



GM(NWO-II)/CBT/Genl/2011-12
September 23, 2011

To
The Heads of SSAs,
The General Manager (S&M – CM)
The General Manager (NWP – CM)
Tamilnadu Telecom Circle

Sub: Demographic analysis of CM revenue and Radio planning.

Please find enclosed herewith district wise analysis of mobile revenue and Radio planning as computed from the August traffic data. The population data is taken from the 2011 census. The following are the preliminary observations.

- ❖ TN Circle serves a population of 60.8 millions out of which 34.8 millions are in rural area and 26.0 millions are in urban area from 5,215 Base stations spread over an area of 1.22 lakh sq.km. in 31 revenue districts including 2 districts in Puducherry union.
- ❖ Out of 5,215 base stations 2,649 are in rural and 2,566 are in urban. On an average each BTS serves an area of 23.49 sq.km and 11,676 people. The average distance between BTS is 5.46 km.
- ❖ Puducherry has the highest no. of BTS with each BTS serving an area of only 2.99 sq.km and Tiruvannamalai is the district with lowest no. of BTS; one BTS for every 43.29 sq.km. Ariyalur, Dharmapuri, Ramanathapuram, Theni, Sivaganga and Perambalur are having fewer base stations.
- ❖ Each rural BTS serves a population of 13,151 and a BTS in urban area serves 10,152. Perambalur has the highest no. of urban BTS with each BTS serving only 4,208 people and Kanniyakumari has the highest no. of rural BTS; one for every 5,354 people. Theni has the fewest no. of BTS in urban area and Tiruvannamalai, Perambalur and Vellore have the lowest no. of BTS serving rural population.
- ❖ On an average each BTS fetches revenue of Rs. 1,14,293. BTS in urban area yields revenue of Rs. 1,64,223 and in rural area the revenue per BTS is Rs. 65,928. Kanniyakumari gives the maximum revenue of Rs. 2,42,896 per BTS and the revenue in Ariyalur is the lowest with each BTS earning only Rs. 39,746.
- ❖ BSNL's revenue per person on an average is Rs. 9.29. The revenue from urban area is 16.28 and from the rural area 5.01. The Nilgiris gives overall maximum revenue of Rs.28.65 per person and Rs.35.65 in urban area. Kanniyakumari provides the maximum revenue of Rs. 40.53 per person in rural area.
- ❖ The revenue per person in urban area is the lowest in Theni and it is 6.79. In urban areas the revenue generally varies from 11 to 22 whereas in rural area the revenue per person varies from 2 to 10 generally. In many districts the revenue is below Rs.4 which is an indication of our poor retailers' network. Since urban area is already saturated, we have to look for further revenues only from rural area which is yet to be tapped. This requires augmentation of retailers' network in those areas.

For this analysis traffic data of 2G network is only taken into account. The CM Network Planning may use this data for further planning of the radio network in the circle. The revenue data may be useful to Sales and Marketing wing to plan marketing strategies. If required the analysis may be extended further down to the Taluk level also.

General Manager
Network Operations - II CM

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1. The General Manager(NWO-I) CM, Tiruchy
2. The CGM/PGM(CM) TN Circle, Chennai for information.

