



No. CP&M/ 1-2 (1)/Revenue Share/ 2017

Dated: 26.06.2018

Sub: Analysis of Circle Wise Revenue Growth along with BSNL Revenue Growth and Market Share for the Quarter ending Mar 2018 of F.Y. 2017-18.

1. This is with reference to the Quarterly Gross Revenue figure earned by the telecom sector as published in the TRAI website for all operators. Based on the data available for the quarter ending Mar 2018, the detailed information at the Operator level has been compiled and is attached at Annexure-1.
2. The Annexure-2 analyses the growth of the revenue on the Y-o-Y basis, circle wise, for the period April-Mar based on the TRAI report. The data also compares the circle wise BSNL growth vis-à-vis the industry growth during this period and calculate the gaps between the two.
3. The key findings of the analysis are:

**3.1 Total Revenue (Annexure-1):**

- 3.1.1 BSNL revenue for the fourth quarter (Qtr-4) ending for FY 2017-18 stood at Rs. 5,107 Cr. against industry revenue of Rs. 62,198 Cr. with market share of 8.21%, lagging behind Airtel (33.52%), Vodafone (19.91%), Jio (13.88%) and Idea (13.84%).
- 3.1.2 The industry revenue on Q-o-Q basis for Qtr-3 to Qtr-4 of 2017-18 basis has increased by 1.69% against which BSNL revenue has increased by 8.14%.
- 3.1.3 The industry revenue on Y-o-Y basis for the period (April – Mar) is down from Rs. 2,74,770 Cr. to Rs. 2,54,616 Cr. a decrease of 7.33%. During the same period, BSNL revenue has decreased from Rs. 28,018 Cr. to Rs. 22,114 Cr. with a decrease of 21.07%. This indicates a gap of 13.74% between growth of BSNL and growth of industry.

**3.2 Zonal Wise, Circle Wise Revenue(Basic & Mobile Services) Growth of Industry vis-à-vis growth of BSNL (Annexure-2):**

**3.2.1 Zonal Analysis:**

- (i) South Zone is the largest contributor to the total (Industry/BSNL revenue) having share of (31.09% / 8.89%) followed by North Zone (27.49% / 6.34%), West Zone (22.38% / 6.53%) and East Zone (19.03% / 4.35%).
- (ii) The growth of industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April – Mar) in the four zones :

Zone	All figure in %age		
	Weightage	Growth Rate (Y-oY) for Apr -Mar	
		Industry	BSNL
East	19.03	-3.70	-31.69
West	22.38	-10.05	-24.59
North	27.49	-6.81	-28.91
South	31.09	-16.96	-22.80

### 3.2.2 Analysis of South Zone:

- (i) Top three Circles in terms of Weightage: The top three Circles in order of contribution to revenue are Tamil Nadu, Andhra Pradesh and Karnataka.
- (ii) The License area wise growth of the industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April – Mar) in the License areas of South zone :

License Area	All figure In %age		
	Weightage	Growth Rate (Y-oY) for Apr –Mar	
		Industry	BSNL
Chennai	0.07	-25.21	-25.21
Kerala	4.93	-18.55	-28.20
Karnataka	8.56	-10.53	-21.82
Tamilnadu	8.85	-24.69	-20.95
Andhra Pradesh	8.68	-12.97	-18.20

- (iii) No circle of BSNL in South Zone have registered a positive growth in Gross revenue on Y-o-Y basis.
- (iv) The top Circle registering highest growth (Y-o-Y) for the industry is: nil.

### 3.2.3 Analysis of West Zone:

- (i) Top three Circles in terms of Weightage: The top three Circles in order of contribution to revenue are Maharashtra, Gujarat and Madhya Pradesh.
- (ii) The License area wise growth of the industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April – Mar) in the License areas of West zone :

License Area	All figure in %age		
	Weightage	Growth Rate (Y-oY) for Apr -Mar	
		Industry	BSNL
Maharashtra	10.03	-6.22	-26.54
M.P.	5.60	-7.54	-21.69
Gujarat	6.75	-16.97	-23.25

- (iii) No circle of BSNL have registered a positive growth in Gross revenue on Y-o-Y basis in West Zone
- (iv) The top Circle registering highest growth (Y-o-Y) for the industry is: nil.

