

India

Neutral (no change)

Telco - overall

Aug 2023 subscriber data

- RJIO and Bharti Airtel added 3.24m and 2.58m wireless broadband (BB) subscribers' mom, respectively, in Aug 2023.
- The VLR subscriber base was down by 3.03m mom to 1,043.38m.
- RJIO/Bharti Airtel added 0.2m/0.16m wired BB subscribers, respectively, in Aug 2023.

RJIO's net BB subscriber addition momentum continues

•The total wireless broadband (BB) subscriber base of 840.1m in Aug 2023 was up by 0.9% mom and 7.2% yoy. Reliance Jio's (RJIO) BB subscribers were up by 3.24m mom in Aug 2023 vs. 3.91m in Jul 2023, outpacing Bharti Airtel in mom addition for a sixth straight month. Bharti Airtel added 2.58m subscribers vs. 2.89m in Jul 2023. YTD, RJIO added 21.2m BB subscribers vs. 18.2m addition by Airtel. VI gained 1.27m BB subscribers in Aug 2023 and gained 1.67m BB subscribers on a YTD basis.

VI loses 13.04m subscribers on a YTD basis; market share at 19.88%

•The industry wireless subscriber base at 1,148.43m in Aug 2023 was up by 0.2% mom. Subscriber addition (+2.18m vs. +2.67m in Jul 2023) was led by RJIO (+3.24m vs. 3.91m in Jul 2023) and Bharti Airtel (+1.22m vs. 1.52m in Jul 2023). VI lost 0.05m (vs. -1.29m in Jul 2023) subscribers followed by Bharat Sanchar Nigam or BSNL (-2.2m vs. -1.4m in Jul 2023). The Rajasthan circle witnessed the highest increase in subscribers (0.74m mom) while the Karnataka circle saw the highest fall (-0.16m mom).

•The visitor location register (VLR)-adjusted wireless subscriber base was down by 0.3% qoq but up by 3% yoy at 1,043.38m. RJIO continues to witness an addition in active subscribers aided by sustained higher VLR at 93.58% (vs. 94% in Jul 2023). RJIO added a net 26.1m active subscribers on YTD basis and Bharti Airtel added 10.5m on a YTD basis. VI lost 10.2m active subscribers on a YTD basis.

Rural wireless subscribers down by 0.6% yoy

•RJIO added 1.56m rural subscribers' mom (10.1m on a YTD basis) in Aug 2023, with rural subscribers constituting 44% of its overall wireless base. Bharti Airtel added 0.66m subscribers (+4.1m on a YTD basis), with rural subscribers constituting 48.2% of its overall subscriber base. VI continues to witness a mom contraction in rural subscribers (lost 15.62m over the last 12 months), accounting for 48.6% of its overall base.

Wired broadband subscribers up by 19.9% yoy

•RJIO added 0.2m wired broadband (BB) subscribers in Aug 2023, with an overall subscriber base of 9.6m, & Bharti Airtel added 0.16m subscribers' mom at 6.87m. RJIO has a 26.4% market share in wired BB subscribers (vs. 21.6% in Aug 2022) while Bharti Airtel's share was at 18.9% vs. 16.9% in Aug 2022. BSNL's wired BB subscribers were at 3.71m vs. 3.88m in Aug 2022, with a 10.2% market share. Competitive tariffs & the recent launch of JioAirFiber could continue to aid RJIO's wired broadband subscriber addition.

