



IDEA CELLULAR LIMITED

INVESTOR PRESENTATION

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Idea Cellular



Pan India
Pure Play
Wireless
Operator

US\$ 7.9 bn
Market
Capitalisation⁽⁴⁾

No.7 Ranked
Operator in the
World by
Subscribers ⁽¹⁾



An Aditya Birla
Group Company

FY13
Consolidated
Gross Revenue
US\$3.8 bn

No. 3
Operator in India
with 16.2%
RMS⁽²⁾

Serving 125.0
million
subscribers ⁽³⁾

USD 1 = INR 59.70, RBI Ref rate as of June 28, 2013

¹ Basis Subscribers in Single Country Operations, As per data from WCIS as of March 2013.

² TRAI Q1FY14 revenue for UAS and Mobile licenses only. Q1FY14 revenue for Loop (Mumbai circle) has been taken on the same basis as for preceding quarter, since no data was reported

³ COAI as of June 30, 2013

⁴ As of June 30, 2013



ADITYA BIRLA GROUP

Aditya Birla Group



Aditya Birla Group



- A leading business conglomerate

- Global player in aluminum, copper, carbon black, viscose staple fiber, BPO and chemicals

- A leading player in cement, branded apparel, telecom and financial services in India

- One of India's most respected business groups

- Strong confidence of all stakeholders, lenders, and vendors

- Ability to attract and retain talent

- Scope for exploiting synergies within the Group to create value

India Telecom Sector Backdrop



Growth Drivers

Voice

- Active subscriber penetration (measured on VLR) at 59% (723 million subscribers)⁽¹⁾
- Tariff (ARPM) improvement in last quarter – April to June'2013

Data

- Wireless Internet penetration at 16.5% (143 Mn)⁽¹⁾ of Total Wireless Subscribers
- Nascent 4.4%* penetration of high speed 3G wireless broadband
- Strong mobile data traffic growth – eg., 92.2% y-o-y growth for Idea in Q1FY14

Emerging revenue streams

- Mobile Banking
- M2M

Competition

- Top 3 operators garnered 70.2%⁽²⁾ of Indian Mobile revenue market share (“RMS”);
- After prolonged hyper competition phase, declining Competitive Intensity - No. of service area operations⁽³⁾ reduced from 249 in December 2011 to 171 in May 2013. Idea to benefit from structural changes in market
- Reduced subscriber churn % and falling overall subscriber acquisition cost

Regulatory

- Good supply of Spectrum with the Government in 700 / 800 / 1800 / 2100 / 2300 MHz bands
- After 2 failed Spectrum auctions, TRAI has initiated a consultation process on “Valuation and Reserve Price of Spectrum” for 800, 900 and 1800 Mhz bands
- Policy on ‘Merger & Acquisitions’ and ‘Spectrum Trading’ among mobile operators awaited

* Idea 3G subscriber penetration

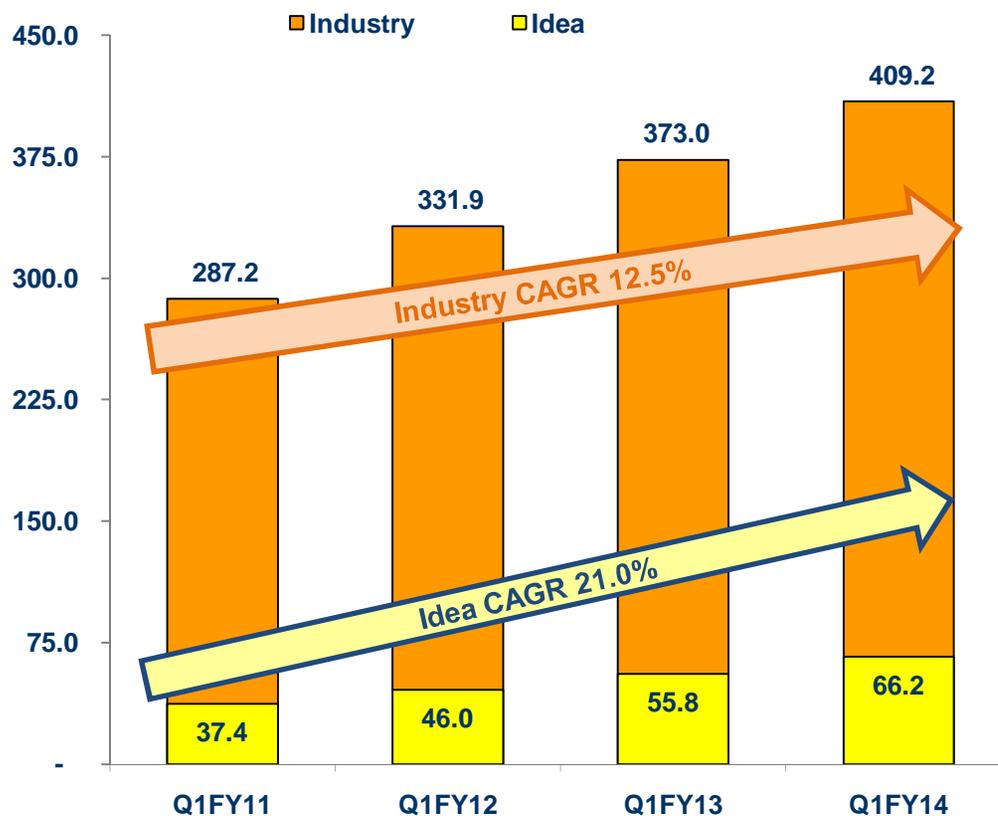
¹ As of Mar 31, 2013, based on TRAI report ² TRAI Q1FY14 revenue for UAS and Mobile licenses only. Q1FY14 revenue for Loop (Mumbai circle) has been taken on the same basis as for preceding quarter, since no data was reported

³ Based on reported subscribers; cumulative operators obtained by summing up operators in all 22 circles as reported by TRAI

Indian Wireless Sector – Revenue Trend

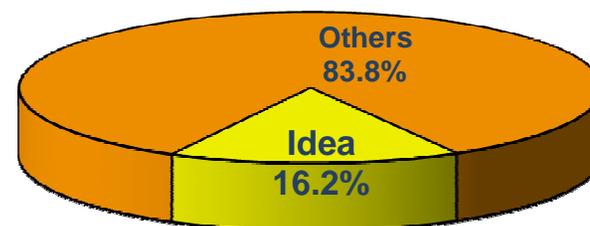


Sector Quarterly Gross Revenue (INR bn)



USD Mn	Industry	4,811	5,559	6,248	6,854
	Idea	626	771	935	1,109

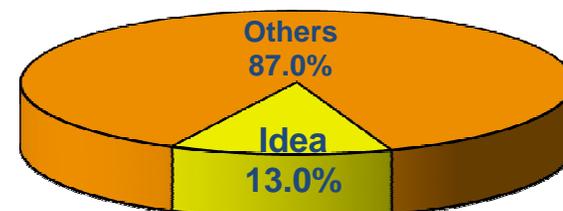
Idea – Steady Revenue Market Share (RMS) improvement



Q1FY14



Incremental RMS 23.6%



Q1FY11

USD 1 = INR 59.70, RBI Ref rate as of June 28, 2013

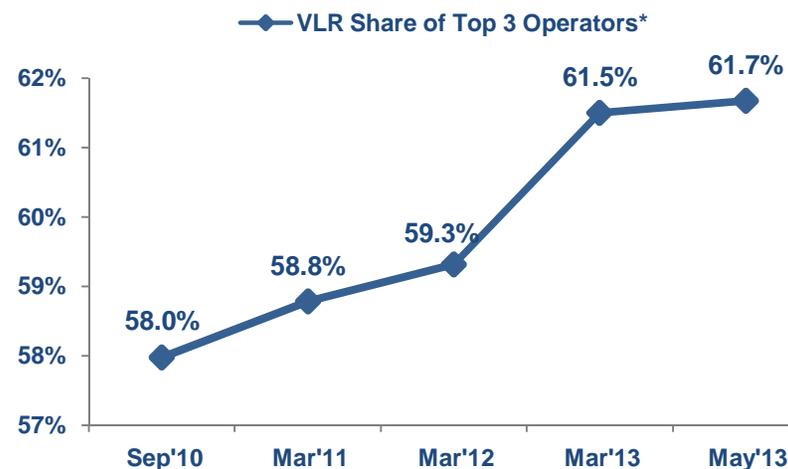
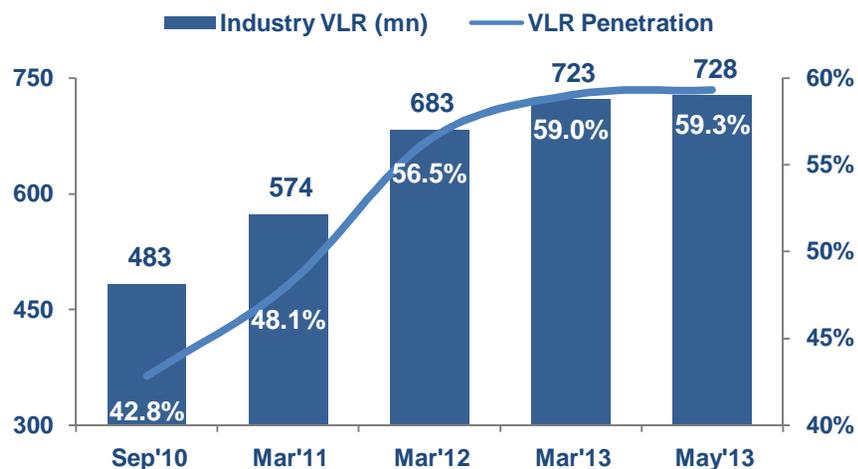
RMS = Revenue Market Share

Source: TRAI revenue for UAS and Mobile licenses only. Revenues for Q1FY14 for Loop (Mumbai circle) and Q1FY12 for Vodafone (Andhra Pradesh circle) have been taken on the same basis as for the preceding quarter, since no data was reported

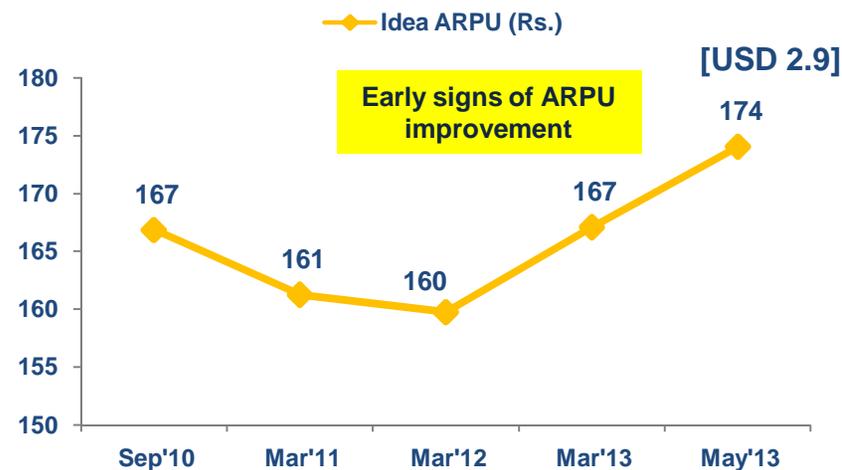
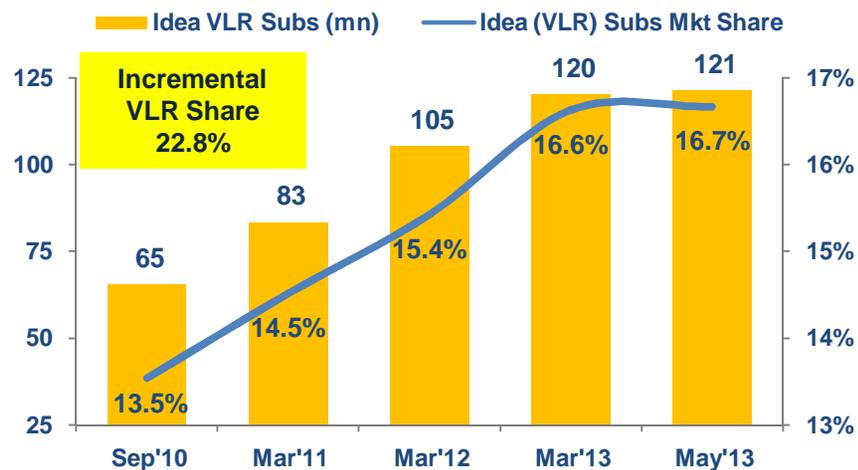
Subscriber Trends



