

Telecom

RJio — the only player to add active subs in Mar'19

Bharti's MBB market share stabilizing

The Telecom Regulatory Authority of India (TRAI) has released subscriber data for the month of Mar'19. Key highlights:

- Net active subscriber base stood flat MoM at 1,022m. Bharti reported flat MoM active subs while Vodafone Idea lost 9.1m active subs. RJio continued its strong momentum, gaining 8.0m active subscribers in Mar'19.
- RJio's strong gains could be attributed to the series of Jiophone offtake. Bharti and Vodafone Idea — both are potentially witnessing an impact from the rollout of minimum recharge plans on pan-India basis.
- Broadband subscriber adds stood robust at 12.8m (+10.2m in Feb'19), reaching 544m (53% of active subscriber base).
- RJio continued to take the lion's share in incremental MBB adds (80% share among the top-3 players). However, we estimate it at 63% (ex-Jiophone), while Bharti gained ~20% share.

RJio – only telco to add active subs

Net active subscriber base remains flat MoM

Active subscriber base for the industry in Mar'19 was flat MoM at 1,022m (v/s Feb'19). RJio continued its strong active subscriber growth with 8m active subscriber adds (gaining healthy 80bp market share); Bharti's active subscriber base/market share stood flat MoM. Vodafone Idea lost 9.1m active subscribers, potentially due to the implementation of minimum ARPU plans; market share was down 90bp MoM. Overall, gross subscriber base declined 2% to 1,162m.

Bharti's active subscriber base/market share flat MoM

After witnessing a decline for three consecutive months, Bharti reported flat monthly active subscriber base at 328m; market share was also flat MoM at 32.1%. This could be attributed to the implementation of minimum ARPU plans on pan-India basis. However, gross subscriber base declined by 15m MoM (flat in Feb'19) to 325m.

RJio adds 8m active subscribers with healthy 80bp market share expansion

RJio remained the only telco to add active subscribers; it added 8m (+9.3m in Feb'19) active subs. Market share expanded 80bp MoM to 25.2%. However, it has decelerated from its six-month average of 8.6m. We believe \sim 50% of the addition could be attributed to Jiophone. Further, RJio added 9.5m gross subscribers on MoM basis.

Vodafone Idea sees 9.1m decline in active subscriber base; loses 90bp share

Vodafone Idea continued to lose active subscribers for almost 11 consecutive months. It lost 9.1m (-7.2m in Feb'19) active subscribers; with a 90bp MoM market share contraction to 36%. Vodafone Idea is losing ground potentially due to (a) implementation of minimum ARPU plans, and (b) deteriorating network quality possibly due to network integration issues. VIL cumulatively lost ~400bp active subscriber market share over the last one year. It lost 14.5m (-5.8m in Feb'19) gross subscribers on MoM basis.

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Industry adds healthy 12.8m MBB subscribers, reaching 544m (53% of active subscribers)

12.8m Industry MBB subscriber adds: Industry MBB subscriber adds stood at 12.8m (+10.2m in Feb'19), reaching 544m (53% of the total active subscribers in the market). The uptick in MBB subscriber adds was largely driven by RJio. We estimate about 4m Jiophone adds; excluding it, MBB adds stood at ~9m.

- **Bharti adds 2.5m subs:** Bharti saw 2.5m MBB subscriber adds (+1.8m in Feb'19), and flat subscriber market share (20.6%). It accounted for ~20% of (top-3 players) incremental MBB subscribers; excluding Jiophone, it should be ~30%.
- RJio takes the lion's share: RJio registered healthy 9.5m MBB subscriber adds on MoM basis (v/s +7.8m in Feb'19). Its market share expanded 40bp MoM to 56.3%. It accounted for ~80% (v/s 78% in Feb'19) of incremental MBB subscribers, among the top-3 players. This could be partly attributed to (a) Jiophone, which is predominantly used for voice calls, but RJio classifies Jiophone subs as broadband subscribers. Excluding Jiophone, we estimate it could have ~63% (among the top-3 players) market share, possibly taking market share from VIL.
- Vodafone Idea reported flat MoM MBB subscribers (+0.4m in Feb'19), with MBB market share contracting 50bp to 20.2%.

Our view

Bharti/Vodafone Idea's churn stood at 19m*/53m in 4QFY19 on minimum recharge rollout

Bharti had rolled out minimum recharge plans on pan-India basis in the second week of Oct'18, while VIL had spread the implementation up to end-Nov'18. Given the requirement of recharging a minimum of INR35/month, some subscribers (using only incoming call service) with current ARPUs of a meager INR10-15 may churn out.

