

Apr 26

Read Time - 15 Mins.

TechM
CONSULTING

TECH
mahindra

Whitepaper

Bold Moves in Prepaid

Lessons for Telcos in Developed Markets



Executive Summary

Prepaid mobile services are no longer a low-value fallback — they are fast emerging as strategic growth levers for telcos in developed markets. This paper is not about optimizing prepaid — it's about reinventing it. We explore how prepaid can become a digitally native, lifestyle-driven platform for innovation, customer acquisition, and sustained revenue.

With consumer expectations shifting rapidly, prepaid offers telcos a chance to build lean, agile, app-first propositions. Global operators are already proving this model. Globe Telecom reported record services revenue of ₱165 billion in 2024, with approximately 87% driven by mobile data, highlighting the growing importance of digital engagement and data monetization. Across the industry, prepaid is being redefined through AI-driven personalization, real-time engagement, and app-based journeys, enabling operators to increase usage, improve retention, and unlock incremental average revenue per user (ARPU). The global prepaid market is valued at approximately \$142 billion in 2025 and is projected to grow at a CAGR of about 6.4% through 2034, fueled by rising demand for flexibility, digital activation (eSIM), and app-based plan management. This paper outlines seven key levers for success, spanning AI-powered personalization to MVNO-style agility, supported by global best practices, segment-specific strategies, and forward-looking innovations.



Content



Executive Summary

Page 2

Introduction

Page 4

Reframing Prepaid: A Powerhouse for Growth and Brand Reinvention

Page 5-7

The New Prepaid Journey: From SIM Activation to Ecosystem Anchor

Page 8-10

Strategic Levers for Prepaid Success in Developed Markets

Page 11-15

Global Archetypes: Best Practice Models That Inspire Bold Moves

Page 16-17

Deep Dive: How German Operators Are Unlocking Prepaid Growth

Page 18-21

What's Next: GenAI, Fintech, and Prepaid-as-a-Platform

Page 22-23

Conclusion: Prepaid Is the Growth Platform Telcos Can't Ignore

Page 23

About the Authors

Page 24

References

Page 25

Why Prepaid Deserves a Second Look

Prepaid service has long carried a reputation as either a niche product or one that telcos offer mainly in emerging markets. That perception is now outdated. In Japan, for example, nearly half of Gen Z users will choose prepaid plans in 2025—not because they must, but because the model aligns with how they manage money and digital services. Despite this shift, many operators still label prepaid as a declining line of business. In practice, it has become more like a digital “digital runway” — an easy entry point that lets customers try services, build trust, and eventually deepen their relationship with the brand.

While traditionally viewed as a value segment for price-sensitive users, prepaid is rapidly gaining strategic relevance in developed markets. The audience has widened to include digital-native consumers, gig-economy workers who value flexibility, new arrivals who need frictionless onboarding, and people who simply prefer transparent, commitment-free plans.

This paper looks specifically at prepaid in mature economies, where growth depends less on adding new coverage and more on reshaping how operators acquire and engage customers.

For telcos, prepaid is emerging as a strategic growth lever. It provides:

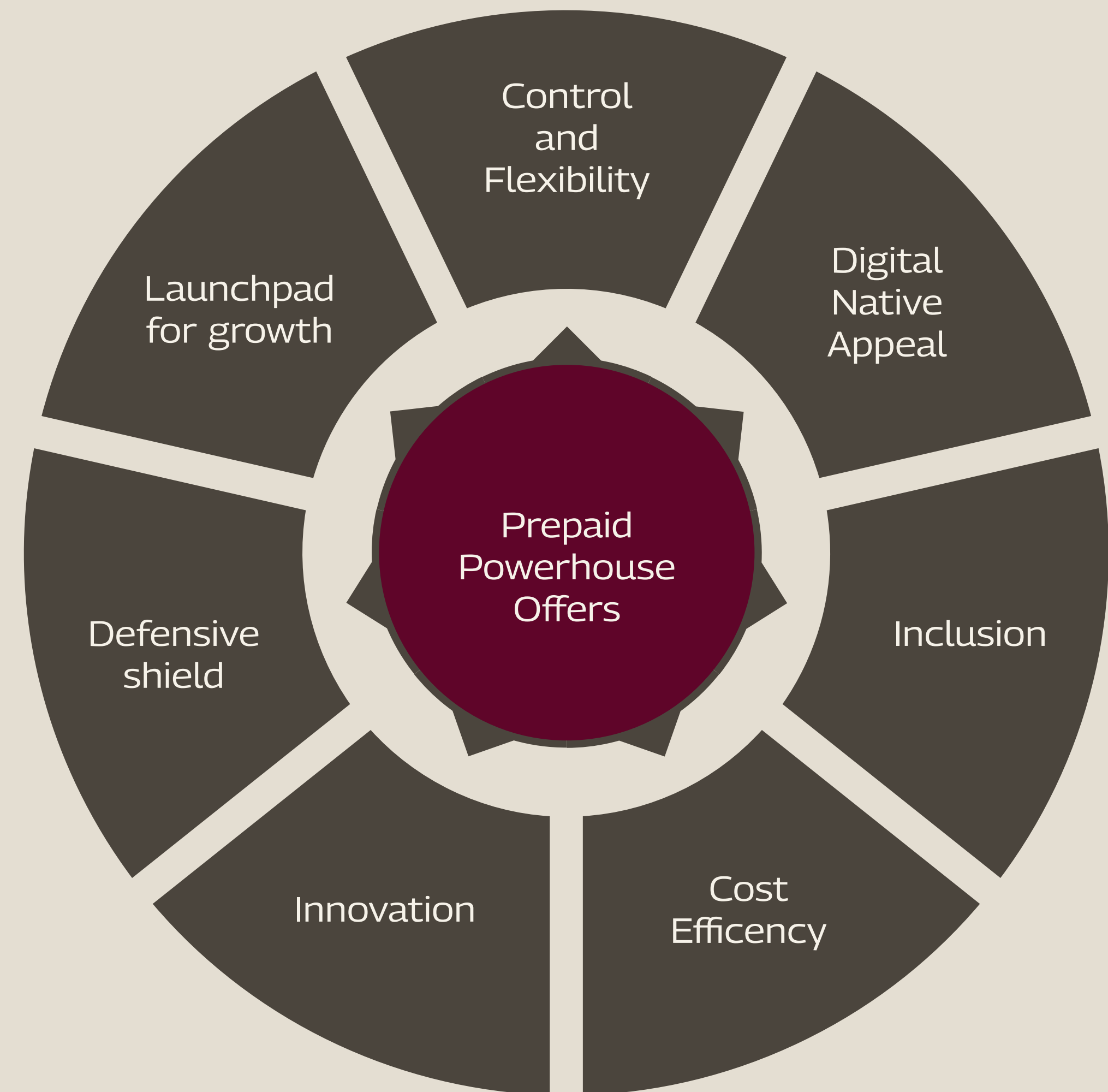
- A faster, lower-cost path to bring new customers into the ecosystem,
- A way to stay relevant with younger and underserved segments, and
- A practical environment for testing and scaling digital-first business models.