### 3.2.4 Analysis of East Zone:

- (i) Top three Circles in terms of Weightage: The top three Circles in order of contribution to revenue are Bihar, West Bengal and Kolkata.
- (ii) The License area wise growth of the industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April –Mar) in the License areas of East zone :

License Area	Weightage	Growth Rate (Y-oY) for Apr -Mar	
		Industry	BSNL
West Bengal	4.27	-0.72	-43.10
Bihar	6.51	-1.72	-23.31
Assam	1.94	-10.87	-32.34
Orissa	2.32	-4.44	-25.03
NE	1.16	-14.92	-27.99
Kolkata	2.83	-1.36	-29.47

(iii) No circle of BSNL have registered a positive growth in Gross revenue on Y-o-Y basis in East Zone.

(iv) The top Circle registering highest growth (Y-o-Y) for the industry is: nil.

### 3.2.5 Analysis of North Zone:

(i) Top three Circles in terms of Weight age: The top three Circles in order of contribution to revenue are UP (East), Rajasthan and UP (West).

(ii) The License area wise growth of the industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April - Mar) in the License areas of North zones :

License Area	Weightage	All figure in %age	
		Growth Rate (Y-oY) for Apr -Mar	
		Industry	BSNL
J&K	1.12	-9.74	-28.11
Punjab	4.19	-9.71	-37.36
H.P.	0.88	-2.76	-30.42
U.P. (East)	7.69	-5.94	-40.74
Haryana	2.79	0.41	31.94
U.P.(West)	5.29	-7.33	-30.96
Rajasthan	5.54	-8.58	-42.08

(iii) One circle has registered a positive growth in Gross revenue on Y-o-Y basis in North zone.

(iv) The top Circle registering highest growth (Y-o-Y) for the industry is: one.

Encl: A/a.

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28/06/18  
AGM (CP&M)

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- (1) All CGMs (Telecom Circles) / (Metro District) for information and further action please. (through Intranet)
- (2) All PGMs / Sr GMs / GMs of Corporate Office. (Through Intranet)

## Annexure-1

Sub: Quarterly Operator wise %age Revenue Share (Gross Revenue in Rs. Crores) for the year 2017 -18 (from 01.04.2017 to 31.03.2018)

S. No.	Name of Operator	Apr.2016 to Mar.2017		Oct. to Dec. 2017		Jan. to Mar. 2018		Commulative upto March 2018		%age Revenue growth against Previous Quarter	Apr. To Mar. %age Revenue growth against corresponding period of Previous Year
		Gross Revenue	%age market Share	Gross Revenue	%age market Share	Gross Revenue	%age market Share	Gross Revenue	%age market Share		
1	BSNL	28,018	10.20	4,723	7.72	5,107	8.21	22,114	8.69	8.14	-21.07
2	Bharti Airtel	82,039	29.86	19,292	31.54	20,846	33.52	81,195	31.89	8.06	-1.03
3	Jio	1,232	0.45	7,975	13.04	8,634	13.68	26,129	10.26	8.27	2,020.27
4	Reliance Telecom	12,513	4.55	840	1.37	480	0.77	5,320	2.09	-42.79	-57.48
5	Vodafone Essar	51,936	18.90	11,414	18.66	12,386	19.91	48,947	19.22	8.52	-5.76
6	Tata Indicom	14,713	5.35	1,559	2.55	1,340	2.15	7,573	2.97	-14.04	-48.53
7	Idea	40,293	14.66	8,228	13.45	8,607	13.84	35,579	13.97	4.61	-11.70
8	Aircel	17,183	6.25	2,021	3.30	0	0.00	7,352	2.89	-100.00	-57.21
9	Others	26,843	9.77	5,114	8.36	4,797	7.71	20,407	8.01	-6.19	-23.96
	<b>Total</b>	<b>2,74,770</b>	<b>100</b>	<b>61,164</b>	<b>100</b>	<b>62,198</b>	<b>100</b>	<b>2,54,616</b>	<b>100</b>	<b>1.69</b>	<b>-7.33</b>
	Source of data: TRAI Report										

Sub: License area wise Gross Revenue (Rs. in Crore) of BSNL for the year 2017-18 (Q-4) and %age growth against corresponding period of previous year

