



Cellular Operators Association of India

ARPU REVENUE REPORT Q3 FY
2017-18

Highlights:

1 The **Gross Revenue (GR)** of COAI members was reported 32,805 Cr. Airtel reported highest Gross Revenue of 14,749 Cr. GR of Airtel, Voda & Aircel declined by 1%, 8% and 11% respectively on a QoQ basis.

2 The total AGR for the COAI member TSPs in the December quarter was reported **19,015 Cr.**

3 **Average Revenue per User (ARPU)*** for the COAI member TSPs in the December quarter was reported **INR 77.**

4 In the December quarter, Vodafone reported the highest **(ARPU)*** of INR 90 followed by Airtel with INR 84.

5 The total **License Fee (LF)** paid by the COAI members in the December quarter was **1,615 Cr.**

6 Airtel paid maximum **LF** of 673 Cr to the exchequer.

7 Airtel paid a maximum **Spectrum Usage Charge (SUC)** of 352 Cr to the exchequer in the December quarter.

8 Among the **Metro Circles¹** in India, Mumbai reported the highest AGR in the December quarter. Delhi reported a maximum decline in AGR on QoQ & YoY basis. Mumbai reported the highest ARPU in the December quarter.

9 Among **Circle A²**, Tamil Nadu reported the highest AGR in the December quarter. Karnataka reported the highest ARPU.

10 Among **Circle B³**, U.P (E) reported the highest AGR in the December quarter while Kerala reported the highest ARPU.

11 Among **Circle C⁴**, Bihar reported the highest AGR in the December quarter while Assam reported the highest ARPU.

12 At PAN India level, Tamil Nadu reported the highest AGR for December quarter.

13 At PAN India level, Kerala reported the highest ARPU for December quarter.

1. Delhi, Mumbai, Kolkata

2. Maharashtra, Gujarat, A.P, Karnataka, TN

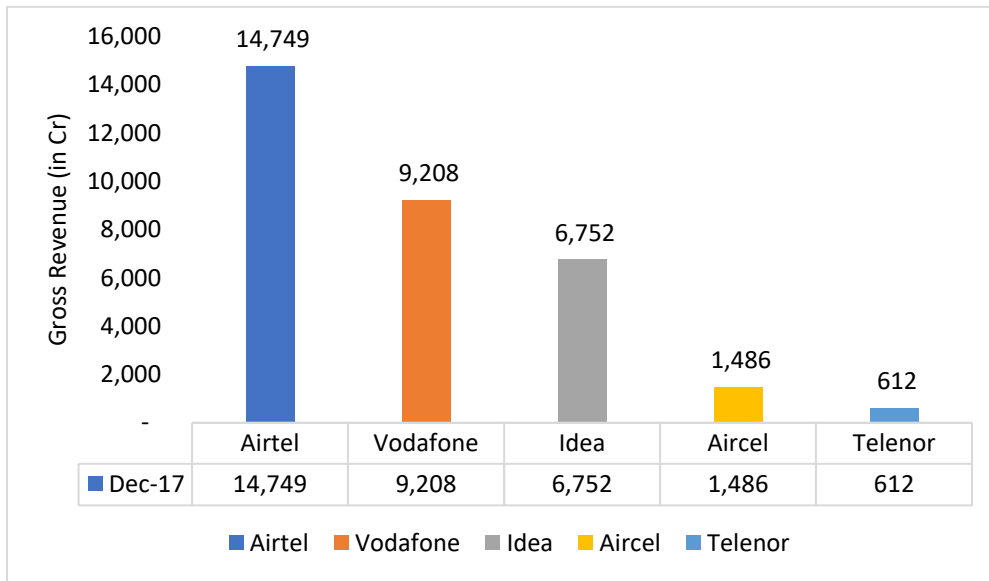
3. Kerala, Punjab, Haryana, UP (W), UP (E), Rajasthan, MP, WB & AN

4. HP, Orissa, Bihar, Assam, NE, J&K

*In this report ARPU is calculated based on the Wireline and Wireless AGR of the Operators; ARPU numbers arrived after adjusting interconnect usage charges and roaming settlement charges

TRAI Methodology ~ ARPU per month = AGR/Avg. Subscribers/3

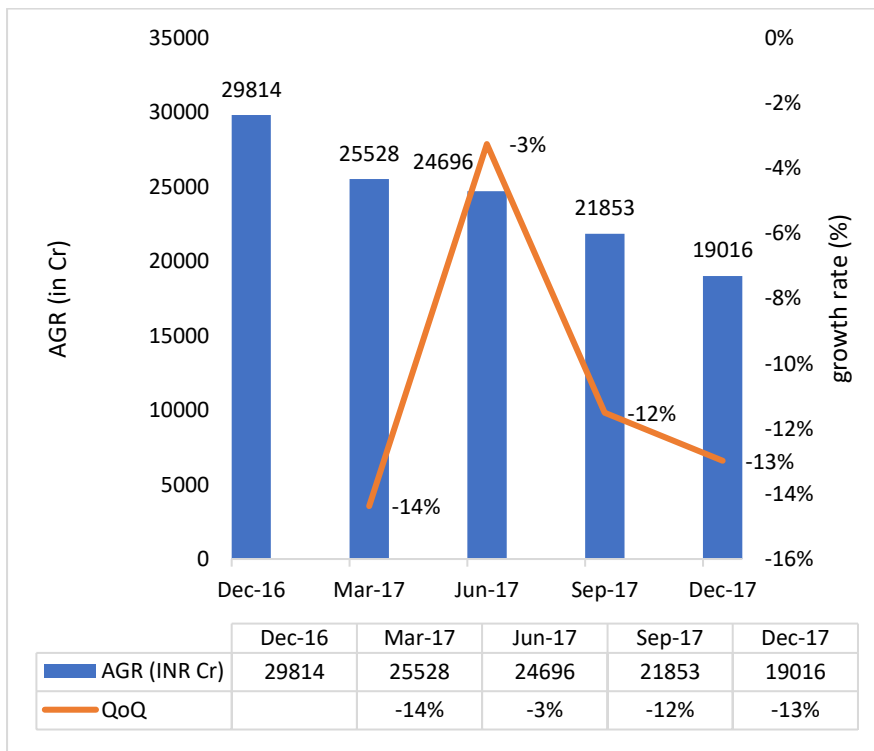
1. Gross Revenue- Operators for December quarter



The Gross Revenue earned by Airtel was highest among all other Operators for the December 2017 quarter.