Reframing Prepaid: A Powerhouse for Growth and Brand Reinvention

Prepaid mobile service has outgrown its reputation of being a “cheap and basic” option. In many markets, it has become a practical engine for growth—helping operators attract new users, test new ideas, and run leaner operations. Prepaid can be seen as a seven-part flywheel that creates strategic value.

1. The Consumer Has Changed: They Want Control, Flexibility, Simplicity

People today increasingly want financial flexibility and plans they can manage on their own terms—no contracts, credit checks, or hidden costs. As a result, prepaid has gained traction among younger users, gig workers, and digital nomads. Subscription fatigue has also been on the rise, with prepaid offering simple, hassle-free pricing. Over 30 million underbanked people in Europe already rely on prepaid cards for financial inclusion. [GSMA Mobile Economy Europe 2025]



2. Digital-Native Appeal: Gen Z and Millennials are Always On, Brand-Agnostic, Digital-First

Younger generations - Gen Z and Millennials- don't think twice about switching brands if the experience is slow or complicated. They want to activate, manage, and customize their mobile plan entirely through an app. Prepaid aligns well with this mindset because it's easy to join and change, and it doesn't lock anyone into long commitments. Their loyalty is flexible, so prepaid gives them the freedom to try, switch, or stay without barriers. They also prefer flexible bundles and customization instead of fixed contracts. The revenue gap between prepaid and postpaid users in the U.S. narrowed by roughly 20% between 2020 and 2024—indicating that prepaid customers today spend more than they once did. [CTIA Reports]

3. Inclusion: The Hidden Opportunity, Serving the Underserved

Even in high-income countries, Millions of people are credit-constrained, unbanked, or new to the country—from immigrants and students to low-income households. Prepaid is their gateway to inclusion—and a path to long-term loyalty with significant lifetime value. Serving these segments is both a social and strategic opportunity. In fact the **European prepaid wireless market is projected to grow (~2.5-4% CAGR)** across multiple countries including Spain, Sweden, Denmark, and Switzerland.

4. Cost-efficient: Prepaid Goes Digital, i.e., fewer shops, less support, all digital

Modern prepaid doesn't rely on physical stores or manual recharge processes the way it once did. Most customers top up or adjust their plan through apps, and operators increasingly use automated tools for upselling and support. This reduces the cost to acquire and serve each user, while the revenue gap with postpaid continues to shrink thanks to smarter bundling. Prepaid users typically generate far fewer support calls as well—about 40% fewer by some benchmarks [TechM Benchmarks, GSMA]

