Hi Assaf,

Thanks, for giving us heads up for upcoming meeting.

Considering that we will try to pitch- in handset leasing plan to the customer, in my opinion Department related to Finance and Operations will be more impacted areas that client might think.

**Problems:**

1. Let us consider Finance department 1st, if we make a calculation as per the price plan sheets shared earlier, we are generating less revenue than compared to Normal tariff plan. Also, there are possibilities like these handset mobiles might get damaged or stolen at later point of time then in that case how can we compensate with that losses.
2. For operations side, Client might feel it will be difficult to monitor the handset who is owning the handset now and then, also It might be possible there might be possibility that SIM that customers are switching from one mobile to another may not be compatible with the later mobile set leased.

**Possible Solutions:**

1. Considering finance side, thought the revenue generated might be less but considering all in the fact that loyalty of the customer will increase if they move from Normal plan to handset plan.
2. Also, as around 63% of the customer are more likely to change there mobile more frequently , so by providing lucrative incentive and then changing tariff plan pricing will be a good strategy. How, JIO initially incurred heavy loss but later increased the tariff when customers got habituated with the situation.
3. We can also, add deposit security apart from insurance in handset leasing plan in case of any theft.
4. Companies can tie – up with local mobile retail store if the customer want to switch mobile from older model. Also, these local mobile store can also provide servicing facility in case of any discrepancies with functioning of mobile set. This way TAT(turn around time) will be less and the customer issues can be resolved more swiftly.

Regards,

Shubham Kumar