Source: COAI members; ex NLD, ILD

2. Average Gross Revenue (AGR)- Industry

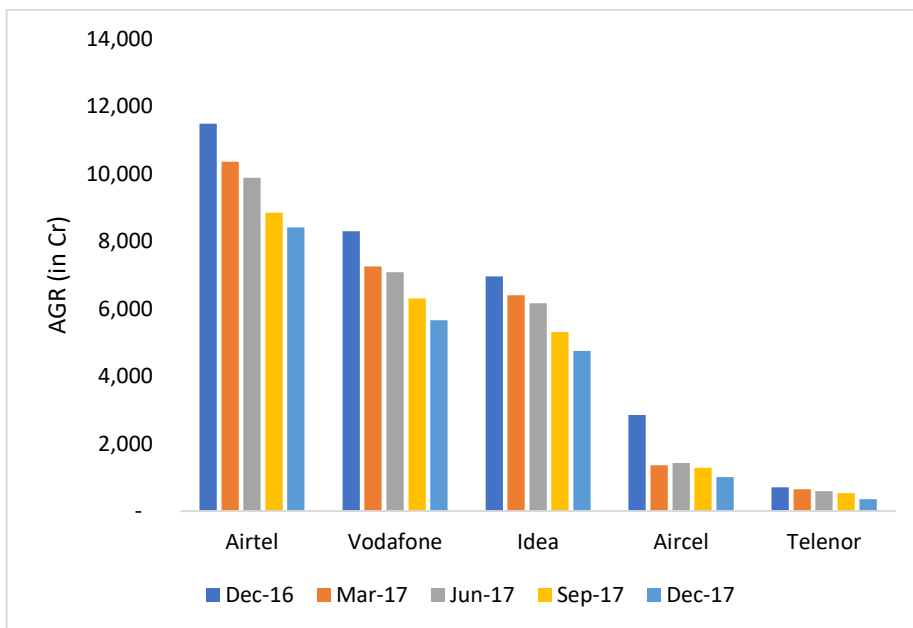


	QoQ (%)	YoY (%)
AGR	-13%	-36%

The Average Gross Revenue (AGR) for the COAI member TSP for the quarter ending December 2017 had a decline of 13% QoQ and 36% YoY.

Source: COAI Members

3. Average Gross Revenue (AGR)- Operators wise

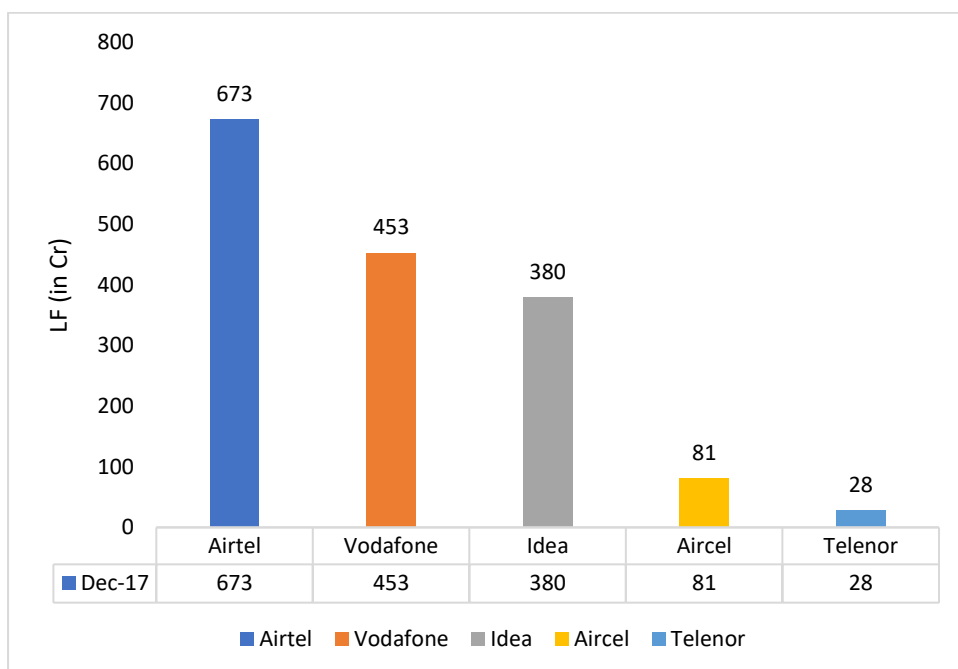


Operators	QoQ (%)	YoY (%)
Airtel	-5%	-27%
Vodafone	-10%	-32%
Idea	-11%	-32%
Aircel	-21%	-64%
Telenor	-34%	-49%

Operators showed a declining trend for AGR for quarter ending December 2017.

Source: COAI members

4. License Fee- December quarter 2017

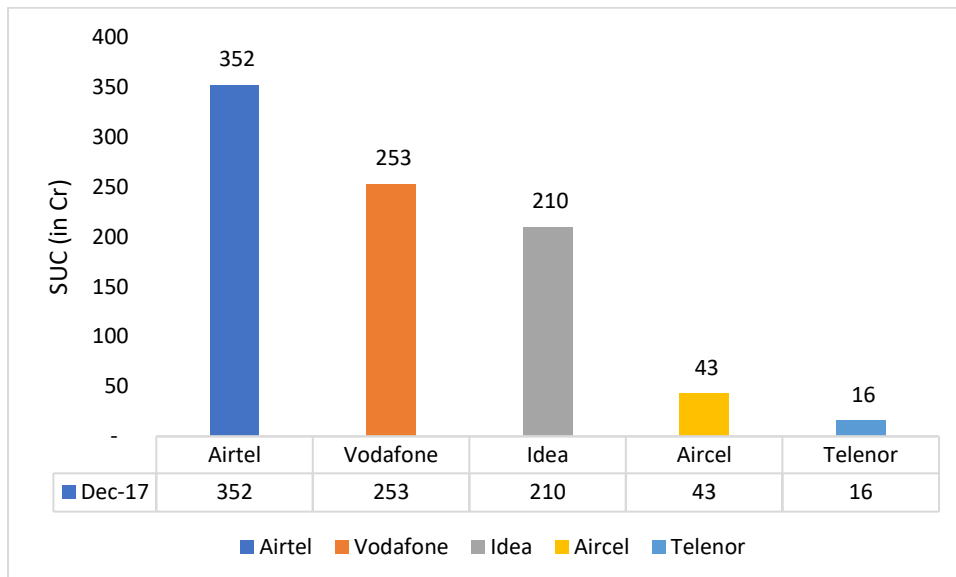


License Fee for December 2017 quarter was paid highest by Airtel.

Source: COAI members

5. Spectrum Usage Charges- December quarter 2017

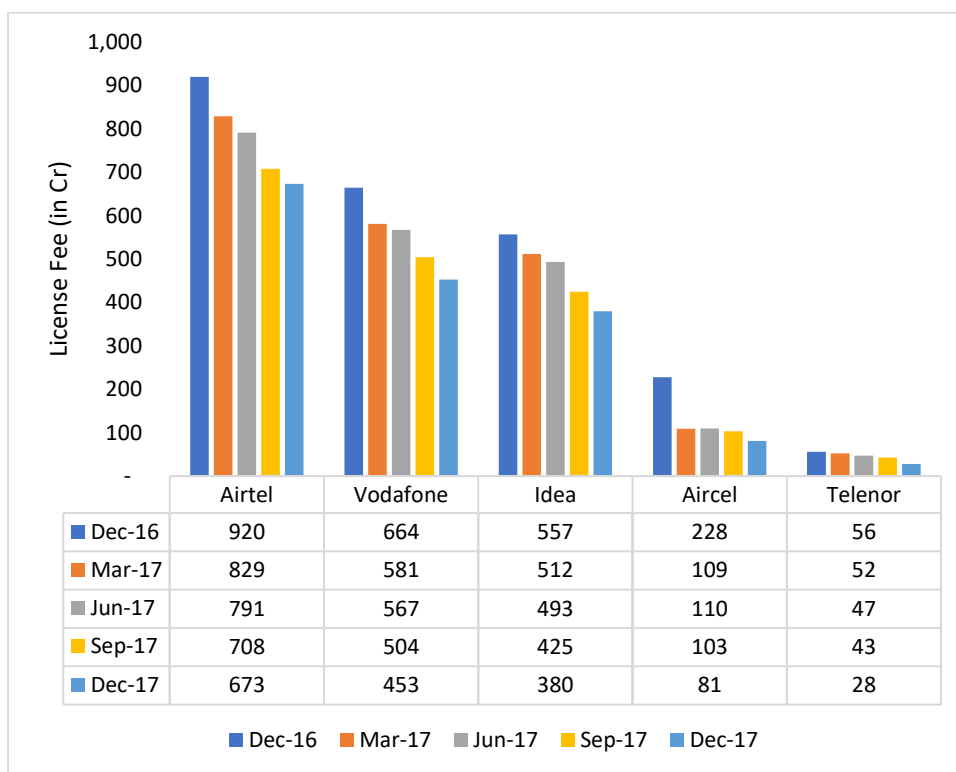
Airtel paid a maximum **Spectrum Usage Charge (SUC)** of 352 crores to the exchequer in the December quarter.



