

Gross/Active subscribers continue to decline, 4G adds moderate

Bharti stood out in Active/4G subscriber adds in Nov'22

The Telecom Regulatory Authority of India (TRAI) has released subscriber data for Nov'22. Below are the key highlights:

- The industry-wide **gross subscriber base** continued to decline by 0.6m in Nov'22 (v/s 1.8m decline in Oct'22) to 1,143m, mainly due to a continued drop in IDEA's subscriber base.
- The **active subscriber base** too declined by 0.5m MoM (v/s 1.1m decline in Oct'22) to 1,012m, dragged down by a fall in RJio and IDEA. The consistent decline in both active and gross subscribers for the last three months indicates the continuation of SIM consolidation in the industry. RJio/VIL witnessed a decline of 3m/2m subscribers MoM, whereas Bharti saw 1m MoM adds.
- **Mobile number portability (MNP)**: The cumulative requests for MNP have been consistently increasing, particularly in the last 3-4 months validated by higher churn numbers reported by telecoms, suggesting SIM consolidation. MNP requests registered in Nov'22 were 12m (v/s 11.8m in Oct'22), representing 1.2% of total active subscribers, which is much higher than 0.7% in Nov'21.
- **4G subscribers**: Industry-wide 4G subscriber adds slowed to 3.4m in Nov'22 (v/s 5.1m adds in Oct'22) from the peak of 15m adds in the last one year, taking the total subscriber count to 792m. RJio and Bharti added 1.4m/2.2m subscribers MoM, while IDEA added 0.3m subscribers.
- **Bharti** stood out during the month, though it reported slower numbers (but better than other players). Bharti added 1.1m/1m gross/active subscribers in Nov'22 v/s a 0.8m adds/1m decline in Oct'22, with active market share increasing by 20bp to 35.5%. Incremental 4G additions remained the highest in the industry at 55% as it added 2.2m subscribers (v/s 3m in Oct'22), taking its total 4G subscriber count to 225m.
- **RJio** added 1.4m gross subscribers in Nov'22 (v/s 1.4m in Oct'22). Active subscribers declined by 3m MoM (v/s high adds of 4.9m in Oct'22), due to a 30bp drop in market share to 38.3% (though highest in the industry). 4G subscriber adds were flat at 1.4m on MoM basis (v/s 1.4m add in Oct'22); the peak was seen last year with 7m adds in Jul'21.
- **IDEA** continued to witness a 1.8m/2.0m MoM decline in gross/active subscribers (v/s a decline of 3.5m/0.5m in Oct'22) to 244m/210m. Its 4G subscriber base remained flat at 124m in Nov'22 with a 15.6% 4G market share.
- **Wired broadband subscribers** for the industry continued to grow at 0.5m MoM to 31.8m. RJio/Bharti added 260k/150k subscribers MoM (v/s 290k/140k adds in Oct'22), while BSNL's net subscriber additions were 70k.

Exhibit 1: Active subscriber base continues to contract; total 1,012m subscribers

Active subscriber base (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	348	349	350	351	356	353	355	357	356	356	359	358	359
VIL	232	229	229	226	226	222	220	219	217	215	212	212	210
RJio	360	364	369	379	379	379	383	383	382	385	386	391	388
Top Three players	939	942	947	956	961	954	958	959	955	957	957	961	957
Other players	57	58	59	60	60	60	59	58	58	58	57	52	56
Total	996	1001	1007	1016	1021	1014	1018	1018	1013	1015	1014	1013	1012

Source: TRAI, MOFSL

Exhibit 2: RJio sees the highest reduction (3m) in active subscribers after the highest adds in previous quarter (5m)

Active subscriber net adds (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	1.8	0.8	1.3	1.2	4.6	-3.1	2.2	2.4	-1.0	0.3	2.5	-1.0	1.0
VIL	-2.7	-2.1	-0.6	-2.9	0.2	-3.8	-2.3	-1.4	-1.8	-1.7	-3.0	-0.5	-2.0
Rjio	1.1	4.8	4.2	10.1	0.3	-0.1	4.5	-0.1	-1.1	3.0	0.9	4.9	-3.0
Top Three players	0.1	3.4	4.9	8.4	5.1	-7.0	4.4	0.9	-3.9	1.6	0.4	3.5	-4.0
Other players	-0.2	0.8	1.1	1.1	0.1	-0.5	-0.5	-1.0	-0.5	-0.3	-0.9	-4.6	3.5
Total	-0.1	4.2	5.9	9.5	5.2	-7.5	3.9	-0.1	-4.4	1.3	-0.6	-1.1	-0.5

Source: TRAI, MOFSL

Exhibit 3: RJio retains the pole position in active subscriber market share (in %)

Active subscriber market share	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	34.9	34.8	34.8	34.6	34.8	34.8	34.9	35.1	35.2	35.1	35.4	35.3	35.5
VIL	23.2	22.9	22.7	22.2	22.1	21.9	21.6	21.5	21.4	21.2	20.9	20.9	20.7
RJio	36.1	36.4	36.6	37.3	37.1	37.4	37.7	37.7	37.7	38.0	38.1	38.6	38.3
Top Three players	94.2	94.2	94.1	94.1	94.1	94.1	94.2	94.3	94.3	94.3	94.4	94.9	94.5
Other players	5.8	5.8	5.9	5.9	5.9	5.9	5.8	5.7	5.7	5.7	5.6	5.1	5.5
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 subscriber base continues to contract; total 1,143m subscribers

