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iCREATE 2025

The Postpaid Paradox: Our Solution

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#BeLimitless

Winning the 22–30 Segment: From Underrepresentation to Growth Engine for Postpaid

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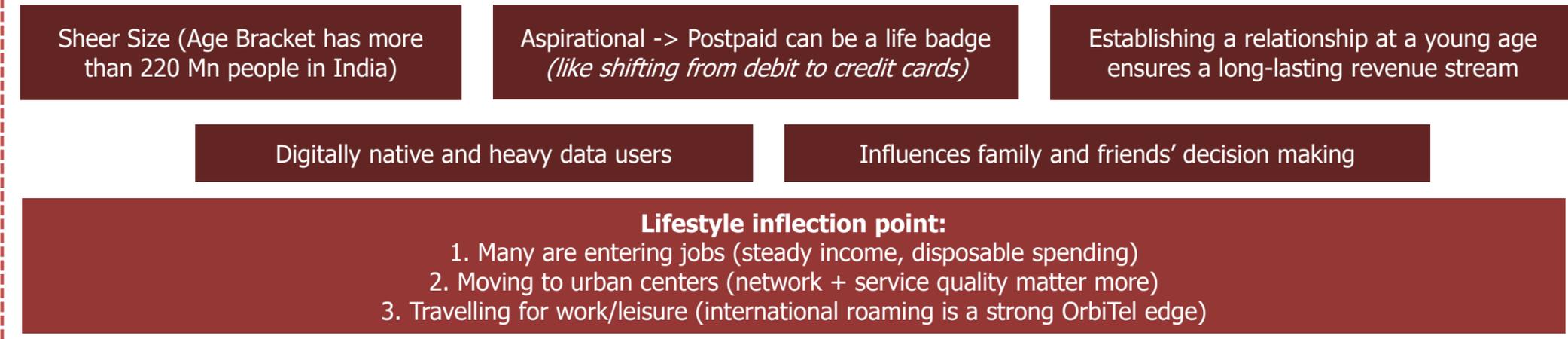| Problem Understanding | Industry Trends | Consumer Insights | Customer Segmentation | Customer Targeting | Marketing Plan | Ancillary Ideas/Perks | Financial Feasibility |

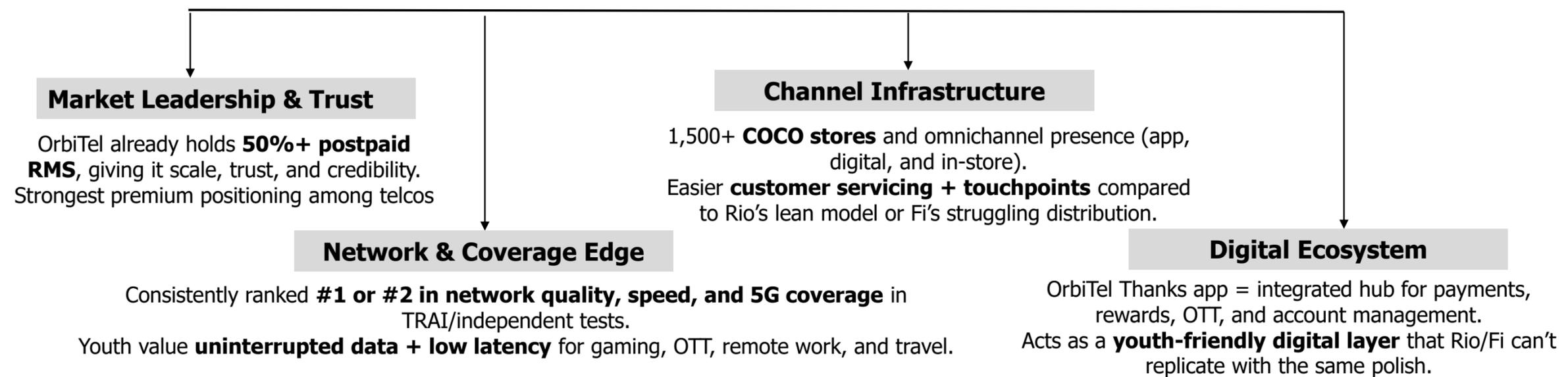## Problem Statement – Postpaid Paradox

To double postpaid penetration among youth aged 22–30 from 6% to 12% in two years by creating a clear strategy that uses OrbiTel's network, brand strength, and channels to meet young users' needs for convenience, value, and reliability.

OrbiTel Postpaid is a market leader with > 50% postpaid RMS; yet postpaid accounts for **only 10% of OrbiTel's total users**

Inflection point at age 30, post which users are more likely to adopt postpaid plans

The 22-30 age group is digitally native and aspirational, yet postpaid is significantly underrepresented in this segment.

Postpaid has a significantly **higher ARPU** and **lower churn** rate, making it an attractive choice for Orbitel.

Why the 22-30-year-old bracket is lucrative?

Sheer Size (Age Bracket has more than 220 Mn people in India)

Aspirational -> Postpaid can be a life badge *(like shifting from debit to credit cards)*

Establishing a relationship at a young age ensures a long-lasting revenue stream

Digitally native and heavy data users

Influences family and friends' decision making

Lifestyle inflection point:
1. Many are entering jobs (steady income, disposable spending)
2. Moving to urban centers (network + service quality matter more)
3. Travelling for work/leisure (international roaming is a strong OrbiTel edge)

Right to Win for OrbiTel

Market Leadership & Trust

OrbiTel already holds **50%+ postpaid RMS**, giving it scale, trust, and credibility. Strongest premium positioning among telcos

Network & Coverage Edge

Consistently ranked **#1 or #2 in network quality, speed, and 5G coverage** in TRAI/independent tests.
Youth value **uninterrupted data + low latency** for gaming, OTT, remote work, and travel.

Channel Infrastructure

1,500+ **COCO stores** and omnichannel presence (app, digital, and in-store).
Easier **customer servicing + touchpoints** compared to Rio's lean model or Fi's struggling distribution.

Digital Ecosystem

OrbiTel Thanks app = integrated hub for payments, rewards, OTT, and account management.
Acts as a **youth-friendly digital layer** that Rio/Fi can't replicate with the same polish.

CORE IDEA

Adress the misconceptions that customers have surrounding postpaid. Build trust among users via **impactful educational messaging**.

Position OrbiTel Postpaid as a premium product with focus on transparency, to make it an **aspirational lifestyle choice** for the 22-30 youth segment.