Airtel paid a maximum **Spectrum Usage Charge (SUC)** of 352 crores to the exchequer in the December 2017 quarter.

Source: COAI members

6. License Fee- Operators wise:

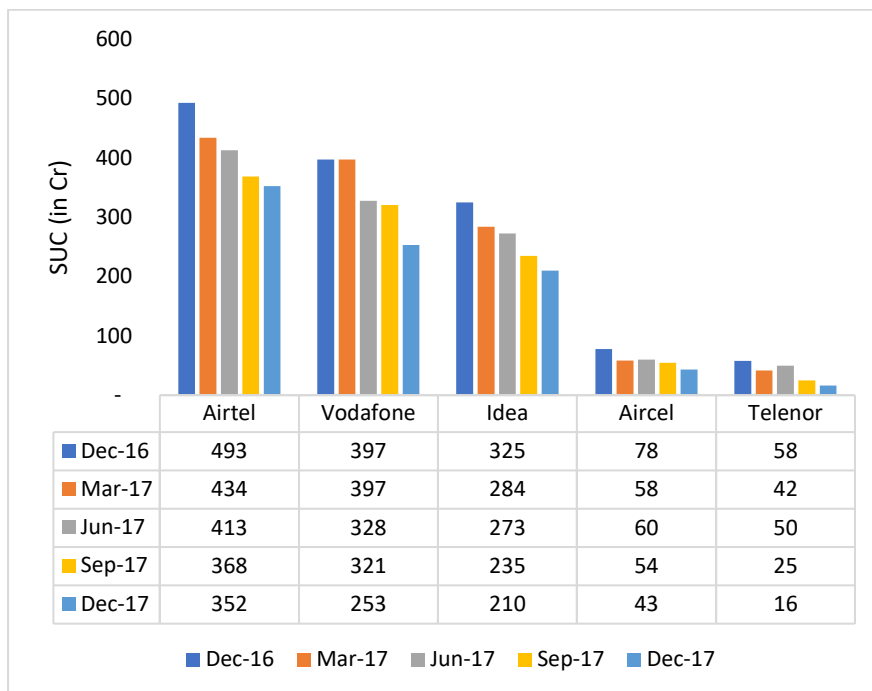


Operators	QoQ (%)	YoY (%)
Airtel	-5%	-27%
Vodafone	-10%	-32%
Idea	-11%	-32%
Aircel	-21%	-64%
Telenor	-35%	-50%

On a QoQ basis, Airtel paid a maximum **License Fee (LF)** of 673 crores to the exchequer in December 2017 quarter compared to 708 Crores in September quarter.

Source: COAI members

7. Spectrum Usage Charges- Operator wise

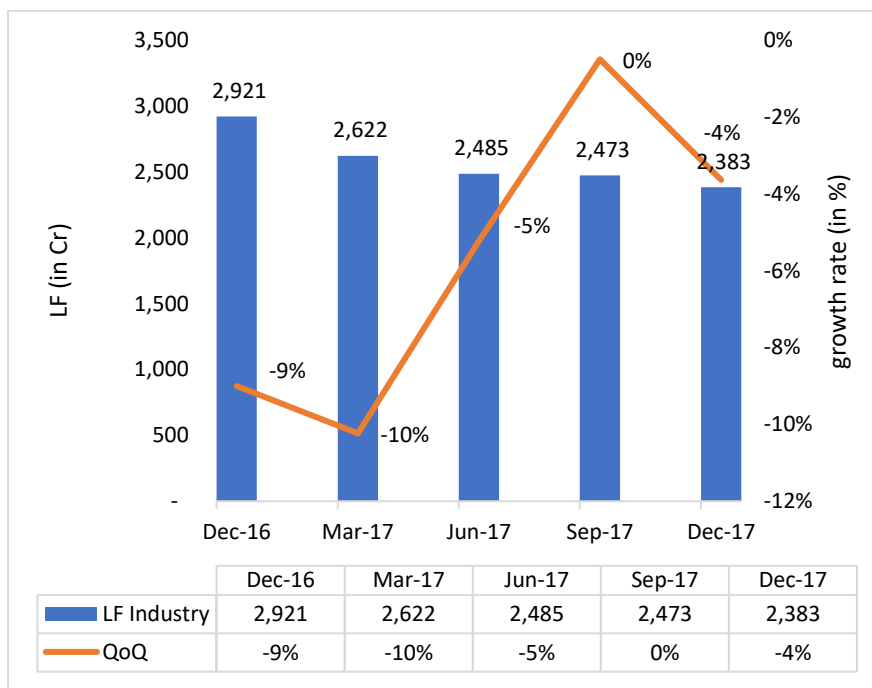


Operators	QoQ (%)	YoY (%)
Airtel	-4%	-28%
Vodafone	-21%	-36%
Idea	-11%	-35%
Aircel	-21%	-44%
Telenor	-35%	-72%

On a QoQ basis, Airtel paid a maximum **License Fee (LF)** of 352 crores to the exchequer compared to 368 Crores in the September quarter (5% less fee).

Source: COAI members

8. License Fee- Industry

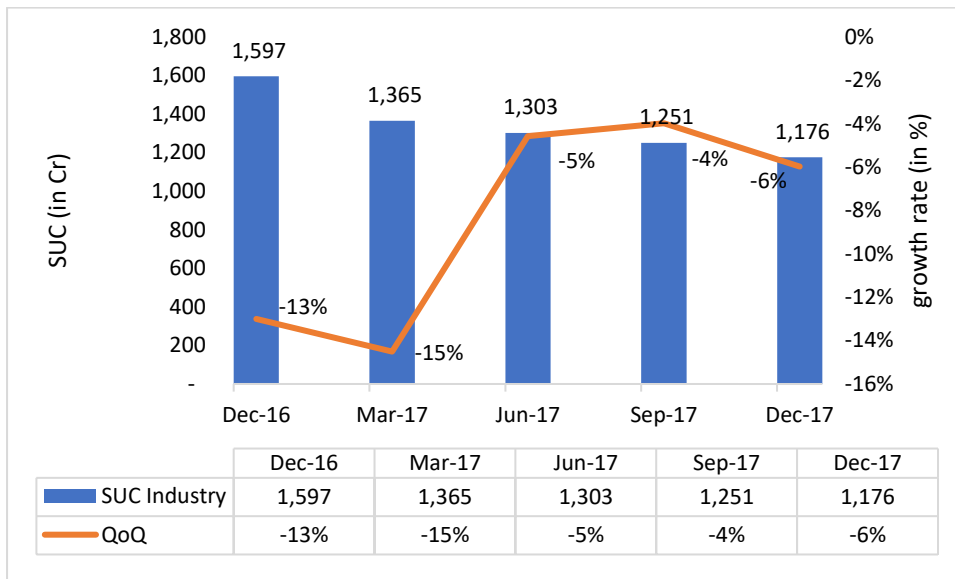


The License Fee paid by the Industry to the Government has declined 4 % QoQ and 18% YoY basis.

