



2022

Telco of the Year

Asia Pacific

twimbit



Telco of the Year



JUNE 2022



**recognising
winners shaping
our future**

The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on ***www.twimbit.com/winners***.

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.

twimbit Asia Pacific telecom service provider winners 2022

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|----|--|---|
| 1 | Best Customer Experience |  |
| 2 | Best In-store Experience |  |
| 3 | Best Digital Experience |  |
| 4 | Best Employee Experience |  |
| 5 | Best Network Innovation |  |
| 6 | Best telco to ace "Diversity in Leadership" |  |
| 7 | Best telco to ace "Growth beyond connectivity" |  |
| 8 | Best telco to ace "E-commerce" |  |
| 9 | Best telco to ace "Financial Services" |  |
| 10 | Best telco to ace "Content & Media" |  |
| 11 | Best telco to ace "5G" |  |
| 12 | Best telco to ace "Enterprise Business" |  |
| 13 | Telco of the Year |  |

Telco of the Year

Telcos around the world face fierce price competition for pure connectivity services, thereby impacting their EBITDA. Therefore, the "Telco of the Year" award must go to the operator who coupled double-digit revenue growth with the highest positive change in earnings (EBITDA).

*twimbit recognises Bharti Airtel
for telco of the year in the Asia Pacific.*

“ Emerging digital services portfolio across Airtel IQ, AdTech, digital market place, Nxtra and digital banking positions us well to build an Airtel of the future. ”

- Bharti Airtel recorded the biggest positive EBITDA change of 25.3% and a revenue change of 10.3% in 2021.
- Airtel focuses on acquiring quality customers over quantity. Airtel seeks to establish long-term relationship with consumers and provide them with a quality of service.
 - Growth in customer base led to an increased growth in fixed revenue by 19.8%.
 - Overall customers increased from 336 million to 356 million in Dec 2021.
 - 4G mobile customers are up by 18% to 195.5 million.
 - Mobile data consumption is up by 33.8% YoY, with the consumption per customer at 18.3 GB per month.
- Data pricing improvement in the Indian market has helped telcos grow immensely.
 - Tariffs for pre-paid plans increased by an average of 20-25%.
 - ARPU at USD 2.06 registered an increase of 40% in the last two years.



Insights



Immersions



Challenges

How can we help?

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