

# FINANCIAL HIGHLIGHTS

Revenue in Billion Nu.

Nu 5.382 b 12.47%



Expenditure in Billion Nu.

Nu 2.439 b 2.94%



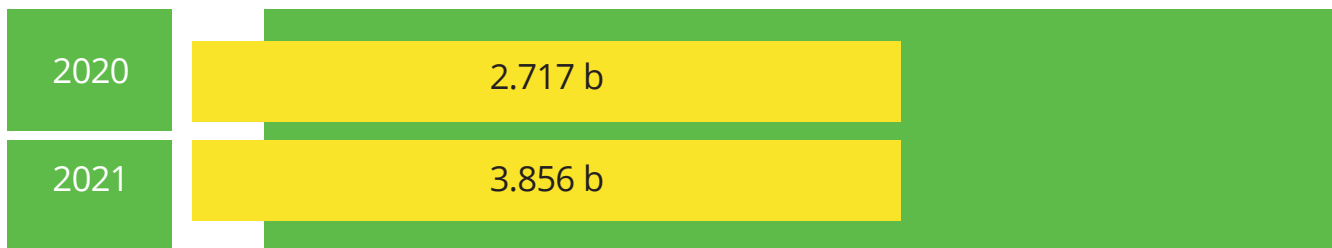
*The Revenue of the company marked a growth of 12.47% in 2021. The Operating Expenditure of the company marked a reduction of 2.94% in 2021.*

Cash from Operations in Billion Nu.

Operations Nu 3.856 b 41.92%



*The cash from Operations marked increase of 41.92% from 2020*



PBT in Million Nu.

Nu 2,942.82 m 29.54%



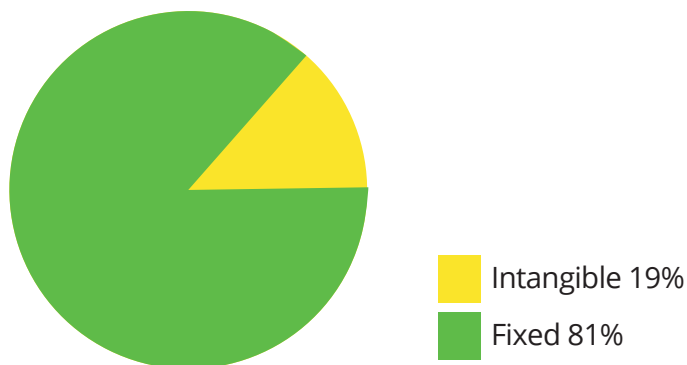
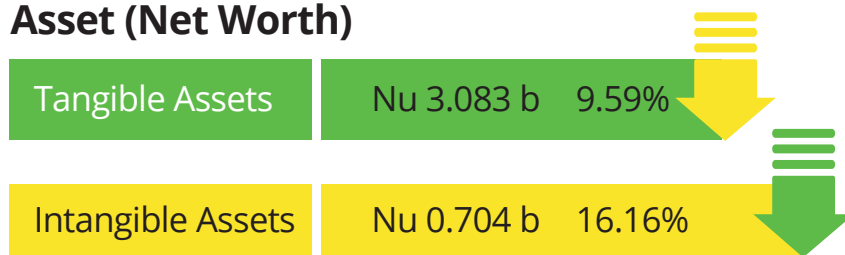
PAT in Million Nu.

Nu 1,998.28 m 29.91%



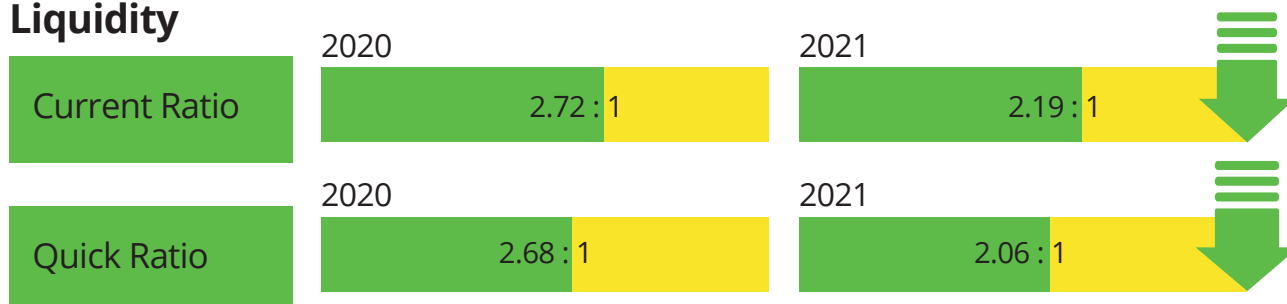
*The PBT and PAT marked an increase as compared to 2020, PBT marked an increase by 29.54% and PAT marked an increase by 29.91% in 2021.*

