



IDEA CELLULAR LIMITED

INVESTOR PRESENTATION

Idea Cellular – An Overview



Pan India Pure Play
Wireless Operator -
Voice + Data
(2G+3G*+4G**)

Holds 16%^
shareholding in
Indus (thru ABTL)
and additionally
own 9,532 towers

No. 3
Operator in India
with 18.7% RMS⁽¹⁾

149,196 (2G+3G)
sites and
~95,100km of OFC
capability



Serving ~ 166 million
subscribers⁽²⁾

An Aditya Birla
Group Company

FY15 Voice Minutes
- 683.4 bn;
Data Traffic –
172.5bn MB

No.6 Ranked
Operator in the
World by
Subscribers⁽³⁾

FY15 Consolidated
Revenue ~\$5.0bn;
EBITDA ~\$1.7bn;
Enterprise Value ~\$
12.8bn⁽⁴⁾

[^]Providence Equity Partners, through its affiliates has invested INR 20,982mn in ABTL through Compulsorily Convertible Preference Shares, convertible into equity shares representing 30.3% of the total equity share capital of ABTL post conversion of these CCPS, which in turn reflects Providence Equity Partners' beneficial equity interest in Indus Towers of 4.85% (assuming no other change in the equity share capital of Indus Towers)

Since Inception, as Idea Grew & Evolved It Re-invented itself Thrice

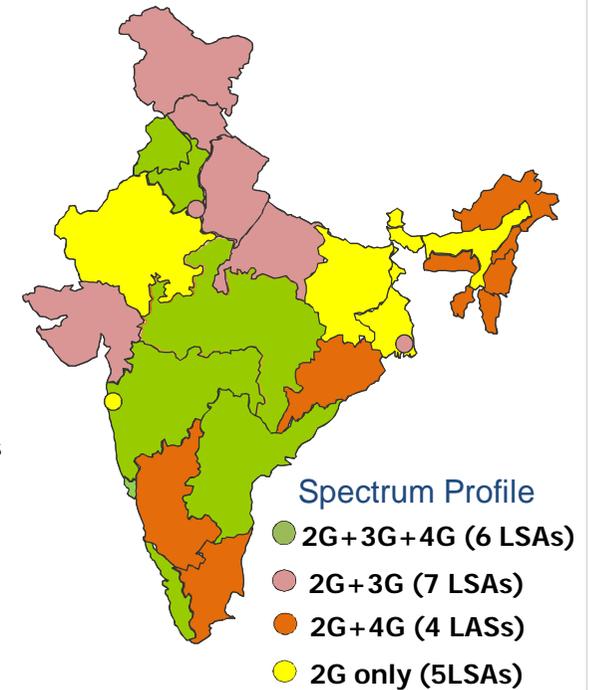
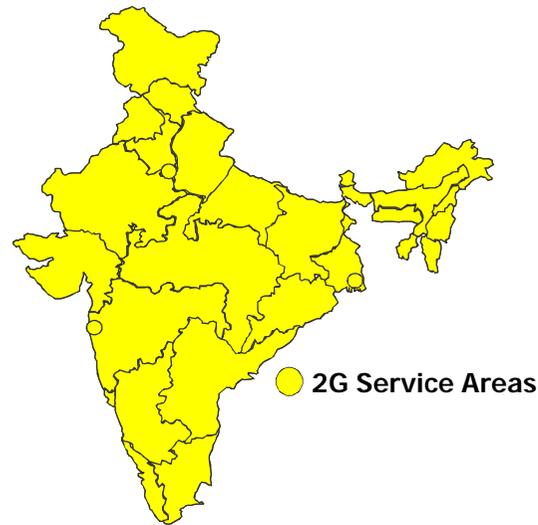
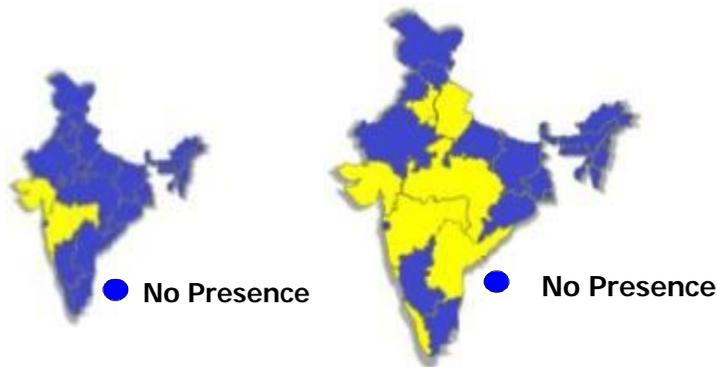