Industry Trends + Competitive Edge = Orbi-Tel's Right to Lead Youth Postpaid Adoption

| Problem Understanding | **Industry Trends** | Consumer Insights | Customer Segmentation | Customer Targeting | Marketing Plan | Ancillary Ideas/Perks | Financial Feasibility |

Industry Trends

250M -> 770M
5G Growth Forecasts to 2028

19% YoY (Rs. 183/m)
Industry ARPU Jump in 2025

~3.3% (38.5M) in 2024
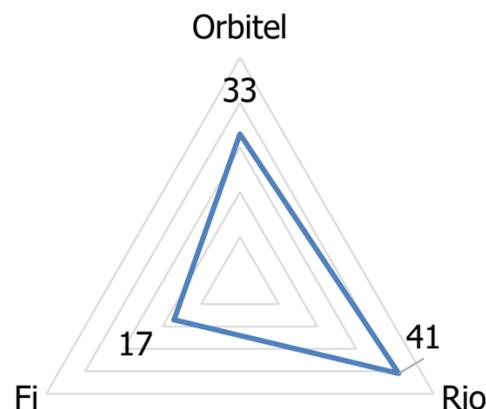Industry Postpaid Mobile Connections

Rs. 434/m (2.4x of Prepaid)
Pure Customer Postpaid ARPU

26.9 GB (Up by 21.6% YoY)
Orbi-Tel's monthly data usage/mobile user

TRAI's easing of KYC norms & mobile number portability make it easier for prepaid users to switch to postpaid connections.

A **new Telecom Bill** is in the works to update archaic laws; It plans to streamline permissions and also punish fraud which should enhance trust in SIM verification

OrbiTel (as per Industry Reports) stand as the most aspirational Telecom service provider for Indian youth to switch to Postpaid
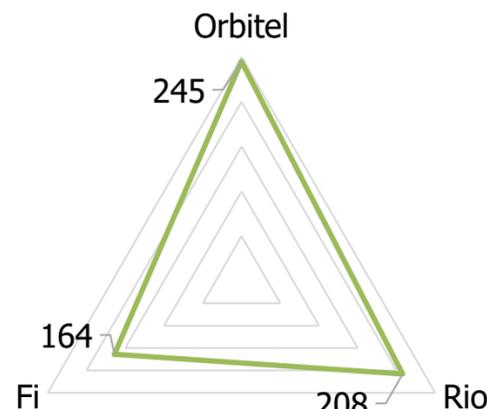

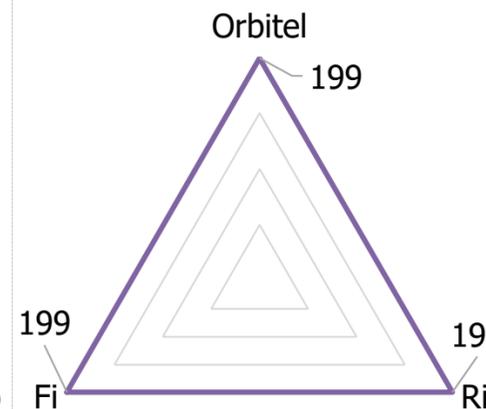Radar charts:
- **Wireless Subscriber Market Share (%)**: Orbitel 33, Rio 41, Fi 17
- **Postpaid Subscriber Market Share (%)**: Orbitel 65, Rio 10, Fi 25
- **Average Revenue Per User – ARPU (Rs.)**: Orbitel 245, Rio 208, Fi 164
- **Most Purchased Prepaid Plan (Rs.)**: Orbitel 199, Rio 199, Fi 199
- **Most Purchased Postpaid Plan (Rs.)**: Orbitel 449, Rio 349, Fi 451
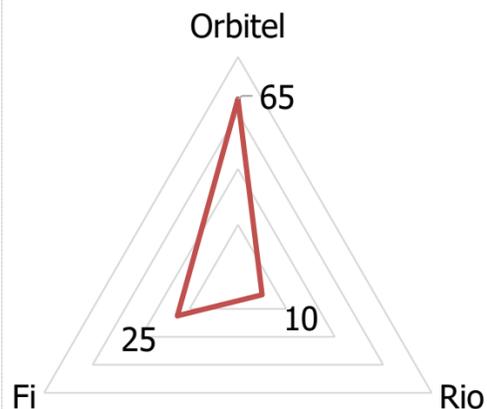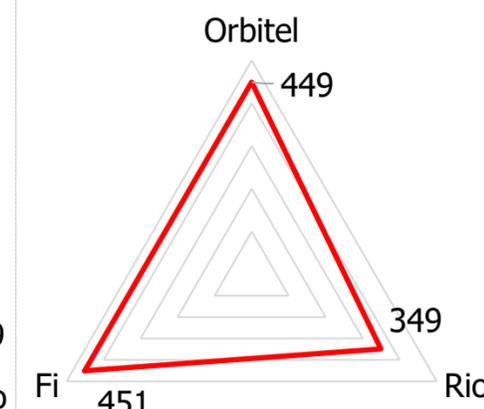
COMPETITOR ANALYSIS

Parameters	Rio	Orbitel	Fi
Prepaid Plan Pricing (representative)	28 days, 1.5 GB/day **₹299;** 84 days ₹859; Annual 2.5 GB/day ₹3,599	28 days, 1 GB/day **₹299**; 84 days 2 GB/day ~₹1,199; Annual 2 GB/day ₹3,599	28 days, 1.5 GB/day **₹349**; 84 days ₹859 annual ₹3,499
Postpaid Plans (individual)	₹349 (30 GB), ₹649 (Unlimited, rollover)	₹449 (50 GB), ₹699 (105 GB), ₹1,749 (320 GB + OTT)	₹451 (50 GB + rollover), ₹551 (90 GB + rollover)
Network Coverage / 5G	**Leader** in 5G availability	**Fastest** speeds, strong gaming & video experience	Limited 5G; focus remains on 4G
Brand & Public Perception	Strong value + scale, large ecosystem	Premium, reliable, high ARPU = perceived value	Seen as perks-first, weaker in quality
Key USPs	Aggressive pricing, wide reach	Strongest network, OTT bundles, loyalty packs	Differentiated by perks (night data, OTTs)

High Demand for Data & Add-Ons, but Misconceptions and Cost Barriers Limit Adoption

Problem Understanding | Industry Trends | **Consumer Insights** | Customer Segmentation | Customer Targeting | Marketing Plan | Ancillary Ideas/Perks | Financial Feasibility

