

India

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**Neutral** (no change)

# Telco - overall

## May 2023 subscriber data

- RJIO and Bharti Airtel added 3.04m and 2.1m wireless broadband (BB) subscribers mom, respectively, in May 2023.
- VLR subscriber base was up by 4.96m mom at 1,043.41m.
- RJIO/Bharti Airtel added 0.27m/0.14m wired BB subscribers, respectively, in May 2023.

### RJIO outpaces Bharti Airtel for the third consecutive month

- Total wireless broadband (BB) subscriber base of 822.34m in May 2023 was up by 0.6% mom and 7.3% yoy. Reliance Jio (RJIO) BB subscribers were up by 3.04m mom vs. 3.04m in May 2023, outpacing Bharti Airtel in mom addition for the third straight month. Bharti Airtel added 2.1m subscribers in May 2023 vs. 2.33m in Apr 2023. YTD, RJIO added 11.79m BB subscribers vs. 11.45m by Airtel. VI added 0.01m BB subscribers in May 2023 and lost 0.29m BB subscribers on a YTD basis.

### VI loses 27.5m subscribers over the last 12 months

- Industry wireless subscriber base at 1,143.21m in May 2023 was down 0.2% yoy. Subscriber addition (+0.08m vs. -0.8m in Apr 2023) was led by RJIO added 3.04m (vs. 3.04m in Apr 2023) and Bharti Airtel added 1.33m (vs. 0.08m in Apr 2023). VI lost 2.82m (vs. -2.99m in Apr 2023) and was followed by Bharat Sanchar Nigam or BSNL (-1.5m vs -0.7m in Apr 2023). Out of the 22 circles, Bihar witnessed the highest increase in subscribers (0.29m mom) while Tamil Nadu registered the highest decline (-0.66m mom).
- Visitor location register (VLR)-adjusted wireless subscriber base was up 0.5% qoq and 2.5% yoy at 1043.41m. RJIO continued to outpace Bharti Airtel for the fifth consecutive month aided by its highest-ever VLR at 94.46%. RJIO added a net 21.16m active subscribers on a YTD basis while Bharti Airtel added 7.65m on a YTD basis. VI lost 4.33m active subscribers on a YTD basis.

### Rural wireless subscribers down by 0.8% yoy

- RJIO added 1.41m rural subscribers' mom (5.4m on a YTD basis) in May 2023, with rural subscribers constituting 43.9% of its overall wireless base. Bharti Airtel gained 1.02m subscribers (3.6m on a YTD basis), with rural subscribers constituting 48.6% of its overall subscriber base. VI continued to witness a mom contraction in rural subscribers (lost 17.45m over the last 12 months), accounting for 48.7% of its overall base (vs. 50.3% in May 2022).

### Wired broadband subscribers up 22.7% yoy

- RJIO added 0.27m wired broadband (BB) subscribers in May 2023, with an overall subscriber base of 8.92m, & Bharti Airtel added 0.14m subscribers' mom at 6.40m. RJIO has a 25.9% market share in wired BB subscribers (vs. 20.9% in May 2022) while Bharti Airtel's share is at 18.6% vs. 16.9% in May 2022. BSNL's wired BB subscribers are at 3.61m vs. 3.82m in May 2022, with a 10.5% market share. Aggressive pricing plans & value proposition of RJIO could continue to aid its wired broadband subscriber addition.