## Asset (Net Worth)



The overall percentage decrease in asset was 12.88% as compared to 2020

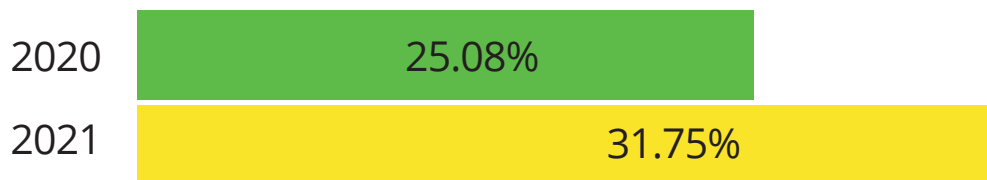
## Liquidity



The current ratio reduced from 2.72:1 in 2020 to 2.19:1 in 2021 and the quick ratio reduced from 2.68:1 in 2020 to 2.06:1 in 2021.

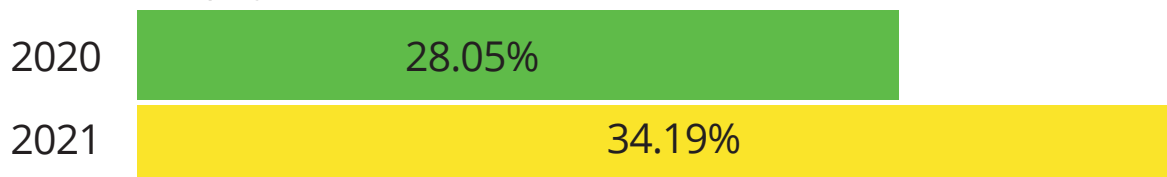
## Profitability

Return on Capital Employed



ROCE increased from 25.08% in 2020 to 31.75% in 2021.

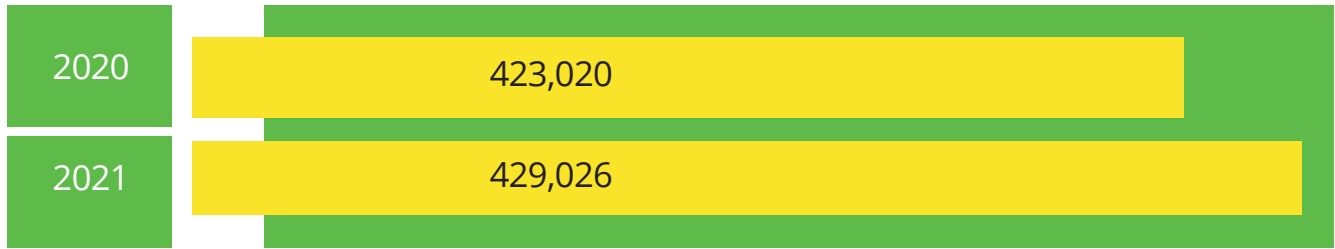
Return on Equity



ROE increased from 28.05% in 2020 to 34.19% in 2021.

# CUSTOMER BASE

## Prepaid and Postpaid active users.



# BRAND ENGAGEMENT

## Social Media Likes /Follows in 2021

 **24,000 to 61,600**  
Followers

 **0 to 5,012**  
Followers

## Content

280 Posts were posted in social media in the year



210 Posters



12 Short Videos



30 Animated  
Videos



7 Commercial  
Ads Posts



12 Blog Posts

## How Audience Responded

**6.04m**  
Reach

Number of times BT contents  
showed in people's News feeds

**257,376**  
Unique Users

Total number of actual people  
who visited BT Social Media

**84,396**  
Reactions

Likes, Loves or other  
reactions

**10,009**  
Comments

Comments made on  
the post.

**4,997**  
Shares

Shared on profiles,  
stories or messenger