1997
Started with 2
Service Areas

1998 – 2005
Expanded to 8
Service Areas
3-Way JV

2006 – 2010
Single Promoter
Became a Pan India
Mobile Service Provider

2011 – 2015
Upgraded to 3G Services &
added 4G Capability
From No.3 to
One Amongst Top 3



Broadband Spectrum (3G/4G) coverage is over 87% of existing revenue

India Telecom Sector Backdrop



Growth Drivers

Voice

- Indian Active subscriber penetration (measured on VLR) at 69.9% (~881 million subscribers)⁽¹⁾
- Low rural subscriber penetration of ~48% (418 Mn)⁽¹⁾. In FY15 ~65% of new subscribers came from rural areas.

Data

- Wireless Internet penetration at 29.2% (283.29 Mn)⁽²⁾ of Total Mobile Subscribers
- Nascent 8.6%⁽²⁾ penetration of mobile broadband subscriber (83.7 Mn subs).
- Strong mobile data traffic growth – (92.8% y-o-y growth for Idea Q1FY16 vs Q1FY15)

Emerging revenue streams

- Mobile Banking & Mobile Commerce
- Launch of 4G/LTE services
- M2M, IoT & Cloud
- WiFi
- Digital Services: Music, Video, Games, Payments, Rich Messaging, etc.

Competition

- Top 3 operators garnered 73.4%⁽³⁾ of Indian Mobile revenue market share (“RMS”).
- Loop exited from Mumbai circle in Nov’14 post expiry of license. In Mar’15 RCom lost in auction its expiring 900 MHz spectrum in 5 circles, though in 2 of these 5 service areas acquired 1800 MHz spectrum.
- Feb’14 and Mar’15 spectrum auction ~91% of spectrum by Value (total industry spent of \$27bn) won by only 4 operators (incl. Idea) – a trend towards consolidation.
- Increase in Mobile Broadband competition with scheduled launch of 4G services on 1800 MHz band by 4 operators in FY16 & FY17. Also additional 3G spectrum auctioned in Mar’15, new 3G networks will be launched over next 2 years in phased manner.
- Existing 3G Operators also expected to increase their broadband coverage & upgrade 60-80% of existing 2G sites with 3G services.

Regulatory

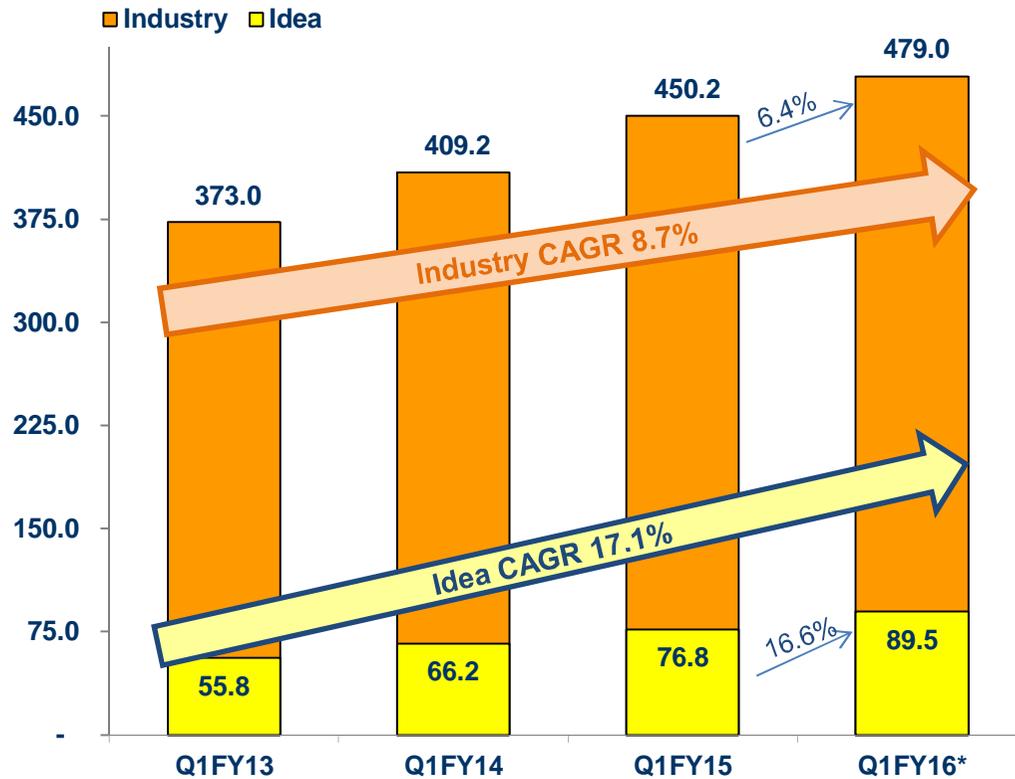
- IUC for domestic calls reduced from 20p/min to 14p/min, (No IUC for calls originating from or terminating on wireline), IUC for International call increased from 40p/min to 53p/min (from 1st Mar’15). Roaming charges ceiling has been revised downward (from 1st May’15).
- Spectrum Usage Charges for the spectrum won in Feb’14/Mar’15 auction fixed at flat 5% of AGR from current higher escalating slab based charge upto 8%
- Idea renewed spectrum in 9 circles in Mar’15 auction. This coupled with 7 circles where spectrum was acquired in Nov’12 auction, Idea has secured fresh 20 years license for 16 out of 22 circles, highest among existing pan India telecom operators - ~78% of Idea’s current revenue.
- Spectrum Sharing guidelines released in August’15.
- Spectrum Trading policy is awaited.