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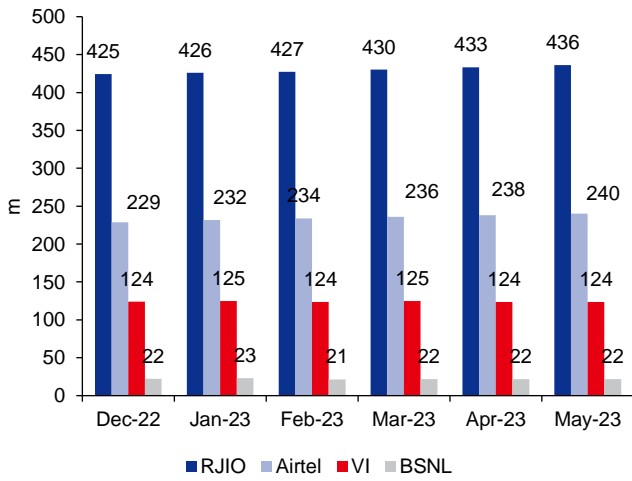
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**Figure 1: Wireless subscriber data**

(m)	May-22	Apr-23	May-23	MoM change	YoY change	Market share (%)
RJIO	409	433	436	3.0	27.5	38.2%
Airtel	362	371	372	1.3	10.1	32.6%
VI	258	234	231	-2.8	-27.5	20.2%
BSNL	113	103	101	-1.5	-11.4	8.9%

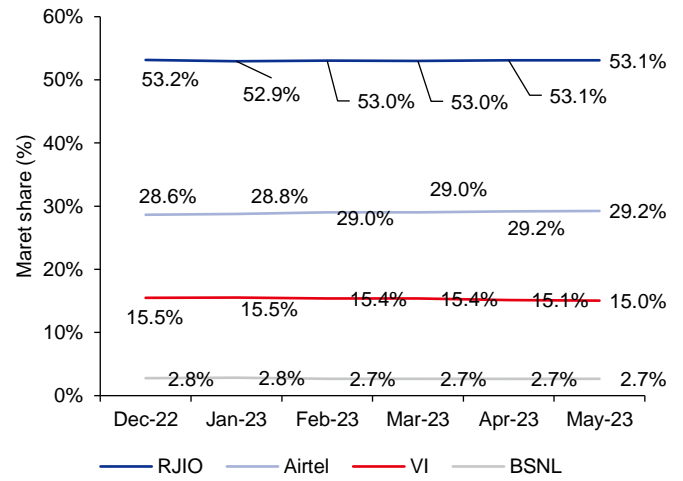
SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 1: Wireless broadband subscriber trend...



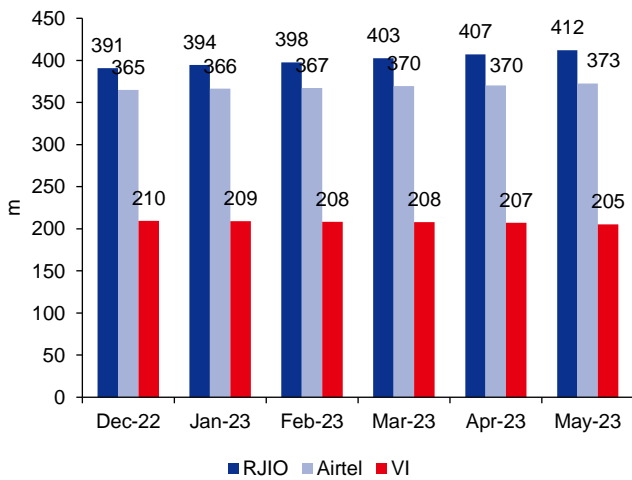
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Figure 2: ...and market share trend



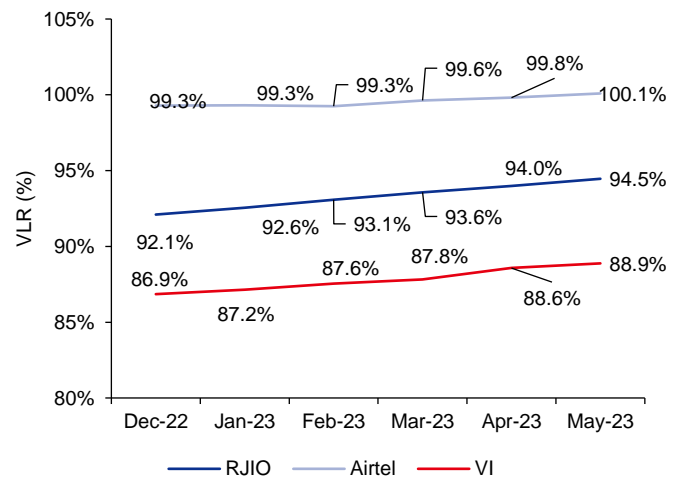
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Figure 3: RJIO's active subscribers' growth momentum continues