N=165 — Google Forms Survey Respondents

18 - 25 — Majority Age Range of Respondents

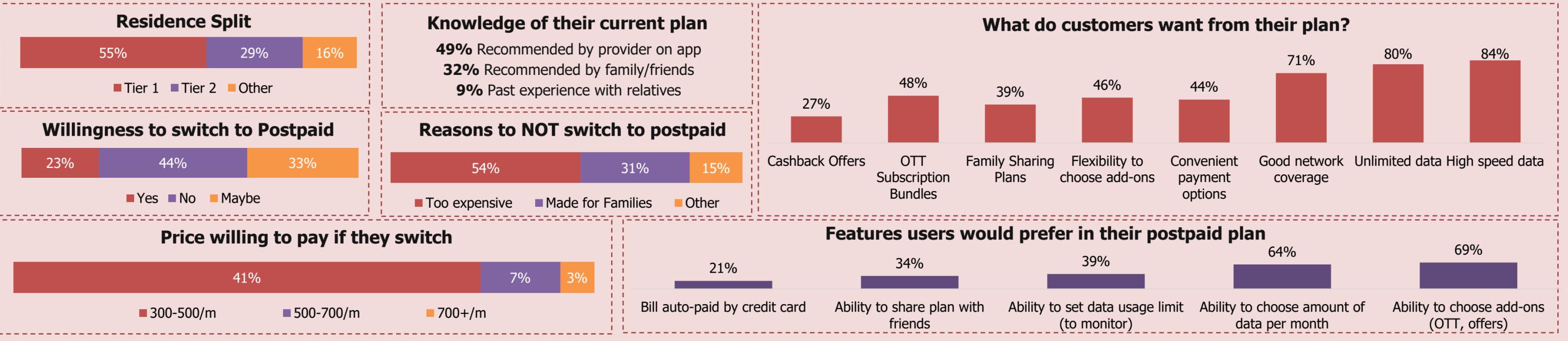**75k - 1.5L** — Majority Income Range of Respondents

57% — % respondents using Airtel service

23% — % respondents using Postpaid service

N=8 — OrbiTel Service Users across India

N=5 — COCO Stores across Lucknow

Survey Analysis

Residence Split
55%	29%	16%
■ Tier 1 ■ Tier 2 ■ Other

Knowledge of their current plan
49% Recommended by provider on app
32% Recommended by family/friends
9% Past experience with relatives

What do customers want from their plan?
- Cashback Offers — 27%
- OTT Subscription Bundles — 48%
- Family Sharing Plans — 39%
- Flexibility to choose add-ons — 46%
- Convenient payment options — 44%
- Good network coverage — 71%
- Unlimited data — 80%
- High speed data — 84%

Willingness to switch to Postpaid
23%	44%	33%
■ Yes ■ No ■ Maybe

Reasons to NOT switch to postpaid
54%	31%	15%
■ Too expensive ■ Made for Families ■ Other

Price willing to pay if they switch
41%	7%	3%
■ 300-500/m ■ 500-700/m ■ 700+/m

Features users would prefer in their postpaid plan
- Bill auto-paid by credit card — 21%
- Ability to share plan with friends — 34%
- Ability to set data usage limit (to monitor) — 39%
- Ability to choose amount of data per month — 64%
- Ability to choose add-ons (OTT, offers) — 69%

Store and Customer Interview Analysis

"We might be charged fees unfairly and there is a lack of transparency"

"WHAT IS POSTPAID?"

"Postpaid is convenient since office auto pays the bill, never have to worry about recharging or plan running out "

"I use it as a second sim in combination with Rio prepaid. 2 different brands ensures they will always have network on one or the other. Use Rio for calling, and Orb-itel Postpaid for the data"

"Postpaid is convenient because of data available in bulk, usable for long duration video calls or binging content when WiFi is not available"
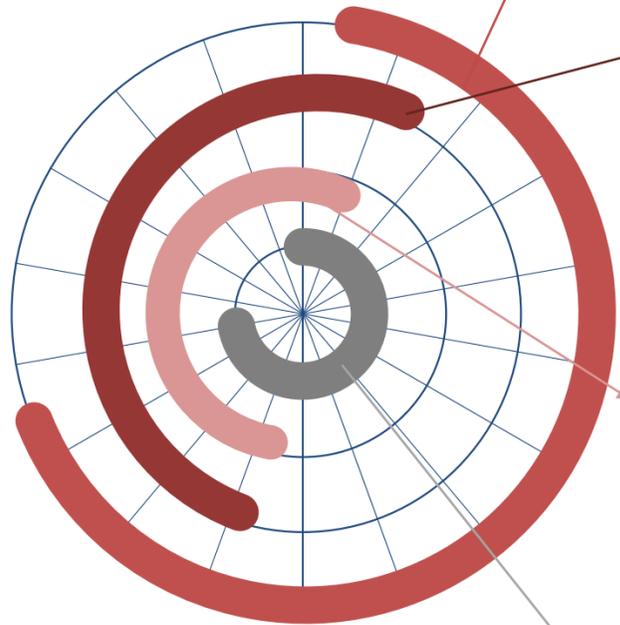
"It is not different enough from prepaid plans to pay extra price for"

"We believe customers need to be present in the store for porting to postpaid"

"Customers are skeptical of huge bills at the end of each month"

Behavioral Segments Reveal Distinct Motivations & Revenue Potential for Postpaid Growth

Behavioral Customer Segments

"Curves represent target segments size – and propensity to convert to Orbi-Tel Postpaid"

Loyalists: OrbiTel Prepaid Users

Motivations to Switch
- Familiar with Orbi-Tel's quality network & service
- View postpaid as a **lifestyle "upgrade"**
- Prefer conveniences, fewer recharges

Next Steps for Orbi-tel
- Build **stronger trust in postpaid** reliability
- Show lifestyle upgrade vs prepaid
- Promote hassle-free billing & family packs

Migrants: Competitors Postpaid Users

Motivations to Switch
- Attracted to Orbi-Tel's **family/corporate plans**
- Better roaming coverage & bundled ecosystem
- Value **loyalty perks** beyond competitors' offers

Next Steps for Orbi-tel
- Position as the **better postpaid** leader
- Run competitive comparison campaigns
- Highlight superior roaming + OTT bundles

Defectors: Competitors Prepaid Users

Motivations to Switch
- Frustrated with current provider
- Seeking **stronger coverage**, especially roaming
- See Orbi-Tel as more **reliable** & premium

Next Steps for Orbi-tel
- Build trust in **both brand & postpaid**
- Promote family packs & shared SIMs
- Target churners with easy-switch offers

### Freshers: Youngsters transitioning into the "affluent" category

Motivations to Switch
- First salary -> **aspirational** "premium" plan
- OTT & entertainment bundles resonate
- Seek **flexibility**: data rollover, upgrades