ARPU accretion focus in 3-4 quarters once land-grab opportunity is behind

Of the total 450-500m feature phone subscribers, we estimate Jiophone subscribers at ~72m as of Mar'19 (~15% market share), which offers huge growth opportunity. Company may continue to chase feature phone subscribers through low ARPU plans; but RJio has significant market share in the smartphone category and large part of the land-grab opportunity is now behind. Thus, incremental subscriber adds run-rate may provide it an opportunity for selective ARPU accretion in the coming 3-4 quarters, once Vodafone Idea also stabilizes its network.

Exhibit 1: Active subscriber base — Vodafone Idea continues to lose active subscribers (m)

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	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	328	328	344	343	341	337	340	340	336	331	328	328
Vodafone Idea	420	415	412	409	407	403	400	400	391	385	377	368
RJio	168	172	178	187	198	208	216	226	234	240	250	258
Top 3 players	916	915	933	939	946	947	956	965	961	956	955	954
Other players	94	69	68	67	67	66	66	66	66	66	67	68
Total	1,011	984	1,001	1,006	1,013	1,013	1,022	1,031	1,026	1,023	1,023	1,022

Source: TRAI, MOFSL

^{*}estimated

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Exhibit 2: Active subscriber net adds — RJio reports strong subs adds (m)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	3.3	0.1	15.4	-0.9	-2.3	-3.8	3.4	-0.3	-4.1	-4.6	-3.2	-0.2
Vodafone Idea	2.6	-5.0	-3.4	-2.9	-1.3	-4.6	-2.9	-0.3	-8.8	-6.2	-7.2	-9.1
RJio	8.3	3.4	5.9	9.7	10.6	9.7	8.5	9.9	8.1	6.3	9.3	8.0
Top 3 players	14.2	-1.5	17.9	5.9	7.1	1.3	8.9	9.3	-4.7	-4.5	-1.1	-1.3
Other players	-47.2	-25.2	-1.0	-0.6	-0.2	-1.3	-0.4	0.3	-0.2	0.7	1.1	0.4
Total	-32.9	-26.6	17.0	5.3	6.9	0.0	8.5	9.5	-4.9	-3.8	0.0	-0.9

Source: TRAI, MOFSL

Exhibit 3: Active subscriber market share — RJio narrowing the gap with incumbents (%)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	32.5	33.4	34.3	34.1	33.6	33.2	33.3	33.0	32.7	32.4	32.1	32.1
Vodafone Idea	41.6	42.2	41.1	40.6	40.2	39.8	39.1	38.7	38.1	37.6	36.9	36.0
RJio	16.7	17.5	17.7	18.6	19.5	20.5	21.2	21.9	22.8	23.5	24.4	25.2
Top 3 players	90.7	93.0	93.2	93.3	93.4	93.5	93.6	93.6	93.6	93.5	93.4	93.4
Other players	9.3	7.0	6.8	6.7	6.6	6.5	6.4	6.4	6.4	6.5	6.6	6.6
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

Source: TRAI, MOFSL

Exhibit 4: Trend in gross subscriber base (m)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	309	345	345	345	346	344	342	342	340	340	340	325
Vodafone Idea	439	437	443	444	442	435	428	421	419	415	409	395
RJio	196	206	215	227	239	252	263	272	280	289	297	307
Top 3 players	944	987	1003	1016	1027	1031	1032	1034	1039	1045	1047	1027
Other players	181	144	143	141	140	139	138	137	137	137	137	135
Total	1,125	1,131	1,146	1,157	1,167	1,169	1,170	1,172	1,176	1,182	1,184	1,162

Source: TRAI, MOFSL

Exhibit 5: Gross subscriber net adds — RJio, the only player, to add subscribers (m)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	4.5	35.9	0.0	0.3	1.0	-2.4	-1.9	0.1	-1.5	0.1	0.0	-15.1
Vodafone Idea	4.9	-2.1	6.6	0.6	-2.3	-6.7	-7.4	-6.5	-2.3	-3.6	-5.8	-14.5
RJio	9.6	9.4	9.7	11.8	12.2	13.0	10.5	8.8	8.6	9.3	7.8	9.5
Top 3 players	19.0	43.1	16.4	12.7	10.9	4.0	1.3	2.4	4.7	5.8	2.0	-20.2
Other players	-77.4	-37.2	-0.9	-2.2	-1.0	-1.6	-0.6	-0.6	-0.5	0.1	-0.2	-1.7
Total	-58.3	5.9	15.5	10.6	9.9	2.4	0.7	1.7	4.2	6.0	1.7	-21.9

Source: TRAI, MOFSL

Exhibit 6: Gross subscriber market share — RJio narrowing the gap with incumbents (%)

