



# PM WANI Wi-Fi

## *5 Learnings from the ground*



Year: 2021

Place: Motilal Camp, Near JNU, Delhi

**Kanchan** *gifted a new bicycle to her daughter Khushi*

> **2,000** PDOs in Delhi - *operationally profitable*



What did we learn?

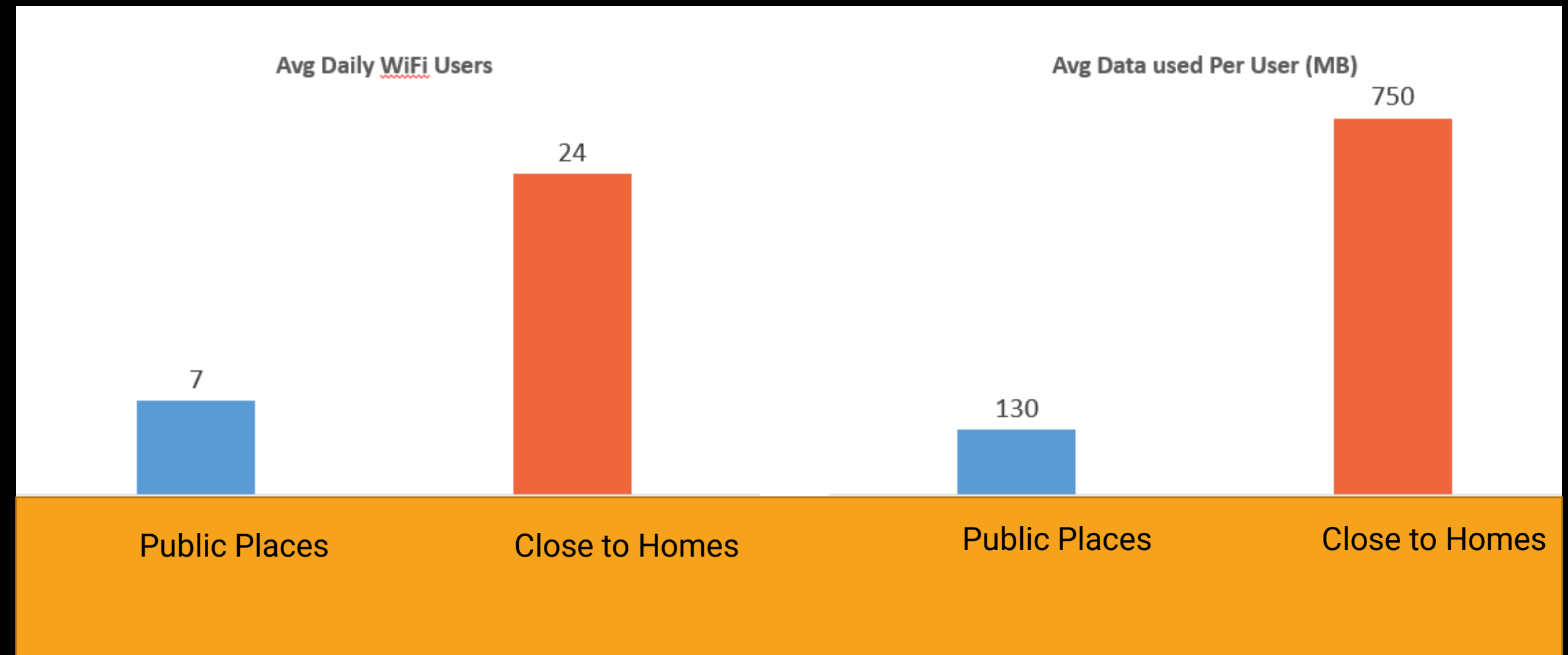
# 1. The context of the problem matters



## 1. Public Places



## 2. Places where public lives



## 2. The Target segment has to be specific



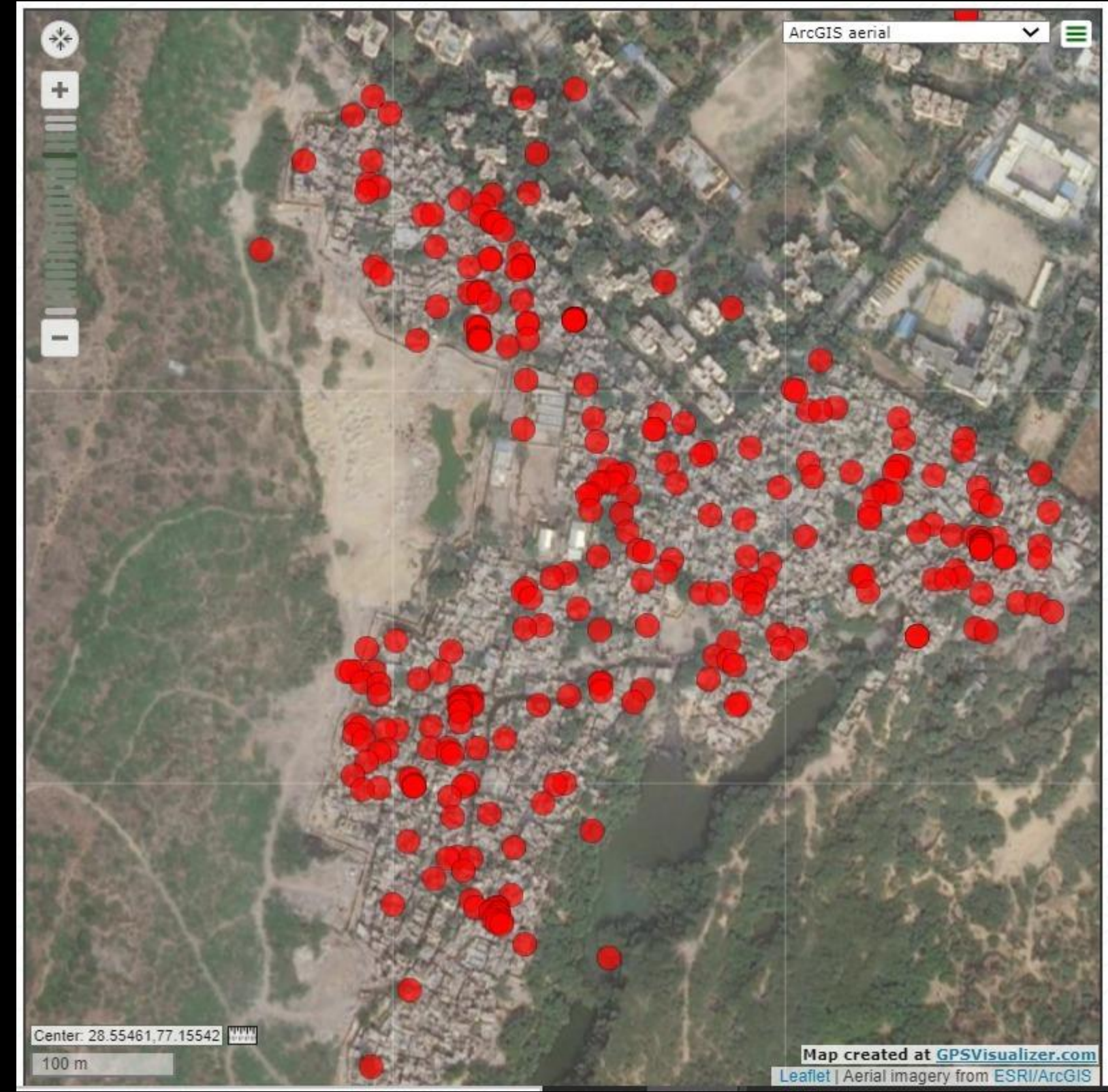
- School going kids in the age range 12 – 20
- Tech Savvy, understand how to use and benefit from internet
- Trade their pocket money otherwise used for Chips/ Cold drink

### 3. Clear promise that can be delivered in affordable ways



# 4. The Network effect matters

Hotspot Density	Medium	High
Daily Users per hotspot	12	30





## 5. Miles to go...

**Low Awareness**  
across the Eco  
system (ISP, PDOs,  
Users, Local  
Bodies, Investors)

**PDOs unable to  
invest** in upfront  
costs

**Sustainability**  
takes about 9 to  
12 months



Thank you