Indian Wireless Sector – Revenue Trend



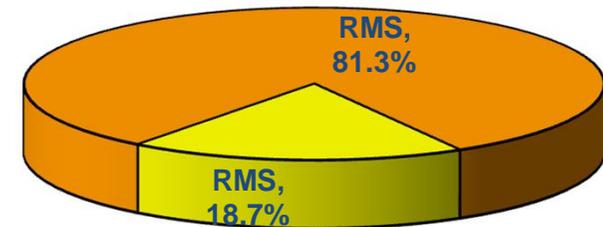
Sector Quarterly Gross Revenue (INR bn)

Idea has grown ~2.0x faster than industry over last 4 years



	In USD mn			
Industry	5,851	6,418	7,062	7,513
Idea	875	1,039	1,204	1,404

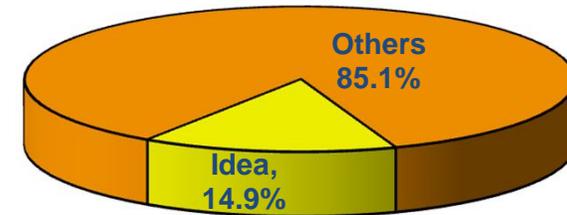
Idea – Highest Revenue Market Share (RMS) improvement [3.8% RMS increase in last 3 years]



Q1FY16



Incremental RMS 31.8%



Q1FY13

*Q1FY16 revenue is negatively impacted due to reduction in IUC and Roaming charges as well as increase in Service Tax rate

RMS = Revenue Market Share

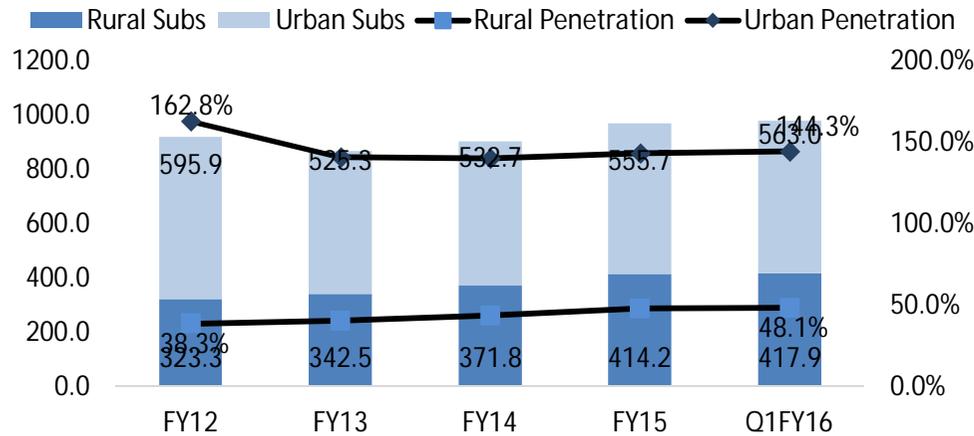
Source: TRAI revenue for UAS and Mobile licenses only.