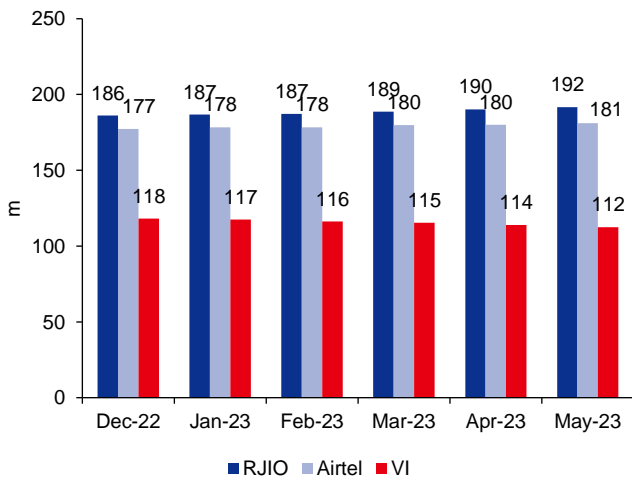
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Figure 4: ...while VI continues to lose



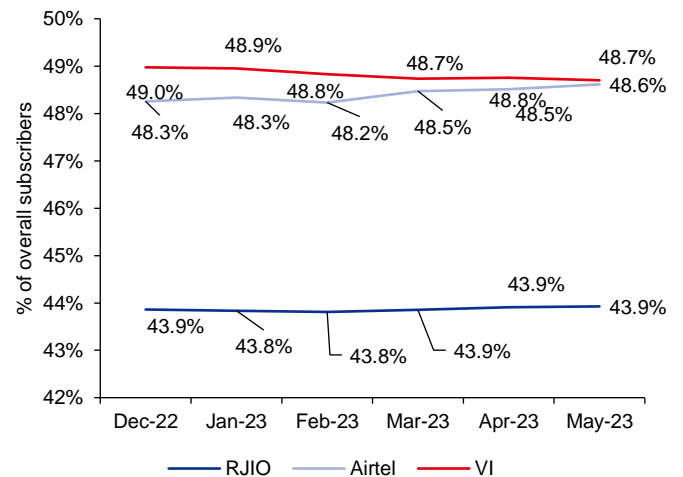
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Figure 5: Trend in rural subscribers...



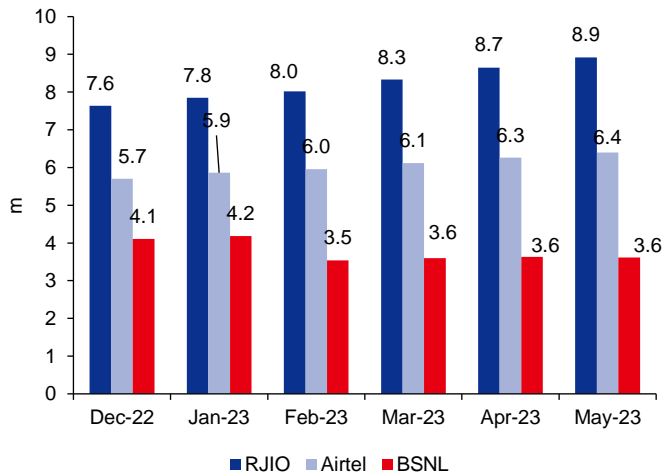
SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 6: ...and their contribution to overall subscribers



