



Idea Cellular Limited

Investor Presentation

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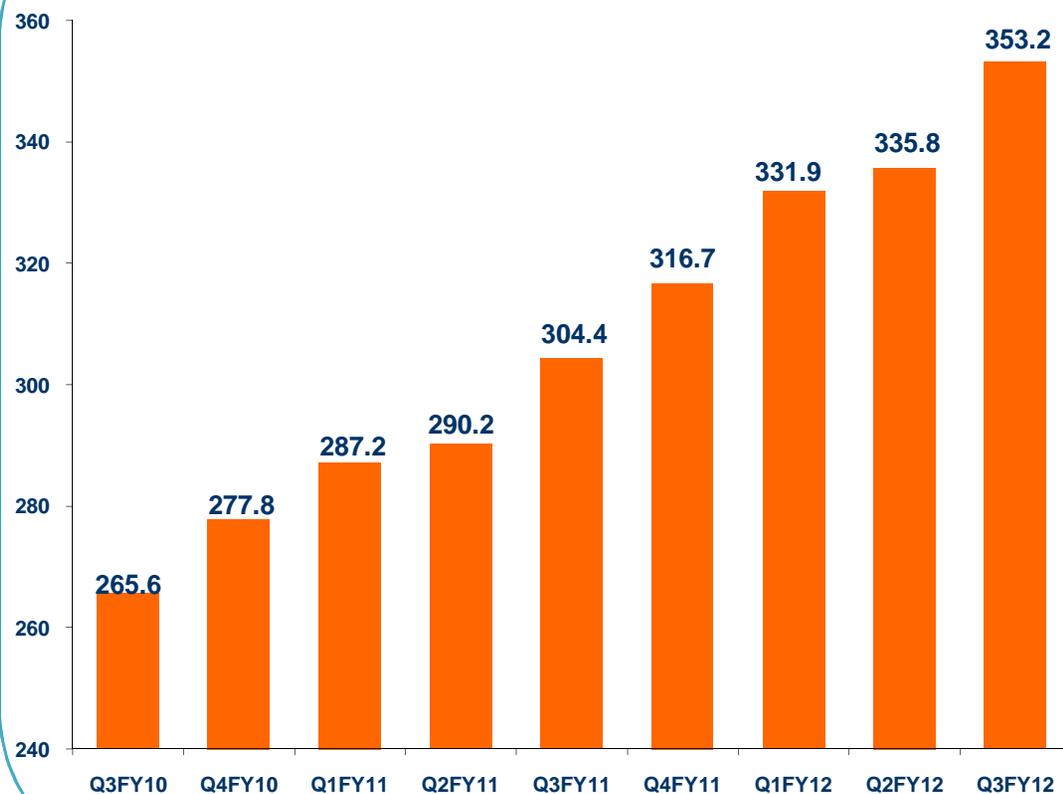
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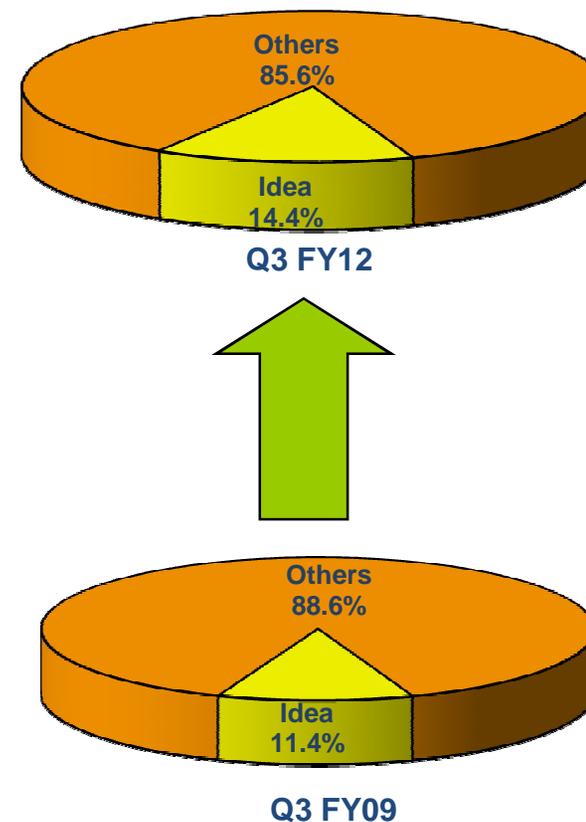
Indian Wireless Sector – Revenue Trend



Sector Gross Revenue (INR bn)