USD 1 = INR 63.75, RBI Ref rate as of June 30, 2015

Subscriber Trends



In Millions



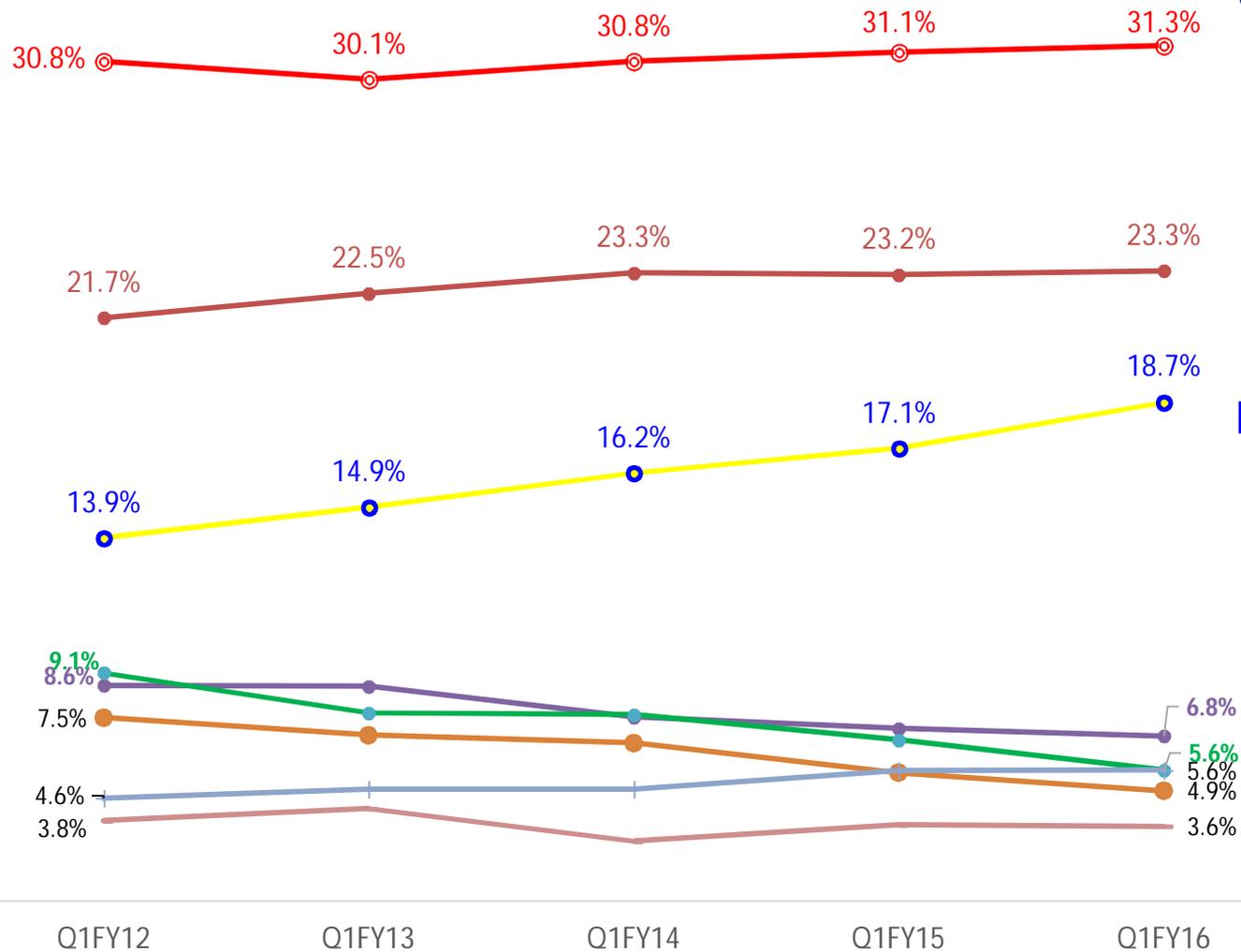
EoP subs	919	868	905	970	981
VLR subs	683	723	791	863	881
VLR Pen%	56.5%	59.0%	63.8%	68.7%	69.9%

- Subscriber (subs) growth in India to continue as the VLR subs penetration is still at 69.9%
- Primarily new subscriber additions are from Rural India. Idea leads the industry with its 56.6%* (of 162 mn) subscriber base from rural India.
- Pan India Rural penetration at 48.1% only and will be the key driver for future mobility industry subscriber growth.

- Industry VLR growth revival – Post addition of only 40 mn VLR subs in FY13, FY14 and FY15 witnessed yearly VLR addition of nearly 70 mn
- Idea enjoys highest incremental VLR Market Share, in 2 out of last 4 years.
- Idea's VLR market share improved by 3.3% to 18.7% in FY15(from 15.4% in FY12)

In Million	FY12	FY13	FY14	FY15	Q1FY16
Industry EoP VLR	682.9	723.0	790.9	862.6	880.7
Industry Incr. VLR	112.0	40.1	67.9	71.8	18.1
Idea EoP VLR	105.3	120.2	137.9	161.4	165.8
Idea Incr. VLR	22.0	14.9	17.7	23.5	4.4
Idea EoP VLR MS	15.4%	16.6%	17.4%	18.7%	18.8%
Idea Incr. VLR MS	19.7%	37.2%	26.0%	32.8%	24.6%

