



Atliqo-Revenue & User Base

-0.50%

AVG Revenue Change %

11.05%

ARPU Change %

-8.28%

Monthly Active Users Change %

23.50%

Monthly Unsubscribed Users Chg %

city_name	AVG Revenue Before 5G	AVG Revenue After 5G	AVG Revenue Change %
Bangalore	42.17 Cr	42.49 Cr	▲ 0.75%
Coimbatore	11.42 Cr	11.43 Cr	▲ 0.11%
Gurgaon	6.78 Cr	6.88 Cr	▲ 1.51%
Jaipur	17.52 Cr	17.70 Cr	▲ 0.98%
Kolkata	48.14 Cr	47.96 Cr	▼ -0.37%
Lucknow	16.21 Cr	16.50 Cr	▲ 1.82%
Mumbai	61.10 Cr	61.29 Cr	▲ 0.31%
Patna	12.19 Cr	12.37 Cr	▲ 1.48%
Pune	32.41 Cr	32.53 Cr	▲ 0.37%
Raipur	3.92 Cr	3.97 Cr	▲ 1.15%
Total	25.18 Cr	25.31 Cr	0.50%

city_name	ARPU Before 5G	ARPU After 5G	ARPU Change %
Ahmedabad	176.25	214.75	▲ 21.84%
Bangalore	174.75	209.00	▲ 19.60%
Chandigarh	182.50	200.75	▲ 10.00%
Chennai	203.00	197.75	▼ -2.59%
Coimbatore	200.00	216.50	▲ 8.25%
Delhi	181.50	214.50	▲ 18.18%
Gurgaon	183.50	214.50	▲ 16.89%
Hyderabad	196.50	217.25	▲ 10.56%
Jaipur	195.00	209.25	▲ 7.31%
Kolkata	183.75	193.00	▲ 5.03%
Lucknow	203.25	219.50	▲ 8.00%
Mumbai	186.75	221.00	▲ 17.11%
Total	190.23	211.25	11.05%

city_name	Monthly Active Users Before 5G	Monthly Active Users After 5G	Monthly Active Users Change %
Ahmedabad	13.38 L	10.85 L	▼ -18.93%
Bangalore	24.14 L	20.77 L	▼ -13.94%
Chandigarh	4.21 L	4.00 L	▼ -4.99%
Chennai	18.48 L	18.54 L	▲ 0.35%
Coimbatore	5.79 L	5.26 L	▼ -9.28%
Delhi	27.04 L	22.28 L	▼ -17.63%
Gurgaon	3.69 L	3.20 L	▼ -13.09%
Hyderabad	15.15 L	14.02 L	▼ -7.48%
Jaipur	9.04 L	8.54 L	▼ -5.53%
Kolkata	26.08 L	24.84 L	▼ -4.75%
Lucknow	7.93 L	8.14 L	▲ 2.65%
Total	210.88 L	193.43 L	-8.28%

city_name	Monthly Unsubscribed Users Before 5G	Monthly Unsubscribed Users After 5G	Monthly Unsubscribed Users Chg %
Ahmedabad	0.83 L	0.97 L	▲ 16.27%
Bangalore	1.43 L	1.72 L	▲ 20.67%
Chennai	1.29 L	1.77 L	▲ 36.94%
Coimbatore	0.39 L	0.49 L	▲ 26.45%
Delhi	1.93 L	2.25 L	▲ 16.62%
Gurgaon	0.23 L	0.26 L	▲ 12.09%
Kolkata	1.73 L	2.22 L	▲ 27.85%
Mumbai	2.40 L	2.09 L	▼ -12.63%
Patna	0.43 L	0.47 L	▲ 10.53%
Raipur	0.14 L	0.16 L	▲ 10.53%
Total	10.79 L	12.39 L	14.81%