Next Steps for Orbi-tel
- Aggressive youth-centric marketing
- Partner with corporates to it the "work SIM"
- Reinforce postpaid as a **lifestyle badge**
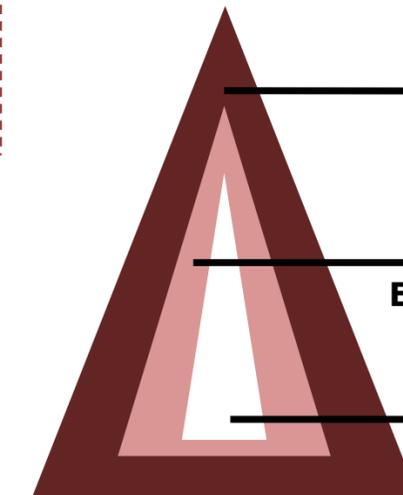
Prepaid to postpaid switching customers
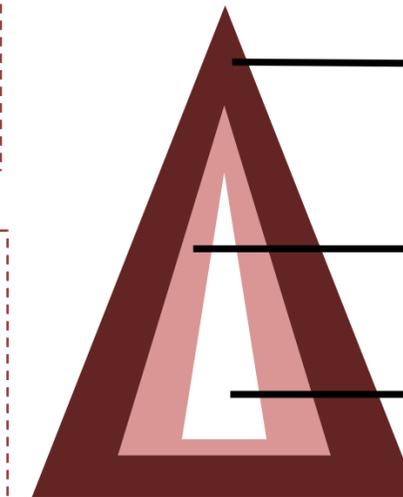
- **TAM:** 1157M (Total Prepaid Users)
  Expected Total Revenue: 0.5B
- **SAM:** 180M (22-30 yrs)
  Expected Total Revenue: 78k B
- **SOM:** 22M (Weighted Avg. Factor for conversion)
  Expected Total Revenue: 9.5k B
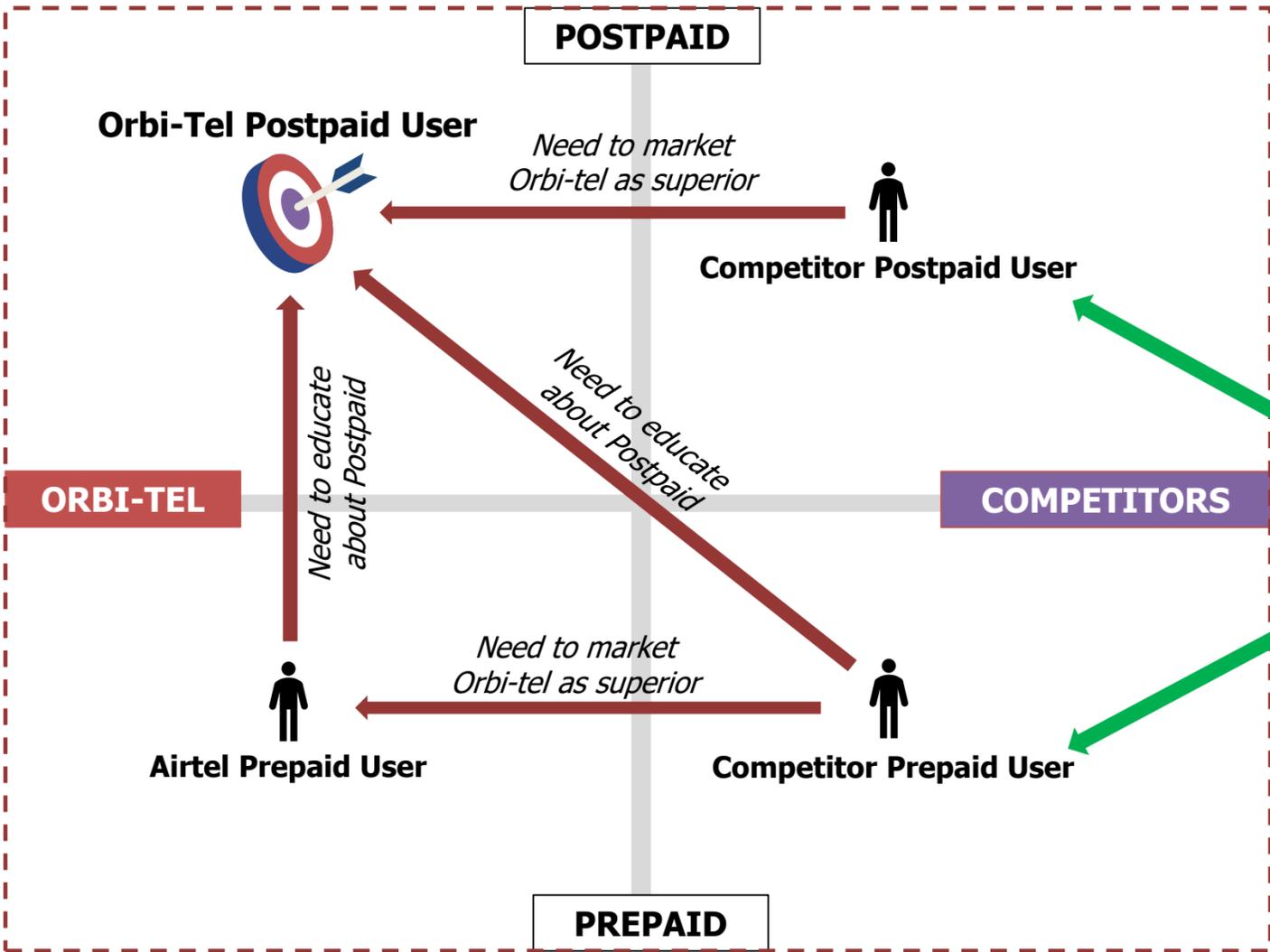
Postpaid to postpaid switching customers

- **TAM:** 39M (Total Postpaid Users)
  Expected Total Revenue: 16k M
- **SAM:** 13M (22- 30 yrs)
  Expected Total Revenue: 5.5k M
- **SOM:** 2M
  Expected Total Revenue: 868M

Educate. Inspire. Convert: Making Postpaid the Aspirational Choice for Youth

TARGETING OUR VARIOUS CONSUMER SEGMENTS

AIM #1:
SOLVE THE MISCONCEPTIONS AT THE CONSUMER AND SALES-PERSON LEVEL

- **Frequently buy data top-up packs**
- Travels frequently (both domestic and foreign)
- Works at corporate or Govt. organization
- **Maintains multiple prepaid SIMS**
- Subscribes to multiple OTT applications
- **Prefers to buy large data limit plans**
- Affluent Individual/Family lifestyle

Green Flag Indicators for Postpaid Conversion

AIM #3:
DRIVE THE POINT HOME THAT ORBI-TEL IS "THE PREMIUM OPTION". MAKE IT AN ASPIRATIONAL GOAL THAT THE YOUTH STRIVES TO ACHIEVE

- **Employees in firms not tied up with Orbi-Tel** (but using Fi/Rio reimbursement schemes)
- Fi's limited-service centers, Rio's digital only support leaves many without a human resolution path
- **International travel patterns:** chance to pitch Orbi-tel's seamless postpaid roaming.