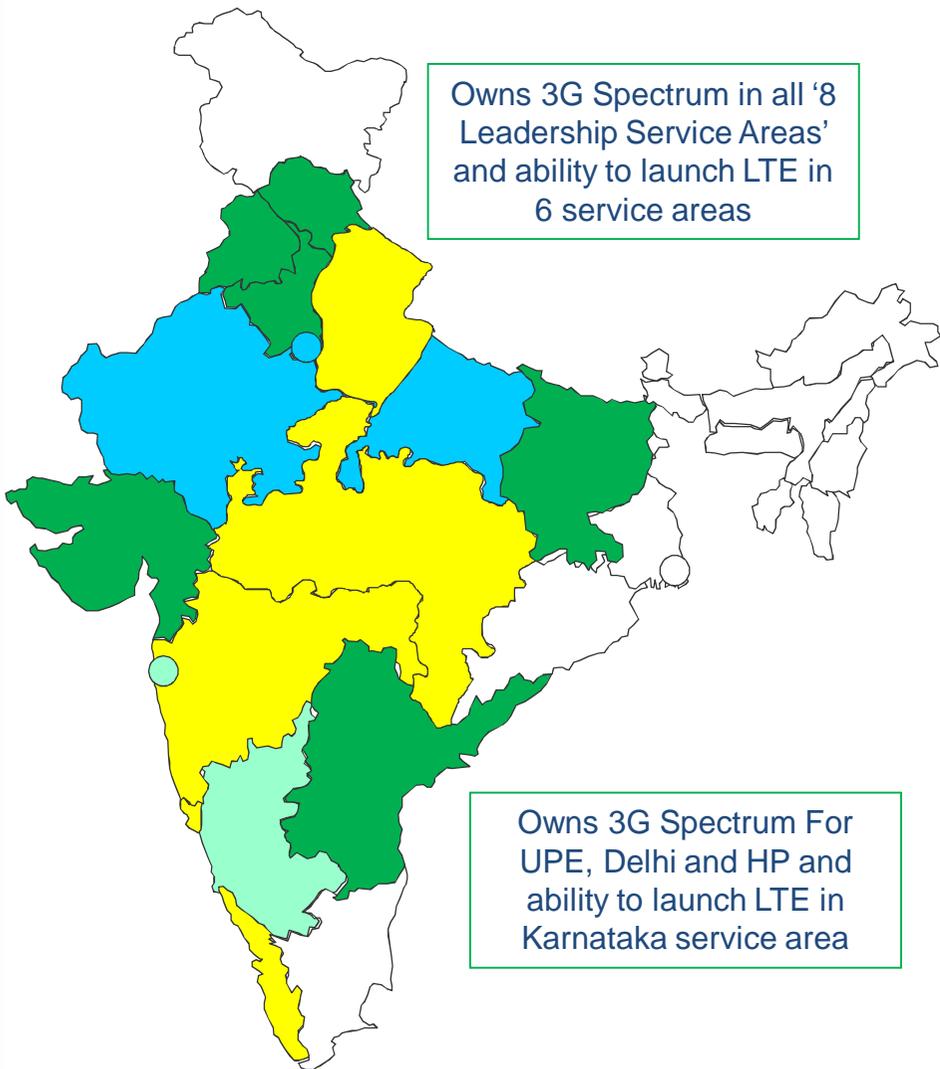
Idea – The fastest growing Indian Telco Now One Amongst the Top 3



	RMS	IRMS	
	Q1'12-'16	FY12-15	FY14-15
Telco 1	[+0.6%]	33.2%	32.5%
Telco 2	[+1.7%]	26.6%	24.4%
Idea	[+4.8%]	27.3%	29.7%

Telco 4	[-1.8%]
Telco 5	[-3.4%]
Telco 6	[+1.0%]
Telco 7	[-2.6%]
Others	[-0.2%]

15 Service Areas – Strength



■ # 1 Player ■ # 2 Player
■ # 3 Player ■ # 4 Player

8 Established Service Areas (Leadership)				
Service Area	RMS Q1FY13 ¹	RMS Q1FY16 ¹	Rank ²	Spectrum Profile
Kerala	33.1%	41.6%	1	2G/3G/4G
M.P.	33.3%	41.2%	1	2G/3G/4G
Maharashtra	27.5%	33.3%	1	2G/3G/4G
UP (W)	26.6%	31.8%	1	2G/3G
Haryana	23.4%	27.6%	2	2G/3G/4G
Punjab	21.0%	25.7%	2	2G/3G/4G
A.P.	17.7%	24.3%	2	2G/3G/4G
Gujarat	18.3%	22.9%	2	2G/3G
Total	24.7%	30.9%	1	