Gross subscriber base (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	355	356	356	358	360	361	362	363	363	364	364	365	366
VIL	267	266	265	264	261	259	258	257	255	253	249	246	244
RJio	429	416	406	403	404	406	409	413	416	419	420	421	423
Top Three players	1051	1037	1028	1024	1025	1026	1029	1033	1035	1036	1033	1032	1033
Other players	116	118	117	117	117	117	116	115	113	113	112	112	110
Total	1167	1155	1145	1142	1142	1143	1146	1147	1148	1149	1145	1144	1143

Source: TRAI, MOFSL

Exhibit 5: RJio and BHARTI continue to add gross subscribers

Gross subscriber net adds (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	1.3	0.5	0.7	1.6	2.3	0.8	1.0	0.8	0.5	0.3	0.4	0.8	1.1
VIL	-1.9	-1.6	-0.4	-1.5	-2.8	-1.6	-0.8	-1.8	-1.5	-2.0	-4.0	-3.5	-1.8
RJio	2.0	-12.9	-9.3	-3.7	1.3	1.7	3.1	4.2	2.9	3.3	0.7	1.4	1.4
Top Three players	1.4	-14.0	-9.0	-3.6	0.7	0.9	3.4	3.2	1.9	1.6	-2.9	-1.3	0.7
Other players	-0.2	1.2	-0.4	-0.1	-0.1	-0.4	-0.5	-1.3	-1.3	-0.6	-0.8	-0.5	-1.2
Total	1.2	-12.9	-9.4	-3.7	0.6	0.6	2.8	1.9	0.6	1.1	-3.7	-1.8	-0.6

Source: TRAI, MOFSL

Exhibit 6: RJio retains the pole position with 37% market share

Gross subscriber market share (%)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	30.4	30.8	31.1	31.4	31.6	31.6	31.6	31.6	31.7	31.7	31.8	31.9	32.0
VIL	22.9	23.0	23.2	23.1	22.8	22.7	22.6	22.4	22.2	22.0	21.7	21.5	21.3
RJio	36.7	36.0	35.5	35.3	35.4	35.5	35.7	36.0	36.2	36.5	36.7	36.8	37.0
Top Three players	90.0	89.8	89.8	89.7	89.8	89.8	89.9	90.0	90.1	90.2	90.2	90.2	90.3
Other players	10.0	10.2	10.2	10.3	10.2	10.2	10.1	10.0	9.9	9.8	9.8	9.8	9.7
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 continues to grow

MBB subscriber base (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	206	206	206	209	211	210	212	215	217	219	220	223	225
VIL	122	122	121	122	122	122	123	123	123	123	123	123	124
RJio	429	416	406	403	404	406	409	413	416	419	420	421	423
Top Three players	757	744	734	733	737	738	744	751	756	761	763	768	772
Other players	19	21	22	22	23	22	21	21	21	21	21	22	21
Total	776	765	756	756	760	760	766	771	777	782	784	789	792

Source: TRAI, MOFSL

Exhibit 8: 4G subscriber net additions improve, led by Bharti and RJio

MBB subscriber net adds (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	1.3	-0.2	0.5	2.3	2.1	-0.3	1.9	2.2	2.6	1.7	1.0	3.0	2.2
VIL	-0.1	-0.3	-1.1	0.9	0.5	-0.4	1.2	-0.3	0.0	0.2	0.1	0.2	0.3
RJio	2.0	-12.9	-9.3	-3.7	1.3	1.7	3.1	4.2	2.9	3.3	0.7	1.4	1.4
Top Three players	3.2	-13.3	-9.9	-0.5	3.9	0.9	6.2	6.1	5.5	5.2	1.8	4.6	3.9
Other players	-0.4	1.9	1.0	0.6	0.3	-1.0	-0.5	-0.6	0.1	0.5	-0.3	0.5	-0.6
Total	2.8	-11.4	-8.9	0.0	4.2	0.0	5.7	5.6	5.7	5.7	1.5	5.1	3.4

Source: TRAI, MOFSL

Exhibit 9: RJio retains the pole position in 4G subscriber market

MBB subscriber market share	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Bharti	26.6	26.9	27.3	27.6	27.7	27.7	27.7	27.8	28.0	28.0	28.0	28.2	28.4
VIL	15.8	16.0	16.0	16.1	16.1	16.1	16.1	15.9	15.8	15.7	15.7	15.6	15.6
RJio	55.2	54.4	53.8	53.3	53.2	53.4	53.4	53.6	53.5	53.6	53.6	53.4	53.4
Top Three players	97.6	97.3	97.1	97.0	97.0	97.1	97.2	97.3	97.3	97.3	97.3	97.3	97.4
Other players	2.4	2.7	2.9	3.0	3.0	2.9	2.8	2.7	2.7	2.7	2.7	2.7	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 continues to increase, leading to SIM consolidation

Mobile Number Portability (m)	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Request submitted	7.3	8.5	9.5	9.2	9.6	7.8	8.0	9.0	10.2	11.4	12.0	11.8	12.0
Cumulative request submitted	652.9	661.4	671.0	680.1	689.8	697.6	705.5	714.6	724.8	736.1	748.1	759.9	771.9
% to active subscribers	0.7%	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	0.9%	1.0%	1.1%	1.2%	1.2%	1.2%

Source: TRAI, MOFSL

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