INDUSTRY



IDEA

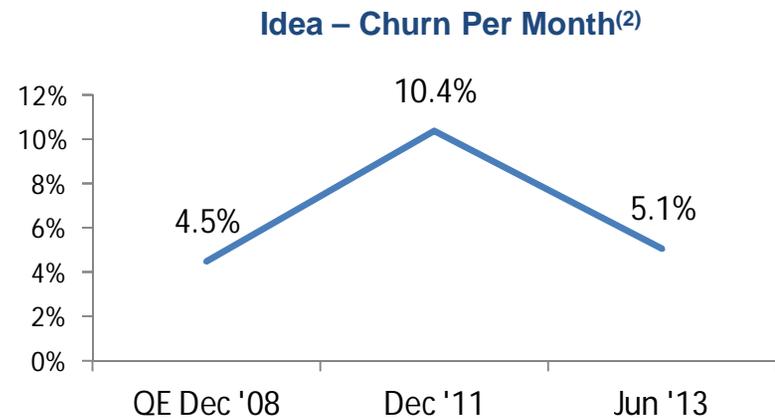
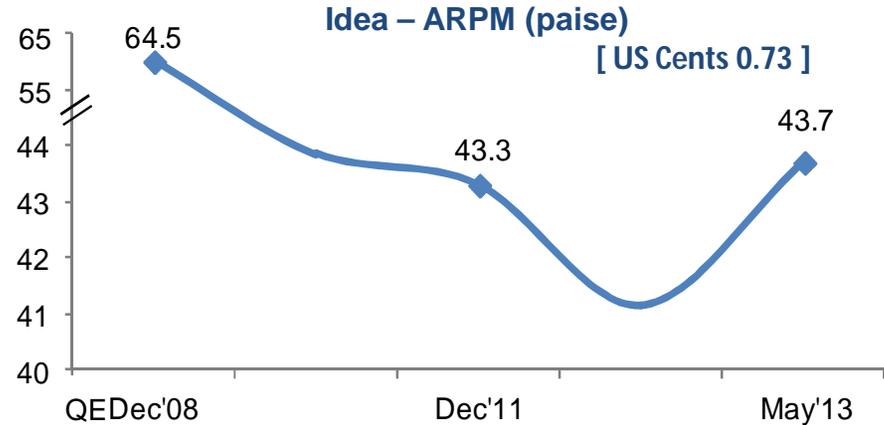
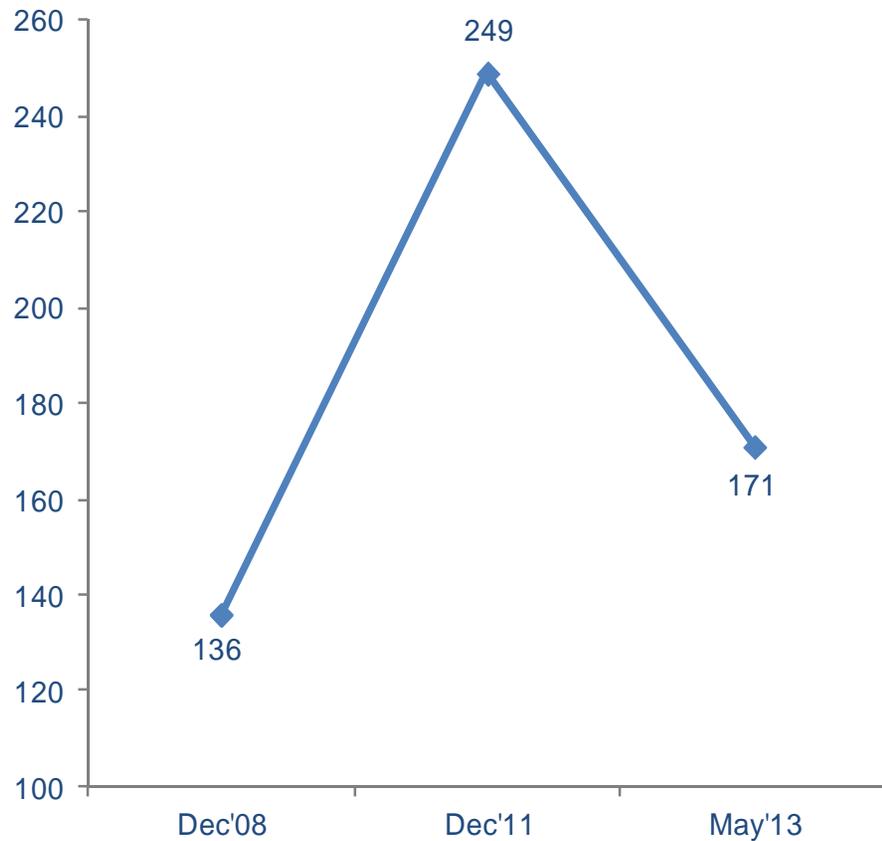


Declining Competitive Intensity

Post Supreme Court 2012 license cancellation, Operators exit or selectively reduce India presence



Cumulative Number of Operators in All Service Areas⁽¹⁾



- New M&A and spectrum trading policy, which is awaited, may hasten the process of market consolidation
- Tariff (ARPM) stabilized after period of hyper competition – early signs of pricing power returning to operators
- Overcapacity in the system reduced

Adequate Spectrum Available for Future Telecom Growth



(in MHz)

Spectrum Band [22 Service Areas]	700	800	900	1800	2100	2300	Total
Spectrum Available for Telecom	660.0	440.0	431.8	1,121.8	465.0	1,170.0	4,288.6
Allocated to Operators	-	261.3	431.8	624.7	465.0	880.0	2,662.8
Balance with Government	660.0	178.8	-	497.1	110.0*	290.0	1,735.9

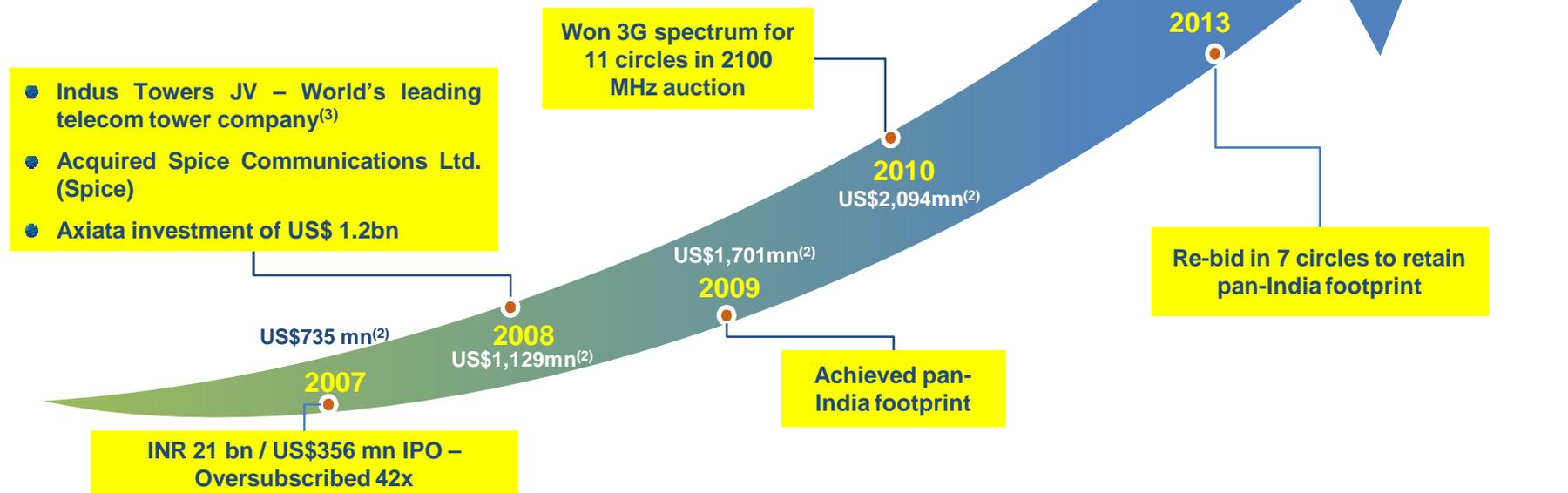
- Limited fixed line infrastructure in India
- Sufficient spectrum available to promote growth of wireless broadband in India

Idea: Successful Growth Track-record



	FY2007 (IPO in Q4FY07)	FY2013	Comments
Company Profile	Operation in 11 circles	Pan India Operations	Strong Performance since IPO
Customer Base (mm) ⁽¹⁾	14.0	121.6	8.7x
Revenue (US\$ mn)	\$735	\$3,762	5.1x
EBITDA (US\$ mn)	\$249	\$1,006	4.0x
Cash Profit (US\$ mn)	\$197	\$834	4.2x
Gross Block+CWIP	\$1,628	\$7,954	4.9x

**CMS Rank 6 in FY07⁽¹⁾
RMS Rank 3 in FY13⁽¹⁾**



USD 1 = INR 59.70, RBI Ref rate as of June 28, 2013

CMS = Customer Market Share; RMS = Revenue Market Share

¹ Source: TRAI

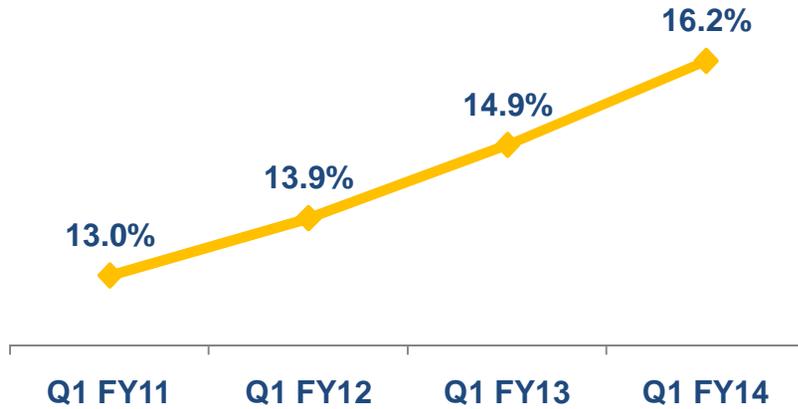
² Figures denote consolidated revenues for respective financial year ending March