5. Innovation: A Playground to Test, Learn, Scale

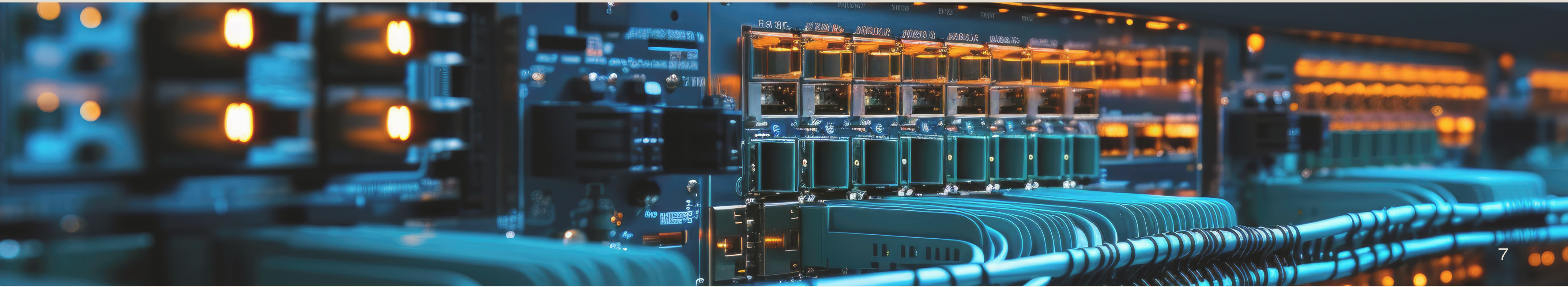
Prepaid is the perfect testing ground for new ideas because it carries low risk and high potential reward. It allows operators to pilot offerings such as content and gaming bundles, micro-loans, and financial services (similar to GCash), as well as tiered and personalized pricing. Success in prepaid can then pave the way for broader adoption across the entire portfolio.

6. Defensive shield: Defend Against Disruption — or Be Disrupted

MVNOs and other non-traditional players tend to build their businesses around value-focused customers—and prepaid is usually their entry point. Without a solid prepaid strategy, established operators risk losing relevance in this segment. Strengthening prepaid is not just about growth; it's also a competitive defense.

7. Launchpad for Growth: Convergence, Loyalty, Growth

Prepaid can be the starting point for a long-term customer relationship. Many people begin with prepaid and later move to postpaid, family plans, or other services. With the right lifecycle pathways, prepaid users can grow into postpaid, broadband, or multi-service customers. In fact, offerings like multi-line family plans, mobile wallets, and smart home services often start with a prepaid connection.



The New Prepaid Journey: From SIM Activation to Ecosystem Anchor

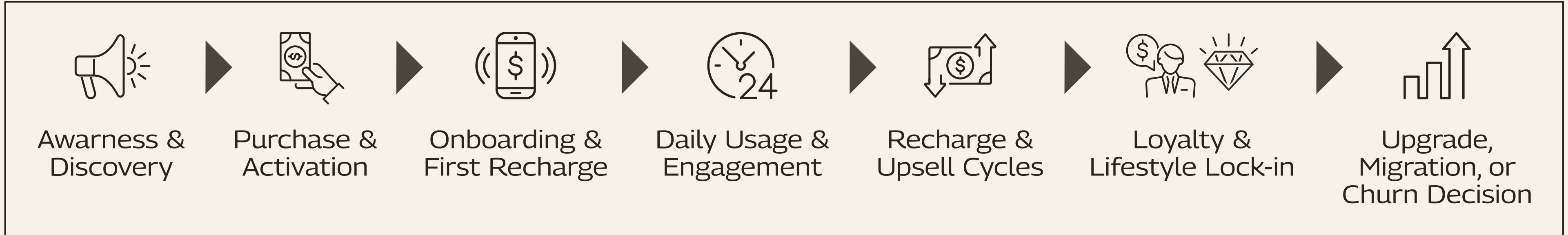
Today's prepaid journey is no longer a quick SIM activation followed by occasional top-ups. In many markets, it has grown into a meaningful entry point for longer customer relationships and, eventually, higher-value services.

As digital adoption accelerates and ecosystems expand, prepaid represents a powerful opportunity to broaden market reach, deepen engagement, and drive revenue growth. The path isn't linear anymore. What used to be a simple prepaid purchase often turns into a gradual build-up of value: someone starts with basic usage, tries a few digital services, becomes attached to certain features or bundles, and eventually moves into postpaid or broader multiservice ecosystem locked products. This progression naturally increases customer lifetime value, with prepaid acting as the first step rather than the end point. This trajectory underscores an apparent rise in customer lifetime value (CLV).

The success of this transformation hinges on deepening engagement at every stage of the prepaid lifecycle—leveraging digital lifestyle subscriptions, micro-rewards, gamified experiences, and value-added service (VAS) bundles to embed customers in the operator's ecosystem gradually.

Tech Mahindra's "Campus to Career" Journey Framework

Tech Mahindra looks at prepaid as a continuous journey rather than a one-off transaction. The framework maps how users move through seven stages of engagement, each designed to nudge them toward the operator's larger goal: building a base of high-value, multiservice ecosystem locked customers.



Awareness and Discovery

- Targeted campaigns across digital, retail, and partner channels, along with an omnichannel presence, drive initial interest.
- Segment-specific propositions (student offers, migrant SIMs, youth bundles).
- Strategic device tie-ins to boost accessibility.

Purchase and Activation

- Seamless digital-first onboarding through eKYC, QR codes, and app-based activations.
- Flexible pricing models: daily, weekly, or hybrid plans.
- Hyper-personalized welcome packs catering to distinct customer personas.

Onboarding and First Recharge

- Integration into SuperApp ecosystems with a single digital identity.
- Micro-rewards and inclusive recharge options to encourage the first repeat transaction.
- Nudges for app adoption (wallets, content streaming, mini games).

Daily Usage and Engagement

- Lifestyle-centric engagement: entertainment, learning, fitness, commerce.
- Rewards-based gamification to build usage habits.
- Cross-service integration (payments, music, video, e-learning).