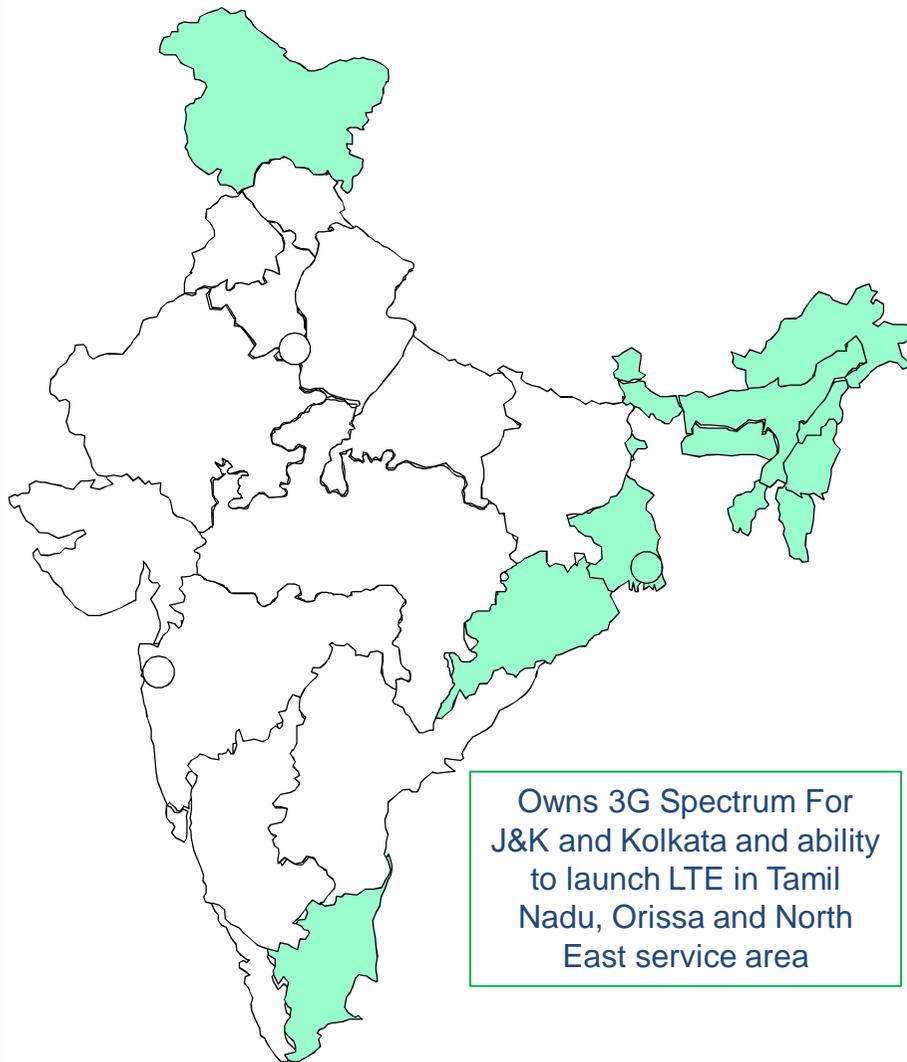
- 40.8% of India Mobility Revenue and 67.5% of Idea Revenue
- Idea Incremental RMS @53.9%

Service Area	RMS Q1FY13 ¹	RMS Q1FY16 ¹	Rank ²	Spectrum Profile
Bihar	10.4%	13.6%	2	2G
H.P.	9.2%	12.8%	2	2G/3G
UPE	13.1%	14.3%	3	2G/3G
Rajasthan	11.6%	13.5%	3	2G
Delhi	11.2%	12.3%	3	2G/3G
Karnataka	9.6%	11.1%	4	2G/4G
Mumbai	8.3%	10.5%	4	2G
Total	10.6%	12.4%	3	

- 39.5% of India Mobility Revenue and 26.3% of Idea Revenue
- Idea Incremental RMS @18.4%

¹ Source: TRAI revenue for UAS and Mobile licenses only.
² Based on Q1FY16 revenue market share from TRAI report

7 New Service Areas - Opportunity



Owns 3G Spectrum For J&K and Kolkata and ability to launch LTE in Tamil Nadu, Orissa and North East service area