³ Based on number of towers

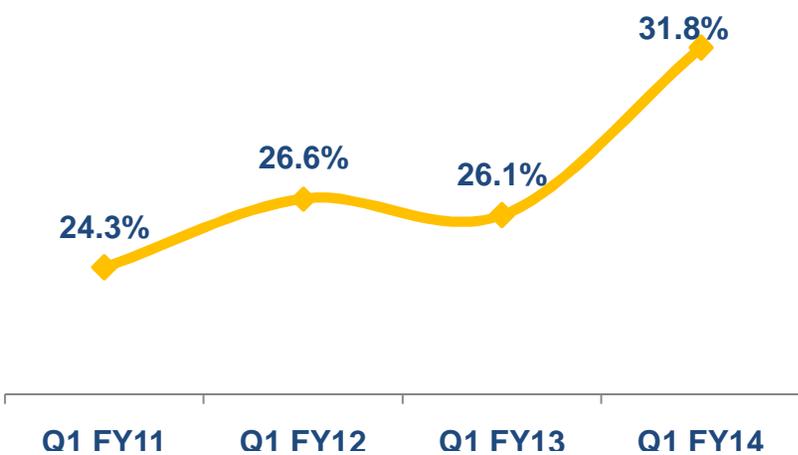
Idea – An Overview



Idea has consistently gained Revenue Market Share ...⁽¹⁾



... showing EBITDA margin improvement, led by scale benefit



Wireless Business

- ✓ A pan India pure wireless play 2G-GSM service provider.
- ✓ Third largest operator in India, by Mobility Revenues and VLR subscribers⁽¹⁾
- ✓ Holds 3G Spectrum in 11 service areas⁽²⁾, overlaps with 73% of Q1FY14 revenues⁽¹⁾
- ✓ Provides 3G services in 20 service areas, including Intra-Circle Roaming (ICR) arrangement for 10 service areas
- ✓ Voice Minutes Carried ~1.62 billion per day during Q1FY14
- ✓ Expanding NLD, ILD and ISP capabilities

Infrastructure

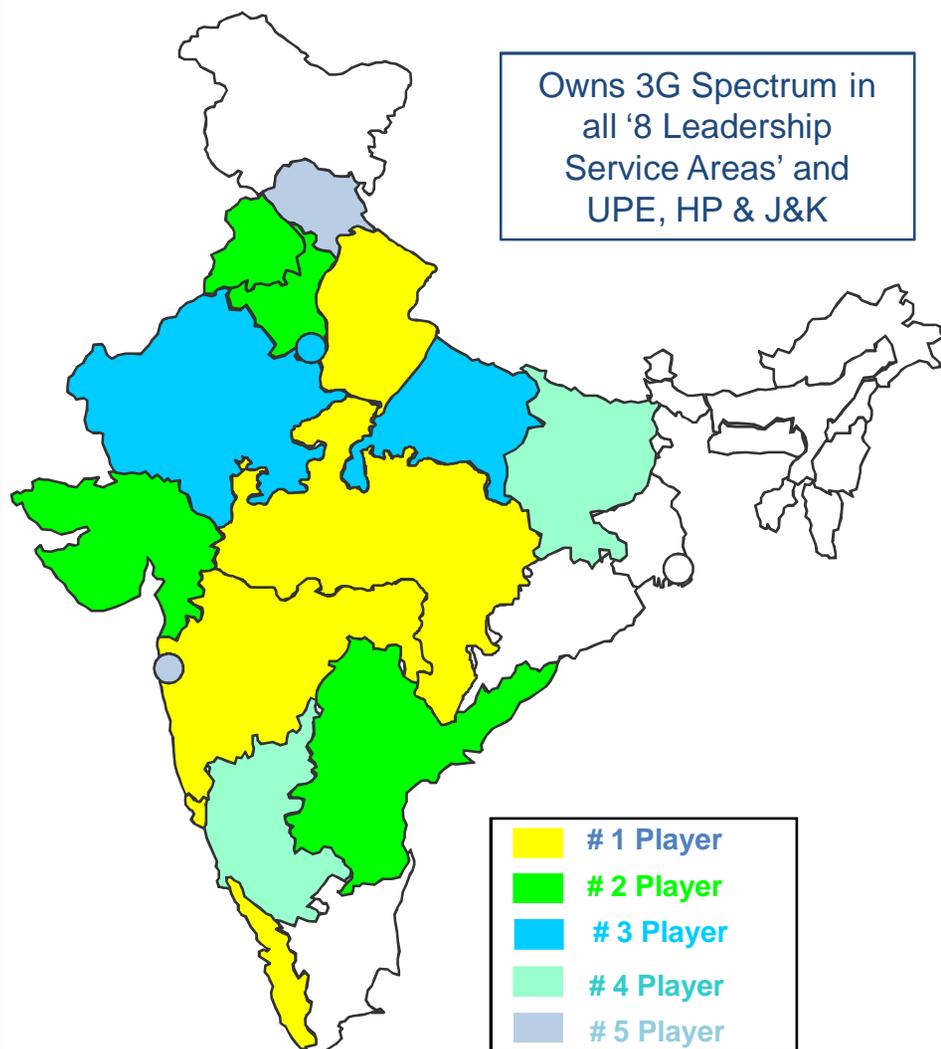
- ✓ Owns 9,424 towers, with a tenancy of 1.57
- ✓ Holds 16% stake in Indus Towers through its subsidiary ABTL⁽³⁾
- ✓ Approximately 75,000 km optical fibre cable (OFC) network

¹ Source: TRAI; revenue for UAS and Mobile licenses only. Revenues for Q1FY14 for Loop (Mumbai circle) and Q1FY12 for Vodafone (Andhra Pradesh circle) have been taken on the same basis as for the preceding quarter, since no data was reported

² Authorization for commercial use of 3G spectrum for Punjab service area is awaited

³ Providence Equity Partners, through its affiliates has invested INR 20,982mn in ABTL through Compulsorily Convertible Preference Shares

15 Service Areas – Strength



8 Established Service Areas (leadership)			
Service Area	RMS Q1FY11 ¹	RMS Q1FY14 ¹	Rank ²
Kerala	29.4%	35.7%	1
M.P.	31.2%	35.3%	1
UP (W)	27.8%	29.2%	1
Maharashtra	29.9%	29.0%	1
Haryana	19.9%	25.5%	2
Punjab	18.9%	22.2%	2
A.P.	16.3%	20.2%	2
Gujarat	17.8%	19.5%	2
Total	23.7%	26.7%	1

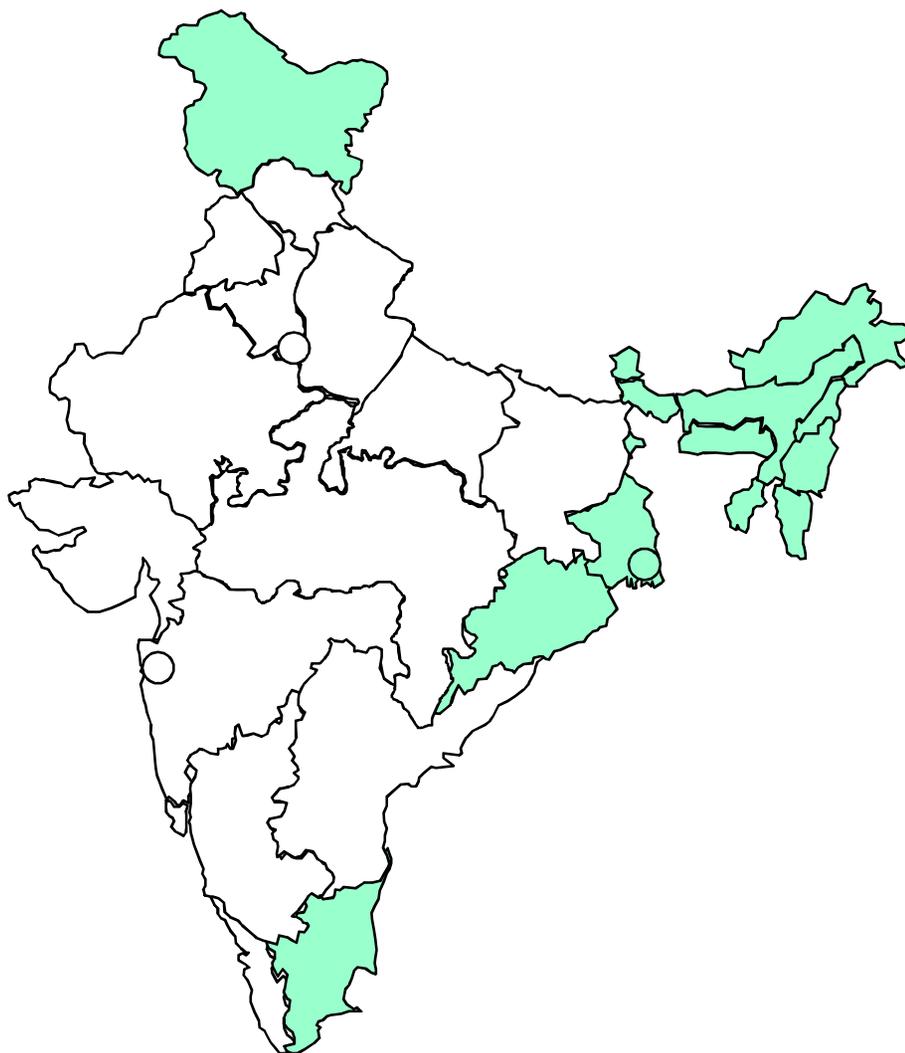
• 40.7% of India Mobility Revenue
 • Idea Incremental RMS @33.6%

7 Other Established service areas			
Service Area	RMS Q1FY11 ¹	RMS Q1FY14 ¹	Rank ²
UPE	10.3%	13.7%	3
Rajasthan	7.6%	12.9%	3
Delhi	9.7%	11.6%	3
Bihar	8.0%	11.6%	4
Karnataka	6.6%	10.3%	4
H.P.	7.4%	10.2%	5
Mumbai	5.9%	9.4%	5
Total	8.0%	11.5%	3

• 38.9% of India Mobility Revenue
 • Idea Incremental RMS @19.7%

¹ Source: TRAI revenue for UAS and Mobile licenses only. Revenues for Q1FY14 for Loop (Mumbai circle) have been taken on the same basis as for the preceding quarter, since no data was reported
² Based on Q1FY14 revenue market share from TRAI report

7 New Service Areas - Opportunity



- Launched services during FY10; combined RMS of 4.1%¹ in Q1FY14
- Acquired 5 MHz spectrum in 1800 MHz frequency auction in Nov'12 (6.25 MHz in West Bengal) in these service areas (post cancellation of license by Supreme Court)
- Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common network elements
- Provides growth opportunity as number of licenses shrink

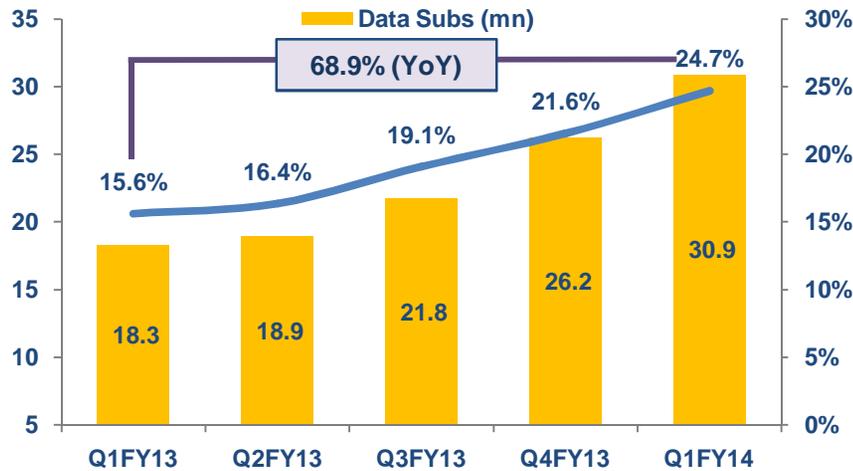
7 New service areas			
Service Area	RMS Q1FY11 ¹	RMS Q1FY14 ¹	Rank ²
West Bengal	1.7%	6.5%	4
Kolkata	1.6%	5.6%	6
Northeast	0.6%	3.6%	6
J&K	1.1%	3.8%	6
Assam	1.0%	2.8%	6
Orissa	2.5%	4.5%	7
TN (incl. Chn)	0.8%	3.1%	7
Total	1.3%	4.1%	7