Green Flag Indicators for Orbi-Tel Conversion

Quadrant Diagram

POSTPAID

Orbi-Tel Postpaid User

Need to market Orbi-tel as superior

Competitor Postpaid User

ORBI-TEL

Need to educate about Postpaid

COMPETITORS

Need to educate about Postpaid

Airtel Prepaid User

Need to market Orbi-tel as superior

Competitor Prepaid User

PREPAID

AIM #2:
BUILD TRUST AND INTEREST ABOUT ORBITEL. SHOWCASE OUR SUPERIOR NETWORK, REACH, SERVICE AND QUALITY OFFERINGS.
(Key Problem: Rio seen as value, Fi seen as cheaper fallback. Need to showcase OrbiTel = quality + premium)

Driving Awareness, Engagement, and Retention Through Myth-Breaking Campaigns

ACHIEVING AIM #1:
Solve Misconceptions Around Postpaid

TRAINING OF SALES-PERSON, STORE MANAGERS

BUSTING THE MYTHS AROUND POSTPAID

- **"Postpaid is costlier"** (Demonstrate *cost parity with prepaid* when OTT bundles, add-ons, and hidden recharge costs are considered)
- **"I'll lose control"** (Highlight OrbiTel Thanks app's *usage tracking, instant bill updates, spend controls* → zero bill shocks)
- **"Prepaid has the same benefits"** (Showcase *exclusive benefits* (family pooling, uninterrupted data, international roaming, premium OTT).

CHANNELS & TACTICS

Digital – Instagram reels with educational content; Collab with Finfluencers like Shreya Kapoor, Neeraj Arora, YT explainers with real bill comparisons

On-ground Activations - Postpaid Booths, Pamphlets at COCO stores
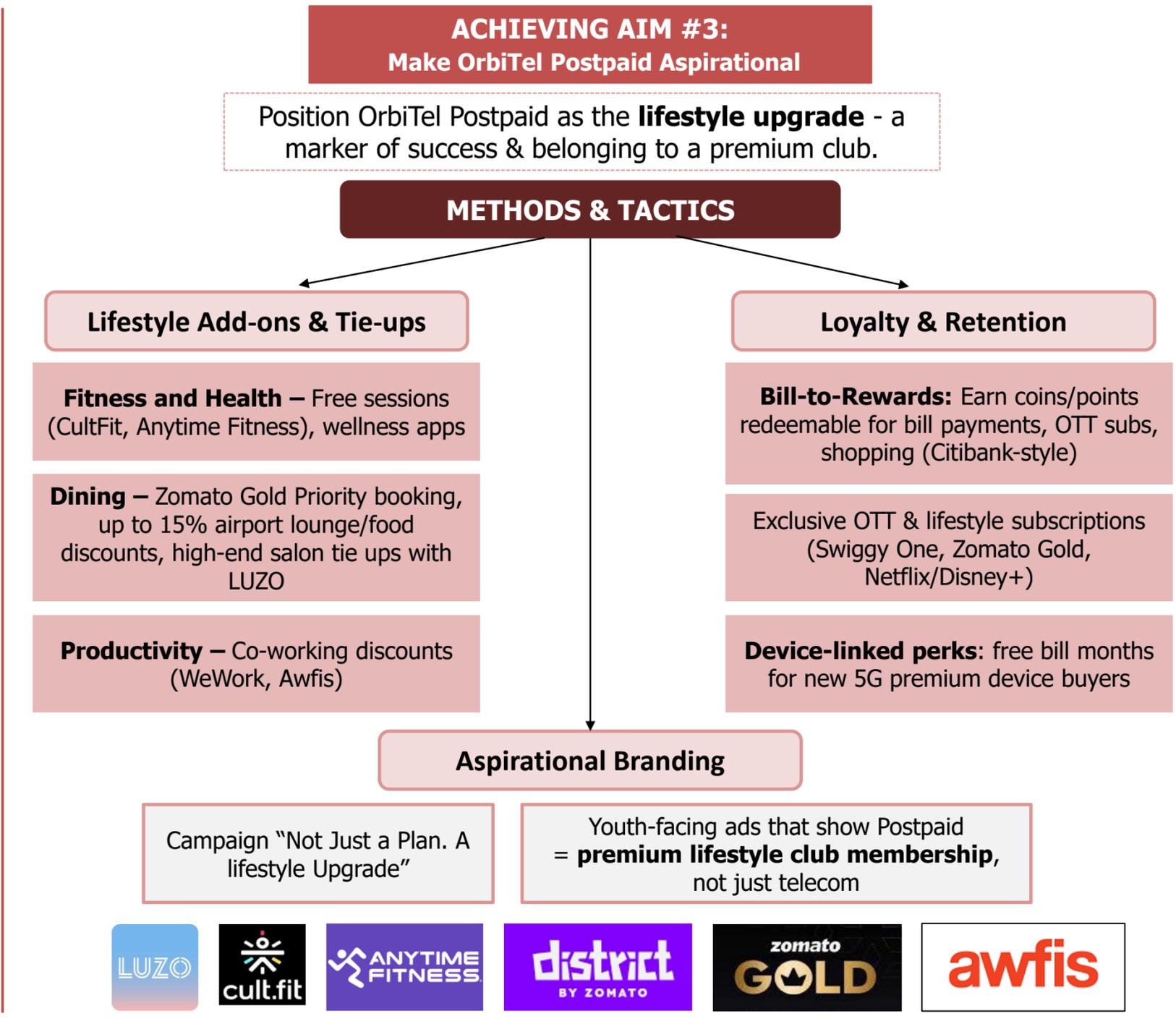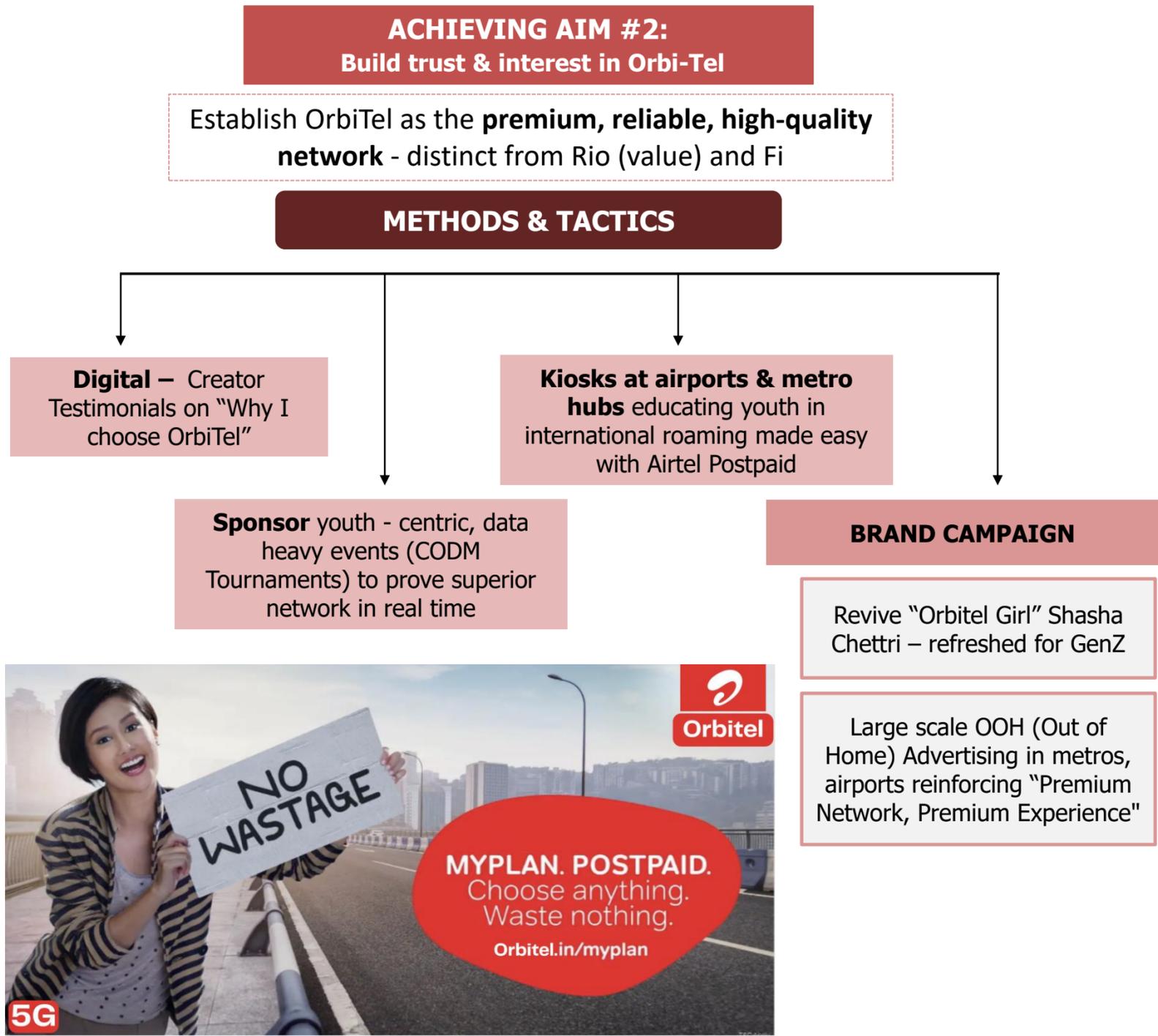
Traditional Media – Billboards in youth dense zones with taglines like (*"Prepaid ≠ Premium. Postpaid = Freedom from recharge hassle."*