- Launched services during FY10; combined RMS of 5.9%¹ in Q1FY16
- Won back 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)
- Won 3G Spectrum (2100 MHz) in J&K (May 2010) and Kolkata (March 2015)
- Won LTE (4G) capable spectrum (1800 MHz) for Northeast in Feb'14 auction and for Tamil Nadu and Orissa in Mar'15 auction
- Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common network elements
- Q1FY16 EBITDA loss at Rs. 1.7 bn

7 New Service Areas				
Service Area	RMS Q1FY13 ¹	RMS Q1FY16 ¹	Rank ²	Spectrum Profile
West Bengal	4.4%	8.8%	3	2G
J & K	3.2%	6.3%	5	2G/3G
North East	2.5%	4.4%	5	2G/4G
Kolkata	4.4%	7.0%	6	2G/3G
Tamil Nadu	2.7%	5.1%	6	2G/4G
Assam	2.0%	4.2%	6	2G
Orissa	3.8%	5.1%	7	2G/4G
Total	3.3%	5.9%	6	

- 19.7% of India Mobility Revenue and 6.2% of Idea Revenue
- Idea Incremental RMS @16.4%

Improved Spectrum Profile - post Feb'14 and Mar'15 Auction



Circles	Current Spectrum Profile (in MHz)					Capability to Offer		
	900	1800 GSM	1800 LTE	2100	Total	GSM	3G	LTE
Maharashtra	9.0	4.0	5.0*	5.0	23.0	✓	✓✓	✓
Kerala	6.0		10.0	5.0	21.0	✓	✓	✓✓
M.P.	7.4	2.0	5.0	5.0	19.4	✓	✓	✓
Punjab	5.6	3.0	5.0*	5.0	18.6	✓	✓	✓
Haryana	6.0	1.0	5.0*	5.0	17.0	✓	✓	✓
Andhra Pradesh	5.0	1.0	5.0	5.0	16.0	✓	✓	✓
HP		9.2**		5.0	14.2	✓	✓	✗
Delhi	5.0	8.6			13.6	✓	✓	✗
UP (W)	5.0	2.2**		5.0	12.2	✓	✓	✗
Gujarat	5.0	1.6		5.0	11.6	✓	✓	✗
Tamil Nadu		6.4	5.0		11.4	✓	✗	✓
UP (E)		6.2		5.0	11.2	✓	✓	✗
Karnataka	5.0	1.0	5.0		11.0	✓	✗	✓
North East		6.0**	5.0*		11.0	✓	✗	✓
J&K		5.0		5.0	10.0	✓	✓	✗
Kolkata		5.0		5.0	10.0	✓	✓	✗
Orissa		5.0	5.0		10.0	✓	✗	✓
Mumbai		6.4			6.4	✓	✗	✗
West Bengal		6.25			6.25	✓	✗	✗
Rajasthan		6.2			6.2	✓	✗	✗
Bihar		5.65			5.65	✓	✗	✗
Assam		5.0			5.0	✓	✗	✗
Total Spectrum	59.0	96.7	55.0	60.0	270.7			
Number of markets where Idea can deploy						22	13+1#	10+1#
Industry Revenue Contribution %						100%	60%	50%
Idea Revenue Contribution %						100%	80%	61%

3G

- Idea won 3G spectrum in Delhi (900 MHz - Feb'14) and Kolkata (2100 MHz - Mar'15)
- Offering 3G services in 21 service areas including 3G ICR arrangements with other operators

4G

- Idea now has capability to launch 4G services in 10 service areas.
- Liberalized GSM spectrum in 16 out of 22 service areas
- Out of the total Spectrum Holding of 270.7 MHz, Idea acquired 237.1 MHz through auctions and remaining 33.6 MHz is administratively allocated. Spectrum commitment of Rs. 483.6 bn (\$ 7.6 bn)

Mobile Data – The Next Opportunity



863 Mn Indians on Mobile Voice

(VLR subs) – Penetration of 68.7%



302 Million

Internet users Penetration: 30.3%



283 Million

Wireless Internet users



83 Million

Mobile Broadband users – 8.6% of wireless subs



283 Mn

Another **580 Mn+** users to adopt Digital Services

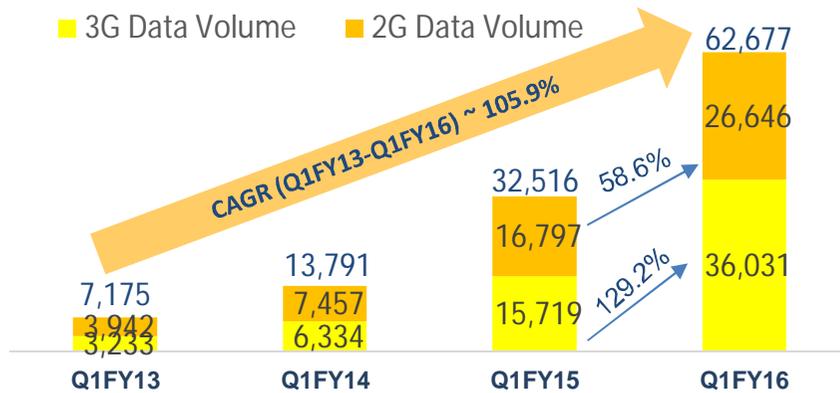
3x subscribers

Limited Internet Penetration and large data network roll out by operators augurs well for the future data growth