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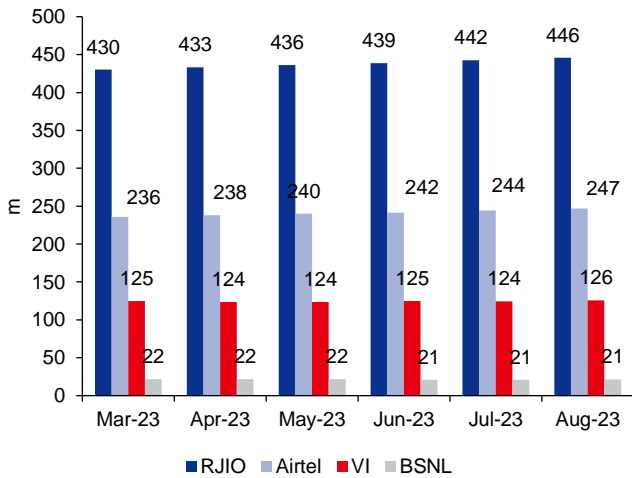
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Figure 1: Wireless subscriber data

(m)	Aug-22	Jul-23	Aug-23	MoM change	YoY change	Market share (%)
RJIO	419	442	446	3.2	26.5	38.8%
Airtel	364	375	377	1.1	12.7	32.8%
VI	253	228	228	0.0	-24.9	19.9%
BSNL	110	98	96	-2.2	-14.2	8.3%

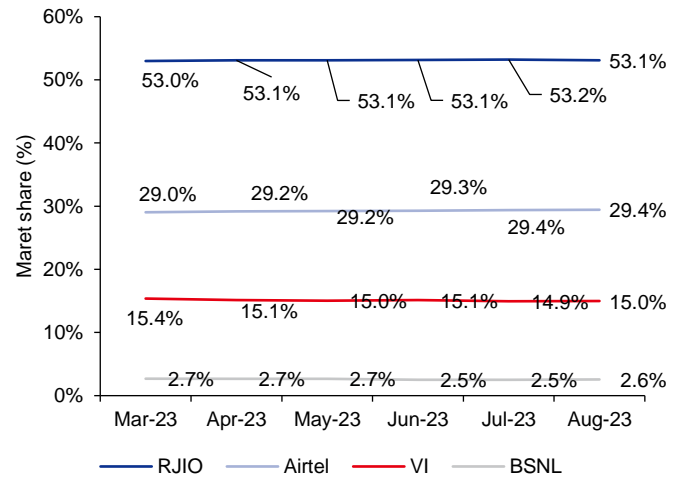
SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 2: Wireless broadband subscriber trend...



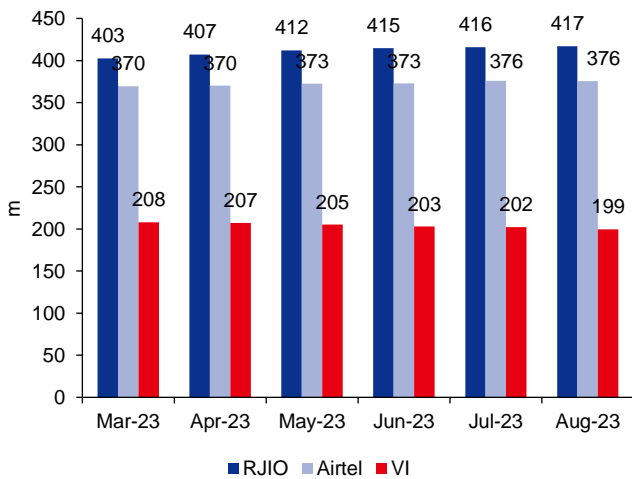
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Figure 3: ...and market share trend



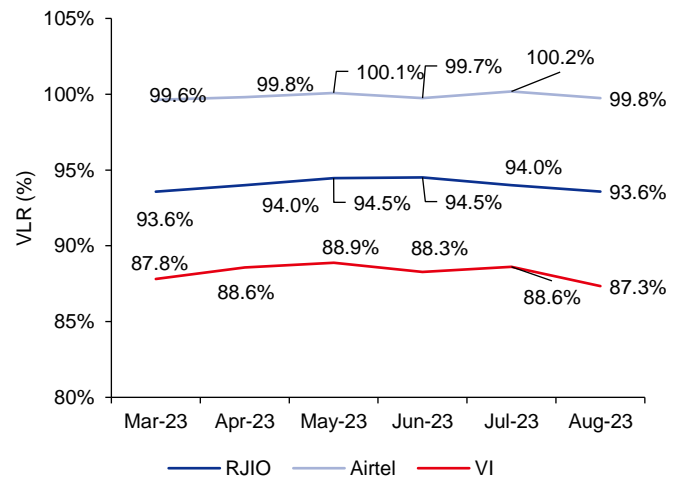
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Figure 4: Steady active subscribers' growth for RJIO & Airtel...