ENGAGEMENT & RETENTION

Infotainment-style ads on social media/OTT where heavy data usage itself becomes the proof of need

Retention nudges via app/SMS → personalized reminders when usage drops, pulling users back into the fold

Why waste good food? Why waste good data?
GANGA SAGAR RESTAURANT = DATA ROLLOVER FACILITY
OrbiTel keeps it for you.
OrbiTel POSTPAID

Jab aappko zaroorat ho, tabhi data istemaal karein
orbitel Postpaid

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Driving Youth Adoption Through Brand Campaigns, Add-Ons, and Experiences

ACHIEVING AIM #2:
Build trust & interest in Orbi-Tel

Establish OrbiTel as the **premium, reliable, high-quality network** - distinct from Rio (value) and Fi

METHODS & TACTICS

Digital – Creator Testimonials on "Why I choose OrbiTel"

Sponsor youth - centric, data heavy events (CODM Tournaments) to prove superior network in real time

Kiosks at airports & metro hubs educating youth in international roaming made easy with Airtel Postpaid

BRAND CAMPAIGN

Revive "Orbitel Girl" Shasha Chettri – refreshed for GenZ

Large scale OOH (Out of Home) Advertising in metros, airports reinforcing "Premium Network, Premium Experience"

Orbitel

NO WASTAGE

MYPLAN. POSTPAID.
Choose anything.
Waste nothing.
Orbitel.in/myplan

5G

ACHIEVING AIM #3:
Make OrbiTel Postpaid Aspirational

Position OrbiTel Postpaid as the **lifestyle upgrade** - a marker of success & belonging to a premium club.

METHODS & TACTICS

Lifestyle Add-ons & Tie-ups

Fitness and Health – Free sessions (CultFit, Anytime Fitness), wellness apps

Dining – Zomato Gold Priority booking, up to 15% airport lounge/food discounts, high-end salon tie ups with LUZO

Productivity – Co-working discounts (WeWork, Awfis)

Loyalty & Retention

Bill-to-Rewards: Earn coins/points redeemable for bill payments, OTT subs, shopping (Citibank-style)

Exclusive OTT & lifestyle subscriptions (Swiggy One, Zomato Gold, Netflix/Disney+)

Device-linked perks: free bill months for new 5G premium device buyers

Aspirational Branding

Campaign "Not Just a Plan. A lifestyle Upgrade"

Youth-facing ads that show Postpaid = **premium lifestyle club membership**, not just telecom

LUZO | cult.fit | ANYTIME FITNESS | district BY ZOMATO | zomato GOLD | awfis

Seamless Onboarding and Engaging Rewards to Power Postpaid Adoption

PARTNERING WITH CORPORATES/GOVERNMENT

INSIGHT
Many users prefer **postpaid** because bills are **directly reimbursed** by their company

OPPORTUNITY
Partner with **corporates & government offices** as the *default provider* for new employee onboarding.