Recharge and Upsell Cycles

- Predictive analytics to anticipate recharge patterns.
- Tailored bundles (data + OTT + gaming + e-wallet credits).
- One-click, seamless payments to reduce friction and increase ARPU.

Loyalty and Lifestyle Lock-in

- Lifestyle bundles (telco + OTT + e-commerce + fintech).
- Tiered loyalty programs with micro-rewards for retention.
- Smooth pathways for migration to postpaid/ other services, cementing long-term customer value.

Upgrade, Migration, or Churn Decision

- AI-led churn prediction models identify at-risk customers early through behavioral, recharge, and usage analytics, enabling timely retention actions.
- Reactivation campaigns target lapsed users with contextual offers and “welcome-back” experiences to recover lost CLV.
- Personalized retention offers and migration nudges (e.g., “switch to postpaid,” “family bundle,” “stay-and-save plans”) help reduce voluntary churn.
- Feedback capture at exit provides closed-loop learning, refining product, pricing, and experience strategies to improve retention over time.

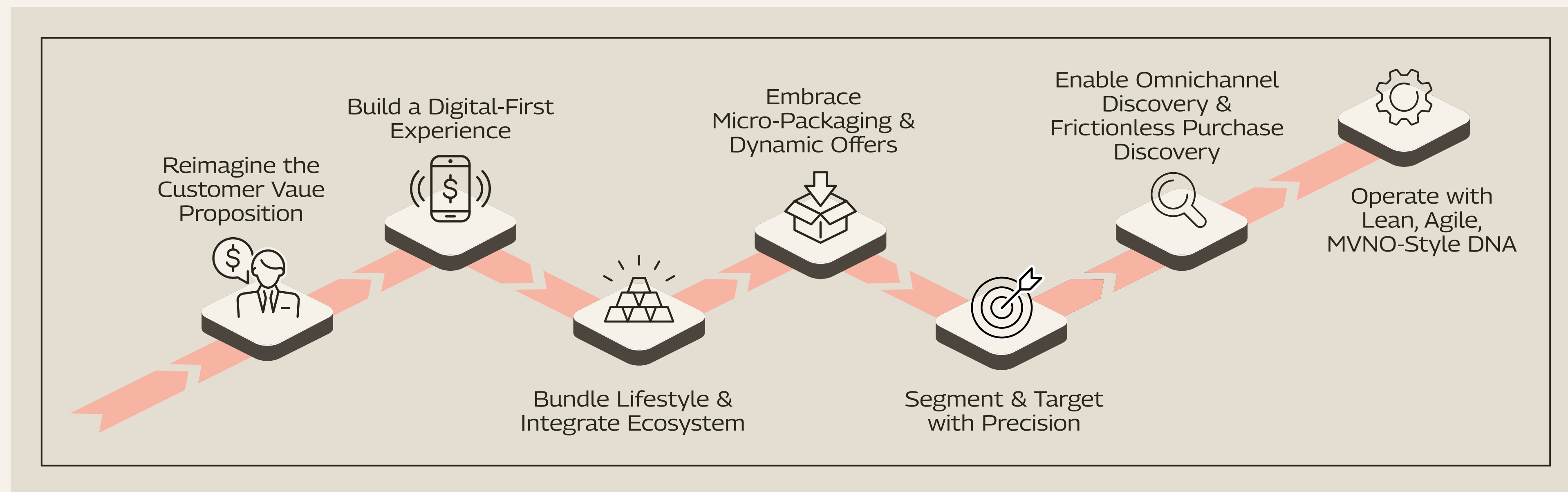
- In-app upgrade flows simplify plan migration, device upgrades, and cross-product bundling across mobile, broadband, and entertainment.

Ultimately, prepaid is no longer a standalone offering— It has become the first step on a broader value ladder. Each prepaid user, if nurtured correctly, can evolve into a high-value, ecosystem-locked customer.

Strategic Levers for Prepaid Success in Developed Market

Operators in developed markets need to adapt their thinking. They need to treat Prepaid as a modern, digital-led product that reflects how people live, spend, and consume content today. Competing only on low prices rarely builds loyalty; it usually invites churn. What matters more is relevance to the customer's lifestyle, giving them absolute control, and keeping them engaged through meaningful digital experiences.

There are seven clear strategic levers that telcos can use to succeed in prepaid markets in developed economies.



1. Reimagine the Customer Value Proposition

Shift from cheap, basic to smart, empowering.

- Redefine prepaid as smart value—offering the same quality and features as postpaid, with flexibility and no long-term commitment.
- Develop tiered, curated plans such as social-only data packs, gaming boosters, or streaming add-ons to align with customer passions.
- Position prepaid as an enabler of choice and control, not merely a budget alternative.

Example: Reliance Jio has launched prepaid gaming plans tailored for cloud gaming enthusiasts. Jio's initiative taps into the growing demand for cloud gaming and game streaming, making AAA titles accessible on smartphones, regardless of device specs. The gaming subscription plans start as low as Rs. 48 (USD 0.53) and go up to Rs. 298 (USD 3.30).¹

Think: Empowerment over affordability.

2. Build a Digital-First Experience

Make the app the hero of the prepaid journey.

- Deliver seamless, app-based onboarding, instant plan customization, eSIM activation, and real-time top-ups.
- Offer rich usage insights and AI-driven recommendations that guide smart plan decisions.
- Minimize dependence on physical retail, shift journeys to self-serve digital flows.