Source: TRAI

The figures include for all the Operators

9. Spectrum Usage Charge- Industry

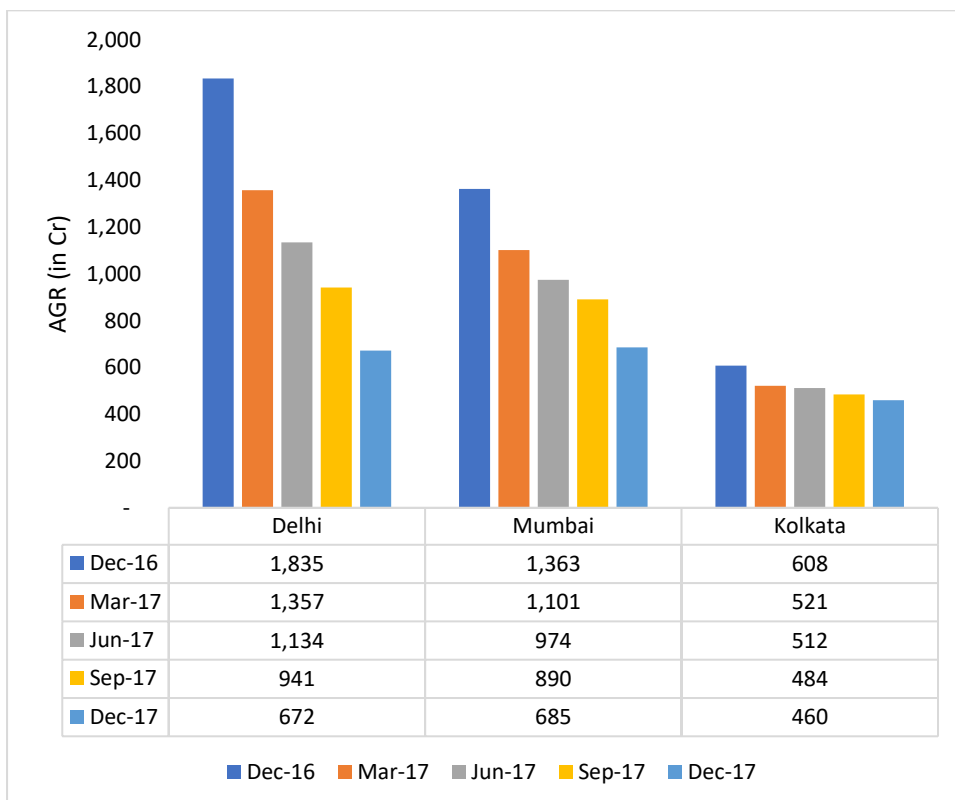


The SUC paid by the Industry to the Government has declined 6 % QoQ and 26% YoY basis.

Source: TRAI

The figures include for all the Operators

10. AGR- Metro Circles:

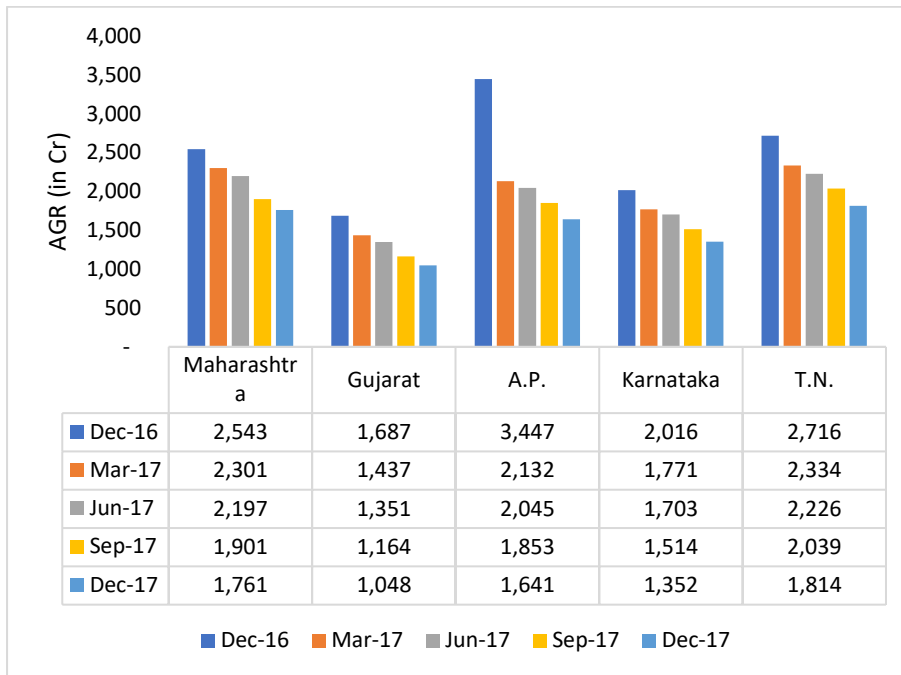


Metro Circles	QoQ (%)	YoY (%)
Delhi	-29%	-63%
Mumbai	-23%	-50%
Kolkata	-5%	-24%

In Metro Circles, for AGR, all the circles reported a declining trend.

Source: COAI members

11. AGR- Circle A

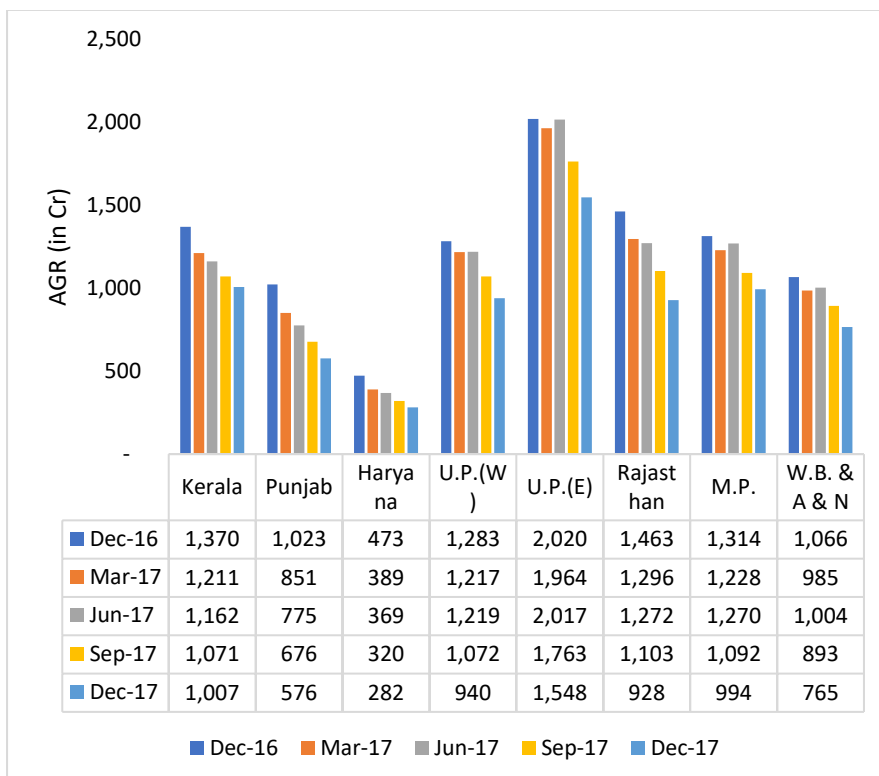


Circle A	QoQ (%)	YoY (%)
Maharashtra	-7%	-31%
Gujarat	-10%	-38%
A.P.	-11%	-52%
Karnataka	-11%	-33%
T.N.	-11%	-33%

Among Circle A, for AGR, all the Circles showed a decline in numbers; Maharashtra showed the least decline of 7% QoQ in Dec 2017 quarter compared to September quarter.