- 20.4% of India Mobility Revenue
- Idea Incremental RMS @10.9%

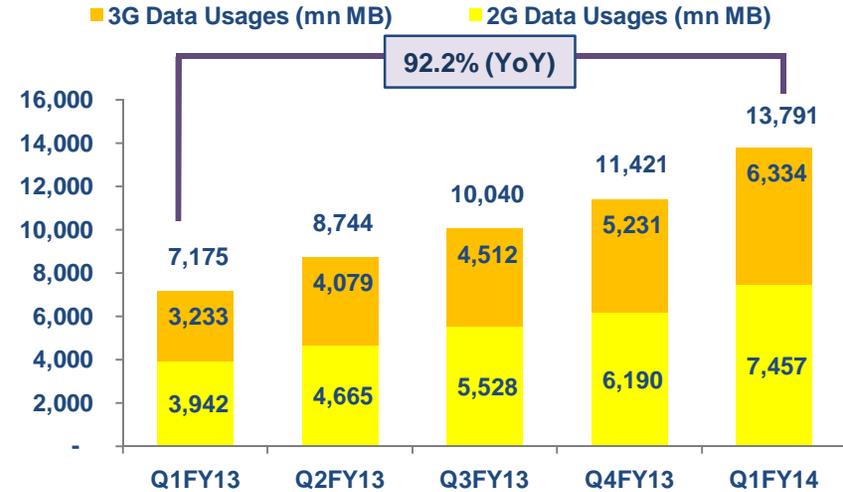
Idea Mobile Data – The Next Opportunity



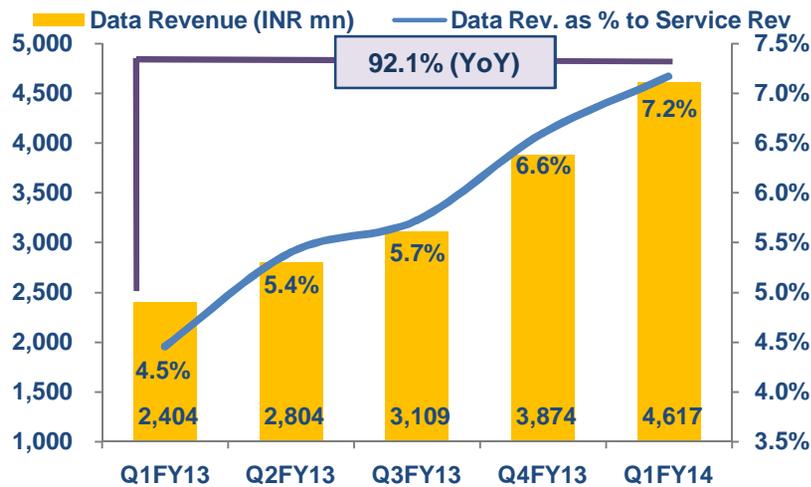
Improving Data penetration



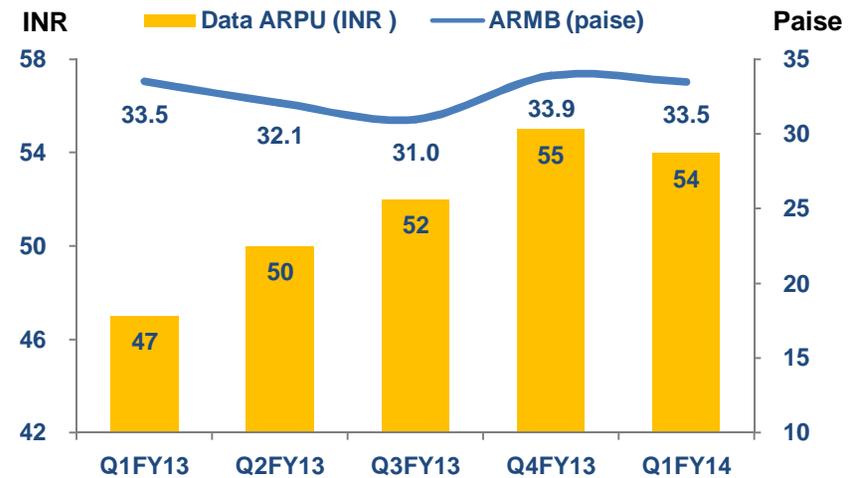
Strong Data Volume Growth



Data Revenue Contribution on the Rise

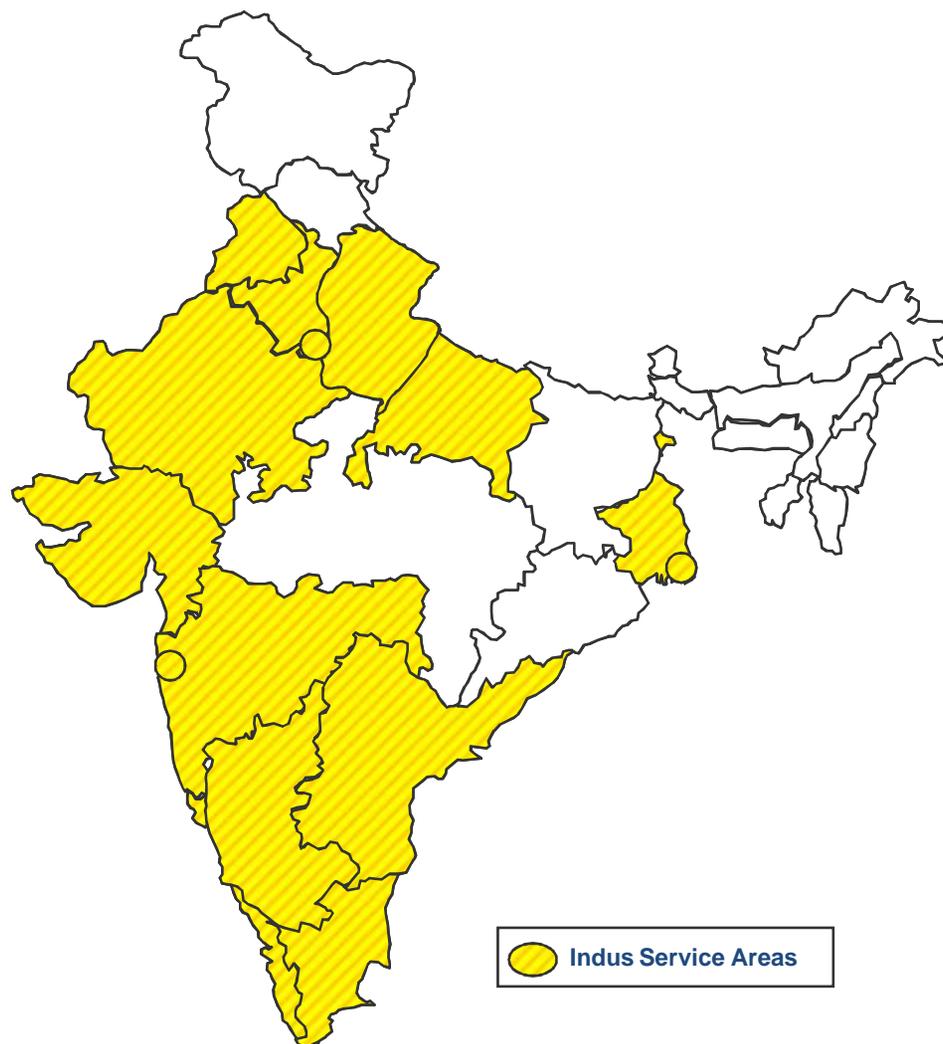


Data ARPU helping improve overall ARPU

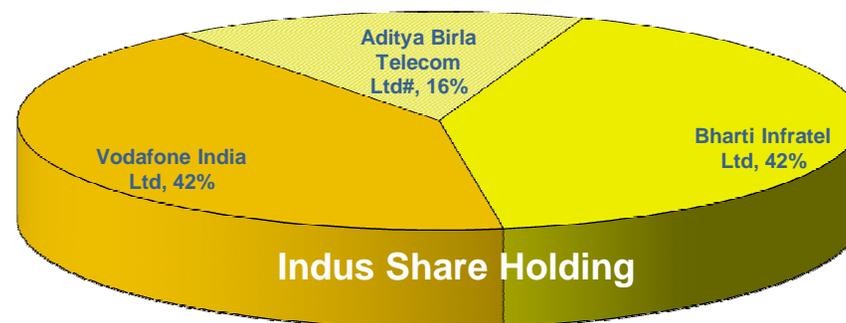


3G enabled devices @ 8.9% as of July '13. Smartphone uptake augurs well for underutilized 3G capital investment

The Indus Advantage



- Provides passive infrastructure services in 15 service areas
- Leading independent tower company in the world with around 112,000 towers and tenancy ratio of 1.99
- Combined revenue market share of three shareholders is 70.2%⁽¹⁾
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding



A Subsidiary of Idea Cellular Ltd.

Idea – Key Capabilities & Strengths



Wide Cellular Network

- Covers ~ 74% of all India Population extended to ~303,000 Towns & Villages on GSM network.
- ~ 75,000 km of Fiber & 2100 3G fibre POPs serve as data network backbone
- Earnest drive to reduce carbon footprint – solar-powered cell sites, lower plastic usage
- Work closely with global partners – Ericsson, Nokia Siemens, Cisco, Huawei & ZTE

Deep & Innovative Sales Distribution

- Idea's unique distribution model ensures ~130 outlets per 100K population
- ~ 1.2 Million Transacting Retailers serviced by ~ 25,000 Distributors
- ~ 875,000 'Data Selling Outlets' which sell data recharges and products
- 5 Million+ Idea Postpaid base served through extensive retail & enterprise direct / indirect distribution

Idea – Key Capabilities & Strengths



Growing Data Business

- ~ 30.9 Million data users on 2G EDGE and 3G HSPA services
- ~5.5 Million subscribers use 3G services out of 125 Million overall subscriber base
- Idea's own current range of 6 'Idea Smartphones' starting at USD 90 (INR 5400)
- ~11 Mn Idea subscribers own 3G devices; pace of adoption on steady rise

Customer Centric Service

- ~ 14,400 call center agents handle ~1.5 Million customer calls per day
- 4,500+ Idea service stores in formats adapted to large, small and rural towns
- Significant online investments to service customers via Emails, Website and Social Networks
- Idea leads MNP Net Adds – 7.5 Mn – with 1 in 4 'port-out customers' choosing Idea

Idea – Key Capabilities & Strengths



Strong IT Processes & Support

- Modern Prepaid Vtop-Up system & Pan-India Postpaid billing system BSCS IX
- Large Siebel based pan-India Prepaid and Postpaid CRM deployment
- High emphasis on sales automation through advanced Dealer Sales Mgmt. application
- Advanced Analytics through proprietary Business Intelligence & Analytics applications
- Work closely with global partners – IBM, Cisco, Wipro, SAS

Idea Talent Pool

- 9,900+ Idea Cellular employees based out of 164 offices spread across 22 service areas
- Additionally, 4,000+ Prepaid sales executives engaged through a subsidiary
- Work in an open & performance driven culture with cross-functional synergy and innovation focus
- Voluntary participation in central & regional Corporate Social Responsibility programs initiated for those in need

Idea – Some Recent Awards & Recognitions



Corporate Awards

- Won 3 Awards at Economic Times Telecom Awards 2012
Excellence in Marketing | Customer Experience Enhancement | Innovative Products
- 'Best Rural Service Provider of the Year' – Amity Telecom Excellence Award 2012
- Telecom CEO of the Year – Tele.Net Awards 2013
- CTO of the Year – at the Voice & Data Awards 2012

Brand Awards

- Best Brand Campaign of the Year – World Communication Awards 2012
- Gold for '3G Population' campaign – Asia Pacific Marketing Congress 2012
- Best use of Online Banner Advertising – Digital Media Awards 2012
- Best use of Social Media – India Social Case Campaign 2012

HR Awards

- No.1 in Telecom in "India's Best Companies to Work for Study - 2013" by Economic Times in association with the Great Place to Work Institute

Idea Brand Philosophy

Transforming Indian consumers' life through Mobile Telephony



India's No. 21 'Most Valuable Brand' as per 'Best Indian Brands 2013' study by Interbrand, a leading global branding consultancy

www.idealcellular.com General information no. 97020 12345

Idea Rings All India

What a network!