METHOD
Approach via sales team to push for B2B deals. Advertising outside corporate parks with billboards, standees with QR Codes etc.

EXECUTION
Aggressive B2B Sales Force push
↓
Custom Corporate Packs
↓
Seamless Reimbursement Flow

BENEFITS
For Companies: Simplified reimbursements, happier employees

For Employees: Hassle-free, worry-free premium experience

For OrbiTel: Strong B2B channel = steady base of sticky base customers

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Flexibility in the usage of surplus data:
Allow users to donate leftover GBs for rural student internet packs - appeals to Gen Z's cause-driven mindset.
Inspired by Telia

Flexibility in bill payments:
Create a "Pay Your Way" campaign, allowing payments to be made as per salary flows.
Inspired by AT&T

"ORBITEL RED CLUB"

INSIGHT
Just like **credit cards**, OrbiTel Postpaid can evolve into a lifestyle upgrade platform.

→

OPPORTUNITY
Expand portfolio of add-ons available with postpaid. Dedicate an internal "subscription budget" - users pick how to spend it

→

BENEFITS
For Customers: Flexibility, lifestyle rewards, "one plan = many perks"

For OrbiTel: Premium positioning among youth

ORBITEL RED CLUB
Specially for Postpaid Consumers

BRANDING OF PLANS: THE NAME IS ALL

Findings: A large portion of youth make purchasing decisions based on recommendations from friends and family. The 22–30-year age segment are thought leaders, who influence the purchase decisions of those around them. Currently, Orbi-tel's plans are hard to describe and recommend over casual conversation.

Recommendation: Adding unique, catchy and easy to remember plan names. Make the plans easier to recommend and share, improving awareness and encouraging spread by word of mouth.

Plan Names: Gold, Platinum, Elite, Diamond

Platinum Pack
₹599
- 100 GB Data
- Unlimited Voice & SMS
- Netflix, Amazon Prime & Disney+ Hotstar VIP Subscription
- 200 GB Data Rollover
- 1 additional SIM card with Family Plan

NETFLIX   prime video   Disney+ hotstar
JioTV   JioCinema   Saavn   Jio Unlimited Color Tunes

LEVERAGING INTERNATIONAL ROAMING

OBSERVATION:
Opaque terms (auto-activation of ₹649/day pack on call reception, SMS/OTP blocked post-May '25 without IR pack) → leads to **bill shock & backlash**.

LEARNING:
Need **clear, upfront communication** of IR policies, simple opt-in/out flows, and consistent OTP access. → Protects OrbiTel's **premium & convenience positioning**

APP OPTIMIZATION & ONBOARDING

Prepaid -> Postpaid Switch (OrbiTel Thanks App)

OBSERVATION:
Button is prominent but redirects straight to OTP/KYC
↓
Triggers sales call; user can't exit
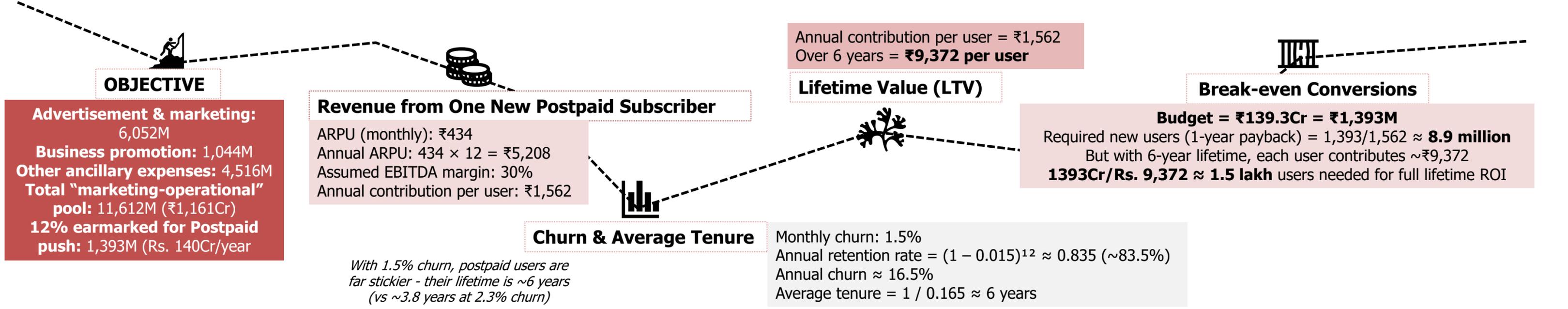↓
Frustrating journey

LEARNING:
First show **menu card of plans & benefits**
↓
Let customer self-select & switch; involve agent only for KYC/issues.
↓
Keeps process **customer-driven, transparent, and seamless**.

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Maximizing ROI: Strategic Budget Allocation to Drive Youth Postpaid Growth

OBJECTIVE

Advertisement & marketing: 6,052M
Business promotion: 1,044M
Other ancillary expenses: 4,516M
Total "marketing-operational" pool: 11,612M (₹1,161Cr)
12% earmarked for Postpaid push: 1,393M (Rs. 140Cr/year

Revenue from One New Postpaid Subscriber

ARPU (monthly): ₹434
Annual ARPU: 434 × 12 = ₹5,208
Assumed EBITDA margin: 30%
Annual contribution per user: ₹1,562

With 1.5% churn, postpaid users are far stickier - their lifetime is ~6 years (vs ~3.8 years at 2.3% churn)

Churn & Average Tenure

Monthly churn: 1.5%
Annual retention rate = $(1 - 0.015)^{12} \approx 0.835$ (~83.5%)
Annual churn ≈ 16.5%
Average tenure = 1 / 0.165 ≈ 6 years

Annual contribution per user = ₹1,562
Over 6 years = **₹9,372 per user**

Lifetime Value (LTV)

Break-even Conversions

Budget = ₹139.3Cr = ₹1,393M
Required new users (1-year payback) = 1,393/1,562 ≈ **8.9 million**
But with 6-year lifetime, each user contributes ~₹9,372
1393Cr/Rs. 9,372 ≈ 1.5 lakh users needed for full lifetime ROI

DISTRIBUTION OF MARKETING BUDGET (as per our survey results)