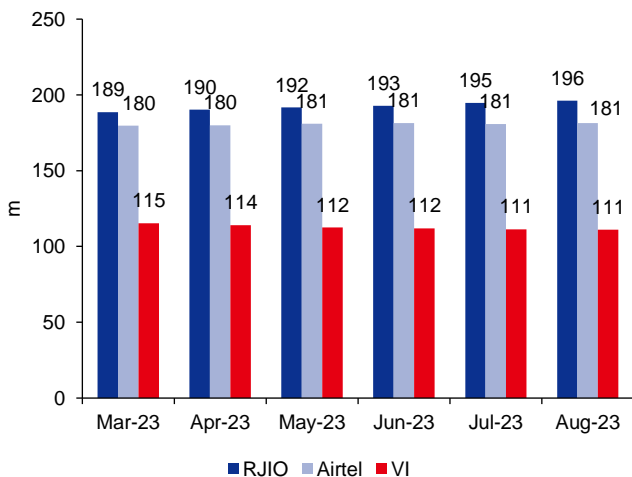
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Figure 5: ...while VI continues to lose subscribers



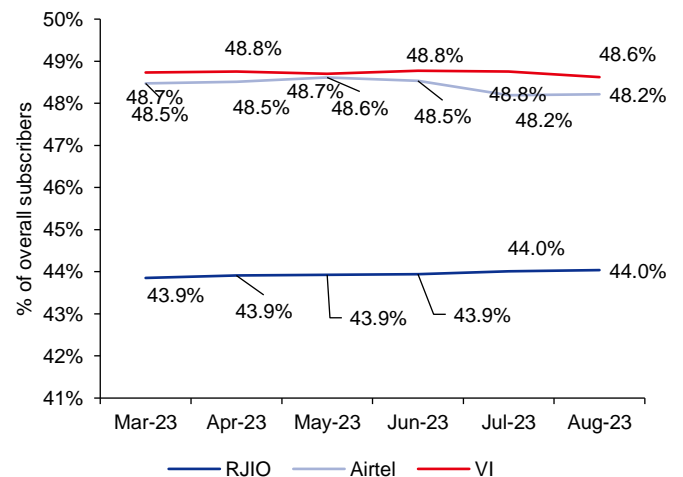
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Figure 6: Trend in rural subscribers...



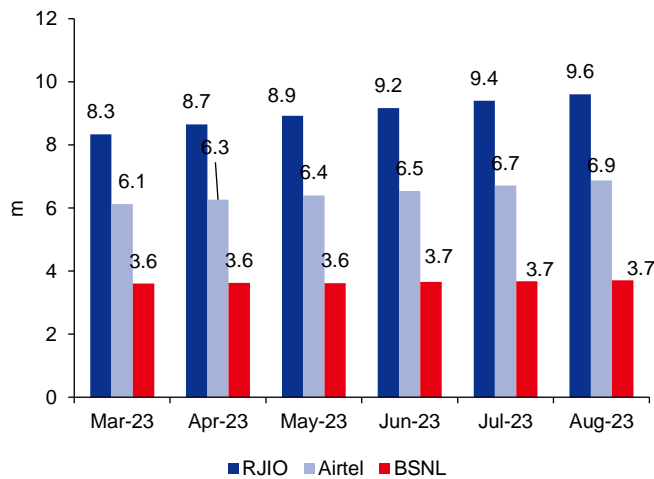
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Figure 7: ...and their contribution to the overall subscriber base



