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Active subscriber growth inches up

RJio continues to lead in subscriber additions

The Telecom Regulatory Authority of India (TRAI) has released subscriber data for Apr'23. Below are the key highlights:

- The industry-wide **gross subscriber base** decreased by 1m MoM (vs. 2m increase in Mar'23) to 1,143m. It has been consistently decreasing by an average of 1.2m per month for the last six months, led by VIL. VIL lost 3m subscribers, while RJio/Bharti gained 3m/0.1m subscribers in Apr'23.
- **Active subscriber** base increased by 4.2m MoM to 1,038m (vs. 6.7m increase in Mar'23). Bharti/RJio added 0.7m/4.7m subscribers MoM, whereas VIL lost 0.8m subscribers.
- **Mobile number portability (MNP)**: Total requests for MNP have been consistently increasing for the last 10 months, validated by a higher churn and SIM consolidation. The number of MNP requests in Apr'23 stood at 11m (vs. 11.7m in Mar'23), representing 1.1% of total active subscribers.
- **4G subscribers**: The pace of 4G subscriber additions for the industry stood at 4.1m in Apr'23 (vs. 6.6m adds in Mar'23), with the total 4G subscriber base reaching 816m (71% of gross subscribers). In the last one year, the average adds are 4.7m per month. Bharti/RJio continued to add 2.3m/3.0m subscribers, while VIL lost 1.3m subscribers.
- **Bharti**: The pace of subscriber adds slowed down to 0.1m/0.7m in gross/active subscribers (vs. 1m/2.5m adds in Mar'23), though it is maintaining active market share at 35.7%. 4G subs adds were strong at 2.3m (vs. 2m in Mar'23), taking its total 4G subscriber count to 238m.
- **RJio** continued to stand out with gross/active subscriber additions of 3m/4.7m MoM (vs. 3.1m/5m in Mar'23), gaining active market share by 30bp to 39.2% (highest in the industry). 4G subscriber adds stood at 3m MoM (vs. 3.1m in Mar'23); the peak was seen last year with 7m adds in Jul'21.
- **IDEA** continued to witness a 3m/0.8m MoM decline in gross/active subscribers (vs. a decline of 1.2m/0.5m in Mar'23) to 234m/207m. Also, 4G subscribers decreased by 1.3m in Apr'23 (vs. 1.1m increase in Mar'23) to 124m, with a 15.1% 4G market share. Its 4G subscriber count has been flat for the last six months.
- **Wired broadband subscribers** for the industry increased by 0.4m MoM to 33.9m. RJio/Bharti added 320k/130k subscribers MoM (vs. 310k/140k adds in Mar'23). BSNL's net subscribers inched up by 30k (vs. 60k adds in Mar'23).

Exhibit 1: Active subscriber base continued to increase

Active subscriber base (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	353	355	357	356	356	359	358	359	365	366	367	370	370
VIL	222	220	219	217	215	212	212	210	210	209	208	208	207
RJio	379	383	383	382	385	386	391	388	391	394	398	403	407
Top Three players	954	958	959	955	957	957	961	957	966	970	973	980	985
Other players	60	59	58	58	58	57	52	56	55	55	55	54	54
Total	1014	1018	1018	1013	1015	1014	1013	1012	1021	1025	1028	1034	1038

Source: TRAI, MOFSL

Exhibit 2: RJio continued to add highest active subscribers

Active subscriber net adds (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	-3.1	2.2	2.4	-1.0	0.3	2.5	-1.0	1.0	6.0	1.3	0.8	2.5	0.7
VIL	-3.8	-2.3	-1.4	-1.8	-1.7	-3.0	-0.5	-2.0	-0.1	-0.5	-0.8	-0.5	-0.8
RJio	-0.1	4.5	-0.1	-1.1	3.0	0.9	4.9	-3.0	3.0	3.5	3.2	5.0	4.7
Top Three players	-7.0	4.4	0.9	-3.9	1.6	0.4	3.5	-4.0	8.8	4.4	3.2	7.0	4.6
Other players	-0.5	-0.5	-1.0	-0.5	-0.3	-0.9	-4.6	3.5	-0.3	-0.4	-0.4	-0.3	-0.4
Total	-7.5	3.9	-0.1	-4.4	1.3	-0.6	-1.1	-0.5	8.6	3.9	2.8	6.7	4.2

Source: TRAI, MOFSL

Exhibit 3: In active subscriber market share (in %), RJio gains and retains the pole position; Bharti flat; VIL declined

Active subscriber market share	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	34.8	34.9	35.1	35.2	35.1	35.4	35.3	35.5	35.8	35.7	35.7	35.7	35.7
VIL	21.9	21.6	21.5	21.4	21.2	20.9	20.9	20.7	20.5	20.4	20.3	20.1	19.9
RJio	37.4	37.7	37.7	37.7	38.0	38.1	38.6	38.3	38.3	38.5	38.7	38.9	39.2
Top Three players	94.1	94.2	94.3	94.3	94.3	94.4	94.9	94.5	94.6	94.6	94.7	94.8	94.8
Other players	5.9	5.8	5.7	5.7	5.7	5.6	5.1	5.5	5.4	5.4	5.3	5.2	5.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 4: Gross subscribers declined by 0.9m

