



Terms & conditions for 4 out of 5 new users in Mumbai chose Vi

- 1) Effective new customers basis the TRAI wireless subscribers data
 - a) For the period: February, 2021 to June, 2021
 - b) For Mumbai circle only.
- 2) Net Additions/decline in Wireless Subscribers of Access Service Providers- Mumbai (In Mn) derived from TRAI subscriber data is as below

NET ADDS	FEB'21	MAR'21	APR'21	MAY'21	Jun'21	TOTAL
Airtel	0.00	0.06	-0.41	-0.13	0.06	-0.42
BSNL + MTNL	0.00	0.00	0.00	0.00	0.00	-0.02
Jio	0.13	0.16	0.06	0.06	0.12	0.53
Vi	1.56	0.85	-0.16	-0.06	0.05	2.25

The above table represents effective new customers joining each operator which includes additions as well as churn.

- 3) Working to substantiate the 4 out of 5 claim:

NET ADDITIONS IN SUBSCRIBERS DURING CLAIM PERIOD- Mumbai	IN MN
Vi + Jio	2.78
Airtel + BSNL + MTNL	-0.43
Overall Industry	2.34

Ratio of net subscribers added by Vi = (Net Subscribers added by Vi)/(Net Subscribers added by Jio + Vi)*

$2.25/2.78 \times 100 = 80.93\%$ which can be represented as approximately 4 out of 5

*Airtel, BSNL & MTNL is not included in this calculation because they have negative net addition during the claim period of Feb 2021 to June 2021.

• The ratio of net subscribers added by Vi is 80.93%. This number has been rounded to 80% (rounded to the nearest tenth) to create the '4 out of 5' claim.

4) SOURCE: TRAI REPORTS

- Feb'21 Report link: https://tra.gov.in/sites/default/files/PR_No.27of2021_0.pdf
- Mar'21 Report link: https://www.tra.gov.in/sites/default/files/PR_No.33of2021_0.pdf
- Apr'21 Report Link: https://www.tra.gov.in/sites/default/files/PR_No.34of2021_0.pdf
- May 21 Report link : https://www.tra.gov.in/sites/default/files/PR_No.35of2021_0.pdf
- June 21 Report link : https://www.tra.gov.in/sites/default/files/PR_No.37of2021_0.pdf