Sl. No.	Name of License area	From 01.04.2016 to 31.03.2017				From 01.04.2017 to 31.03.2018				%age growth against corresponding period of previous year		Gap (Between Industry growth and BSNL Growth)
		Circle Weightage	All Operators		BSNL		Circle Weightage	All Operators		BSNL		
			Total Revenue	Revenue	Market Share	Total Revenue		Revenue	Market Share	All Operator	BSNL	
1	Assam	1.95	3388	233	8.87	1.64	3,028	158	5.21	-10.87	-32.34	21.47
2	Bihar	5.94	10348	342	3.31	8.51	10,170	282	2.88	-1.72	-23.31	21.59
3	NE	1.22	2124	179	9.44	1.16	1,807	129	7.15	-14.92	-27.99	13.07
4	Orissa	2.17	3791	482	12.10	2.32	3,623	346	8.66	-4.44	-25.03	20.66
5	West Bengal	3.86	6728	584	8.68	4.27	6,679	332	4.87	-0.72	-43.10	42.38
6	Kolkata	2.57	4438	84	2.09	2.83	4,427	66	1.49	-1.38	-35.47	28.12
	<b>Total East Zone</b>	<b>17.71</b>	<b>30877</b>	<b>1894</b>	<b>6.13</b>	<b>19.03</b>	<b>29,736</b>	<b>1294</b>	<b>4.35</b>	<b>-3.70</b>	<b>-31.69</b>	<b>27.89</b>
7	Haryana	2.40	4344	458	10.54	2.79	4,302	804	13.95	0.41	31.04	-31.52
8	H.P.	0.81	1416	208	14.70	0.88	1,377	145	10.53	-2.78	-30.32	27.55
9	J&K	1.11	1832	249	12.80	1.12	1,744	178	10.28	-9.74	-28.11	18.37
10	Punjab	4.16	7245	742	10.24	4.19	6,541	485	7.10	-8.71	-37.38	27.65
11	Rajasthan	5.43	9488	732	7.73	5.54	8,654	424	4.80	-8.08	-42.08	33.49
12	U.P. (East)	7.32	12787	608	7.11	7.88	12,000	539	4.48	-5.64	-40.74	34.80
13	U.P. (West)	5.12	8927	537	6.01	5.28	8,273	371	4.48	-7.33	-30.96	23.83
	<b>Total North Zone</b>	<b>28.44</b>	<b>46097</b>	<b>3033</b>	<b>8.32</b>	<b>27.49</b>	<b>42,959</b>	<b>2,725</b>	<b>6.34</b>	<b>-6.01</b>	<b>-28.91</b>	<b>22.10</b>
14	Andhra Pradesh	8.04	15295	1310	8.40	8.68	13,564	1,071	7.90	-12.97	-19.20	5.24
15	Karnataka	8.58	14952	1127	7.54	8.58	13,378	881	6.59	-10.53	-21.82	11.29
16	Kerala	5.43	9463	1705	18.02	4.93	7,708	1,224	15.88	-18.55	-28.20	9.65
17	Tamilnadu	10.53	18361	1313	7.15	8.85	13,828	1,038	7.50	-24.69	-21.95	-3.74
18	Chennai	0.08	142	142	100.00	0.07	106	108	100.00	-25.21	-25.21	0.00
	<b>Total South Zone</b>	<b>33.66</b>	<b>58502</b>	<b>6596</b>	<b>9.67</b>	<b>31.09</b>	<b>48,583</b>	<b>4,320</b>	<b>8.88</b>	<b>-16.96</b>	<b>-21.00</b>	<b>5.84</b>
20	Gujarat	7.28	12700	766	6.27	6.75	10,545	611	5.80	-16.87	-21.25	6.28
19	M.P.	5.43	9464	878	7.15	5.60	8,751	530	6.05	-7.54	-21.88	14.15
21	Maharashtra	9.59	18715	1554	9.90	10.03	15,876	1,141	7.28	-6.22	-25.54	20.32
	<b>Total West Zone</b>	<b>22.30</b>	<b>38880</b>	<b>3026</b>	<b>7.78</b>	<b>22.38</b>	<b>34,971</b>	<b>2,202</b>	<b>8.83</b>	<b>-10.05</b>	<b>-21.59</b>	<b>14.54</b>
	<b>Total</b>	<b>100.00</b>	<b>174368</b>	<b>14360</b>	<b>8.23</b>	<b>100</b>	<b>1,56,248</b>	<b>10,622</b>	<b>6.80</b>	<b>-10.39</b>	<b>-24.98</b>	<b>15.60</b>

Note: 1. Source of data: TRA Report