Example: T Mobile leverage weekly rewards to drive customer engagement, there Fresh Take on the Loyalty Program saw the Net Promoter Score (NPS) for customers who use T-Mobile Tuesdays was 14 points higher than the industry average.²

The app is the new storefront — premium, intuitive, and indispensable.

3. Bundle Lifestyle and Integrate Ecosystems

Evolve prepaid from a SIM card to a lifestyle subscription.

- Partner with OTTs, cloud services, fintech, travel, gaming, and learning platforms.
- Design bundles for specific identities — students, gamers, travelers, creators.
- Position prepaid as the gateway to daily digital life, not just connectivity.

Example : Singtel 5G YAY! Student Plan. Their plan for International Students integrates FREE Viu Premium for entertainment, generous International Roaming data to connect students with their home countries, and local commerce perks (e.g., food delivery discounts).³

Prepaid is no longer just connectivity — it's the heart of digital life.

4. Embrace Micro-Packaging and Dynamic Offers (Engagement Engine)

Drive engagement through flexibility and immediacy.

- Offer “sachet” data: daily passes, weekend-only packs, app-specific boosters.
- Enable dynamic pricing, micro-purchases, and flash deals within the app.
- Use gamified loyalty (streaks, spins, surprise bonuses) to create daily engagement loops.

Example: DITO (Philippines) exemplifies this by offering “sachet” data: ₱10 (0.17 USD) daily data sachets valid for 1 day to, ₱50 (0.85 USD), valid for 7 days.⁴

Small packs. Big stickiness.

5. Segment and Target with Precision

Prepaid is not one-size-fits-all anymore.

- Prioritize high-opportunity groups: digital natives, students, cost-sensitive families, migrants, gig workers.
- Tailor messaging, plans, and channels to match the unique behaviors and values of each group.
- Use behavioral and lifecycle analytics to drive personalized nudges and optimized offers.

Example: Telstra, IR packs, offer solutions as short as 1-day or 7-day validity (e.g., offered by operators like Vi and Airtel for travelers). These ultra-micro packages are purchased on-demand via the app, providing immediate, time-specific value that allows the 'weekend traveler' to pay precisely for the duration of their need, demonstrating extreme flexibility and control.⁵

Deep segmentation unlocks deep loyalty.

6. Enable Omnichannel Discovery and Frictionless Purchase

Be visible wherever your customers are.

- Maintain presence across online marketplaces, retail chains, convenience stores, and social commerce.
- Make SIM/eSIM purchases and top-ups as simple as buying a coffee.
- Prioritize eSIM-first onboarding to eliminate friction entirely.

Example: The industry trend is toward a frictionless, eSIM-first journey. Operators like CirclesLife achieve instant onboarding by allowing customers to complete eKYC, plan purchase, and SIM profile download entirely within the mobile app in minutes.⁶ This digital experience is then extended to the physical world via eSIM-enabled self-service kiosks installed in airports or retail centers. Lycam Mobile worked with Sim Local that provides eSIM-enabled self-service kiosks at airports, most notably at London Heathrow Airport (LHR).⁷

Ubiquity drives adoption.

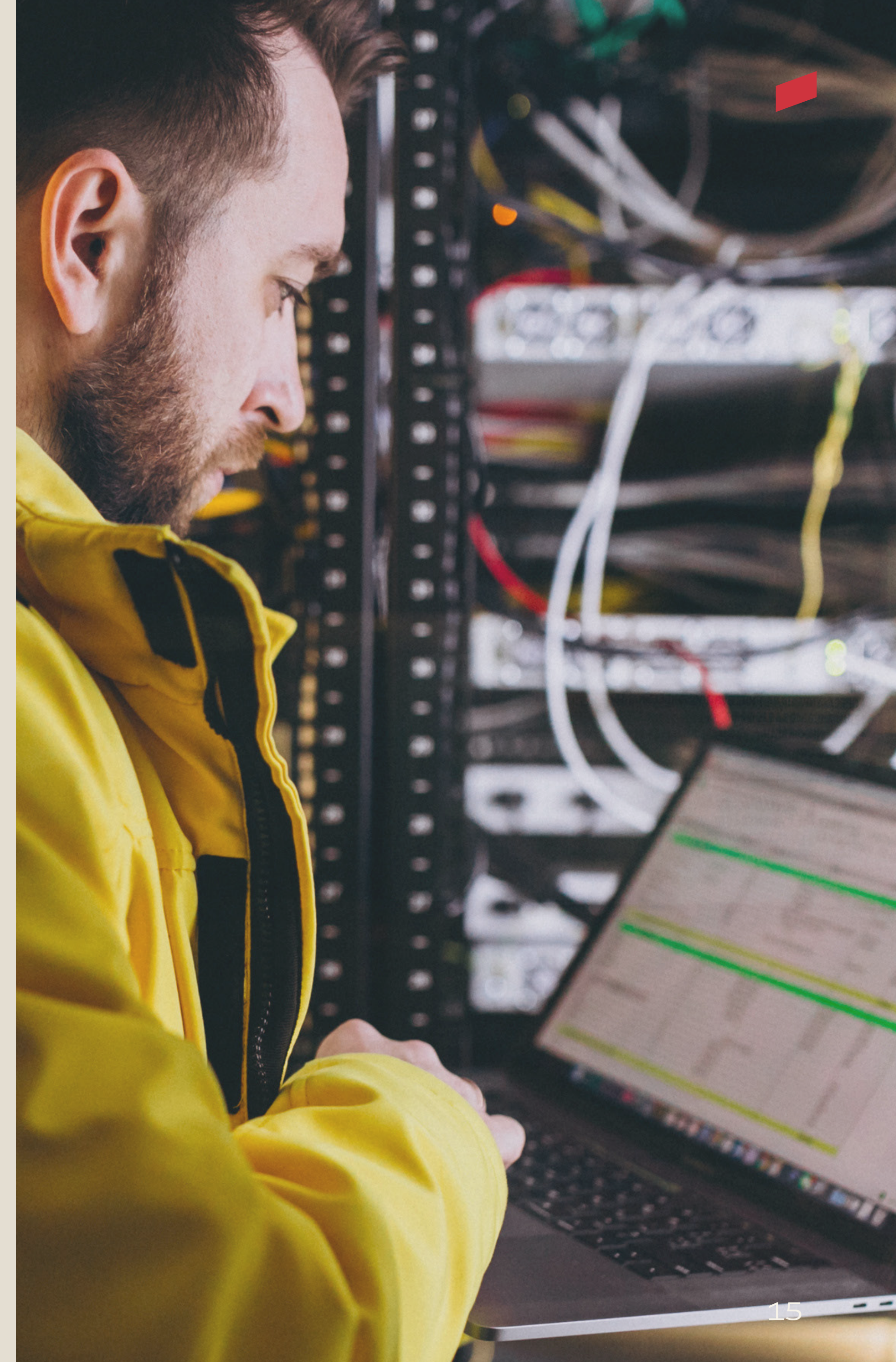
7. Operate with Lean, Agile, MVNO-Style DNA

