success.

Innovation Focus:

- Commitment to cutting-edge solutions.
- Meeting diverse user needs.

Customer-Centric:

- Strong emphasis on service quality.
- Ensuring a seamless user experience.

Industry Impact:

- Shaping the telecom landscape in India.
- Preferred choice for millions of users.

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OBJECTIVES AND PROBLEM STATEMENT

❖ WAVECON find their customer base is declining after 5G launch, So they need to know about the following objectives

- What is the impact of the 5G launch on revenue?
- Which KPI is underperforming after the 5G launch?
- After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
- Is there any plan that is discontinued after the 5G launch? What is the reason for it?

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IMPACT OF THE 5G LAUNCH:

- After the launch of 5G, we experienced a decline in revenue, dropping from ₹16 billion to ₹15.9 billion, the change in percentage is a -0.50% decrease, equivalent to ₹0.1 billion.

₹ 16.0bn

Before 5G

₹ 15.9bn

After 5G

-0.50%

Chg%

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UNDERPERFORMING KPI AFTER THE 5G LAUNCH:

Revenue: - Total Income generated by the company

- After the launch of 5G, revenue has been impacted, decreasing by almost ₹0.1 billion, resulting in a percentage decline of -0.50%



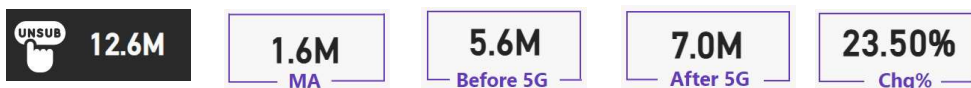
TAU: - Total Active User

- After the launch of 5G, the total active users, reduced to 7 million from 84.4 Millions to 77.4 Millions users, resulting in a change of -8.28%.



TuSu: - Total Unsubscribed Users

- After the launch of 5G, the count of unsubscribers has increased to 7.0 million, representing an increase of around 23.50%



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PERFORMING WELL / NOT PERFORMING WELL PLAN AFTER 5G LAUNCH

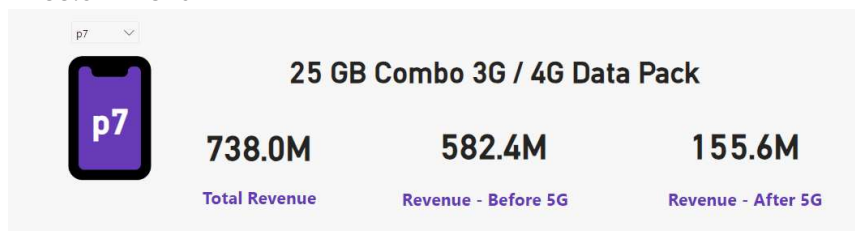
Smart Recharge Pack (Best Performing Plan) : - (2GB/Day Combo For 3 Months)

- Smart Recharge Pack generating highest revenue after 5G launch like ₹2.4 Billion



25GB COMBO(Not Performing Plan): - 3G/4G Data Pack

- After the launch of 5G, 25 GB combo 3G/4G Data Pack is under performing or not performing well . It revenue reduced from ₹582.4 Million to ₹155.6 Millions



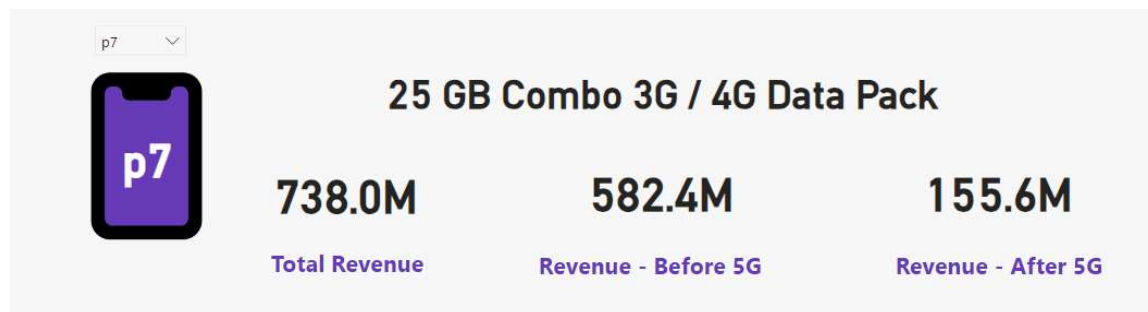
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PLAN AFFECTED LARGELY BY THE 5G LAUNCH:

25GB COMBO(Largely Affected Plan): - 3G/4G Data Pack

- After the launch of 5G, the 25 GB combo 3G/4G Data Pack has been significantly affected.
- Revenue from 25GB combo 3G/4G Data Pack plan reduced from ₹582.4 million to ₹155.6 million.
- The primary reason is that everyone is transitioning to 5G for faster connectivity.
- **Recommendation:** Consider completely discontinuing the 3G plan.
- **Suggestion:** Continue offering a 4G plan since not everyone has a 5G handset/5G connectivity devices



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PLAN THAT DISCONTINUED AFTER 5G LAUNCH:

3 Plans has been Discontinued : -

p8	Daily Saviour (1 GB / Day) validity: 1 Day		
p8	434.3M	434.3M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p9	Combo TopUp: 14.95 Talktime and 300 MB data		
p9	226.8M	226.8M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p10	Big Combo Pack (6 GB / Day) validity: 3 Days		
p10	131.1M	131.1M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

- This above 3 Plans has been discontinued because, there is no value in it after 5G, But 3 awesome plan has been introduced like

3 Plans has been Introduced : -

p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)		
p11	1.9bn	NA	1.9bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)		
p12	1.2bn	NA	1.2bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)		
p13	314.5M	NA	314.5M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

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WAVECON Improvement Plans:

- Introduce Optic Fiber Internet Services and Satellite Dish Connections.
- Expand WAVECON'S network for better coverage, reliability, and performance.
- Offer competitive and transparent pricing plans at WAVECON to attract and retain customers.
- Invest in ongoing employee training at WAVECON for the latest tech and service skills.
- Create impactful marketing for brand promotion and value proposition.
- Regularly assess WAVECON'S performance using KPIs for ongoing improvement.



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Thank You

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