Source: COAI members

12. AGR- Circle B

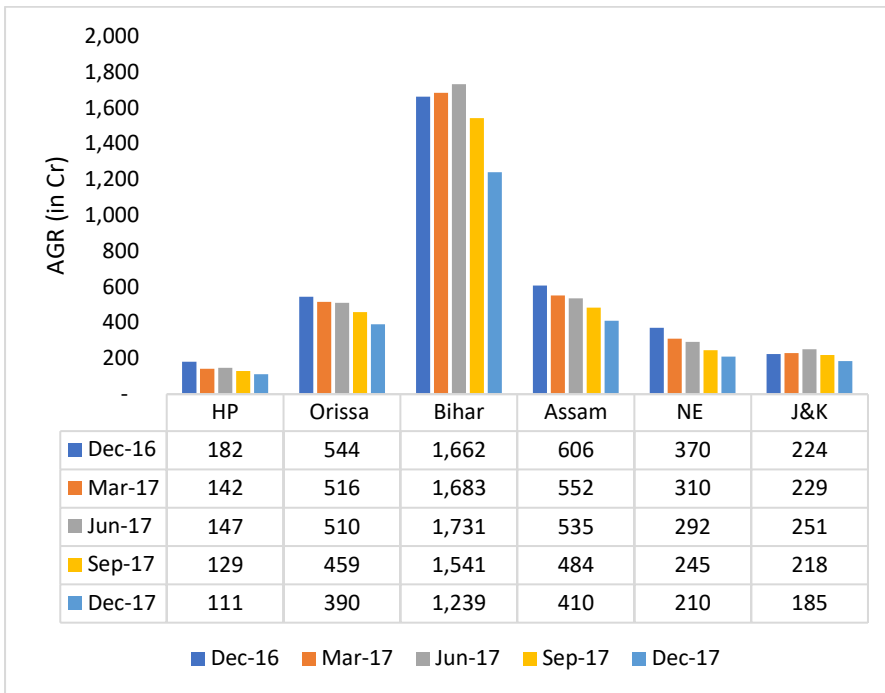


Circle B	QoQ (%)	YoY (%)
Kerala	-6%	-26%
Punjab	-15%	-44%
Haryana	-12%	-40%
UP (W)	-12%	-27%
UP (E)	-13%	-23%
Rajasthan	-16%	-37%
MP	-9%	-24%
WB & A.N	-14%	-28%

Among Circle B, for AGR, all the Circles showed a decline in numbers; Kerala showed the least decline of 6% QoQ in Dec 2017 quarter compared to September quarter.

Source: COAI members

13. AGR- Circle C



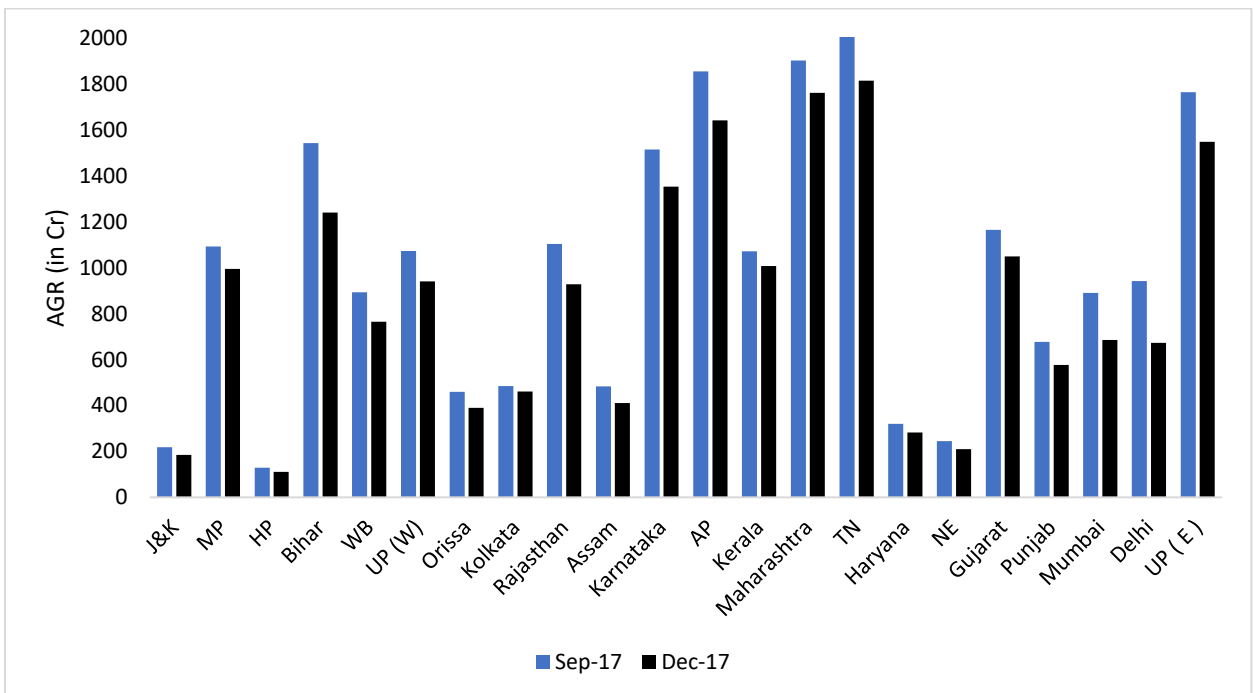
Circle C	QoQ (%)	YoY (%)
HP	-14%	-39%
Orissa	-15%	-28%
Bihar	-20%	-25%
Assam	-15%	-32%
NE	-14%	-43%
J&K	-15%	-17%

Among Circle C, for AGR, all the Circles showed a decline in numbers;
HP and NE showed the least decline of 14% QoQ in Dec 2017 quarter compared to September quarter.

Source: COAI members

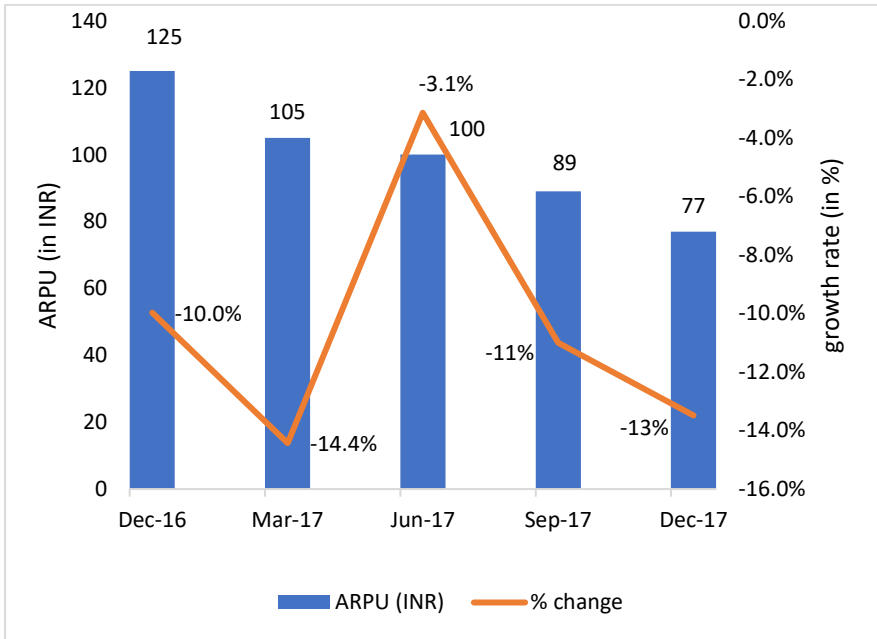
14. AGR- ALL CIRCLES

AGR of Tamil Nadu was reported the highest among all the Circles for the December 2017 quarter.



