



No. 1-2 (1)/Revenue Share/ 2015-CP&M

Dated: 24.11.2015

Sub: Analysis of Circle Wise Revenue Growth along with BSNL Revenue Growth and Market Share for the Quarter ending September 2015 of F.Y. 2015-16.

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 September 2015, 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-March 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 Second quarter (Q2 2015-16) stood at Rs 7,084 Cr against industry revenue of Rs. 64,842 Cr with market share of 10.51%, lagging behind Airtel (29.41%), Vodafone (19.320%) and Idea (15.2%).
- 3.1.2 The industry revenue on Q-o-Q (Q1 of 2015-16 to Q2 of 2015-16) basis has inclined by 4.29% against which BSNL revenue has declined by 0.5%.
- 3.1.3 The industry revenue on Y-o-Y basis for the period (April - Sept) has grown from Rs. 1,24,713 Cr to Rs 1,31,985 Cr, an increase of 5.83%. During the same period, BSNL revenue has decreased from Rs 14,334 Cr to Rs 13,876 Cr, showing an decline of 3.19%. This indicates a gap of 9% between growth of BSNL and growth of industry.

3.2 Zonal wise, Circle Wise Revenue 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 revenue having share of (32.44%) followed by North Zone (26.11%), West Zone (22%) and East Zone (20%).
- (ii) The growth of industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April - September) in the four zones along with gap in growth rate of BSNL and industry (in the increasing order of gap) is given below :

Zone	Weightage	All figures in %age		
		Growth Rate(Y-o-Y) for Apr-Sep		
		Industry	BSNL	Gap
North	26.11	0.67	-3.23	3.91
South	32.44	7.61	-3.38	10.99
West	22	8.01	-4.89	12.89
East	20	20.26	-11.96	32.22

3.2.2 Analysis of South Zone:

- (i) Top three Circles in terms of Weight age: The top three Circles in order of contribution to revenue are Karnataka, Tamil Nadu and Andhra 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 – Sep.) in the License areas of South zone along with gap in growth rate of BSNL and industry (in the increasing order of gap) is given below :

Licence Area	Weightage	All figure in %age		
		Growth Rate(Y-o-Y) for Apr-Sep		
		Industry	BSNL	Gap
Chennai	0.94	-25.66	-2.47	-23.2
Andhra Pradesh	8.54	4.74	-1.51	6.25
Karnataka	8.81	10.19	-4.54	14.73
Kerala	5.41	12.8	-2.24	15.04
Tamilnadu	8.73	10.14	-6.45	16.59

- (iii) No circles of BSNL in south zone have registered a positive growth in Gross revenue on Y-o-Y basis.
- (iv) The top three Circles registering highest growth (Y-o-Y) for the industry is: Kerala (12.8%), Karnataka (10.19%) and TN (10.14%). Comparatively, the growth of BSNL in these circles are Kerala (-2.24%), Karnataka (-4.54%) and TN(-6.45%).

3.2.3 Analysis of West Zone:

- (i) Top three Circles in terms of Weight age: 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 – Sep.) in the License areas of West zone along with gap in growth rate of BSNL and industry (in the increasing order of gap) is given below :

Licence Area	Weightage	All figure in %age		
		Growth Rate(Y-o-Y) for Apr-Sep		
		Industry	BSNL	Gap
Maharashtra	9.59	6.48	-3.39	9.87
Gujarat	6.71	10.54	-1.36	11.89
M.P.	5.6	7.7	-11.58	19.29

- (iii) All circles of BSNL in West zone have registered a negative growth in Gross revenue on Y-o-Y basis.
- (iv) The top three Circles registering highest growth (Y-o-Y) for the industry is: Madhya Pradesh (10.54%), Maharashtra (6.48%) and Gujarat (7.7%). Comparatively, the growth of BSNL in these circles are Madhya Pradesh (-11.58%), Maharashtra (-3.39%), and Gujarat (-1.36%).

3.2.4 Analysis of East Zone:

- (i) Top three Circles in terms of Weight age: 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 – Sep.) in the License areas of East zone along with gap in growth rate of BSNL and industry (in the increasing order of gap) is given below :

Licence Area	Weightage	All figure in %age		
		Growth Rate(Y-o-Y) for Apr-Sep		
		Industry	BSNL	Gap
West Bengal	3.55	1.25	-3.9	5.15
Orissa	2.17	-1.42	-14.26	12.84
Kolkata	2.83	1.64	-14.24	15.88
NE	1.17	4.13	-12.26	16.62
Assam	1.96	34.71	-18.67	53.39
Bihar	7.88	51.7	-9.25	60.94

- (iii) No circles of BSNL in East zone have registered a positive growth in Gross revenue on Y-o-Y basis.
- (iv) The top three Circles registering highest growth (Y-o-Y) for the industry is: Bihar (51.7%), Assam (34.71%) and NE (4.13%). Comparatively, the growth of BSNL in these circles is Bihar (-9.25%), Assam (-18.67%) and NE (-12.48%).

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(W).
- (ii) The License area wise growth of the industry vis-à-vis growth of BSNL on Y-o-Y basis (for the period April - Sep.) in the License areas of North zones along with gap in growth rate of BSNL and industry (in the increasing order of gap) is given below :

Licence Area	Weightage	All figure in %age		
		Growth Rate(Y-o-Y) for Apr-Sep		
		Industry	BSNL	Gap
U.P.(East)	6.94	-6.6	-1.08	-5.52
Punjab	4.26	5.56	0.44	5.12
U.P.(West)	4.89	5.09	-1.35	6.44
Haryana	2.43	4.12	-2.45	6.57
H.P.	0.88	6.33	-1.26	7.59
Rajasthan	5.44	-0.8	-9.89	9.1
J&K	1.27	8.39	-6.94	15.33

- (iii) The top three Circles registering highest growth (Y-o-Y) for the industry is: J&K (8.39%), H.P. (6.33%) and Punjab (5.56%). Comparatively, the growth of BSNL in these circles are J&K (-6.94%), H.P. (-1.26%) and Punjab (0.44%).
- (iv) Bihar circle has registered the highest on Y-o-Y basis across all four zones.

Encl: Annexure-1 to 3.


AGM (CP&M-1)

- To
- (1) CMD, BSNL for information please.
 - (2) Dir (CFA)/Dir(HR)/Dir(Enterprise)/Dir(CM)/ Dir(F) for information please.
 - (3) ED (CA)/ ED(F)/ ED(CN) for information for information please.
 - (4) All CGMs (Telecom Circles) / (Metro District) for information and further action please. (Through Intranet)
 - (5) All PGMs / Sr GMs / GMs of Corporate Office. (Through Intranet)