!idea

7th HONEYBUNNY

An idea can change your life

Banking services on your mobile.

Account Opening | Cash Deposit
Cash Withdrawal | Money Transfer

!idea

!idea MYCASH **AXIS BANK** Mobile Banking

An idea can change your life

Ek doosre ko samajhne ke liye telephone exchange.

What an idea!

!idea

An idea can change your life

Break the language barrier.

What an idea!

!idea

An idea can change your life

Share every moment

Idea 3G Smartphone Aurus with video calling.

Android 2.3 | Dual SIM | Free 3G benefits*

!idea

An idea can change your life

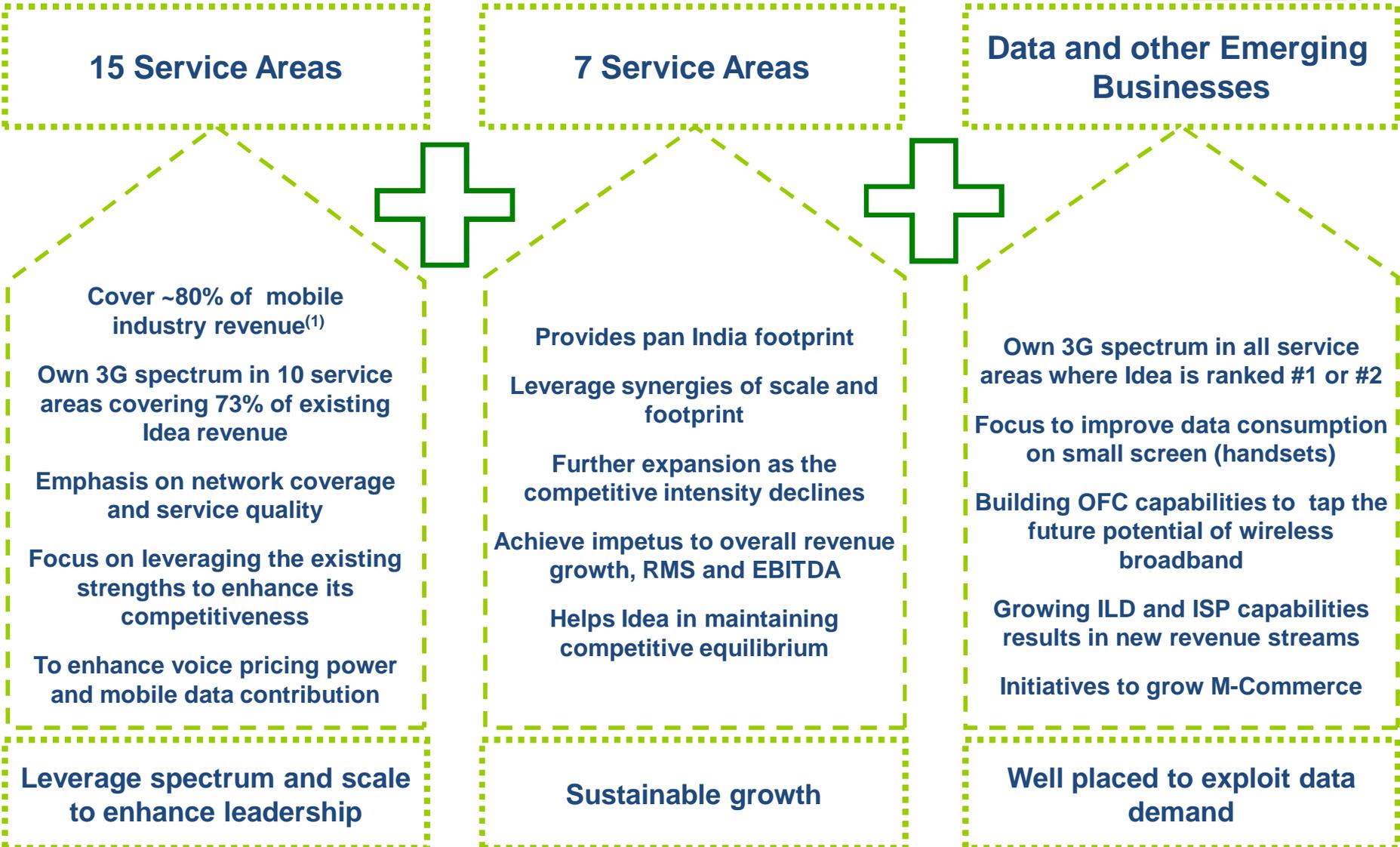
New idea Internet search for learning

!idea 3G smartfone

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An idea can change your life

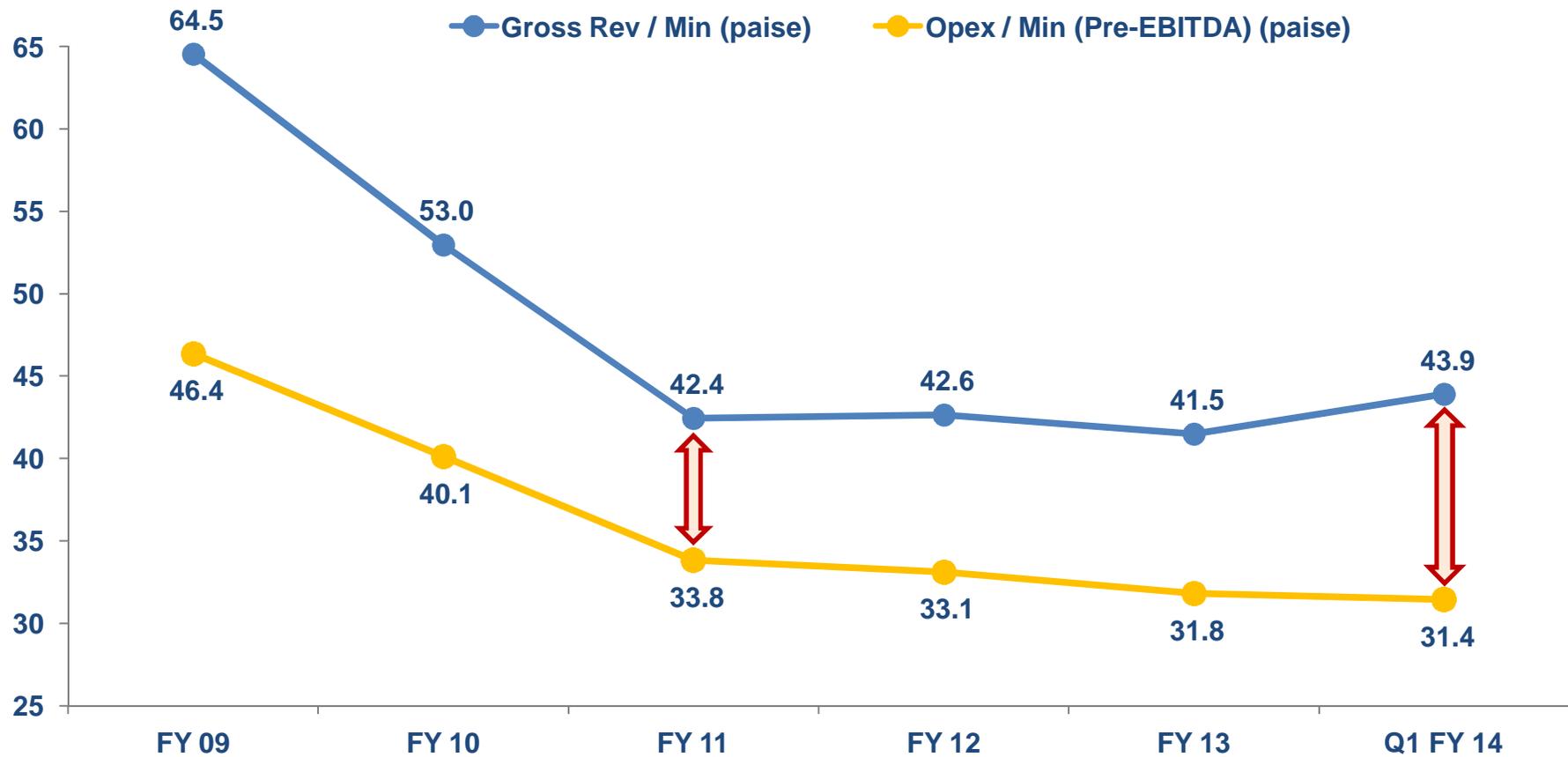
Business Strategy



¹TRAI Q1FY14 revenue for UAS and Mobile licenses only. Q1FY14 revenue for Loop (Mumbai circle) has been taken on the same basis as for preceding quarter, since no data was reported

Idea Revenue and Cost Per Minute⁽¹⁾

Voice Pricing Power Returning as Competitive Intensity Declines



- Mounting losses force small/new telcos to exit or selectively close operations
- Data uptake and higher VAS % to further aid realized rate (ARPM) improvement
- Cost per minute for Idea declines with scale, while ARPM uptick drives margin improvement