Source: COAI members

15. ARPU- Industry (TRAI methodology)

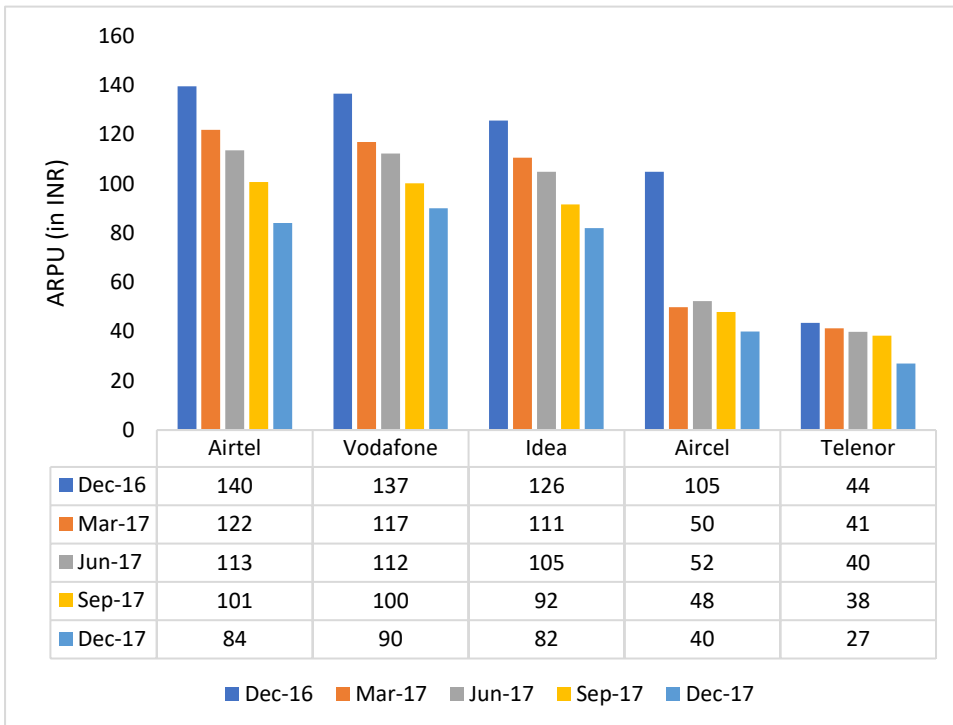


	QoQ (%)	YoY (%)
ARPU	-13%	-38%

The Average Revenue Per User (ARPU) for the COAI Member TSPs for the quarter ending December 2017 had a decline of 13% QoQ and 38% YoY i.e., it fell from INR 89 to INR 77 & from INR 125 to INR 77 respectively.

Source: COAI members

16. ARPU- Operator wise (TRAI methodology)

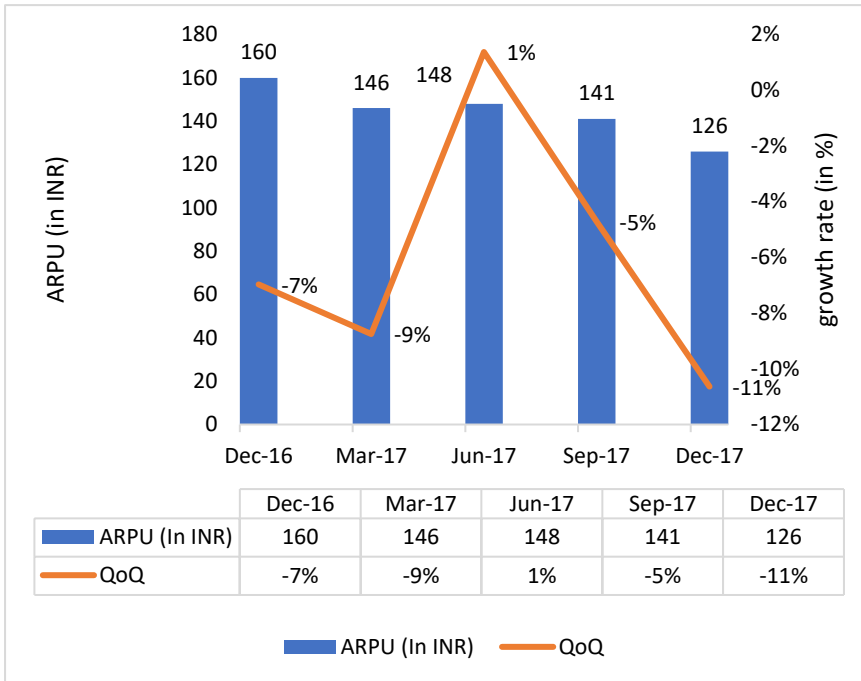


Operators	QoQ (%)	YoY (%)
Airtel	-17%	-40%
Vodafone	-10%	-34%
Idea	-10%	-35%
Aircel	-16%	-62%
Telenor	-29%	-38%

Operators showed a declining trend for ARPU for quarter ending December

Source: COAI members

17. ARPU Industry (Organisation Methodology)

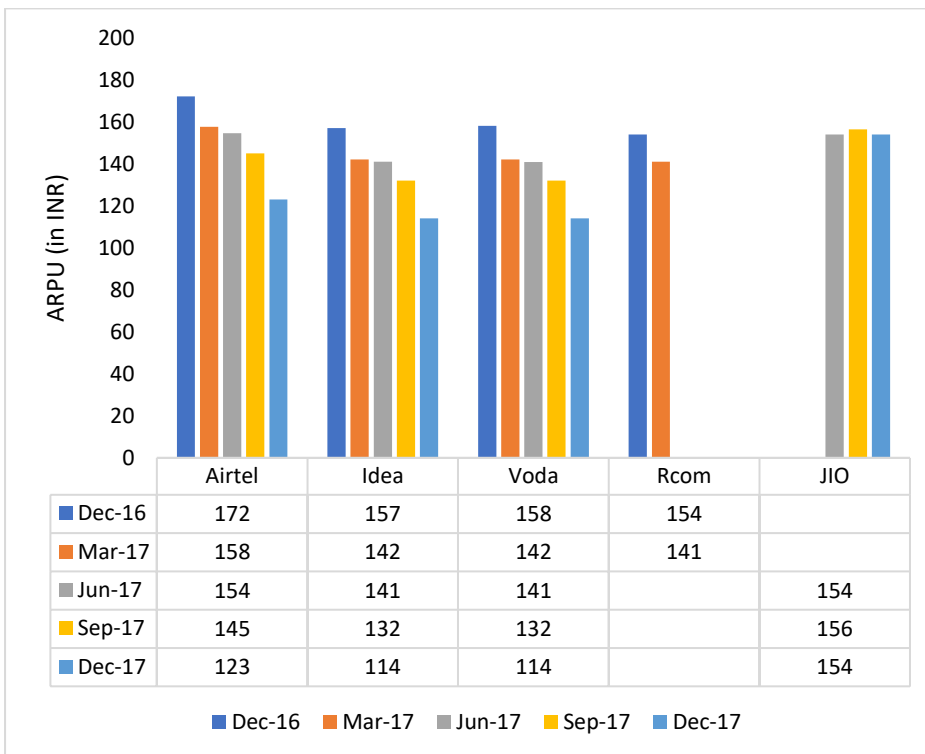


	QoQ (%)	YoY (%)
ARPU	-11%	-21%

The Average Revenue Per User (ARPU) for the COAI Member TSPs, as reported for the quarter ending December 2017 had a decline of 11% QoQ and 21% YoY i.e., it fell from INR 141 to INR 126 & from INR 160 INR 126 respectively