Run prepaid like a nimble digital-native business.

- Adopt short product cycles, rapid launches, and constant feature evolution.
- Consider building prepaid as a standalone digital sub-brand (e.g., Visible by Verizon, T-Mobile Metro).
- Leverage strategic partnerships with fintechs, streamers, and gaming platforms to broaden appeal and market reach.

Example: TechM benchmark studies show that MVNO-style digital units operate with approximately 30% faster time-to-market, driven by lean governance and rapid experimentation models.

Prepaid success demands speed, agility, and a growth-hacker mindset.



Global Archetypes: Best Practice Models That Inspire Bold Moves

Leading operators use different combinations of digital innovation, lifestyle partnerships, and go-to-market strategies to win their segment.

	Best Practises	Example
<p>The Disruptors</p> <ul style="list-style-type: none"> • Focus: Removing friction and making prepaid instantly accessible. • How they compete: Make prepaid easy to find, easy to activate, and instantly usable — driving adoption through convenience. 	<p>They put prepaid everywhere — in kiosks, digital storefronts, and social channels.</p> <p>Instant activation with eSIM and online KYC — no store visits needed.</p>	<p>Singtel (Singapore), Smartfren (Indonesia).</p>
<p>The Habit Builders</p> <ul style="list-style-type: none"> • Focus: Driving repeat recharges and micro-usage. • How they compete: Create affordable, flexible micro-packs that match customers' daily or weekly needs and encourage habitual spending. 	<p>Low-cost daily, weekly, or app-specific packs (social media, video, roaming).</p> <p>Inclusive top-ups are designed for budget-conscious or casual users.</p>	<p>AIS Thailand (roaming micro-packs), Globe (GoSURF15).</p>

		Best Practises	Example
<p>The Lifestyle Integrators</p> <ul style="list-style-type: none"> • Focus: Embedding prepaid into digital life. • How they compete: Bundle prepaid with entertainment, gaming, and lifestyle services, and reward every recharge to build loyalty. 		<p>OTT, gaming, and content bundles for prepaid users.</p> <p>Micro-rewards, cashback, or gamified recharge experiences to build emotional loyalty.</p>	<p>Globe (Go+, lifestyle bundles), Airtel (Airtel Thanks).</p>
<p>The Personalization Champions</p> <ul style="list-style-type: none"> • Focus: Data-driven engagement. • How they compete: Use AI and behavioral insights to offer personalized packs and nudges that match real-world usage. 		<p>Occasion-driven offers (weekend binge packs, travel bundles).</p> <p>Behavioral triggers that boost recharge frequency and reduce churn.</p>	<p>AIS Thailand (AI-driven offers), VOXI by Vodafone UK.</p>
<p>The Hybrid Orchestrators</p> <ul style="list-style-type: none"> • Focus: Balancing physical reach with digital excellence. • How they compete: Some operators win by blending strong physical distribution with a robust digital layer 		<p>Wide physical distribution to reach diverse demographics.</p> <p>Seamless digital onboarding and self-serve management for app-centric users.</p>	<p>Multi-market operators in Southeast Asia.</p>

Deep Dive: How German Operators Are Unlocking Prepaid Growth

Leveraging Prepaid for Market Differentiation

In Germany, the prepaid market has seen significant growth and innovation, driven by several key factors:

High Mobile Penetration

Like other saturated markets, Germany has a high mobile penetration rate, making it challenging for operators to acquire new subscribers through traditional postpaid plans.

