Impact of the 5G launch on revenue

₹ 4.0bn
MA

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Chg%

Total Revenue
₹31.9 billion

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Total	**₹ 31,874M**	**₹ 15,977M**	**₹ 15,897M**	**-0.50%**

❑ The data shows a slight decrease in revenue after the 5G launch, with a decline of 0.50%.

❑ Revenue in Lucknow, Gurgaon, and Patna slightly increased after the 5G launch.

❑ On the other hand, revenue in Ahmedabad, Chennai, and Delhi decreased.

Underperforming KPI after the 5G launch

TAU (Total Active Users) Underperforming KPI after the 5G launch

20.2M
MA

84.4M
Before 5G

77.4M
After 5G

-8.28%
Chg%

City Name	Total_Users	Before_5G	After_5G	Chg%
Ahmedabad	10M	5M	4M	-18.93%
Bangalore	18M	10M	8M	-13.94%
Chandigarh	3M	2M	2M	-4.99%
Chennai	15M	7M	7M	0.35%
Coimbatore	4M	2M	2M	-9.28%
Delhi	20M	11M	9M	-17.63%
Gurgaon	3M	1M	1M	-13.09%
Hyderabad	12M	6M	6M	-7.48%
Jaipur	7M	4M	3M	-5.53%
Kolkata	20M	10M	10M	-4.75%
Lucknow	6M	3M	3M	2.65%
Mumbai	23M	13M	11M	-14.35%
Patna	5M	3M	2M	-16.11%
Pune	14M	6M	8M	18.06%
Raipur	2M	1M	1M	-16.67%
Total	**162M**	**84M**	**77M**	**-8.28%**

Monthly Trend

● Before_5G ● After_5G

24M
22M
20M
18M
16M

Jan/Jun   Feb/Jul   Mar/Aug   Apr/Sep
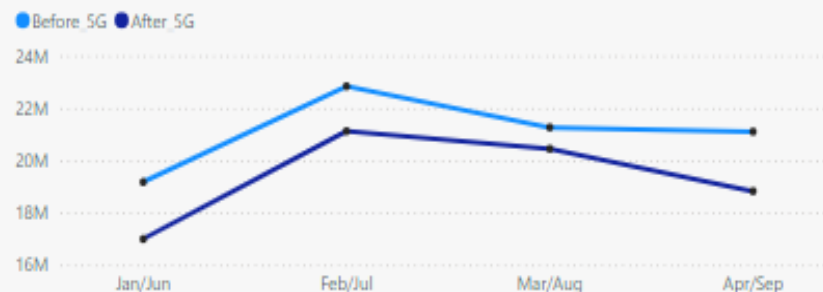
- ❑ The launch of 5G led to an overall 8.28% decline in Total Active Users (TAU), from 84.4M to 77.4M.

- ❑ Significant decreases were observed in key cities such as Ahmedabad (-18.93%) and Delhi (-17.63%), while Pune showed a positive change (+18.61%).

- ❑ Monthly trend analysis indicates a consistent drop in active users following the 5G launch.

TUsU (Total Unsubscribe Users) Underperforming KPI after the 5G launch

1.6M
MA

5.6M
Before 5G

7.0M
After 5G

23.50%
Chg%

City Name	Total_Users	Before_5G	After_5G	Chg%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%
Chandigarh	253K	103K	150K	45.63%
Hyderabad	919K	386K	533K	38.08%
Chennai	1225K	517K	708K	36.94%
Kolkata	1579K	693K	886K	27.85%
Coimbatore	351K	155K	196K	26.45%
Bangalore	1260K	571K	689K	20.67%
Delhi	1668K	770K	898K	16.62%
Ahmedabad	718K	332K	386K	16.27%
Gurgaon	193K	91K	102K	12.09%
Patna	360K	171K	189K	10.53%
Raipur	120K	57K	63K	10.53%
Mumbai	1795K	958K	837K	-12.63%
Total	**12590K**	**5633K**	**6957K**	**23.50%**

Monthly Trend

● Before_5G ● After_5G

2.0M

1.5M

1.0M

Jan/Jun   Feb/Jul   Mar/Aug   Apr/Sep
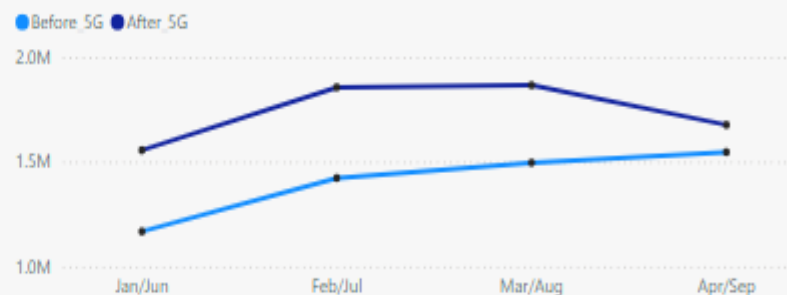
❑ The launch of 5G led to an overall 23.50% increase in TUsU (Total Unsubscribe Users) from 5.6M to 7.0M.

❑ Significant increases in unsubscribe users were observed in key cities such as Lucknow (+77.91%), Pune (+55.30%), and Jaipur (+52.47%). Only Mumbai showed a positive change with a decrease of 12.63%.

❑ Monthly trend analysis indicates an increase in Unsubscribe Users after the 5G launch

Plans performing well after the 5G launch

After 5G

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

- Smart Recharge Pack (2 GB / Day Combo for 3 months): Revenue increased from ₹1812.70M to ₹2386.60M.
- Ultra Fast Mega Pack (3GB / Day Combo For 80 days): Revenue increased from ₹NA to ₹1859.50M.
- Ultra Duo Data Pack (1.8GB / Day Combo For 55 days): Revenue increased from ₹NA to ₹1161.30M.

Before 5G

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

Plans **not performing well** after the 5G launch

After 5G

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

- ❑ Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days: Revenue decreased from ₹1075.40M to ₹876.80M.
- ❑ Xstream Mobile Data Pack: 15GB Data | 28 days: Revenue decreased from ₹749.10M to ₹494.60M.
- ❑ Mini Ultra Saver Pack (750 MB/Day for 28 Days): Revenue decreased from ₹NA to ₹314.50M.
- ❑ 25 GB Combo 3G / 4G Data Pack: Revenue decreased from ₹582.40M to ₹155.60M.

Before 5G

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

Plan affected largely by the 5G launch:

❑ **25 GB Combo 3G / 4G Data Pack**: This plan experienced a significant revenue drop from ₹582.40M to ₹155.60M.

Recommendation: Consider discontinuing this plan or revamping it to better suit the 5G infrastructure and customer needs,
as it has shown a substantial decrease in revenue.

Plans discontinued after the 5G launch:

Plans with NA in the revenue after 5G column might be discontinued:

❑ Big Combo Pack (6 GB / Day) validity: 3 Days
❑ Combo TopUp: 14.95 Talk time and 300 MB data
❑ Daily Saviour (1 GB / Day) validity: 1 Day

NA indicates there might be no data available, or these plans might have been discontinued after the 5G launch.

 Reason for discontinuation: Possible obsolescence or replacement with new 5G-specific plans to align with the new technology and customer preferences. Further investigation into customer feedback and usage patterns may provide more insights.

Thank You