Source: Operator quarterly results

18. ARPU- Operator wise (Organisation methodology)

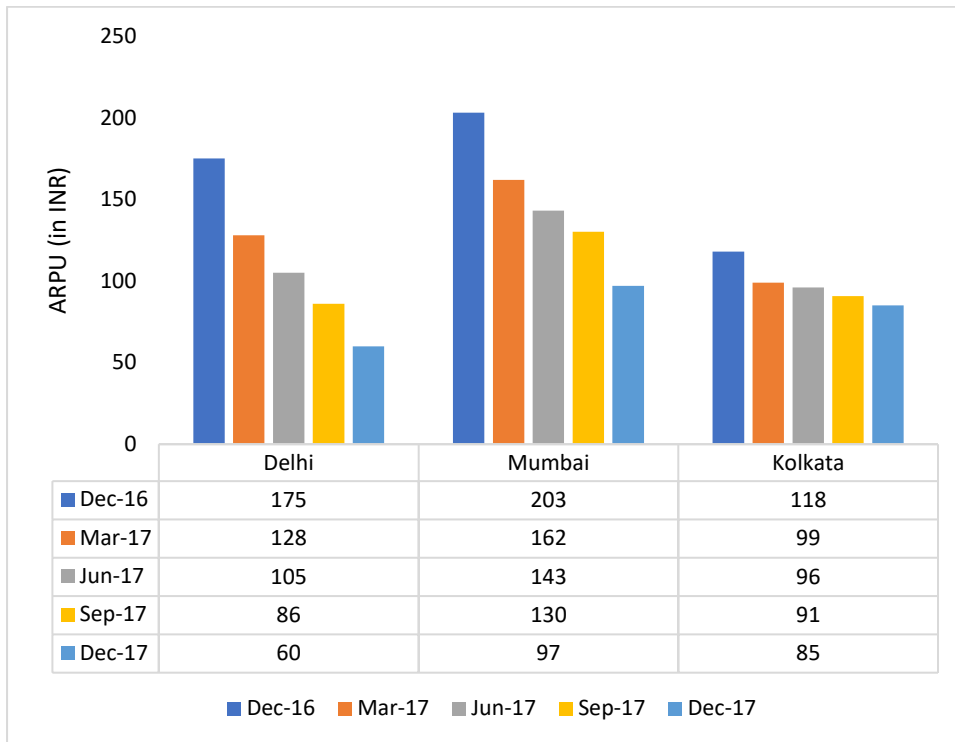


Operators	QoQ (%)	YoY (%)
Airtel	-15%	-28%
Idea	-14%	-27%
Vodafone	-14%	-28%
Rcom		
Jio	2%	

Except RJIo, all TSPs have witnessed a steady decline in ARPU; RJIo continues to dominate the market with an ARPU of INR 154 in the December quarter.

Source: Operator quarterly results

19. ARPU- Metro Circles (TRAI methodology)

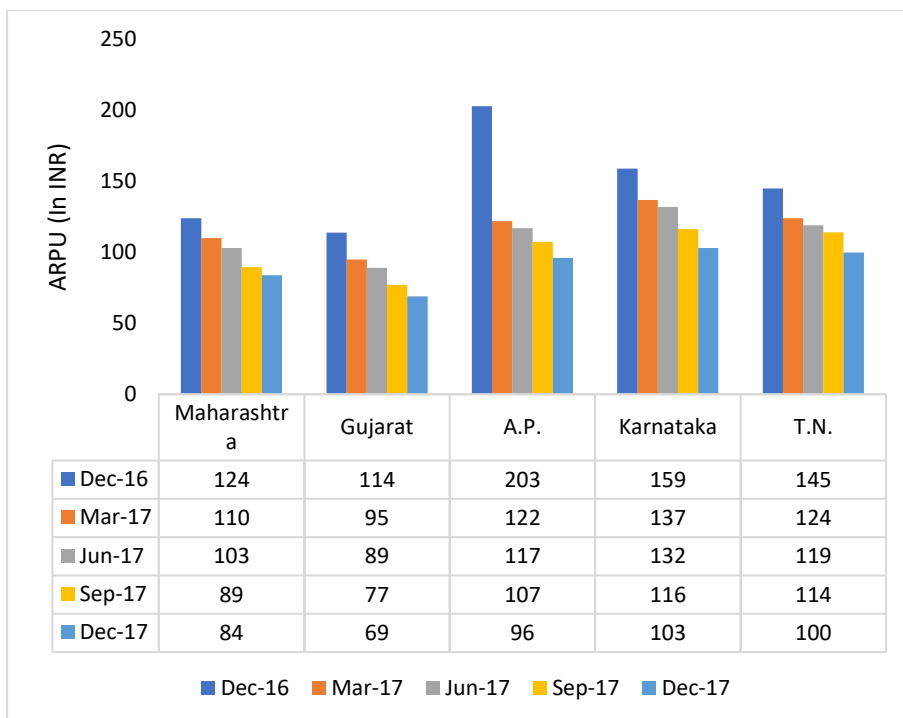


	QoQ (%)	YoY (%)
Delhi	-30%	-66%
Mumbai	-25%	-52%
Kolkata	-6%	-28%

In Metro Circles, for ARPU, all the circles reported a declining trend.

Source: COAI members

20. ARPU- Circle A (TRAI methodology)

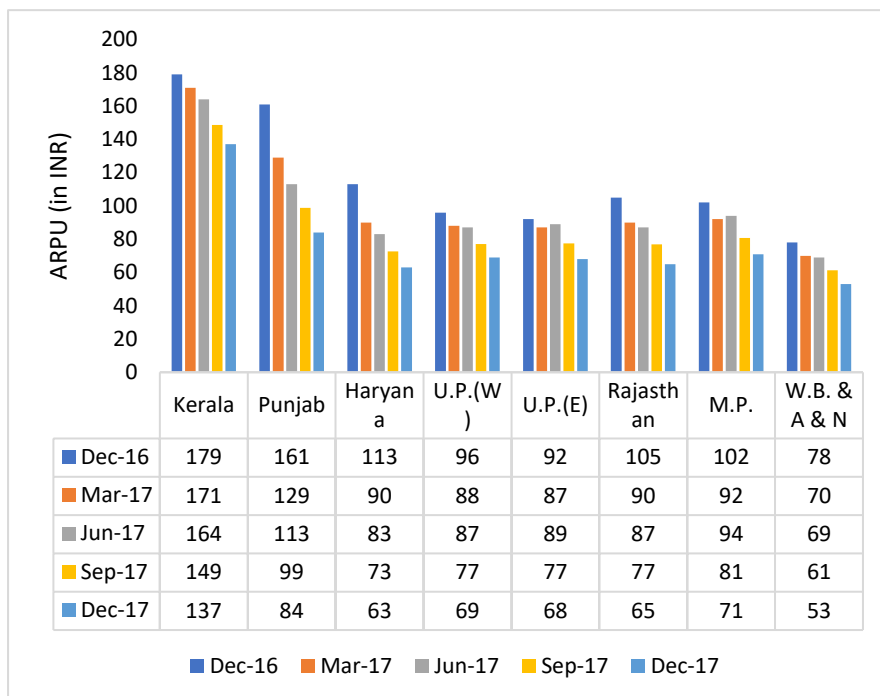


Circle A	QoQ (%)	YoY (%)
Maharashtra	-6.1%	-32.3%
Gujarat	-10.5%	-39.5%
AP	-10.5%	-52.7%
Karnataka	-11.6%	-35.2%
TN	-12.3%	-31%