¹Based on Idea standalone financials

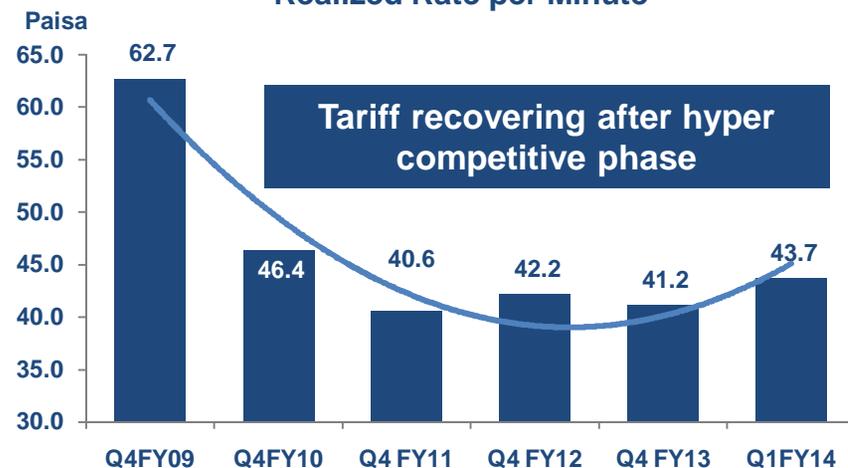
Key Operating Trends



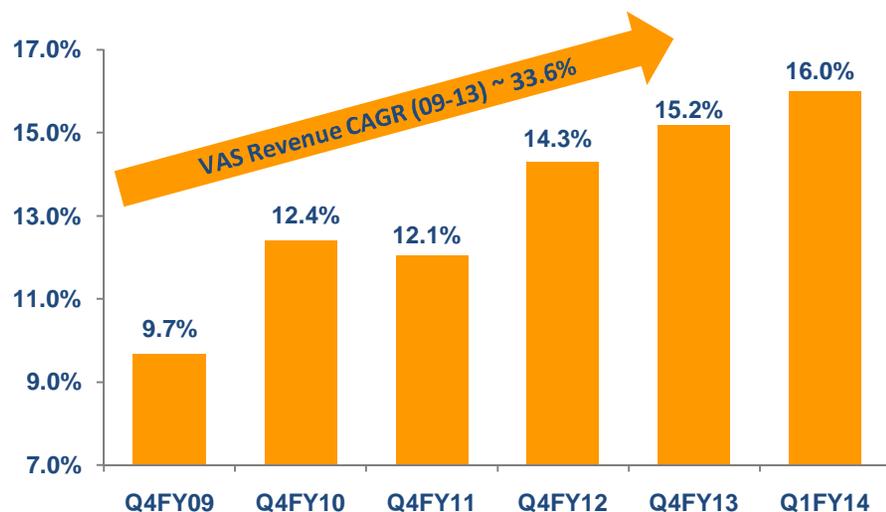
Minutes of Use on Network



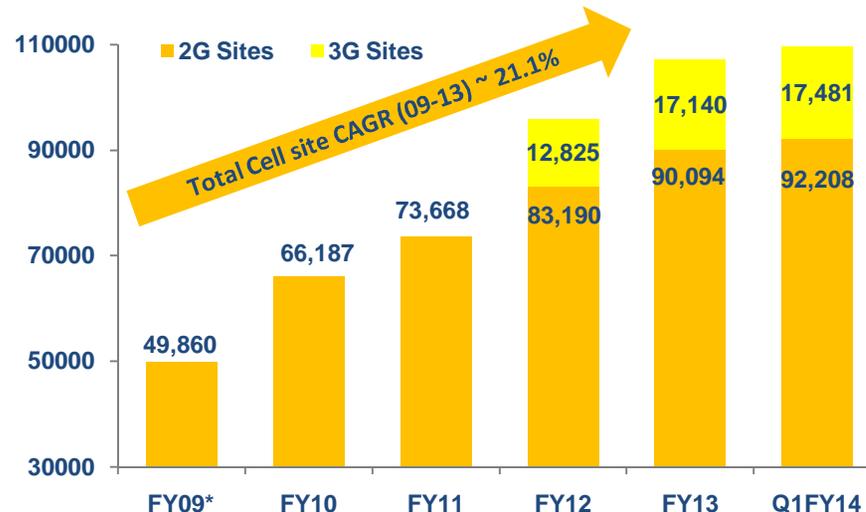
Realized Rate per Minute



VAS as a % of Service Revenue



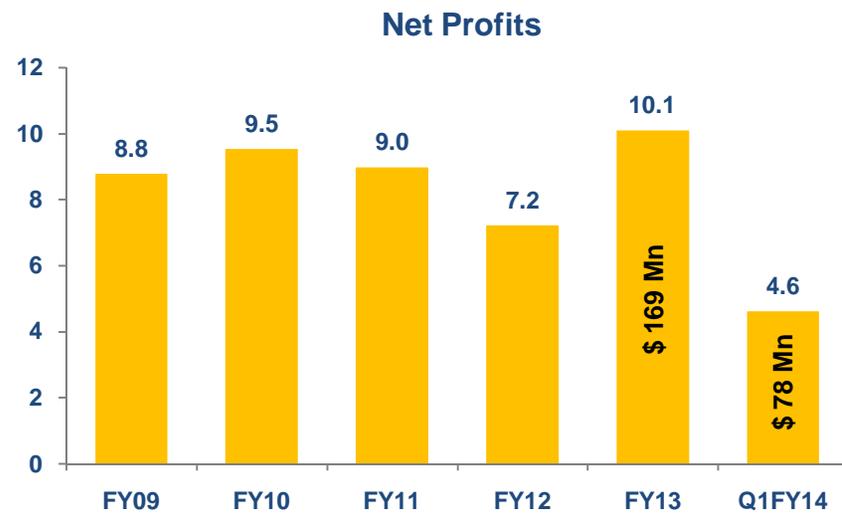
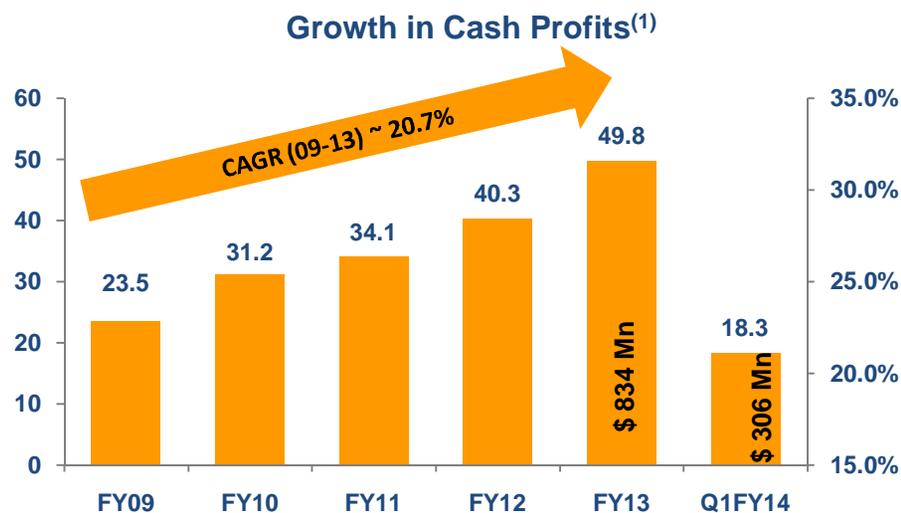
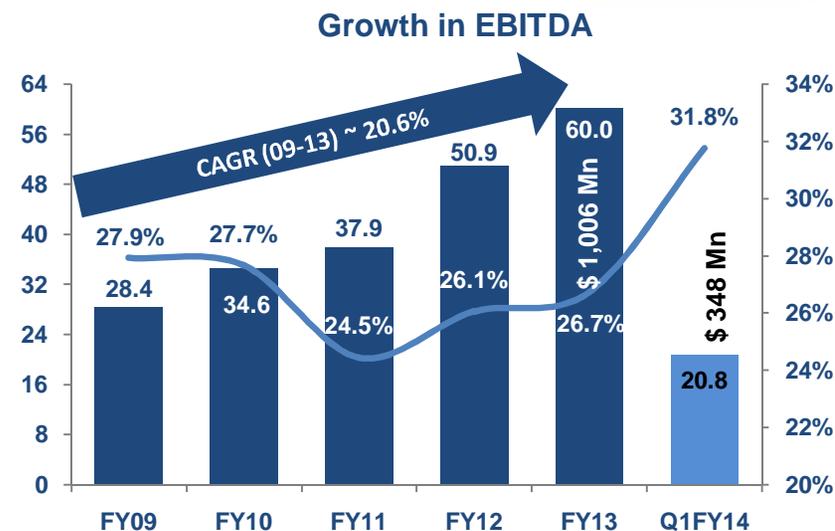
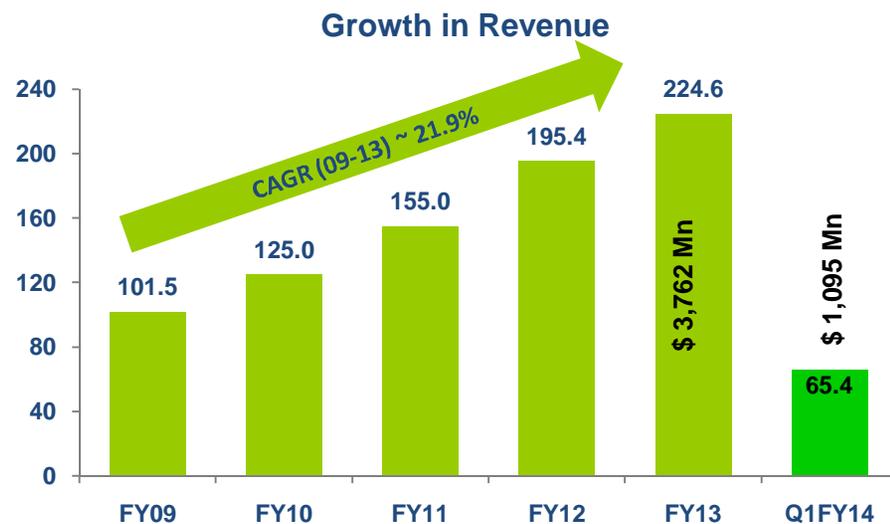
Cell Sites (EoP)



Financial Trending (Consolidated)



INR Bn



USD 1 = INR 59.70, RBI Ref rate as of June 28, 2013

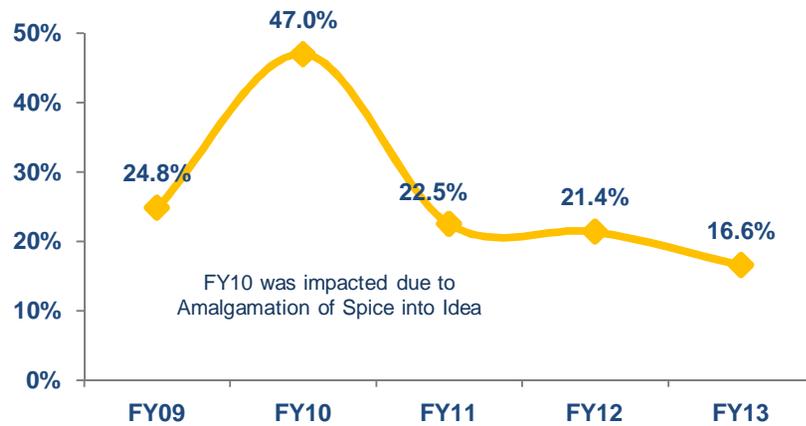
¹ Cash profit is calculated as sum of PAT, Depreciation, charge on account of ESOPs and Deferred Tax, for the relevant period

Key Financial Ratios (1)

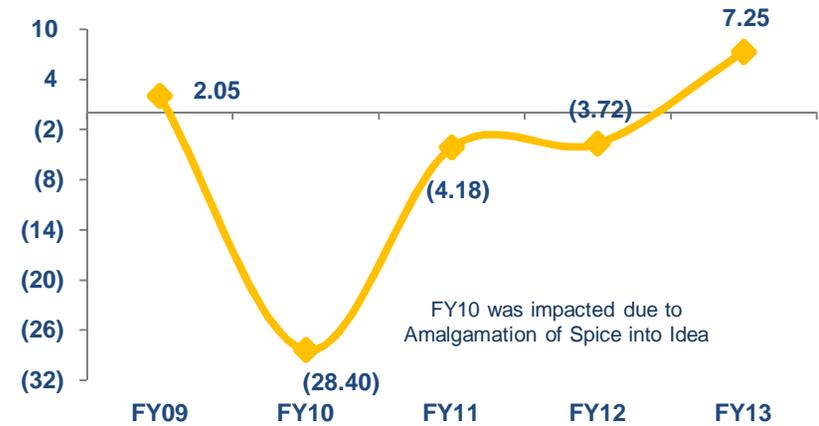


Investment Efficiency

Steep fall in Capex⁽²⁾ to Sales ratio



Free Cash Flow (INR bn)⁽³⁾

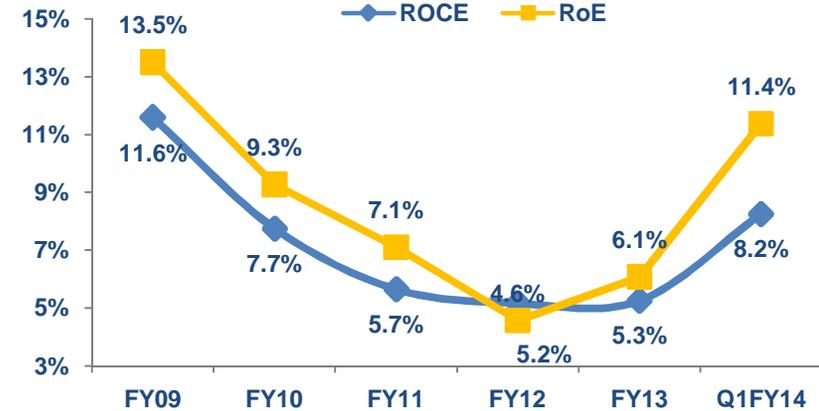


Balance Sheet Strength

Net Debt to EBITDA one of the lowest in the Indian Telecom Industry



Improving ROCE and ROE



¹ Based on Idea Standalone Financials

² Excluding spectrum commitments

³ FCF = EBIT * (1 - Effective Tax rate) + Depreciation + Amortisation - Capex excluding spectrum commitments