Regulatory Environment

The German telecommunications market is heavily regulated, with strict rules on pricing and transparency. This has led operators to explore prepaid offerings to offer flexible, transparent pricing options to consumers.

Consumer Preferences

German consumers value flexibility and control over their spending, making prepaid plans an attractive option. This is particularly true for younger demographics, tourists, and migrant workers who prefer not to commit to long-term contracts.

Case Study: Telekom Deutschland

Telekom Deutschland, one of Germany's leading operators, has successfully leveraged prepaid offerings to differentiate itself in the market. By introducing innovative prepaid plans tailored to various customer segments, Telekom Deutschland has attracted and retained a diverse customer base. Key strategies include:

Segmented Targeting

Telekom Deutschland offers tailored prepaid plans for different demographics, such as youth-oriented plans with social media bundles and flexible data packs for gig workers.

Digital-First Engagement

The company has invested in app-driven prepaid solutions that offer self-service onboarding, real-time top-ups, and personalized offers powered by AI/ML. This has enhanced customer experience and reduced operational costs.

Partnership Ecosystems

Collaborations with fintechs, content providers, and retailers have enhanced the value proposition of Telekom Deutschland's prepaid offerings. For example, customers can enjoy cashback on top-ups, free streaming services, and co-branded SIM cards.

Case Study: Vodafone Germany

Vodafone Germany has also made significant strides in the prepaid market by focusing on customer-centric innovations. Key initiatives include:

Flexible Data Plans

Vodafone Germany offers a range of flexible data plans that let customers choose the data they need and adjust their plans as needed. This flexibility has been particularly appealing to cost-conscious consumers and temporary residents.

Loyalty Programs

The company has introduced loyalty programs that reward prepaid customers with additional data, discounts, and exclusive offers. This has helped to increase customer retention and drive higher usage.

Micro-Credit and Data Loans

Vodafone Germany has implemented micro-credit and data loan services that allow prepaid customers to borrow small amounts of data or credit when they run out. This has added a layer of convenience and has been well received by customers.

In addition to its core O2 brand, Telefónica Germany operates several partner prepaid brands that cater to different customer segments:

AldiTalk

A popular prepaid brand in Germany, AldiTalk is known for its affordable plans and wide availability through Aldi supermarkets. It offers a range of prepaid options, including data, voice, and SMS bundles, making it an attractive choice for cost-conscious consumers.

BLAU

BLAU is another prepaid brand under Telefónica Germany, offering flexible and straightforward prepaid plans. It focuses on providing value-for-money options with no hidden costs, appealing to customers who seek straightforward and transparent pricing.

AyYildiz

AyYildiz targets the Turkish community in Germany, offering prepaid plans with affordable international calling to Turkey. This brand caters to the specific needs of migrant workers and individuals with family ties in Turkey.

Ortel

Ortel Mobile is a prepaid brand that offers affordable international calling options. It is popular among migrant communities in Germany who need cost-effective ways to stay connected with family and friends abroad.

By leveraging these partner prepaid brands, Telefónica Germany can address the diverse needs of different customer segments, enhancing its market reach and competitiveness. Each brand offers a unique value proposition, enabling Telefónica Germany to cater to a wide range of preferences and requirements.

What's Next: GenAI, Fintech, and Prepaid-as-a-Platform

As prepaid shifts from a basic mobile product to a more strategic part of the business, the next phase will involve tighter integration with broader digital ecosystems. The five shifts below show how telcos can turn prepaid into a stronger driver of revenue, reach, and relevance.

1. GenAI in Prepaid

- **Smarter onboarding tools** and round-the-clock support through AI assistants.
- **Personalized plan** recommendations and timely recharge prompts based on real usage patterns.
- **Better churn management** through **predictive models** and **real-time offer adjustments**.

3. Prepaid as a Platform

- Build **value-added layers** — loyalty, advertising, commerce — on top of the prepaid user base.
- Enable **Open APIs** so fintechs, OTT players, and merchants can plug in and create new value.
- Position prepaid as the **billing and identity substrate** for emerging B2C ecosystems.

2. Prepaid × Fintech

- Using prepaid SIM ownership as an **entry point for wallets, micro-loans, and buy-now-pay-later (BNPL) services**.
- Recharge history as a proxy for credit scoring, unlocking financial inclusion.
- **Better churn management** through **predictive models** and **real-time offer adjustments**.

4. Embedded Trust and Compliance

- **AI-driven KYC, fraud detection, and AML** to support regulatory agility.
- Use **eSIM as a digital identity anchor** across payments, eGov services, and healthcare.

5. Ecosystem Expansion and Inclusion

- Evolve prepaid apps into **super apps** — combining telecom, payments, insurance, and entertainment.
- Treat prepaid as the **first “bank account”** for underserved and unbanked users.
- Deploy **AI-powered literacy tools** in local languages to drive digital inclusion at scale.

These bold moves can help operators’ future-proof prepaid offerings and transform them from commodity services into intelligent, interconnected, and inclusive digital platforms.

Conclusion: Prepaid Is the Growth Platform Telcos Can’t Ignore

As prepaid shifts from a basic mobile product to a more strategic part of the business, the next phase will involve tighter integration with broader digital ecosystems. The five shifts below show how telcos can turn prepaid into a stronger driver of revenue, reach, and relevance.