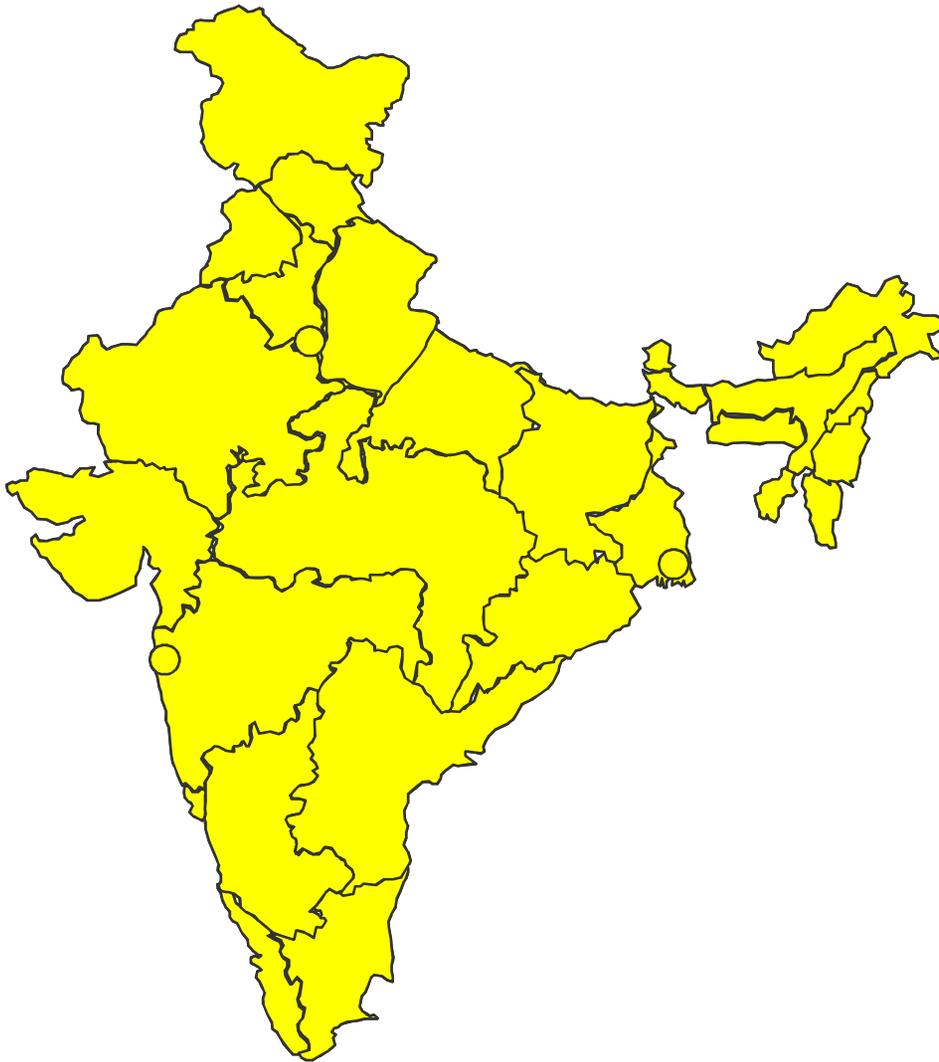


Idea - Increase in Revenue Market Share



Source: Data released by the TRAI ; revenue for UAS and Mobile licenses only

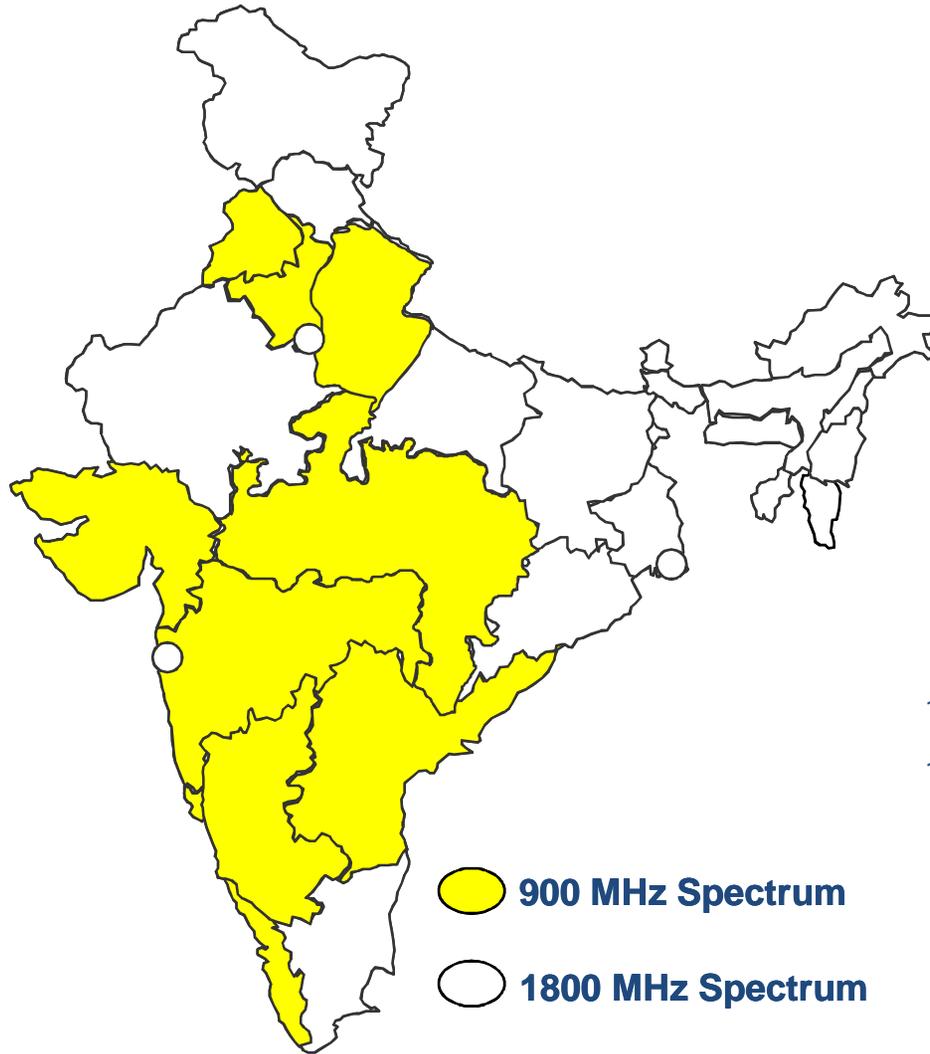
Idea – An Overview



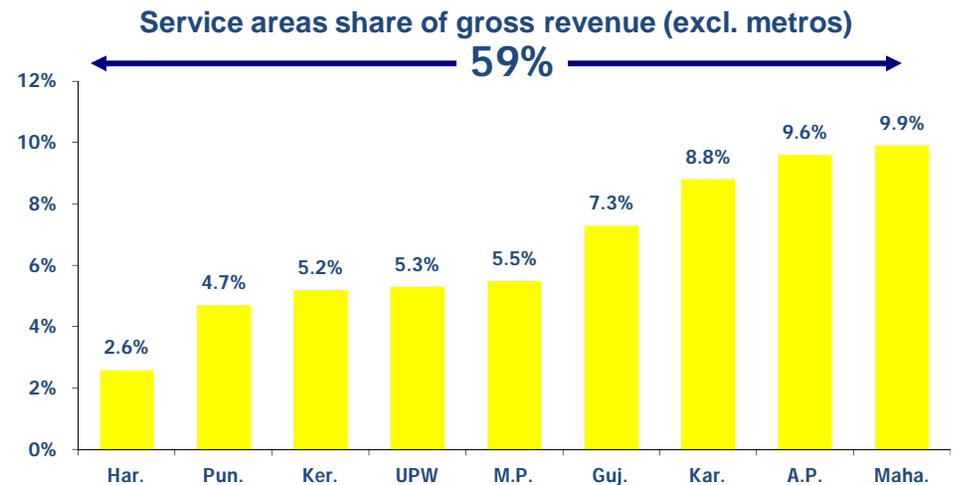
- A pan India 2G service provider
- Won 3G spectrum in 11 service areas
- Third largest operator in India, in terms of Mobility Revenues#
- Minutes on network over 1.24bn per day (Q3FY12), placing it among the top 10 operators globally
- Owns ~9,000 towers, besides 11,094 towers transferred to Indus under IRU
- Over 60,000 km optical fibre cable (OFC) transmission network
- Idea's NLD and ILD capacities, currently carry ~92% and 95% of captive outgoing minutes, respectively
- Leads the industry, in terms of active subscribers, as more than 93% of reported subscribers are on VLR
- Highest number of Net subscribers additions under Mobile Number Portability

Data released by the TRAI; revenue for UAS and Mobile licenses only

Competitiveness Lever 1 - Spectrum



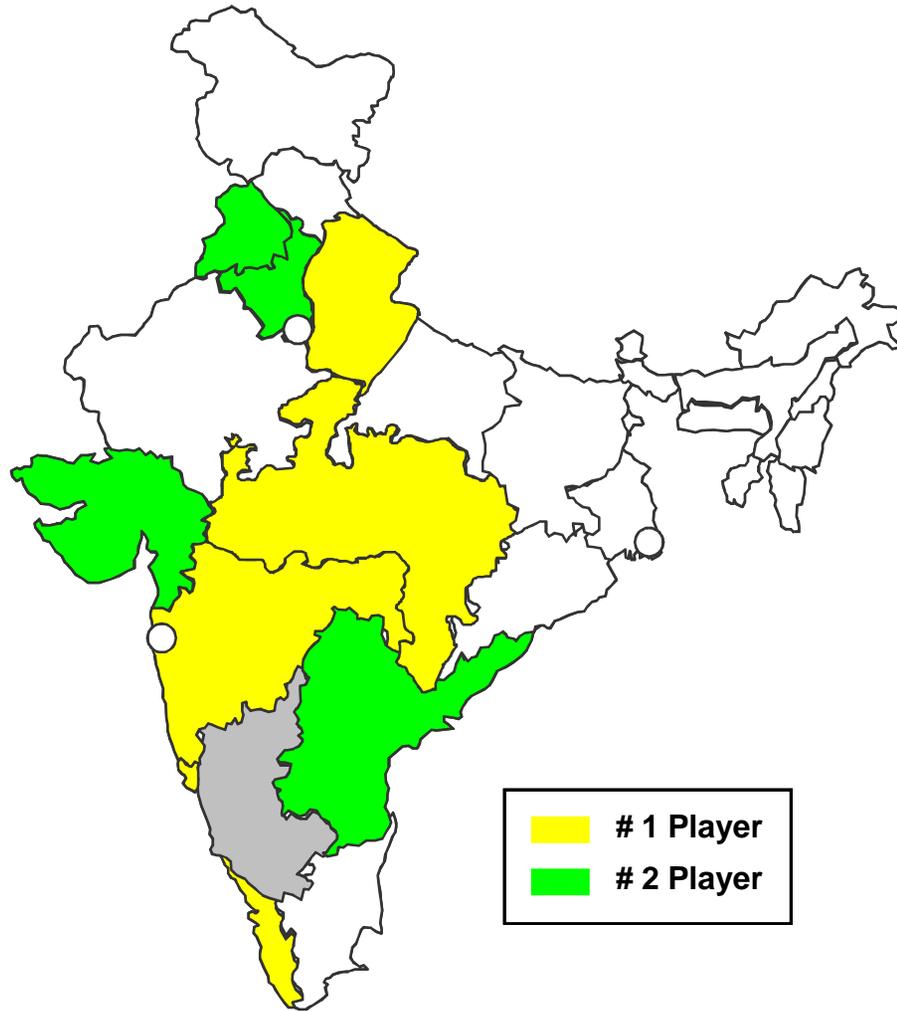
- 900 MHz spectrum band provides capex/opex advantage, compared to 1800 MHz
- 900 MHz spectrum also accompanied by early mover advantage
- Idea holds 900 MHz spectrum in 9 service areas, covering
 - ~ 48% of national revenue and ~74% of Idea's revenue
 - ~ 59% of national revenue base (excl. metros*)
- Idea's spectrum profile is very attractive across all private operators