Idea Performance in India Telecom Sector



Indian Telecom Sector – Huge Consumption Potential



- Active (VLR) Mobile subscriber penetration in India amongst lowest in the world @ 59%⁽¹⁾; voice growth stable for rural India, slated to sustain minutes growth
- Mobile Internet market showing early signs of take off with India wireless data users crossing 143 Mn⁽¹⁾ – 16.5% penetration of wireless subscribers

Idea's Performance – Strong Track Record of Growth



- Amongst the fastest Revenue & Subscriber market share growth – Incremental RMS of 23.6% over last 12 quarters⁽²⁾
- Competitive, sustainable & profitable Revenue growth @ 21.9% CAGR in last 4 yrs
- Globally, Idea 7th largest⁽³⁾ single country mobile operator by subscribers, 44.6% YoY EBITDA growth

Idea Performance in India Telecom Sector



!idea

Strong Idea Financials



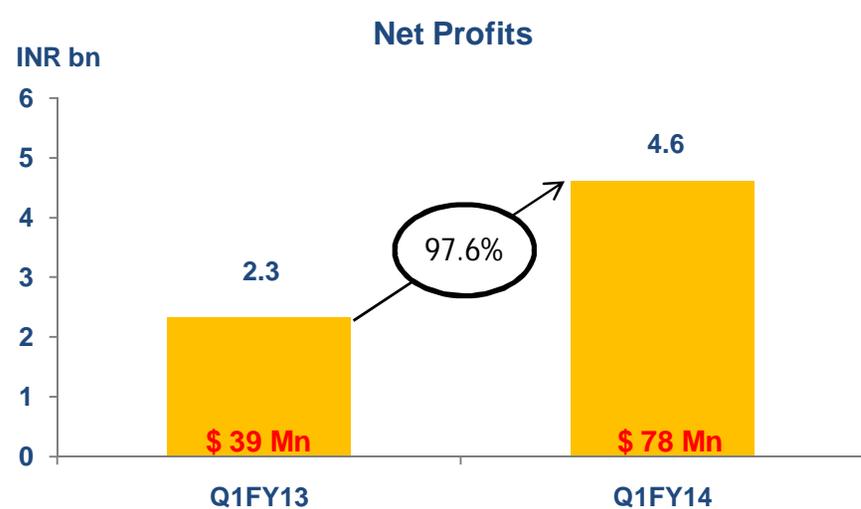
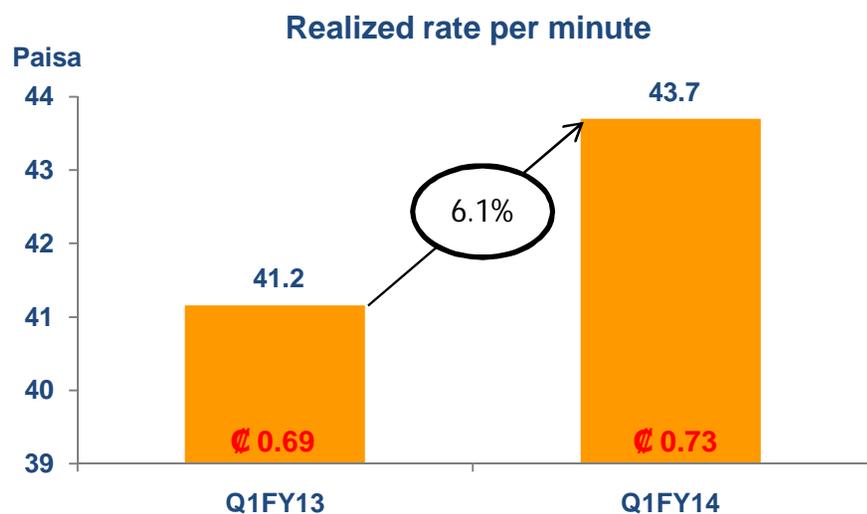
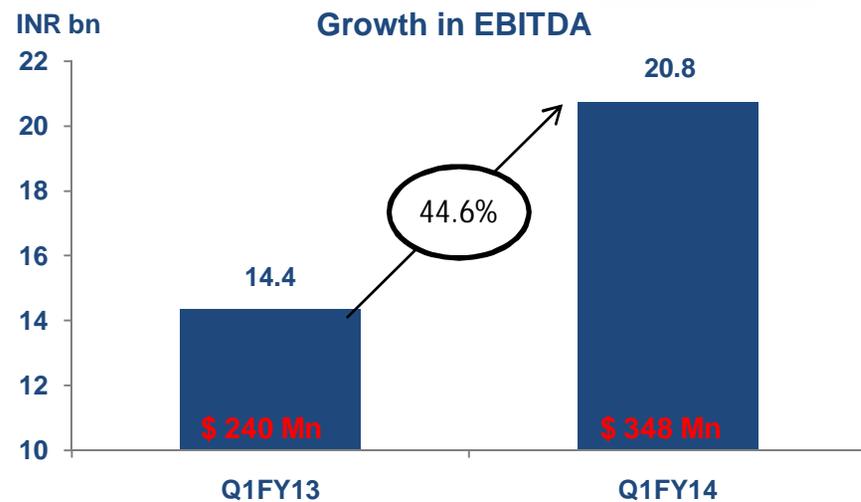
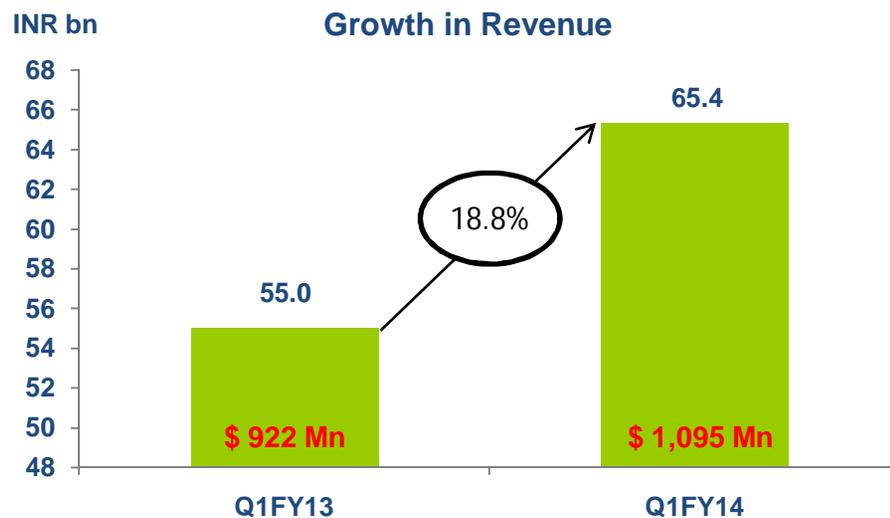
- Improved rate realization & falling subscriber churn fuelling strong financial performance, 97.6% YoY PAT growth and increasing return ratios
- Idea has very comfortable 'Net Debt to EBITDA' at 1.39 (Q1 FY14) in Indian telecom industry including only \$657 Mn unhedged forex debt

Idea Next – Well Positioned to Leverage Sector Growth Opportunities



- Pure 'Indian mobility' business player; Marquee Birla Parentage, Strong Brand, Robust Infrastructure backbone and the Indus advantage
- Improving 3G device penetration from current 8.9%⁽¹⁾ will help Idea gain data traction and better utilization of high investments in 3G – Spectrum & Capex
- Clarity on regulatory issues like license renewal, spectrum valuation, intra-circle roaming, spectrum trading and M&A should reduce policy overhang, despite potential regulatory payments

Financial Trends– Latest Quarter



USD 1 = INR 59.70, RBI Ref rate as of June 28, 2013



Appendix



Idea Q1FY14 Performance



<i>Consolidated (INR mn)</i>	Q1 FY 13	Q1 FY 14	YoY Growth (%)
Gross Revenue	55,037	65,388	18.8%
EBITDA	14,355	20,763	44.6%
<i>EBITDA Margin (%)</i>	26.1%	31.8%	
Capex	8,202	13,572	65.5%
EBITDA-Capex	6,153	7,192	16.9%
Gross Block+CWIP	425,977	488,432	14.7%

KPI Summary

Subscribers ('000)	117,164	124,968	6.7%
ARPU (Rs)	156	174	11.3%
Total Traffic (bn mins)	130.9	147.3	12.5%
Voice MOU (mins per month)	379	398	5.0%
ARPM (Paise)	41.2	43.7	6.0%
Churn	9.9%	5.1%	
Data Traffic (bn MB)	7.2	13.8	92.2%
Data as % of revenue	4.5%	7.2%	
VAS as a % of service revenue	14.5%	16.0%	

Board Members



Mr. Kumar Mangalam Birla – Chairman (Non-Executive)

- Mr. Kumar Mangalam Birla is the Chairman of Idea and Aditya Birla Group. He chairs the Boards of the major Group Companies in India and globally. Mr. Birla took over as Chairman of the Group in 1995. As Chairman, Mr. Birla has taken the Aditya Birla Group to an altogether higher growth trajectory. In the 17 years that he has been at the helm of the Group, he has accelerated growth, built a meritocracy and enhanced stakeholder value.
- Holds an MBA and is a Chartered Accountant



Mr. Arun Thiagarajan – Independent Director

- Mr. Arun Thiagarajan is currently a part-time Non-Executive Independent Chairman of ING Vysya Bank Limited. Mr. Thiagarajan was the Managing Director of Asea Brown Boveri Ltd. from 1994 till 1998. He was also the Vice Chairman of Wipro Ltd. in 1999 and had also held the position of President of Hewlett-Packard India Pvt. Ltd. in 2001-02. He sits as an Independent Director on the Board of various Companies in India.
- Holds a masters degree in Engineering and graduated in Business Administration & Information Systems



Mrs. Rajashree Birla – Non-Executive Director

- Mrs. Rajashree Birla is the Chairperson of Aditya Birla Centre for Community Initiatives and Rural Development. She is also a Director on the Board of the major Group Companies. Mrs. Birla oversees the Groups social and welfare driven work across 30 companies. Mrs. Birla was conferred the Padma Bhushan by the Government of India for her exemplary contribution in the area of social work.
- Arts graduate from Loretto College at Calcutta



Ms. Tarjani Vakil – Independent Director

- Ms. Tarjani Vakil retired as the Chairperson and Managing Director of Export Import Bank of India. She was the first lady to head a Financial Institution in India. Ms. Vakil has 40 years of experience in the field of Finance and Banking. She sits as an Independent Non-Executive Director on the Board of various Companies in India.
- Holds a Masters Degree in Arts



Mr. Himanshu Kapania - Managing Director

- Mr. Himanshu Kapania is a 16-year-veteran of Indian telecom industry and has over 28 years of rich experience across Automobile, Durables & Office Automation industries in Sales & Marketing, Operations and P&L Leadership roles. He is also the Chairman of the Cellular Operators Association of India.
- He is an Electronics & Electrical Engineer and a Post Graduate in Management.