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S.No	District	Population			BTS			Spread (sq.km, km)			Population/BTS			Revenue/BTS in Rs.			Revenue/person in Rs.		
		Total	Rural	Urban	Total	Rural	Urban	Area	Area/BTS	Dist	Total	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban
	Tamil Nadu Circle	6,08,88,191	3,48,37,819	2,60,50,372	5,215	2,649	2,566	1,22,491	23.49	5.46	11,676	13,151	10,152	1,14,293	65,928	1,64,223	9.79	5.01	16.18
	Min								2.99	1.95	6,744	5,354	4,208	39,746	30,189	67,734	2.91	1.85	6.79
	Max								43.29	7.41	18,562	20,548	20,288	2,42,896	2,17,037	2,54,494	28.65	40.53	35.65
1	Ariyalur	7,52,481	6,68,776	83,705	55	41	14	1,944	35.35	6.70	13,681	16,312	5,979	39,746	30,189	67,734	2.91	1.85	11.33
2	Coimbatore	34,72,578	8,39,408	26,33,170	401	81	320	4,850	12.09	3.92	8,660	10,363	8,229	1,33,852	59,819	1,52,591	15.46	5.77	18.54
3	Cuddalore	26,00,880	17,18,249	8,82,631	181	102	79	3,706	20.48	5.10	14,370	16,846	11,173	1,27,103	51,548	2,24,654	8.85	3.06	20.11
4	Dharmapuri	15,02,900	12,42,519	2,60,381	123	93	30	4,498	36.57	6.81	12,219	13,360	8,679	1,02,117	72,333	1,94,448	8.36	5.41	22.40
5	Dindigul	21,61,367	13,53,808	8,07,559	197	119	78	6,058	30.75	6.25	10,971	11,377	10,353	72,265	42,767	1,17,267	6.59	3.76	11.33
6	Erode	22,59,608	11,02,215	11,57,393	219	97	122	5,714	26.09	5.75	10,318	11,363	9,487	1,14,790	77,218	1,44,662	11.13	6.80	15.25
7	Kanniyakumari	18,63,174	3,26,616	15,36,558	197	61	136	1,684	8.55	3.29	9,458	5,354	11,298	2,42,896	2,17,037	2,54,494	25.68	40.53	22.53
8	Karaikal	2,00,314	1,02,133	98,181	17	10	7	160	9.41	3.46	11,783	10,213	14,026	1,65,077	1,09,513	2,44,452	14.01	10.72	17.43
9	Karur	10,76,588	6,42,415	4,34,173	125	55	70	2,901	23.21	5.43	8,613	11,680	6,202	70,123	41,924	92,278	8.14	3.59	14.88
10	Krishnagiri	18,83,731	14,55,251	4,28,480	171	124	47	5,143	30.08	6.18	11,016	11,736	9,117	98,607	61,864	1,95,545	8.95	5.27	21.45
11	Madurai	30,41,038	11,96,829	18,44,209	237	83	154	3,696	15.59	4.45	12,831	14,420	11,975	1,02,086	39,099	1,36,034	7.96	2.71	11.36
12	Nagapattinam	16,14,069	12,50,291	3,63,778	134	96	38	2,417	18.04	4.78	12,045	13,024	9,573	92,228	69,888	1,48,667	7.66	5.37	15.53
13	Namakkal	17,21,179	10,28,019	6,93,160	166	104	62	3,404	20.51	5.10	10,369	9,885	11,180	1,52,244	1,27,896	1,93,086	14.68	12.94	17.27
14	Perambalur	5,64,511	4,67,726	96,785	47	24	23	1,750	37.23	6.87	12,011	19,489	4,208	63,526	57,856	69,442	5.29	2.97	16.50
15	Puducherry	9,46,600	2,92,208	6,54,392	98	38	60	293	2.99	1.95	9,659	7,690	10,907	1,38,017	82,428	1,73,223	14.29	10.72	15.88
16	Pudukkottai	16,18,725	13,04,800	3,13,925	134	95	39	4,651	34.71	6.64	12,080	13,735	8,049	65,768	38,531	1,32,115	5.44	2.81	16.41
17	Ramanathapuram	13,37,560	9,10,949	4,26,611	109	67	42	4,175	38.30	6.97	12,271	13,596	10,157	1,02,969	65,429	1,62,854	8.39	4.81	16.03
18	Salem	34,80,008	17,03,687	17,76,321	286	116	170	5,245	18.34	4.82	12,168	14,687	10,449	1,17,677	71,152	1,49,424	9.67	4.84	14.30
19	Sivaganga	13,41,250	9,25,619	4,15,631	110	59	51	4,143	37.66	6.91	12,193	15,688	8,150	1,08,359	52,486	1,72,996	8.89	3.35	21.23
20	Thanjavur	24,02,781	15,52,325	8,50,456	183	95	88	3,476	18.99	4.91	13,130	16,340	9,664	1,16,280	66,067	1,70,486	8.86	4.04	17.64
21	The Nilgiris	7,35,071	2,99,061	4,36,010	109	42	67	2,549	23.39	5.45	6,744	7,121	6,508	1,93,181	1,31,291	2,31,978	28.65	18.44	35.65
22	Theni	12,43,684	5,74,196	6,69,488	67	34	33	2,869	42.82	7.37	18,562	16,888	20,288	1,00,823	64,898	1,37,837	5.43	3.84	6.79
23	Thiruvarur	12,68,094	10,09,411	2,58,683	100	67	33	2,377	23.77	5.49	12,681	15,066	7,839	78,670	58,588	1,19,444	6.20	3.89	15.24
24	Thoothukkudi	17,38,376	8,66,570	8,71,806	176	99	77	4,621	26.26	5.77	9,877	8,753	11,322	1,45,340	85,385	2,22,425	14.71	9.75	19.65
25	Tiruchirappalli	27,13,858	13,77,009	13,36,849	260	108	152	4,511	17.35	4.69	10,438	12,750	8,795	1,08,037	48,013	1,50,685	10.35	3.77	17.13
26	Tirunelveli	30,72,880	15,52,235	15,20,645	274	145	129	6,810	24.85	5.62	11,215	10,705	11,788	1,24,867	76,747	1,78,956	11.13	7.17	15.18
27	Tiruppur	24,71,222	9,51,834	15,19,388	251	112	139	5,106	20.34	5.08	9,846	8,499	10,931	93,355	55,441	1,23,905	9.48	6.52	11.34
28	Tiruvannamalai	24,68,965	19,72,622	4,96,343	143	96	47	6,190	43.29	7.41	17,265	20,548	10,560	92,250	45,074	1,88,609	5.34	2.19	17.86
29	Vellore	39,28,106	22,34,049	16,94,057	258	131	127	6,077	23.55	5.47	15,225	17,054	13,339	1,15,685	57,037	1,76,181	7.60	3.34	13.21
30	Viluppuram	34,63,284	29,53,408	5,09,876	231	174	57	7,190	31.13	6.29	14,993	16,974	8,945	71,028	40,939	1,62,878	4.74	2.41	18.21
31	Virudhunagar	19,43,309	9,63,581	9,79,728	156	81	75	4,283	27.46	5.90	12,457	11,896	13,063	1,10,801	57,932	1,67,900	8.89	4.87	12.85