About the Authors



Sujith Shankar,

Partner, TechM Consulting, Tech Mahindra

Experienced management consultant with around 20 years of global experience across the Telecom, Media and Technology, Consumer Markets, and Automotive sectors, advising Fortune 500 clients on strategic and operational challenges. Demonstrated success in leading complex strategy, operations, and enterprise-wide transformation initiatives. He has a proven track record of delivering successful client engagements across global markets, leveraging deep industry knowledge and strategic insights. Having spent nearly a decade with leading Big 4 firms, Sujith brings a wealth of experience in consulting, advisory services, and transformation initiatives.



Christian Morawietz

Associate Partner, TechM Consulting, Tech Mahindra

As a seasoned executive with over 25 years of experience across technology, telecommunications, and media, he specializes in leading complex transformation initiatives, driving strategic growth, and delivering measurable business impact. Currently serving as Consulting Partner at Tech Mahindra GmbH, he contributes to one of Europe's largest telecom transformation programs, focusing on autonomous operations and AI-powered services. His career spans leadership roles in sales, marketing, product development, and corporate strategy, with a proven track record in budget fulfillment, earnings growth, and market expansion. He brings a decisive, pragmatic approach to team leadership and stakeholder engagement, supported by a strong international network in consumer electronics, telecom, and media. Core strengths include IT transformation, KPI/KRA management, and strategic business development. He thrives in dynamic environments and is passionate about helping organizations evolve through innovation, resilience, and purpose-driven execution.



Rohit Puri

Partner , TechM Consulting, Tech Mahindra

Rohit has 20+ years of experience advising telecommunications and technology organizations across North America, Asia and Europe. Prior to joining Rohit led the telecoms, media and technology team at EY Canada focusing on the major telcos like Rogers, Bell and Telus. He specializes in transformation architecture projects, developing the conditions for large scale programs to release value. His consulting experience has taken him from the UK to Singapore and San Francisco where he led projects for global players like Vodafone, SingTel and Comcast.

Rohit holds a BSc. In Business Management from the University of London as well as an MBA from Warwick Business School. Now with Tech Mahindra Consulting, Rohit is a Growth Partner leading the communications market in North and Latin America and focused on curating long term, strategic relationships with clients to build eminence for TechM across the telecoms landscape.

References

1. Cognitive Market Research & Consulting. (2026). Prepaid Wireless Service Market Analysis 2026. <https://www.cognitivemarketresearch.com/prepaid-wireless-service-market-report?>
2. Globe Telecom. (2024). Globe achieves record ₱165 billion revenues for 2024. <https://www.globe.com.ph/about-us/newsroom/corporate/revenue-reaches-165-billion-2024>
3. Dataintelo. (2026). Global prepaid phone plan market report. <https://dataintelo.com/report/global-prepaid-phone-plan-market>
4. Var India. (2025, May 24). New Prepaid Gaming Plans Bring a Cloud Console Experience to Your Phone. <https://www.varindia.com/news/new-prepaid-gaming-plans-bring-cloud-console-experience-to-your-phone>
5. PYMNTS. (2024, February 8). T-Mobile Launches New Loyalty Program, Mobile App. <https://www.pymnts.com/news/loyalty-and-rewards-news/2024/t-mobile-launches-new-loyalty-program-mobile-app/>
6. Singtel. YAY Student Prepaid Plans. <https://www.singtel.com/personal/products-services/mobile/prepaid-plans/yay-student>
7. DITO Telecommunity. (2025, February 12). DITO 5G Mobile Data Sachet Promos in the Philippines. <https://dito.ph/blog/dito-5g-mobile-data-sachet-promos-philippines>
8. Telstra. International Roaming. <https://www.telstra.com.au/mobile-phones/prepaid-mobiles/international-roaming>
9. CirclesLife Singapore. eSIM Plans. <https://www.circles.life/sg/#esim-plans>
10. SimLocal. (2025, July 17). Why Kiosks Are the Future of Telco eSIM Retail? <https://www.simlocal.com/post/why-kiosks-are-the-future-of-telco-eSIM-retail>

About TechM Consulting

At TechM Consulting, we empower clients to turn disruption into opportunity by building future-ready capabilities. Our unique value velocity V Factor methodology, rooted in co-creation deep listening agile execution and seamless collaboration, enables enterprises to deliver greater stakeholder value with greater speed and agility.

Please visit:

<https://www.techmahindra.com/services/techm-consulting/>

Contact us at:

TMCMarketing@techmahindra.com

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 149,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognizes global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit <https://www.techmahindra.com/>.



www.techmahindra.com

www.linkedin.com/company/tech-mahindra

www.twitter.com/tech_mahindra

Copyright © Tech Mahindra Ltd 2025. All Rights Reserved.

Disclaimer: Brand names, logos, taglines, service marks, tradenames and trademarks used herein remain the property of their respective owners. Any unauthorized use or distribution of this content is strictly prohibited. The information in this document is provided on "as is" basis and Tech Mahindra Ltd. makes no representations or warranties, express or implied, as to the accuracy, completeness or reliability of the information provided in this document. This document is for general informational purposes only and is not intended to be a substitute for detailed research or professional advice and does not constitute an offer, solicitation, or recommendation to buy or sell any product, service or solution. Tech Mahindra Ltd. shall not be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. Information in this document is subject to change without notice.