Channel / Stream	Allocation (₹ cr)	% of Budget	Why
Events & Activations (college fests, e-sports, Sunburn / concerts, co-working tie-ups)	50	36%	Builds aspirational value + physical touchpoints. Drives experiential premium brand feel.
Referral & Family Incentives (Popcorn sandwiching add-ons, referral bonuses)	40	29%	Directly supports 31.5% "friends/family" driver. Low CAC, viral word-of-mouth.
Social Media + YouTube + Influencers	30	22%	Still essential for youth pull, shaping aspiration. Balance micro (authentic) + mid-tier influencers + YouTube explainers.
OOH / Billboards (metro & campus hotspots)	19	13%	Credibility + visibility in aspirational zones (airports, malls, universities, IT hubs).
Total	**139**	**100%**	**—**

STRATEGIC INSIGHTS

At ~1.5% churn, OrbiTel doesn't need 8–9M incremental users in one year to justify the campaign

Even 1.5M new youth users (~6–7 quarters of additions at current pace) would cover the ₹139Cr spend over their lifetime

With Orbi-Tel already adding ~2.5–3M postpaid subs per year, dedicating part of this inflow to youth (22–30) makes the break-even realistic

Bottom Line:
With **₹434 ARPU and 1.5% monthly churn**, OrbiTel needs ~**1.5M incremental youth postpaid users** to justify the ₹139Cr campaign. This is strategically achievable within ~1 year given current growth rates, and the **longer retention sharply improves ROI**.

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PREPAID TO POSTPAID CONVERSION FRAMEWORK
Since 70% of adds in postpaid are through the prepaid customer route, that's an effective market to target.

Step 1: Identifying key metrics to track
First, we find out the factors which have a high correlation with postpaid conversion: usage intensity, OTT subscriptions, family plans, data packs bought, etc. Based on correlation ranking we give them weights.

Dimension	Metrics to Track	Scoring Logic	Weight
Usage Intensity	Usage of Data, calls, OTT, recharges	Higher usage → higher score	30%
Spending Power	ARPU, add-ons, OTT subscriptions	Higher ARPU & add-ons = high intent	25%
Convenience Needs	Auto-recharge, complaints about pack exhaustion	Frequent complaints → postpaid fit	15%
Lifestyle Signals	Premium handset, corporate ID, family needs	iPhones / high-end users → higher score	20%
Engagement Signals	Browsing postpaid plans, contacting support	High activity = strong intent	10%

Step 2: Develop a scoring system
Based on a 100-point scoring model

Variable	Threshold		Score
Monthly Data Usage	<10GB = 5 pts	10–30GB = 10 pts	30
	30–80GB = 20 pts	>80GB = 30 pts	
Monthly Recharge Spend (ARPU)	<₹300 = 5 pts	₹300–₹600 = 15 pts	35
	₹600–₹1000 = 25 pts	>₹1000 = 35 pts	
Recharge Frequency	<2 recharges = 5 pts		20
	2–4 = 10 pts	5+ = 20 pts	
OTT / Add-on Subscriptions	None = 0 pts	1 subscription = 5 pts	15
	2+ subscriptions = 15 pts		
Device Type	Low-end <₹15k = 5 pts		20
	Middle: ₹15–30k = 10 pts	Premium >₹30k = 20 pts	
Browsing Plans	No = 0 pts	Yes = 10 pts	10

Step 3: Segmenting Customers
Based on the score obtained from the scoring system

+ Reduction of friction by enabling
1-touch transformation to Postpaid

Score Range	Segment	Conversion Probability	Recommended Action
80+	Hot Leads	High	Target aggressively with premium plans & OTT bundles
60–79	Warm Leads	Medium	Personalized offers with convenience & savings
40–59	Cold Leads	Low	Educate about postpaid benefits, free trial options
<40	Not Ready	Very Low	Keep in awareness campaigns, don't push

**Survey Results
(PFA the excel document)**

Microsoft Excel Worksheet

file:///Users/muskaanmansinghka/Downloads/Airtel Questionnaire (Responses) .xlsx

1. All of the sales team we spoke to at airtel stores told us that postpaid gets better network coverage across the country, which we found to be factually incorrect on interacting with our mentor. The sales team might be using outdated prompts or tactics to attract customers. While this may be the prevailing perception in the minds of customers, our sales team should not be enforcing this perception further by promoting a lie.
2. We found on interaction with the sales-persons that Airtel's latest innovation, the AI driven fraudulent link detection and blocking feature is not being advertised sufficiently, it was not mentioned to us at all during our interaction with them as potential customers.
3. https://www.moneycontrol.com/news/india/reliance-jio-announces-relief-measures-for-customers-hit-by-floods-in-j-k-ladakh-and-himachal-13493318.html
4. https://economictimes.indiatimes.com/industry/telecom/telecom-news/jio-extends-its-unlimited-offer-with-free-jiohotstar-access-what-are-the-key-benefits-for-its-users/articleshow/122768038.cms?from=mdr
5. https://www.indiatvnews.com/technology/news/dot-new-rule-switching-between-prepaid-and-postpaid-mobile-numbers-gets-easier-with-otp-2025-06-13-994519
6. https://www.bseindia.com/xml-data/corpfiling/AttachHis/c2194c0b-bec7-42ba-9675-afdf7a9e7e9c.pdf (Marketing Budget Pg 355 under Notes to Accounts)
7. https://assets.airtel.in/static-assets/cms/investor/docs/quarterly_results/2024_25/Q4/Quarterly-IR-Pack-Bharti-Airtel-Consolidated.pdf?utm_source=chatgpt.com (Monthly Churn Data, Pg 47)

TAM SAM SOM:
1. United Nations Population Fund (UNFPA) - World Population Dashboard: This was the primary source for the total population estimate for India in 2025 and the breakdown of the population by broad age groups (e.g., 15-64): UNFPA World Population Dashboard – India
2. DataReportal - Digital 2025: India: This report provided a more detailed age breakdown of the Indian population, which was used to estimate the percentage of the population in the specific 22-30 age bracket. DataReportal – Digital 2025: India
3. Telecom Regulatory Authority of India (TRAI): The user-provided PDF, "The Indian Telecom Services Performance Indicators January-March, 2025, was a key source for total wireless subscribers, market share, and other industry metrics. General performance indicator reports are published quarterly on the TRAI website: Link to TRAI Performance Indicator Reports: TRAI Performance Indicator Reports
4. Press Information Bureau (PIB), Government of India: PIB releases summaries and highlights of the TRAI reports, which are often easier to digest: Example Link: PIB Press Release on Telecom Subscription Data
5. Bharti Airtel Limited - Investor Relations:
6. The specific number for Bharti Airtel's postpaid subscribers was taken from their quarterly press release: **Link:** Bharti Airtel Quarterly Results.