Source: Data released by the TRAI for Q3FY12, revenue for UAS and Mobile licenses only

* Metros as Mumbai, Delhi and Kolkata

Competitiveness Lever 2 - Scale within Service Area



1 Player
 # 2 Player

Service Area (900 MHz)	Revenue Mkt Share ¹ (RMS)	Rank ²
M.P.	32.3%	1
Kerala	32.2%	1
Maharashtra	28.4%	1
UP (W)	27.7%	1
Haryana	22.8%	2
Punjab	20.1%	2
Gujarat	17.1%	2
A.P.	17.5%	2
Karnataka	8.8%	4
Total	22.0%	2

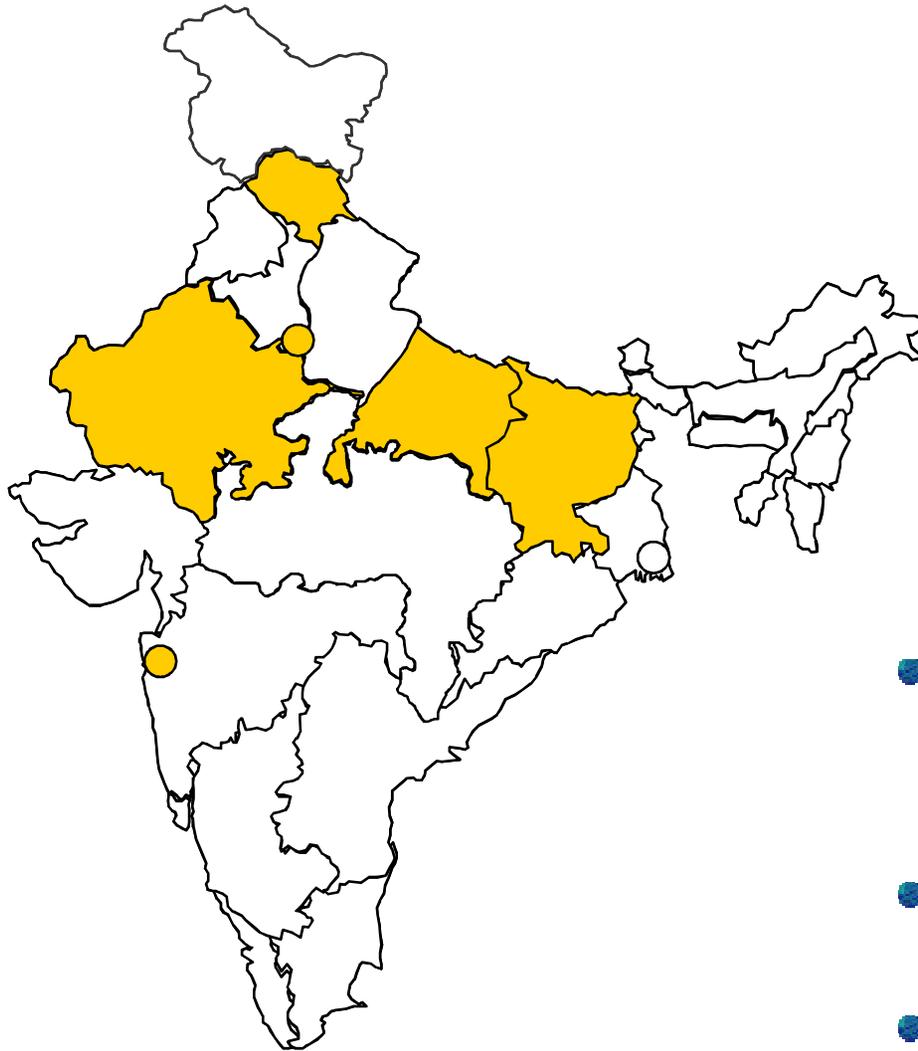
¹Based on gross revenue for Q3FY12, as released by TRAI

²Based on revenue market share

In 9 service areas, comprising ~ 48% of national revenue market & ~74% of Idea's revenue, Idea's competitiveness is intrinsically strong based on a) 900 MHz spectrum and b) scale of operations

1800 MHz Operations (6 Service Areas)

Emerging Stronger – Ranked #3



Service Area	Revenue Mkt Share ¹ (RMS)	Rank ²
UPE	12.3%	3
Rajasthan	10.7%	3
Delhi	10.7%	3
Bihar	9.1%	4
H.P.	7.9%	5
Mumbai	7.8%	6
Total	10.1%	3

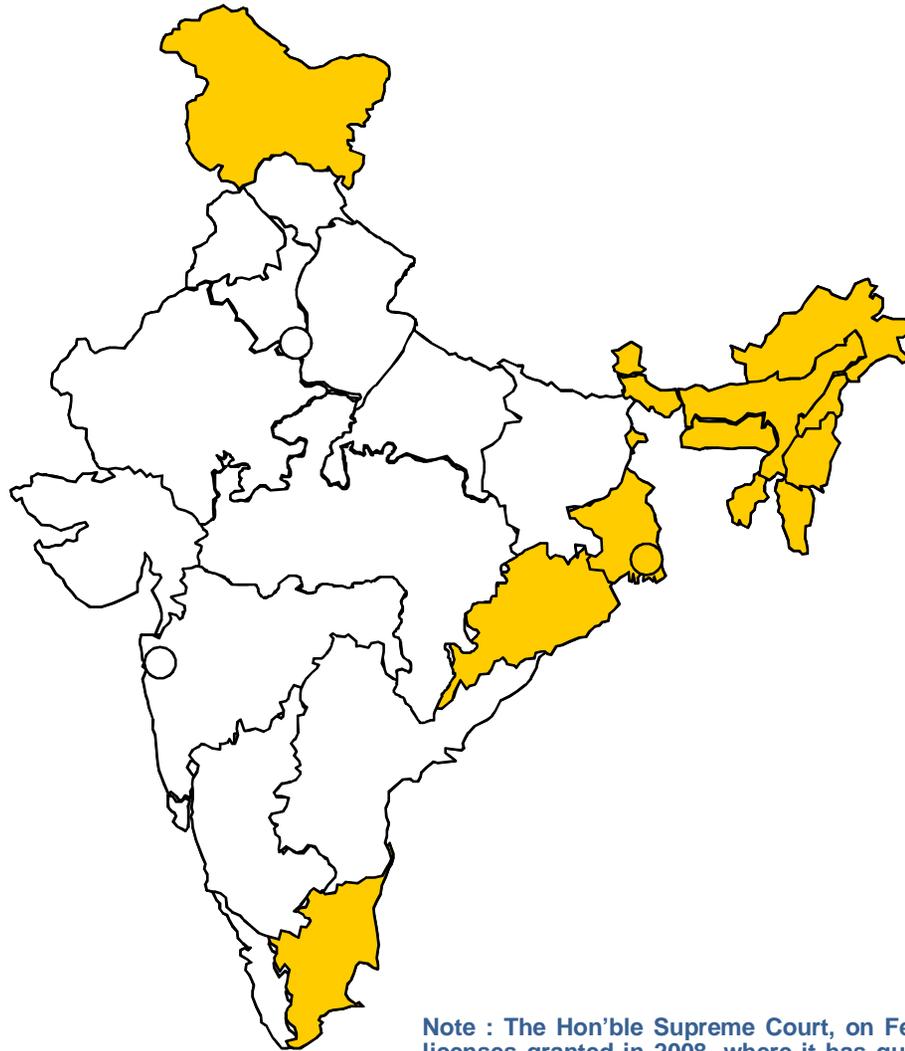
¹Based on gross revenue for Q3FY12 as released by TRAI

²Based on revenue market share

- Idea has increased its combined RMS from 7.9% in Q3FY10 to 10.1% in Q3FY12, improving its position from 5th to 3rd ranked operator, in these service areas
- These service areas cover ~32% of all India revenue and ~22% of Idea's revenue
- With continuous improvement in RMS, Idea is emerging stronger