Gross subscriber base (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	361	362	363	363	364	364	365	366	368	369	370	371	371
VIL	259	258	257	255	253	249	246	244	241	240	238	237	234
RJio	406	409	413	416	419	420	421	423	425	426	427	430	433
Top Three players	1026	1029	1033	1035	1036	1033	1032	1033	1033	1035	1035	1038	1038
Other players	117	116	115	113	113	112	112	110	109	108	107	106	105
Total	1143	1146	1147	1148	1149	1145	1144	1143	1143	1143	1142	1144	1143

Source: TRAI, MOFSL

Exhibit 5: In gross subscribers, VIL lost 3m and RJio gained 3m

Gross subscriber net adds (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	0.8	1.0	0.8	0.5	0.3	0.4	0.8	1.1	1.5	1.3	1.0	1.0	0.1
VIL	-1.6	-0.8	-1.8	-1.5	-2.0	-4.0	-3.5	-1.8	-2.5	-1.4	-2.0	-1.2	-3.0
RJio	1.7	3.1	4.2	2.9	3.3	0.7	1.4	1.4	1.7	1.7	1.0	3.1	3.0
Top Three players	0.9	3.4	3.2	1.9	1.6	-2.9	-1.3	0.7	0.8	1.6	0.0	2.9	0.1
Other players	-0.4	-0.5	-1.3	-1.3	-0.6	-0.8	-0.5	-1.2	-0.9	-1.5	-1.0	-0.9	-1.0
Total	0.6	2.8	1.9	0.6	1.1	-3.7	-1.8	-0.6	-0.1	0.1	-1.1	2.0	-0.9

Source: TRAI, MOFSL

Exhibit 6: RJio continued to gain market share

Gross subscriber market share (%)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	31.6	31.6	31.6	31.7	31.7	31.8	31.9	32.0	32.2	32.3	32.4	32.4	32.5
VIL	22.7	22.6	22.4	22.2	22.0	21.7	21.5	21.3	21.1	21.0	20.8	20.7	20.5
RJio	35.5	35.7	36.0	36.2	36.5	36.7	36.8	37.0	37.1	37.3	37.4	37.6	37.9
Top Three players	89.8	89.9	90.0	90.1	90.2	90.2	90.2	90.3	90.4	90.6	90.6	90.7	90.8
Other players	10.2	10.1	10.0	9.9	9.8	9.8	9.8	9.7	9.6	9.4	9.4	9.3	9.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 7: 4G subscriber base increased

MBB subscriber base (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	210	212	215	217	219	220	223	225	229	232	234	236	238
VIL	122	123	123	123	123	123	123	124	124	125	124	125	124
RJio	406	409	413	416	419	420	421	423	425	426	427	430	433
Top Three players	738	744	751	756	761	763	768	772	777	783	785	791	795
Other players	22	21	21	21	21	21	22	21	22	22	21	21	21
Total	760	766	771	777	782	784	789	792	799	805	805	812	816

Source: TRAI, MOFSL

Exhibit 8: Incremental 4G subscriber adds were highest for RJio/Bharti

MBB subscriber net adds (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	-0.3	1.9	2.2	2.6	1.7	1.0	3.0	2.2	3.8	2.8	2.2	2.0	2.3
VIL	-0.4	1.2	-0.3	0.0	0.2	0.1	0.2	0.3	0.2	1.1	-1.3	1.1	-1.3
RJio	1.7	3.1	4.2	2.9	3.3	0.7	1.4	1.4	1.7	1.7	1.0	3.1	3.0
Top Three players	0.9	6.2	6.1	5.5	5.2	1.8	4.6	3.9	5.6	5.6	1.9	6.2	4.1
Other players	-1.0	-0.5	-0.6	0.1	0.5	-0.3	0.5	-0.6	0.6	0.6	-1.5	0.4	0.0
Total	0.0	5.7	5.6	5.7	5.7	1.5	5.1	3.4	6.2	6.2	0.5	6.6	4.1

Source: TRAI, MOFSL

Exhibit 9: Bharti/RJio continued to gain 4G subscriber market share from IDEA

MBB subscriber market share	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Bharti	27.7	27.7	27.8	28.0	28.0	28.0	28.2	28.4	28.6	28.8	29.0	29.0	29.2
VIL	16.1	16.1	15.9	15.8	15.7	15.7	15.6	15.6	15.5	15.5	15.4	15.4	15.1
RJio	53.4	53.4	53.6	53.5	53.6	53.6	53.4	53.4	53.2	52.9	53.0	53.0	53.1
Top Three players	97.1	97.2	97.3	97.3	97.3	97.3	97.3	97.4	97.3	97.2	97.4	97.4	97.4
Other players	2.9	2.8	2.7	2.7	2.7	2.7	2.7	2.6	2.7	2.8	2.6	2.6	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 10: MNP continued to increase, leading to SIM consolidation

Mobile Number Portability (m)	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Request submitted	7.8	8.0	9.0	10.2	11.4	12.0	11.8	12.0	12.5	12.4	11.2	11.7	11.0
Cumulative request submitted	697.6	705.5	714.6	724.8	736.1	748.1	759.9	771.9	784.4	796.8	808.0	819.7	830.7
% to active subscribers	0.8%	0.8%	0.9%	1.0%	1.1%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	1.1%	1.1%

Source: TRAI, MOFSL

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