Mr. Mohan Gyani – Independent Director

- Mr. Mohan Gyani has a considerable telecommunication and GSM-based industry experience. He was earlier President and CEO of AT&T Wireless Mobility Group. He was also the CFO of AirTouch Communications. Mr. Gyani serves on the Boards of Keynote Systems, Roamware Inc., Safeway Inc., Ruckus Wireless Inc.
- Holds a B.A. and M.B.A.



Ms. Madhabi Puri Buch – Independent Director

- Ms. Madhabi Puri Buch is currently the Director Operations at Greater Pacific Capital LLP. Previously, she was the CEO of ICICI Securities and prior to that she was a director on the Board of ICICI Bank, looking after its Global Markets business covering treasury solutions as well as the Bank's operations and credit committees. She has a wide experience in Finance and Banking.
- Holds B.Sc. (Hons) in Mathematics and Economics and an M.B.A



Mr. G.P. Gupta – Independent Director

- Mr. G.P. Gupta retired as the Chairman and Managing Director of Industrial Development Bank of India Ltd. He was also the Chairman of Unit Trust of India. Mr. Gupta has over 38 years of experience in Project Financing, Capital Market, Financial and General management. He serves as an Independent Non-Executive Director on the Board of various Companies in India.
- Holds a Masters Degree in Commerce

Board Members



Mr. R.C. Bhargava – Independent Director

- Mr. R.C. Bhargava served in Indian Administrative Services and has held the post of Joint Secretary in the Ministry of Energy and in the Cabinet Secretariat. He retired in 1997 as the Managing Director of Maruti Suzuki India Ltd. & presently is a Non-Executive Chairman of Maruti Suzuki India Ltd. He has vast experience in Administrative Services and General Management. He sits as an Independent Director on several Boards in India.
- Holds an M.Sc. in Mathematics and M.A. in Developmental Economics and is an IAS (Retd)



Mr. Sanjeev Aga – Non-Executive Director

- Mr. Sanjeev Aga served as the Managing Director of Idea for the period November 1, 2006 to March 31, 2011. Mr. Aga earlier held position of Managing Director of Aditya Birla Nuvo Ltd. and has held senior positions in Asian Paints Ltd., Chellarams (Nigeria) and Jenson & Nicholson. He has also held position of CEO of Mattel Toys and position of Managing Director of Blow Plast Ltd.
- Holds B.Sc. (Hons) in Physics and M.B.A



Mr. P. Murari – Independent Director

- Mr. P. Murari has held several senior positions with the Government of India, the last being Secretary to the President of India until August, 1992. Mr. Murari currently serves as an Advisor to the President of FICCI. He has vast experience in Administrative Services and General Management. He sits as an Independent Director on several Boards in India.
- Holds M.A. in Economics and is an IAS (Retd.)



Mr. Biswajit Subramanian – Non-Executive Director

- Mr. Biswajit A. Subramanian, serves as the Managing Director at Providence Equity Partners LLC. Mr. Subramanian leads Providence Equity's Indian private equity investment activities in Asia (ex China) based out of New Delhi. He has extensive experience in Corporate Finance and Mergers and Acquisition transactions.
- Holds B. Tech and M.Tech in Electrical Engineering and an M.B.A.



Mr. Rakesh Jain – Non-Executive Director

- Dr. Rakesh Jain is currently the Managing Director of Aditya Birla Nuvo Limited. Dr. Jain is also a Director of Group IT and a Director on the Board of the Aditya Birla Management Corporation Pvt. Ltd. Previously he served as the President and CEO of GE Plastics India and South Asia
- Holds an M.Tech and Ph.D in Polymer Science



Dr. Shridhir Sariputta Hansa Wijayasuriya – Non-Executive Director

- Dr. Shridhir Sariputta Hansa Wijayasuriya is the Group Chief Executive of Dialog Axiata Srilanka. He has over 17 years of experience in technology related business management. He also serves on the Boards of various subsidiaries of the Axiata Group. Dr. Wijayasuriya is a past Chairman of GSM Asia Pacific – the regional interest group of the GSM Association .
- Holds an Engineering Degree (Electrical and Electronics), M.B.A. and Ph.D. in Digital Mobile Communications

Management Team



Akshaya Moondra

- **Chief Financial Officer, aged 50 years**
 - CA and Licentiate CS with over 27 years of industry experience
 - Joined ABG in August 1986 at Grasim. Worked with ABG in Thailand in Pulp & Fibre, Chemicals and Acrylic Fibre Businesses from 1989 to June 2008. Joined Idea in July 2008; telecom experience of over 5 yrs



Anil K Tandan

- **Chief Technology Officer, aged 64 years**
 - Served in the Indian Army in the Corps of Signals for 30 years before joining the industry. Has an M.Tech from IIT Kharagpur, Post Graduate in Management from AIMA and has attended the Advanced Management Program at Harvard Business School.
 - Joined Idea in January 2001; telecom experience of over 14 yrs



Prakash K Paranjape

- **Chief Information Technology Officer, aged 55 years**
 - Engineering graduate from Pune University with over 33 years of industry experience
 - Joined Idea in Sept. 2005 ; telecom experience of over 17 yrs



Rajat Mukarji

- **Chief Corp Affairs Officer, aged 60 years**
 - Graduate from St Stephen's College, Delhi and Diploma in International Marketing Management from Delhi with over 29 years of industry experience.
 - Joined Idea in Jan. 1996 ; telecom experience of over 17 yrs



Rajesh Srivastava

- **Chief Commercial Officer, aged 58 years**
 - B.Sc.(Hons) from Delhi University & Engineering graduate from Indian Institute of Science, Bangalore with over 38 years of experience across Telecom, FMCG, Hospitality, Manufacturing and Consulting.
 - Joined Idea in Nov. 2006 ; telecom experience of over 11 yrs



Ambrish Jain

- **Deputy Managing Director, aged 57 years**
 - B.Tech. from IIT Delhi and Post Graduation from Indian Institute of Management Ahmedabad with over 34 years of industry experience across Sales, Marketing and P&L Leadership roles
 - Joined Idea in October 2001 ; telecom experience of over 18 yrs



P Lakshminarayana

- **Chief Operating Officer, aged 53 years**
 - Over 29 years of experience spanning FMCG and Telecom. Held senior positions in Sales, Marketing and General Management in organizations like ITC and Pepsi.
 - Joined Idea in Feb 2004 ; telecom experience of over 9 yrs



Sashi Shankar

- **Chief Marketing Officer, aged 54 years**
 - Chemical Engineering graduate and Management postgraduate in Marketing from S.P. Jain Institute of Management Research, Mumbai. Wide experience of 30 years across Sales, Marketing and P&L roles in FMCG, Durables and Telecom industries
 - Joined Idea in Sept. 2001; telecom experience of over 11 yrs



Navanit Narayan

- **Chief Service Delivery Officer, aged 48 years**
 - Over 25 years experience in key positions at Indian & global organizations like Tata Steel, NSN and Wipro BPO. Held P&L positions and managed business turnaround & global start-ups. B.Sc. in Engg. followed by an MS from Northwestern University, USA and MBA from XLRI, Jamshedpur
 - .Joined Idea in Jan. 2008; telecom experience of over 7 yrs

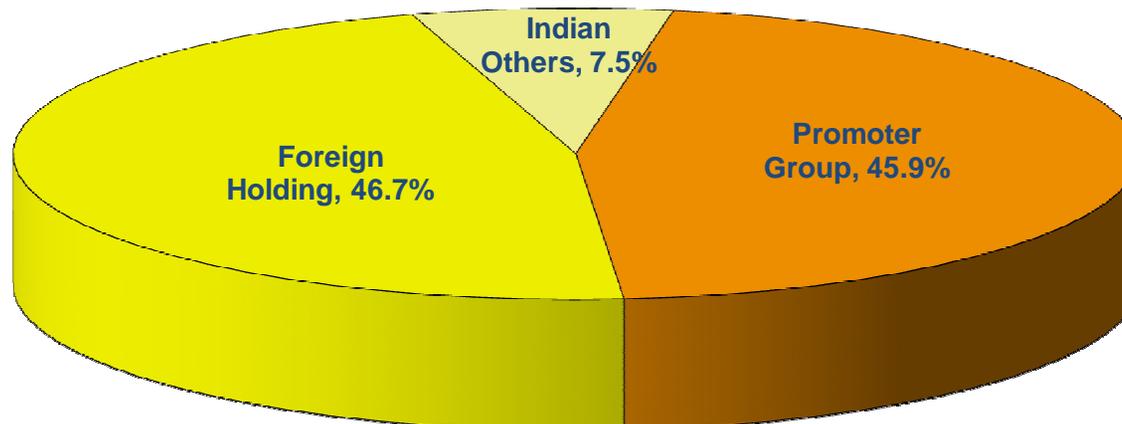


Vinay Razdan

- **Chief Human Resources Officer, aged 47 years**
 - Commerce graduate from Delhi University and postgraduate degree in PM&IR from the XLRI, Jamshedpur with over 25 years of industry experience across organizations like ITC and HCL.
 - Joined Idea in Jan. 2006 ; telecom experience of over 7 yrs

Shareholding

As on 30 June'13



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 PUBLIC SHAREHOLDERS

TMI MAURITIUS	14.0%
AXIATA INVESTMENTS 2 (INDIA) LTD.	5.9%
P5 ASIA INVESTMENTS (MAURITIUS)	10.0%
NWB PLC AS DEP. OF FIRST STATE	2.4%
VANGUARD INT GROWTH FUND	1.1%

Glossary



S. No.	Definitions/ Abbreviation	Description/Full Form
1	Incremental RMS	Is Incremental Revenue Market Share (RMS), calculated as change in absolute revenue for Idea divided by change in absolute revenue for Industry during the relevant period
2	Incremental VLR Market Share	Is Incremental Visitor Location Register (VLR) Market Share, calculated as change in absolute VLR subscribers for Idea divided by change in absolute VLR subscribers for Industry during the relevant period
4	ARPU (Average Revenue Per User)	Is calculated by dividing services revenue (exclusive of infrastructure and device revenues) for the relevant period by the average number of subscribers during the period. The result obtained is divided by the number of months in that period to arrive at the ARPU per month figure
5	Churn	Churn relates to subscribers who are removed from the EoP base for discontinuing to use the service of the company
6	Cash Profit	Is calculated as the summation of PAT, Depreciation, charge on account of ESOPs and Deferred Tax, for the relevant period
7	Free Cash Flow	Is calculated as EBIT less Tax at effective rate increased by Depreciation and Amortisation and reduced by Capex (excluding Spectrum commitment) for the relevant period
8	Capex	Is calculated as difference between the Gross Block and CWIP of relevant period,
9	Net Debt	Total loan funds reduced by cash and cash equivalents
10	RoCE (Return on Capital Employed)	ROCE is calculated as a) for the year PAT plus net Interest and Finance Cost Less Tax at effective rate divided by average capital employed for the year, b) for the quarter : PAT (excluding non-recurring income) net Interest and Finance Cost Less Tax at effective rate for the quarter is annualised and increased by non-recurring income and then divided by average capital employed for the quarter. Capital employed is taken as the average of opening and closing of Shareholders Funds and Net Debt reduced by the debit balance of P&L account (If any), for the respective period
11	RoE	ROE is calculated as a) for the year: PAT divided by average Shareholders Fund for the year, b) for the quarter : PAT (excluding non-recurring income) for the quarter is annualised and increased by non-recurring income and then divided by average Shareholders Funds for the quarter. Shareholders Fund is taken as the average of opening and closing of Shareholders Funds reduced by the debit balance of P&L account (If any), for the respective period

Glossary



S. No.	Definitions/ Abbreviation	Description/Full Form
12	Effective Tax Rate	Is calculated as total tax charged to Profit and Loss Account divided by Profit Before Tax (PBT) for the relevant period
13	EoP	End of Period



Thank You