1800 MHz Operations (7 New Service Areas)

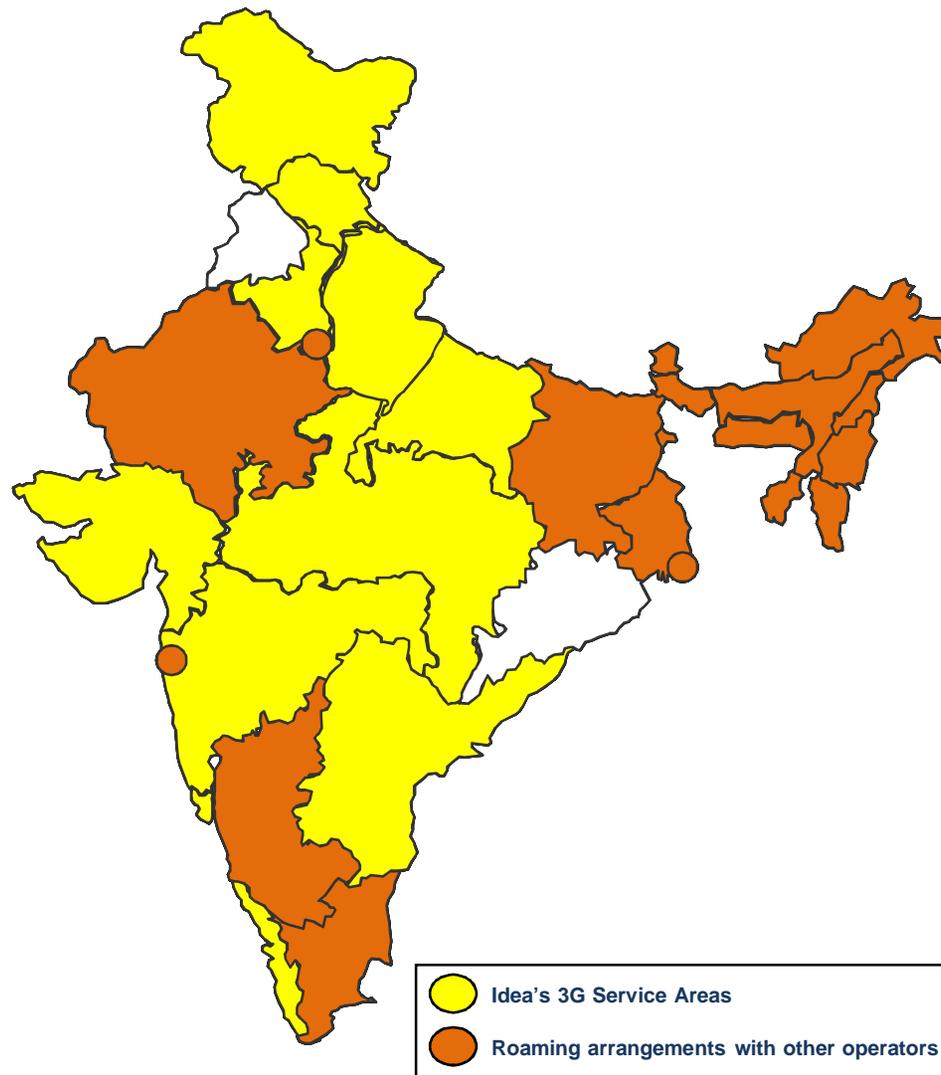
Focus On Optimisation, Not Maximisation



- Providing pan India footprint
- Leverage synergies of pan India operations i.e. roaming, NLD, ad spend, common network elements, etc.
- Infra sharing to reduce capex, and quicker time to market
- Focus on operational and financial goals, not league tables
- Combined RMS of 2.8% in Q3FY12, potential for future growth

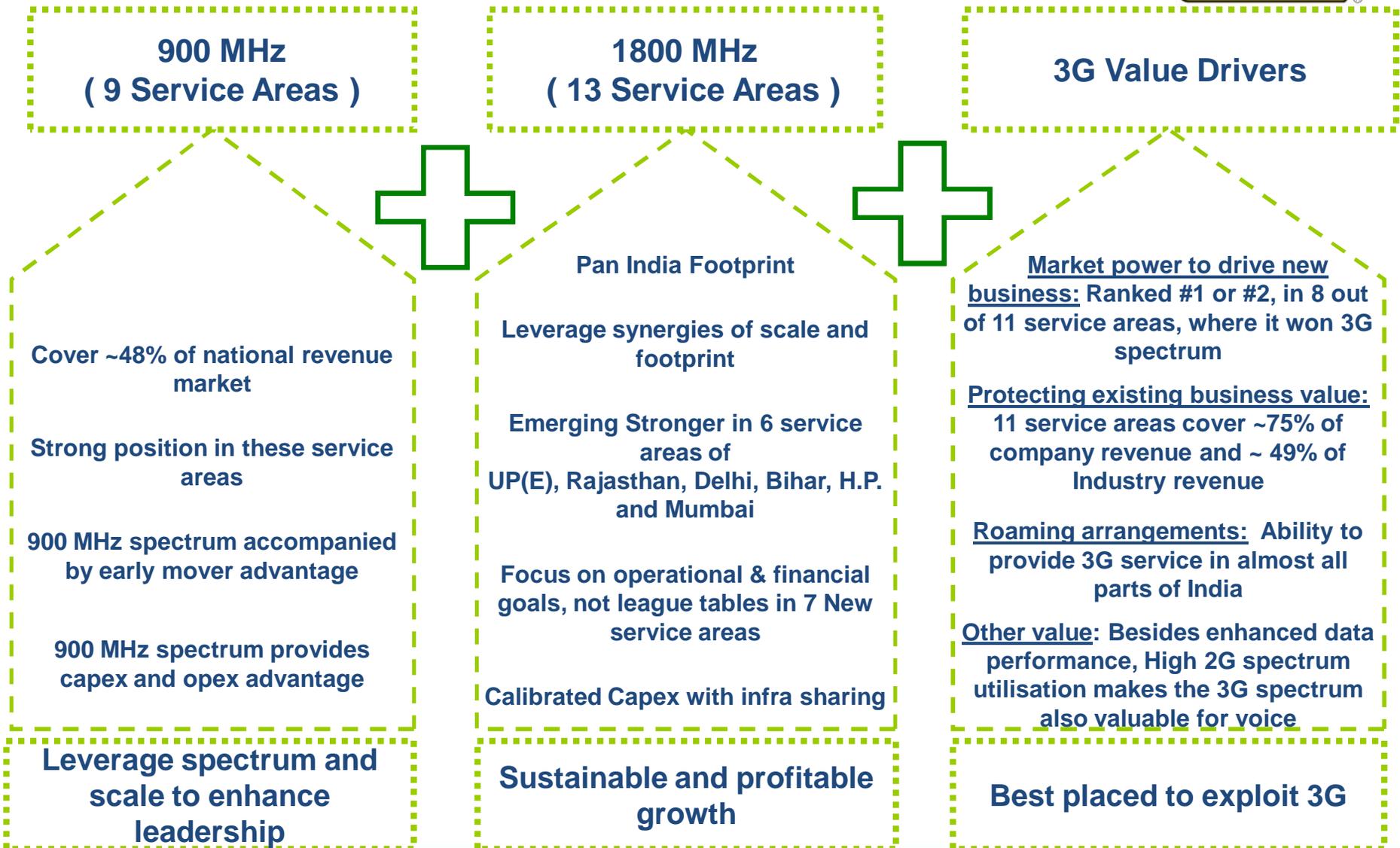
Note : The Hon'ble Supreme Court, on February 02,2012, has delivered its judgment on PILs in the matter of telecom licenses granted in 2008, where it has quashed all the 122 telecom licenses issued. This includes the above 7 license areas, where Idea has rolled out its services. The above direction of the Hon'ble Supreme Court shall become operative after four months. The company is reviewing the judgement to decide an appropriate course of action.