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	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	27.4	30.5	30.1	29.8	29.6	29.4	29.2	29.2	28.9	28.8	28.8	28.0
Vodafone Idea	39.0	38.6	38.7	38.4	37.8	37.2	36.5	35.9	35.6	35.1	34.6	34.0
RJio	17.4	18.2	18.8	19.6	20.5	21.6	22.5	23.2	23.8	24.5	25.1	26.4
Top 3 players	83.9	87.2	87.5	87.8	88.0	88.2	88.2	88.3	88.4	88.4	88.4	88.4
Other players	16.1	12.8	12.5	12.2	12.0	11.8	11.8	11.7	11.6	11.6	11.6	11.6
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

Source: TRAI, MOFSL

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Exhibit 7: Trend in MBB subscriber base (m)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	88	89	93	93	96	97	99	102	98	108	110	112
Vodafone Idea	102	103	106	107	95	100	101	105	108	110	110	110
RJio	196	206	215	227	239	252	263	272	280	289	297	307
Top 3 total	386	398	414	427	431	449	463	479	486	507	517	529
Other players	15	15	15	14	14	14	14	14	14	14	14	15
Total	401	414	429	442	445	463	477	493	500	521	532	544

Source: TRAI, MOFSL

Exhibit 8: MBB subscriber net adds — RJio adds 9.5m MBB subscriber adds (m)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	4.0	1.9	3.7	0.0	3.0	0.9	2.1	3.3	-4.5	10.0	1.8	2.5
Vodafone Idea	2.7	1.2	2.3	1.5	-11.8	4.2	1.6	4.1	2.5	1.9	0.4	0.0
RJio	9.6	9.3	9.7	11.8	12.2	13.0	10.5	8.8	8.6	9.3	7.8	9.5
Top 3 total	16.4	12.4	15.7	13.3	3.4	18.2	14.2	16.3	6.5	21.2	10.0	11.9
Other players	-9.1	-0.2	-0.6	-0.3	0.0	-0.4	0.1	-0.1	0.0	0.2	0.2	0.9
Total	7.2	12.2	15.2	13.0	3.3	17.7	14.3	16.2	6.6	21.4	10.2	12.8

Source: TRAI, MOFSL

Exhibit 9: MBB subscriber market share — RJio leading the pack (%)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	21.8	21.6	21.7	21.1	21.6	21.0	20.8	20.8	19.6	20.7	20.7	20.6
Vodafone Idea	25.5	25.0	24.7	24.3	21.4	21.5	21.2	21.4	21.6	21.1	20.7	20.2
RJio	48.9	49.7	50.2	51.4	53.7	54.5	55.1	55.0	56.0	55.5	55.9	56.3
Top 3 total	96.2	96.3	96.6	96.7	96.8	97.0	97.1	97.2	97.2	97.3	97.3	97.2
Other players	3.8	3.7	3.4	3.3	3.2	3.0	2.9	2.8	2.8	2.7	2.7	2.8
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

Source: TRAI, MOFSL

Exhibit 10: Incremental MBB subscriber market share — RJio takes the lion's share (%)

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Bharti	24.6	15.2	23.6	0.0	89.3	5.1	14.7	20.6	-68.8	47.0	18.4	20.6
Vodafone Idea	16.6	9.6	14.6	11.4	-350.7	23.2	11.4	25.3	37.8	9.1	3.9	-0.3
RJio	58.9	75.2	61.8	88.6	361.4	71.7	73.9	54.1	131.0	43.9	77.7	79.6
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

Source: TRAI, MOFSL

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Registration Nos.: Motilal Oswal Financial Services Limited (MOFSL)*: INZ000158836(BSE/NSE/MCX/NCDEX); CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412. AMFI: ARN - 146822; Investment Adviser: INA000007100; Insurance Corporate Agent: CA0579;PMS:INP000006712. Motilal Oswal Asset Management Company Ltd. (MOAMC): PMS (Registration No.: INP000000670); PMS and Mutual Funds are offered through MOAMC which is group company of MOFSL. Motilal Oswal Financial Services Limited is a distributor of Mutual Funds, PMS, Fixed Deposit, Bond, NCDs,Insurance Products and IPOs.Real Estate is offered through Motilal Oswal Real Estate Investment Advisors II Pvt. Ltd. which is a group company of MOFSL. Private Equity is offered through Motilal Oswal Private Equity Investment Advisors Pvt. Ltd which is a group company of MOFSL. Research & Advisory services is backed by proper research. Please read the Risk Disclosure Document prescribed by the Stock Exchanges carefully before investing. There is no assurance or guarantee of the returns. Investment in securities market is subject to market risk, read all the related documents carefully before investing. Details of Compliance Officer: Name: Neeraj Agarwal, Email ID: na@motilaloswal.com, Contact No.:022-71881085.

* MOSL has been amalgamated with Motilal Oswal Financial Services Limited (MOFSL) w.e.f August 21, 2018 pursuant to order dated July 30, 2018 issued by Hon'ble National Company Law Tribunal, Mumbai Bench.

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