- Among Circle A, for ARPU, all the Circles showed a **decline** in numbers;
- Maharashtra showed the **least decline** of **6.1% QoQ** in Dec 2017 quarter compared to September quarter.

Source: COAI members

21. ARPU- Circle B (TRAI methodology)

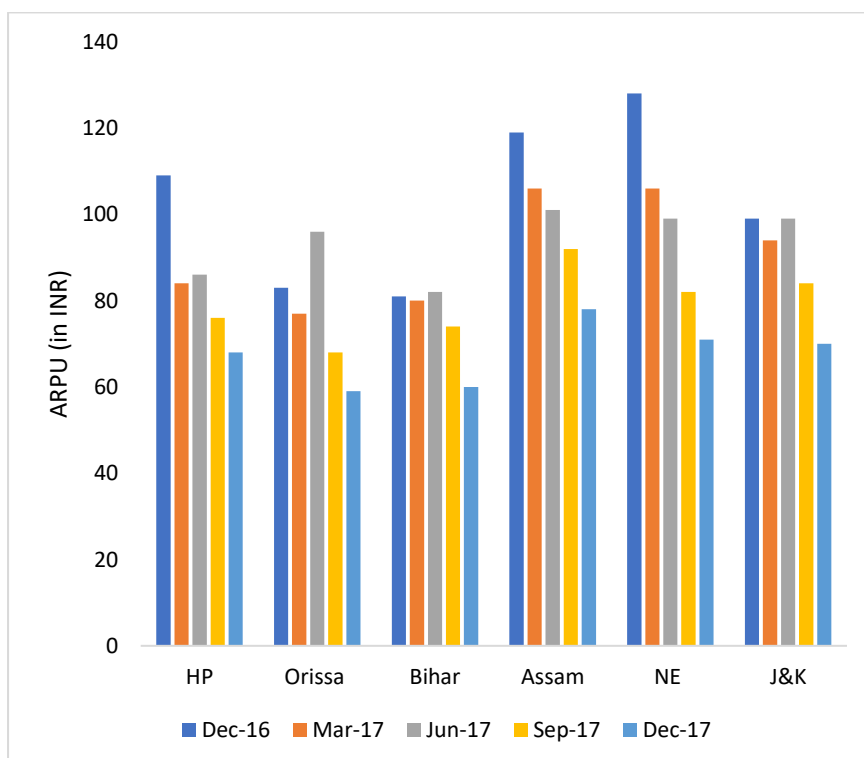


ARPU	QoQ (%)	YoY (%)
Kerala	-23%	-23%
Punjab	-48%	-48%
Haryana	-44%	-44%
UP (W)	-28%	-28%
UP (E)	-26%	-26%
Rajasthan	-38%	-38%
MP	-30%	-30%
WB & A.N	-32%	-32%

Among Circle B, for ARPU, all the Circles showed a **decline** in numbers;
Kerala showed the **least decline** of 23% QoQ in Dec 2017 quarter compared to September quarter.

Source: COAI members

22. ARPU- Circle C (TRAI methodology)



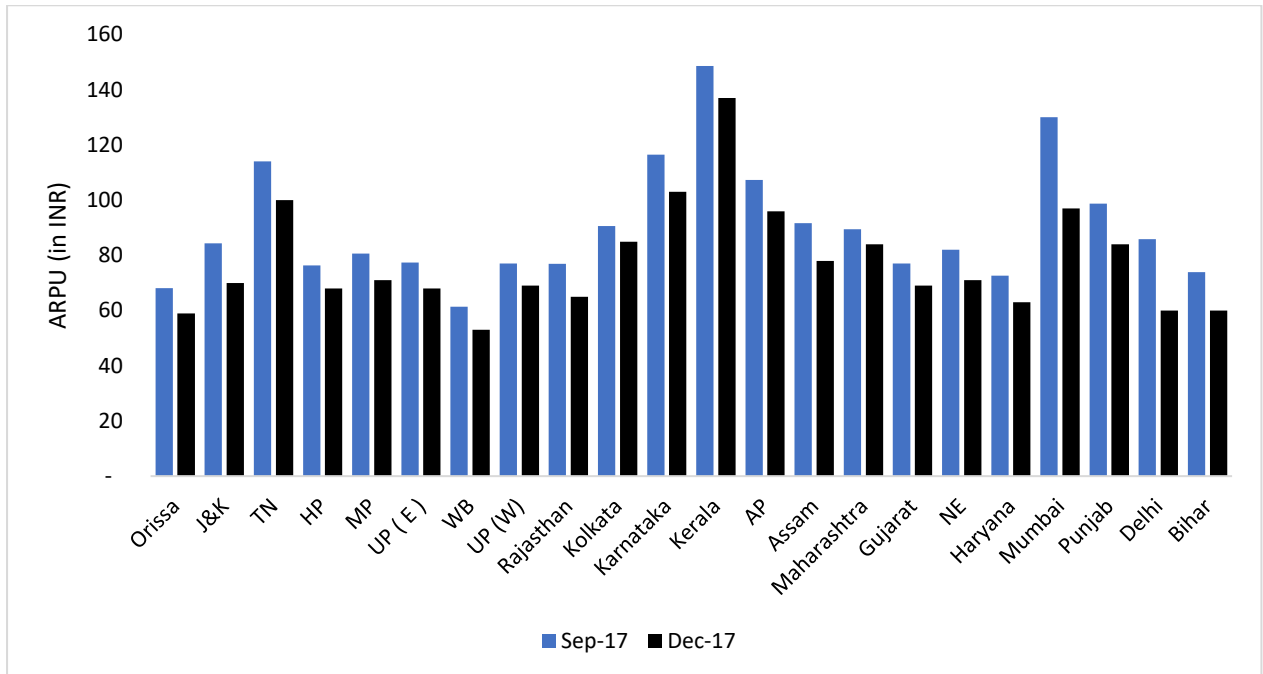
Circle C	QoQ (%)	YoY (%)
HP	-11%	-38%
Orissa	-13%	-29%
Bihar	-19%	-26%
Assam	-15%	-34%
NE	-13%	-45%
J&K	-17%	-29%

Among Circle C, for ARPU, all the Circles showed a **decline** in numbers;
H.P showed the **least decline** of 11% QoQ in Dec 2017 quarter compared to September quarter and NE showed the **maximum decline** of 45% YoY basis

Source: COAI members

23. ARPU- ALL CIRCLES (TRAI methodology)

ARPU of Kerala was reported the highest among all the Circles for the December 2017 quarter.



Source: COAI members