3G Footprint

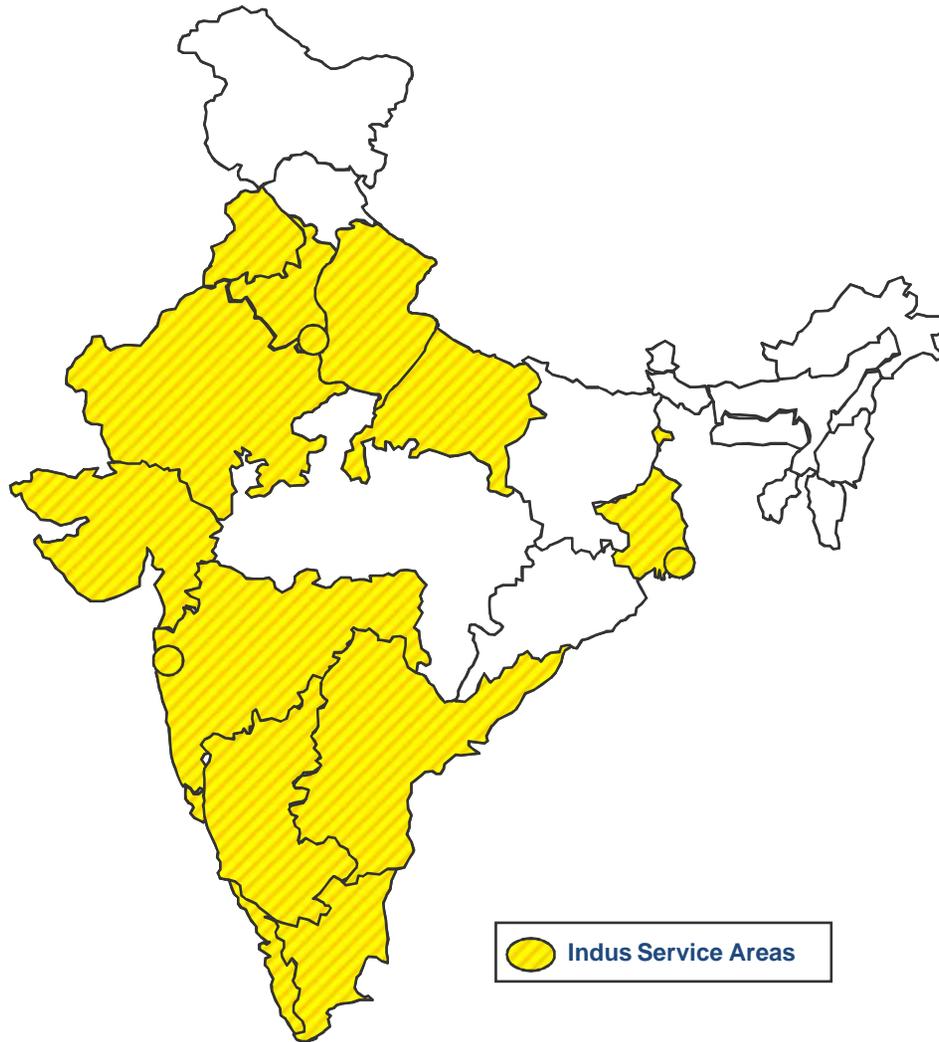


- Idea launched 3G services in 10 service areas, out of 11 service areas where it won 3G spectrum
- Around 10,900 3G sites in these service areas (Dec'11)
- Launched 3G services under roaming arrangements for the service areas of Mumbai, Bihar, Karnataka, Rajasthan, West Bengal, Delhi, Kolkata, Tamil Nadu (incl. Chennai), Assam and North East
- With these arrangements Idea currently offers 3G services in 20 service areas
- Committed to offer 3G services in 3,000 towns by end of this financial year

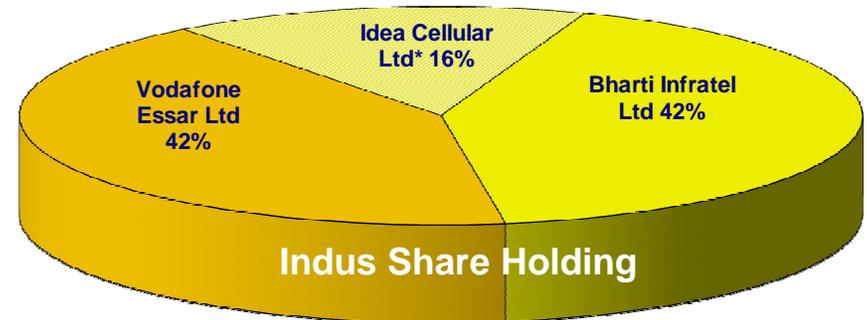
Idea – Long Term Shareholder Value



The Indus Advantage



- Provides passive infrastructure services in 15 service areas
- Largest independent tower company in the world with around 109,000 towers
- Indus benefits from assured tenancy from promoters (combined revenue market share of ~66%*), apart from other operators
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding



* Data released by the TRAI ; revenue for UAS and Mobile licenses only

*through Aditya Birla Telecom Ltd.

Idea – A Power Brand



New idea
Internet search for learning

Idea **3G** smartphone

!idea

An idea can change your life

New idea
Google Maps for finding directions

Idea **3G** smartphone

!idea

An idea can change your life

Get Idea!
Get better network.

Call 1800 270 0000
(Toll free).

!idea

An idea can change your life

Break the language barrier.

!idea

What an idea!

An idea can change your life

Hum do, hamara Idea 3G.
Ho jao 3G pe busy.

!idea

SMS 3G to 54777 (Toll free)

!idea

USE MOBILE. SAVE PAPER.

What an idea!