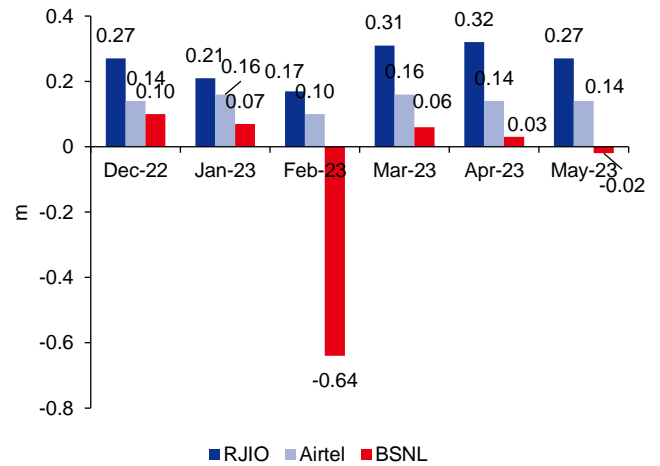
SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 7: Fixed broadband subscribers...



SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 8: ...and their net addition trend



SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 9: Circle-wise market share as of end-May 2023

Market share (%)	RJIO	Airtel	Vi
Andhra Pradesh	37.1%	39.4%	13.9%
Assam	35.4%	44.2%	7.7%
Bihar	40.9%	43.9%	8.8%
Delhi	35.0%	31.5%	30.3%
Gujarat	42.1%	17.2%	33.1%
Haryana	31.1%	24.7%	27.4%
Himachal Pradesh	37.7%	39.0%	5.0%
Jammu & Kashmir	42.0%	48.4%	2.8%
Karnataka	33.5%	47.8%	10.3%
Kerala	24.2%	19.1%	33.8%
Kolkata	43.6%	23.6%	23.7%
Madhya Pradesh	51.2%	20.0%	22.0%
Maharashtra	44.1%	23.1%	26.1%
Mumbai	36.3%	29.5%	32.9%
Northeast	33.3%	48.3%	7.4%
Odisha	42.6%	34.0%	4.7%
Punjab	32.6%	34.7%	19.7%
Rajasthan	39.5%	35.6%	15.6%
Tamil Nadu	31.3%	35.9%	21.0%
Uttar Pradesh (East)	36.1%	36.8%	18.4%
Uttar Pradesh (West)	36.2%	29.4%	25.9%
West Bengal	40.6%	30.1%	24.8%

SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 10: Circle-wise contribution to operators' overall subscriber base

Subscriber contribution (%)	RJIO	Airtel	Vi
Andhra Pradesh	7.0%	8.8%	5.0%
Assam	2.0%	3.0%	0.8%
Bihar	8.6%	10.9%	3.5%
Delhi	4.4%	4.6%	7.1%
Gujarat	6.4%	3.1%	9.5%
Haryana	1.9%	1.8%	3.1%
Himachal Pradesh	0.8%	0.9%	0.2%
Jammu & Kashmir	1.2%	1.6%	0.1%
Karnataka	5.0%	8.4%	2.9%
Kerala	2.3%	2.2%	6.2%
Kolkata	2.4%	1.5%	2.5%
Madhya Pradesh	9.0%	4.1%	7.3%
Maharashtra	9.2%	5.7%	10.3%
Mumbai	2.8%	2.7%	4.8%
Northeast	0.9%	1.6%	0.4%
Odisha	3.3%	3.0%	0.7%
Punjab	2.6%	3.3%	3.0%
Rajasthan	5.8%	6.1%	4.3%
Tamil Nadu	5.6%	7.5%	7.1%
Uttar Pradesh (East)	8.2%	9.8%	7.9%
Uttar Pradesh (West)	5.2%	4.9%	7.0%
West Bengal	5.3%	4.6%	6.1%

SOURCE: INCRED RESEARCH, COMPANY REPORTS

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