Before/After 5G

All

City

All

Month

All

ARPU - Average Revenue Per User, AVG - Average, Chg - Change



Atliqo - Market Share & Top Plans

₹ 1,950.75 Cr

Total plan revenue

21.08%

Plan Revenue Chg %

20.24 %

Atliqo MS Before 5G

-6.69%

Atliqo MS Change %

18.88 %

Atliqo MS After 5G

Before/After 5G

All

Time Period

All

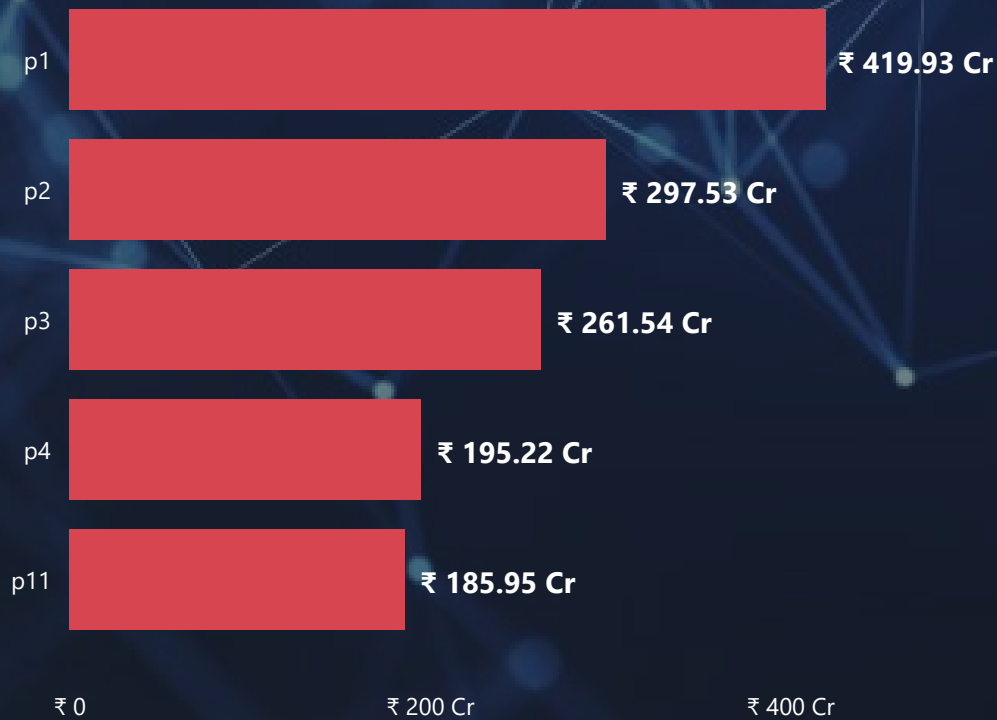
City

All

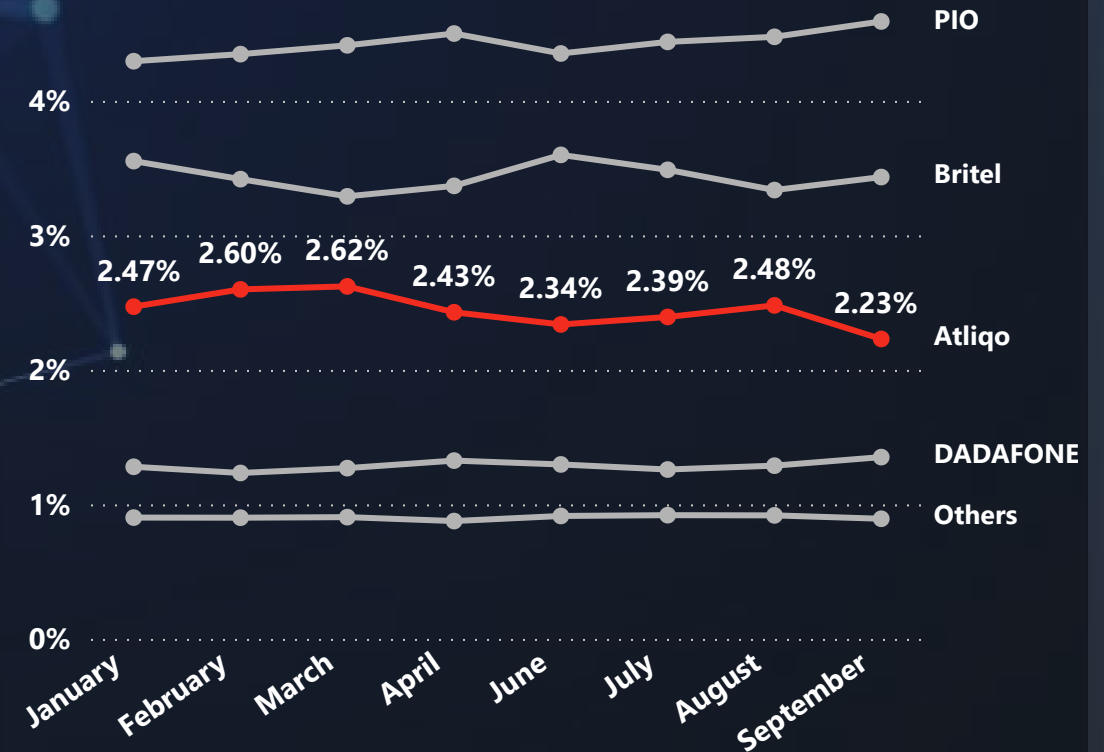
Month

All

Total plan revenue by plans



MS% by Month & company



INSIGHTS

- Atliqo's Revenue has declined after 5G installation by **0.5%**.
- Atliqo's Market Share has decreased significantly by **7%** after 5G installation. It can be seen that it's captured by competitor **PIO**.
- Cities where Monthly Active Users have increased despite increase in number of unsubscribed users are
 1. **Lucknow**
 2. **Pune**
 3. **Chennai**
- Plans **p1**, **p2**, and **p3** are the top plans before and after 5G installation. Atliqo can review plans that are not used actively by users and take steps to improve user retention rate.