An idea can change your life

!idea

3G

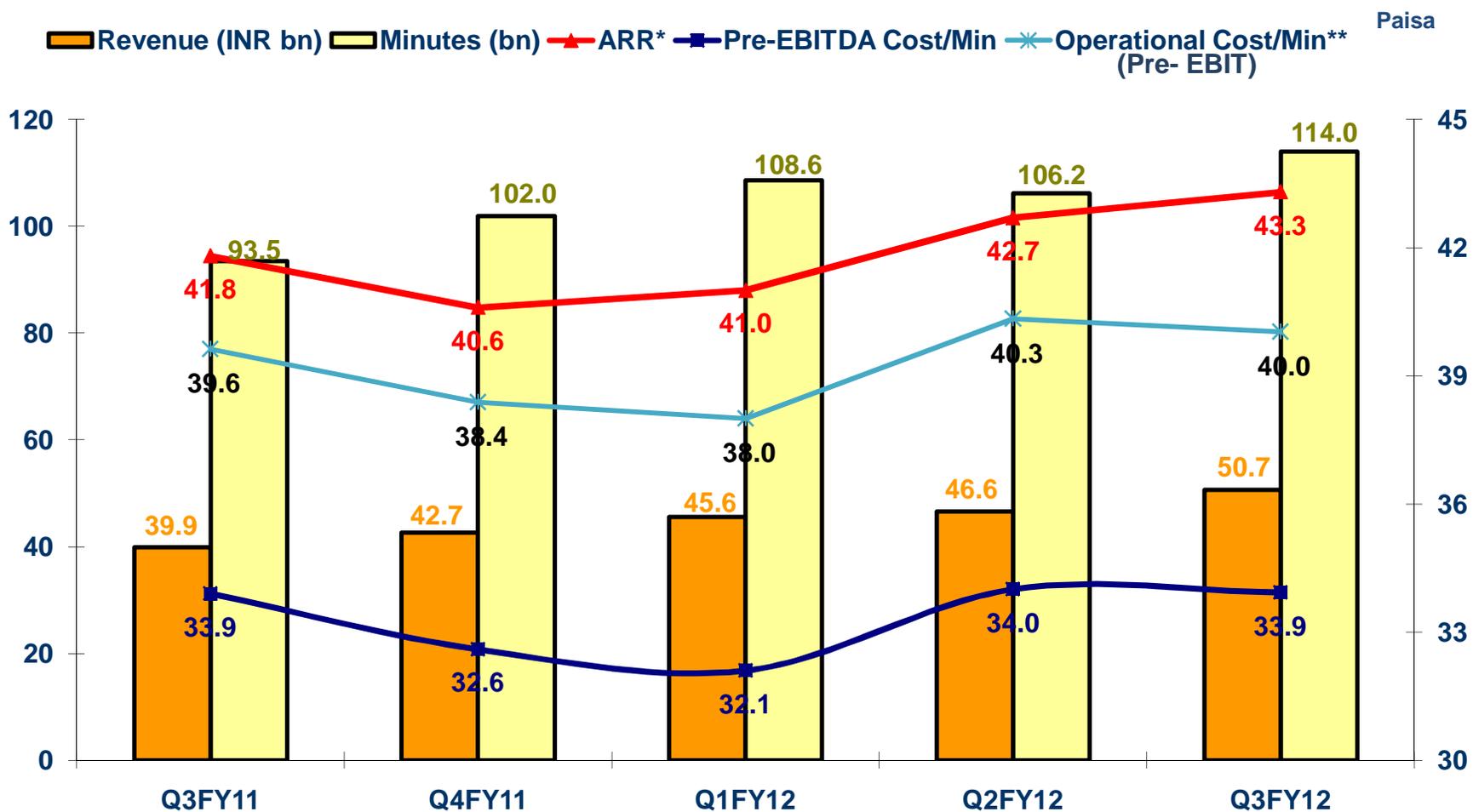
An idea can change your life

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3G

TM

World Class Operations and Cost Management



*ARR is based on service revenue (exclusive of infrastructure revenues)

** Includes Depreciation & Amortisation, but excludes Interest & Finance Cost

Strong Balance Sheet to Support Strategic Intent



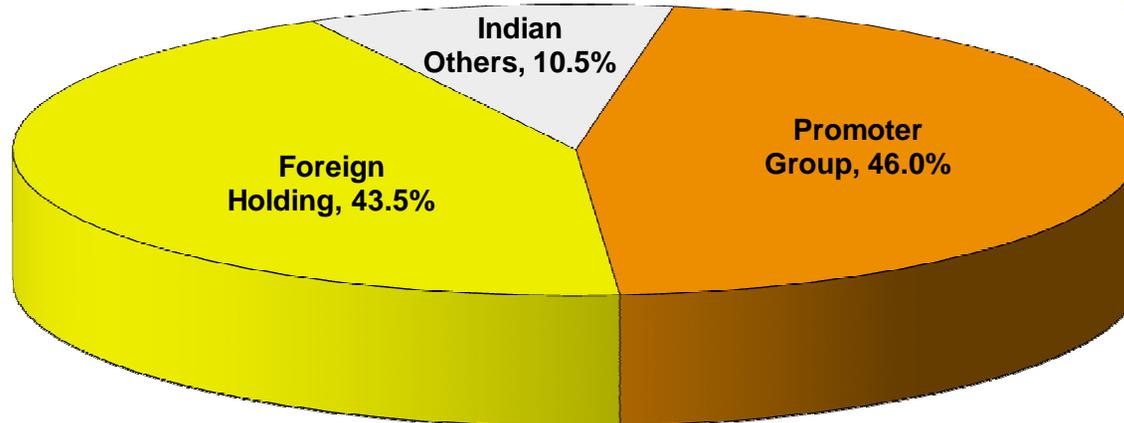
INR bn	Q3 FY09	Q3 FY10	Q3 FY11#	Q3 FY12#
Balance Sheet*				
Gross debt	99.2	57.5	97.6	116.7
Cash & Cash equivalent	79.6	20.1	4.6	1.0
Net Debt	19.6	37.5	93.0	115.7
Net Worth	136.0	141.2	120.1	127.0
Cash Profit¹	6.2	7.0	7.7	9.5
Financial Ratios¹				
Net Debt to Net Worth	0.14	1.30	0.77	0.91
Net Debt to Annualised EBITDA	0.72	0.27	2.83	2.41
ROCE	8.7%	6.4%	5.6%	6.5%

*Figures for Idea including its 100% subsidiaries and excluding Joint Venture Spice (till February 28,2010) and Indus.

#Post payment for 3G spectrum fee

Shareholding

As on 31st Dec'11



PROMOTERS' HOLDING

ADITYA BIRLA NUVO LIMITED	25.3%
BIRLA TMT HOLDINGS PVT LTD	8.6%
HINDALCO INDUSTRIES LIMITED	6.9%
GRASIM INDUSTRIES LTD	5.2%

TOP 5 SHAREHOLDERS

TMI MAURITIUS	14.1%
P5 ASIA INVESTMENTS (MAURITIUS)	10.0%
AXIATA INVESTMENTS 2 (INDIA) LTD.	5.9%
THE RBS PLC AS DEP. OF FIRST STATE	1.7%
LIC OF INDIA MONEY PLUS	1.3%



Appendix



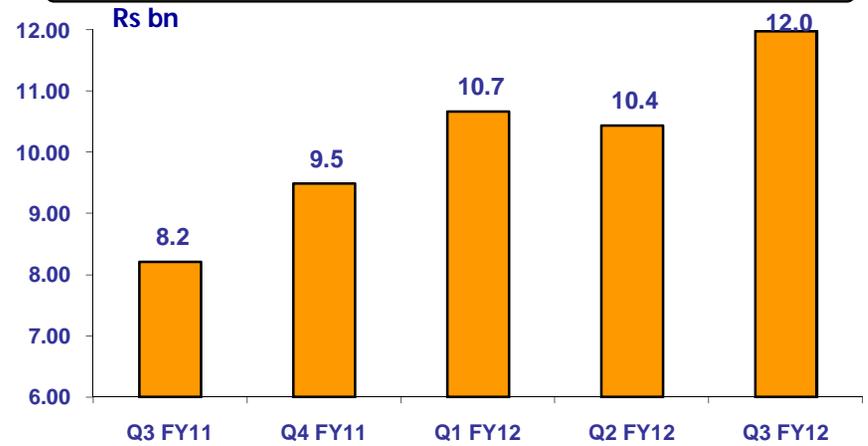
Key Trends - 1* (Quarterly)