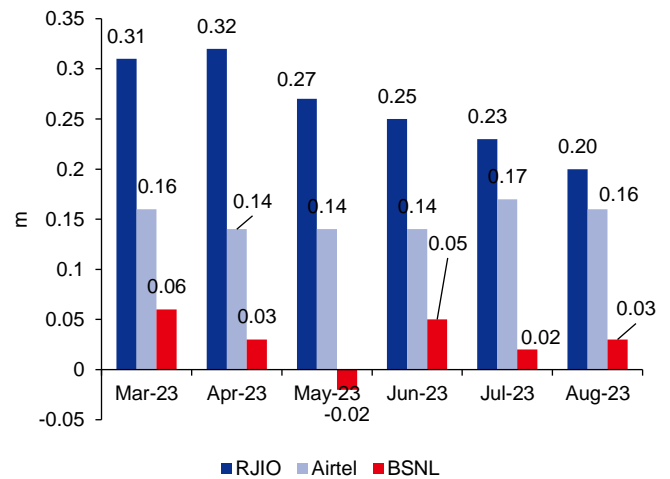
SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 8: Fixed broadband subscribers...



SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 9: ...and their net addition trend



SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 10: Circle-wise market share as of end-Aug 2023

Market share (%)	RJIO	Airtel	VI
Andhra Pradesh	37.9%	40.3%	13.6%
Assam	35.5%	44.8%	7.2%
Bihar	41.8%	43.8%	8.6%
Delhi	35.2%	31.6%	30.1%
Gujarat	42.6%	17.3%	32.6%
Haryana	31.8%	25.2%	26.7%
Himachal Pradesh	37.3%	39.9%	4.7%
Jammu & Kashmir	42.3%	48.3%	2.5%
Karnataka	34.5%	48.3%	10.1%
Kerala	24.5%	19.5%	33.1%
Kolkata	44.1%	23.6%	23.3%
Madhya Pradesh	52.0%	20.2%	21.2%
Maharashtra	45.3%	22.9%	25.2%
Mumbai	36.6%	29.6%	33.0%
Northeast	33.5%	49.0%	7.2%
Odisha	42.8%	34.1%	4.6%
Punjab	33.4%	35.2%	19.3%
Rajasthan	39.6%	35.6%	16.2%
Tamil Nadu	32.1%	36.9%	21.1%
Uttar Pradesh (East)	36.9%	36.6%	18.0%
Uttar Pradesh (West)	36.7%	29.1%	25.7%
West Bengal	40.9%	30.5%	24.4%

SOURCE: COMPANY REPORTS, INCRED RESEARCH

Figure 11: Circle-wise contribution to operators' overall subscriber base

Subscriber contribution (%)	RJIO	Airtel	VI
Andhra Pradesh	7.0%	8.8%	4.9%
Assam	2.0%	3.0%	0.8%
Bihar	8.7%	10.8%	3.5%
Delhi	4.3%	4.6%	7.3%
Gujarat	6.4%	3.1%	9.5%
Haryana	1.9%	1.8%	3.1%
Himachal Pradesh	0.7%	0.9%	0.2%
Jammu & Kashmir	1.2%	1.6%	0.1%
Karnataka	5.1%	8.5%	2.9%
Kerala	2.3%	2.2%	6.2%
Kolkata	2.4%	1.5%	2.4%
Madhya Pradesh	9.0%	4.2%	7.2%
Maharashtra	9.5%	5.7%	10.3%
Mumbai	2.8%	2.7%	4.9%
Northeast	0.9%	1.6%	0.4%
Odisha	3.2%	3.0%	0.7%
Punjab	2.6%	3.3%	3.0%
Rajasthan	5.7%	6.1%	4.6%
Tamil Nadu	5.6%	7.6%	7.1%
Uttar Pradesh (East)	8.3%	9.8%	7.9%
Uttar Pradesh (West)	5.1%	4.8%	7.0%
West Bengal	5.2%	4.6%	6.1%

SOURCE: COMPANY REPORTS, INCRED RESEARCH

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