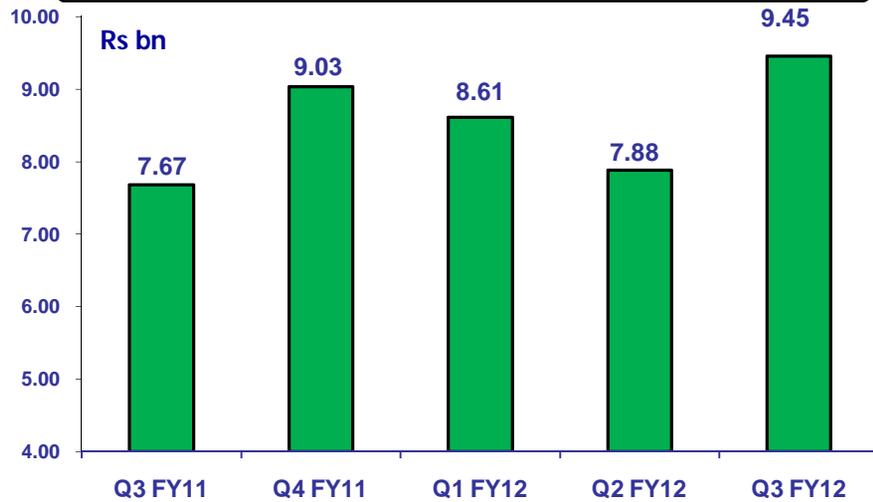
Gross Revenue



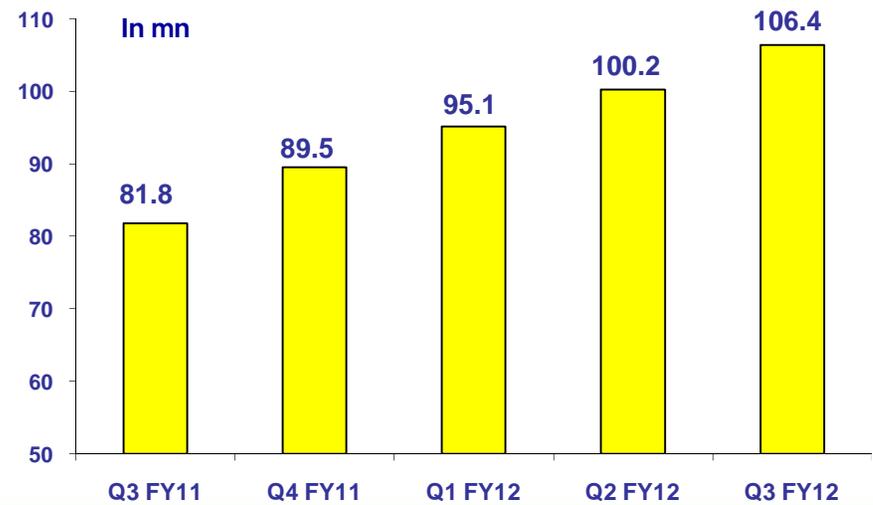
EBITDA



Cash Profits



Subscribers

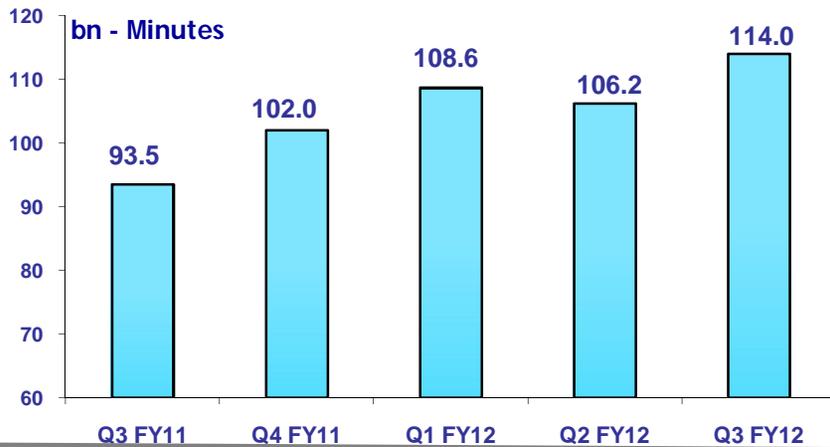


*Represents Idea and its 100% subsidiaries

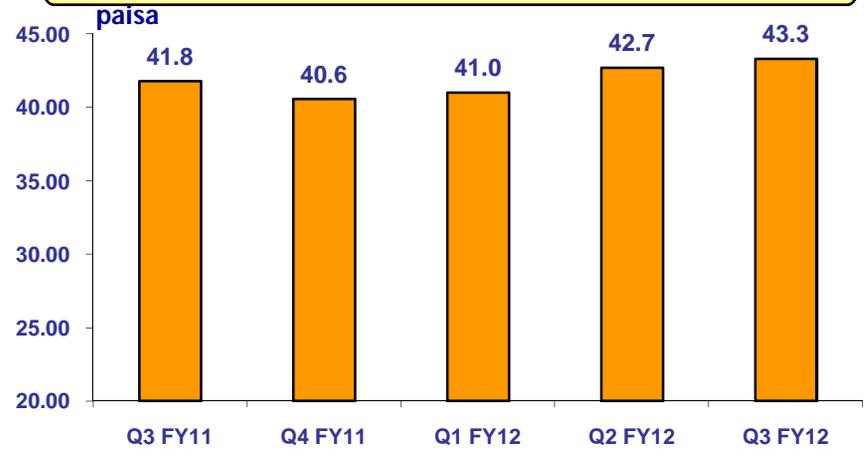
Key Trends – 2* (Quarterly)



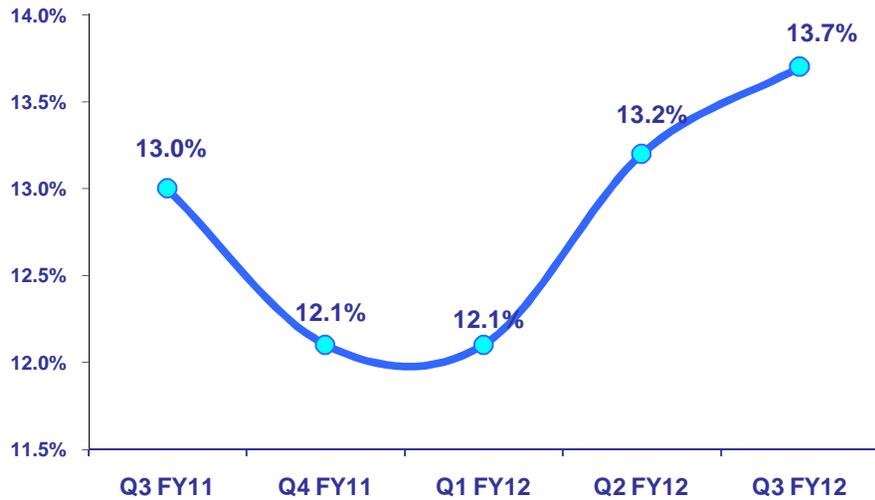
Minutes of use on Network (QoQ)



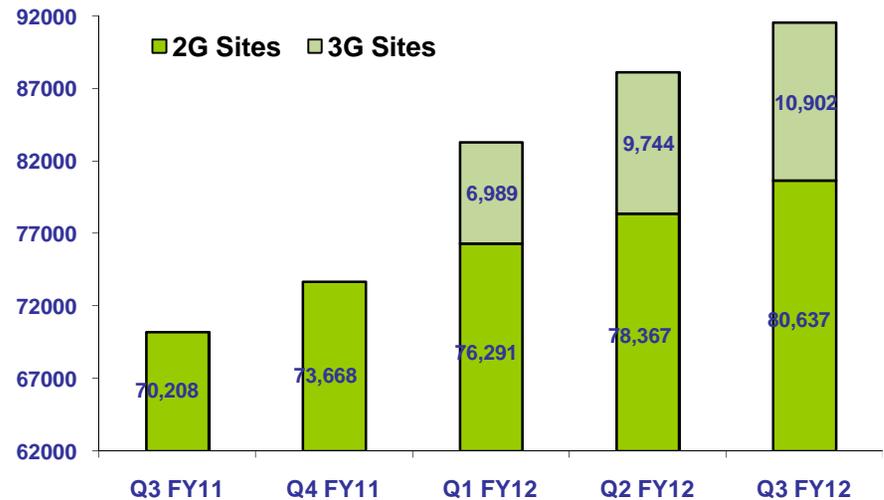
Realized rate per minute



VAS as a % of Revenue



Cell Sites

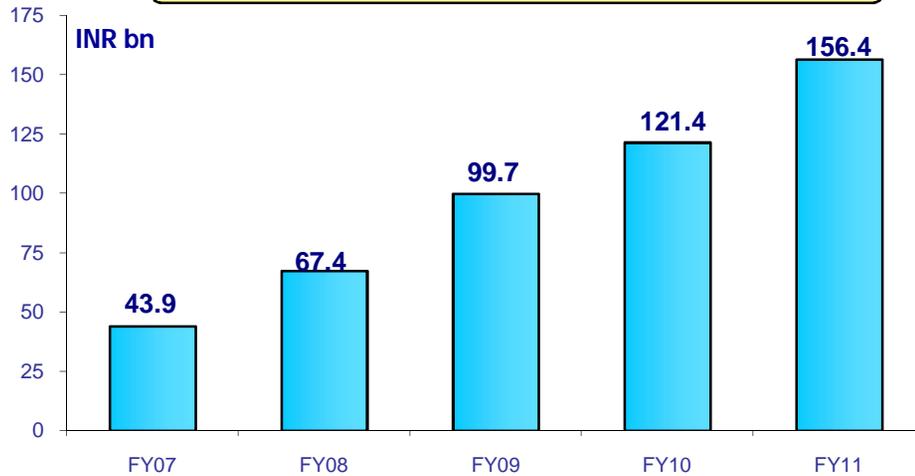


*Represents Idea and its 100% subsidiaries

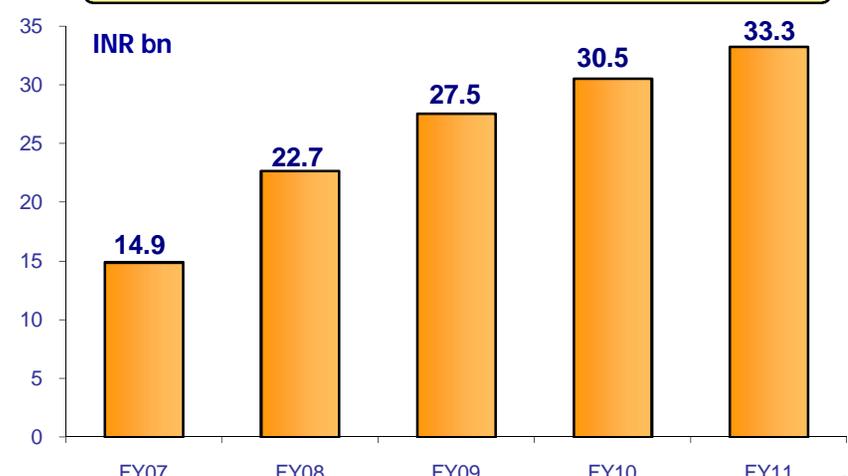
Financial Matrix (Standalone* - Annual)



Robust Growth in Top Line



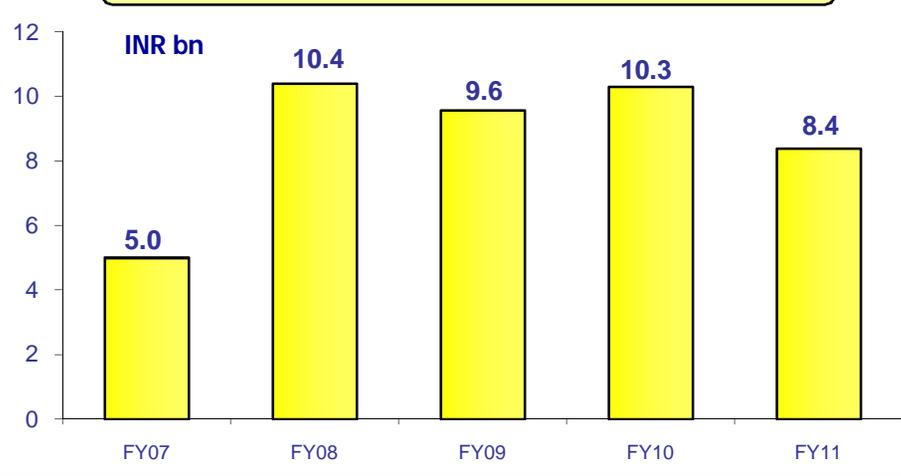
Robust Growth in EBITDA



Robust Growth in Cash Profits



Stable Net Profits

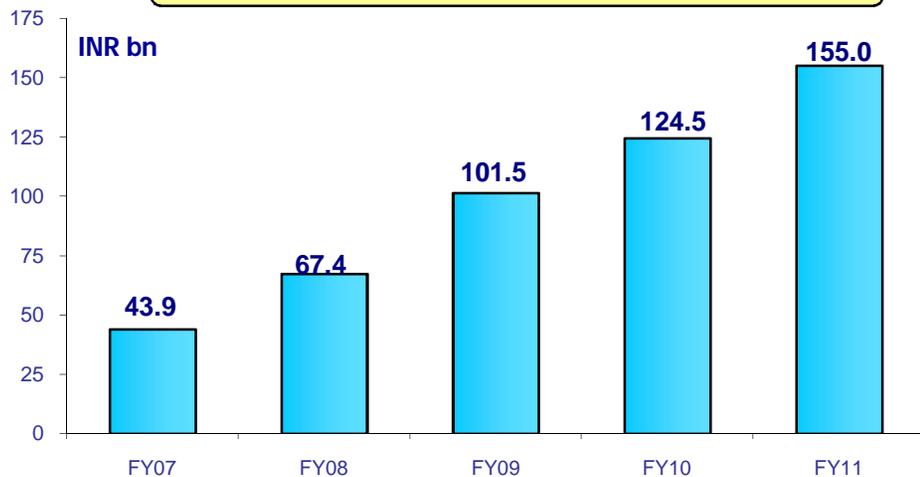


*Represents Idea and its 100% subsidiaries

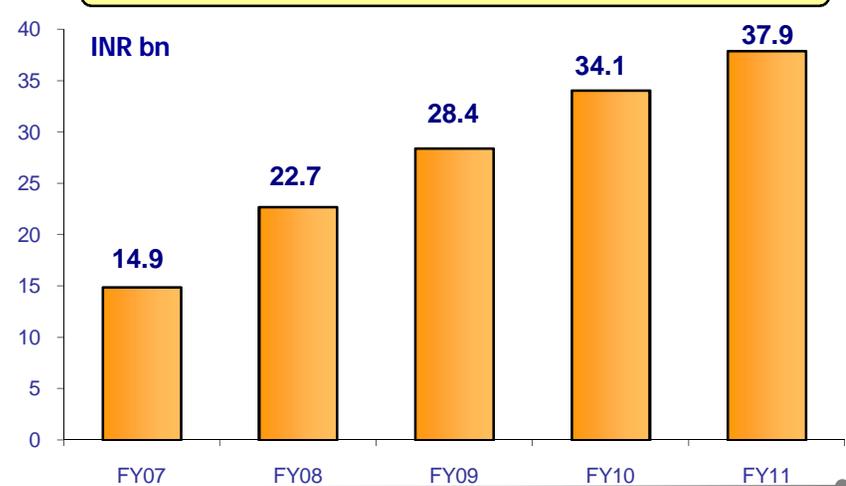
Financial Matrix (Consolidated* - Annual)



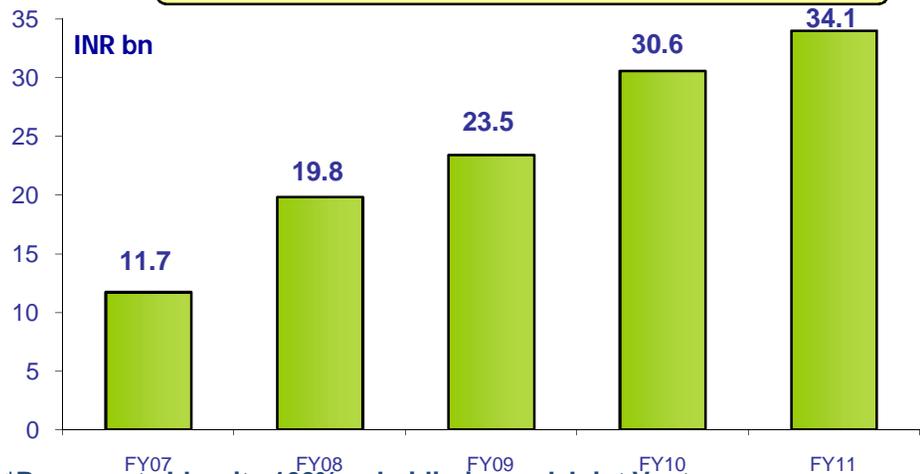
Robust Growth in Top Line



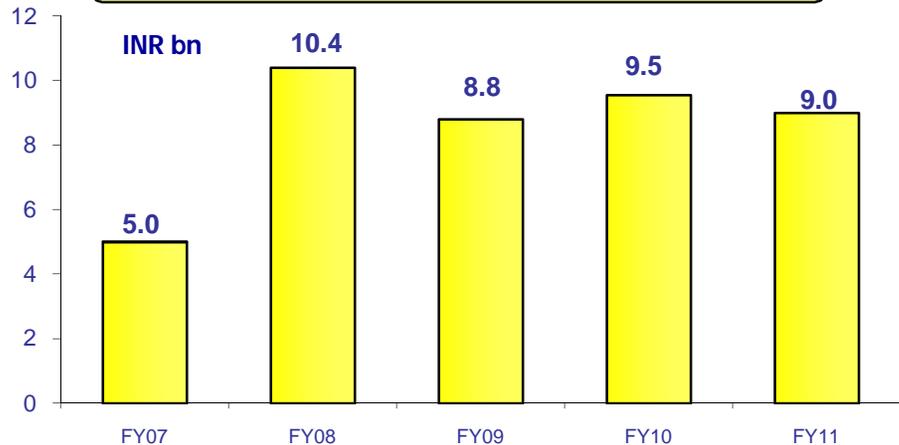
Robust Growth in EBITDA



Robust Growth in Cash Profits



Stable Net Profits



*Represents Idea, its 100% subsidiaries and Joint Ventures



Thank You