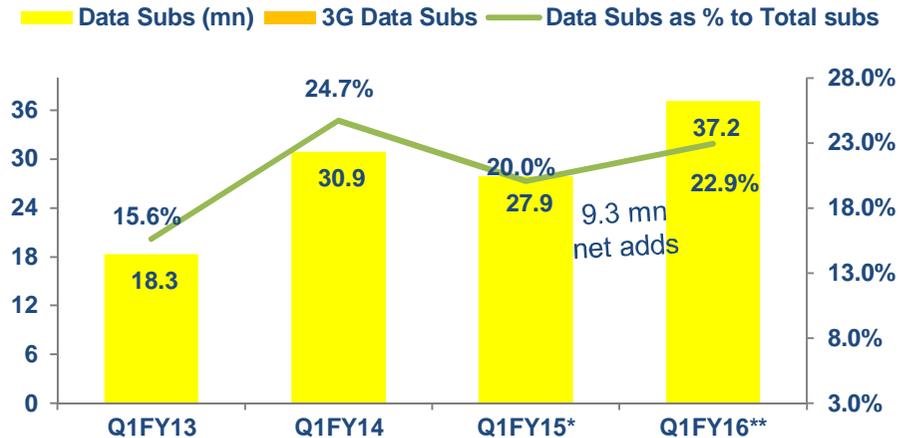
Idea – Growing Data Business



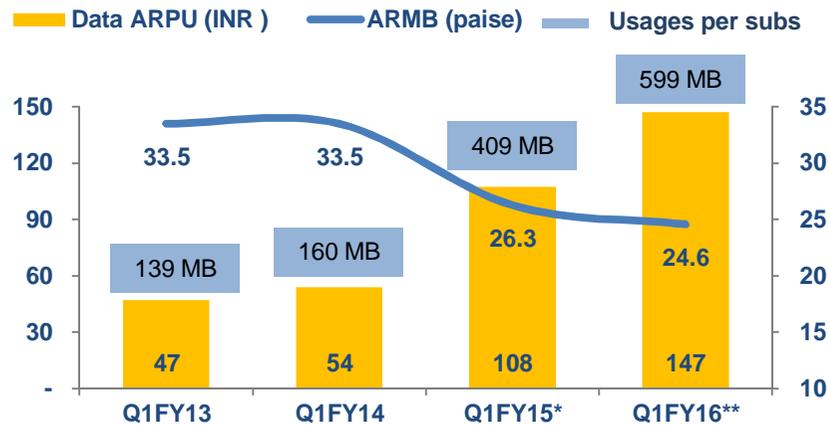
Strong Data Volume Growth (mn MB)



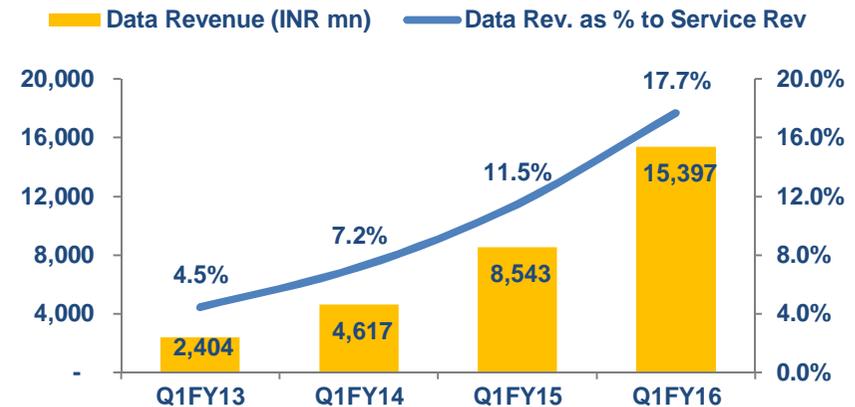
Improving Data Adoption



Improving Data ARPU (for Data Subs)



Improving Data Revenue Contribution



With 87% of Revenue Coverage by Data Spectrum, Idea is Competitively Placed to Capture The Data Opportunity

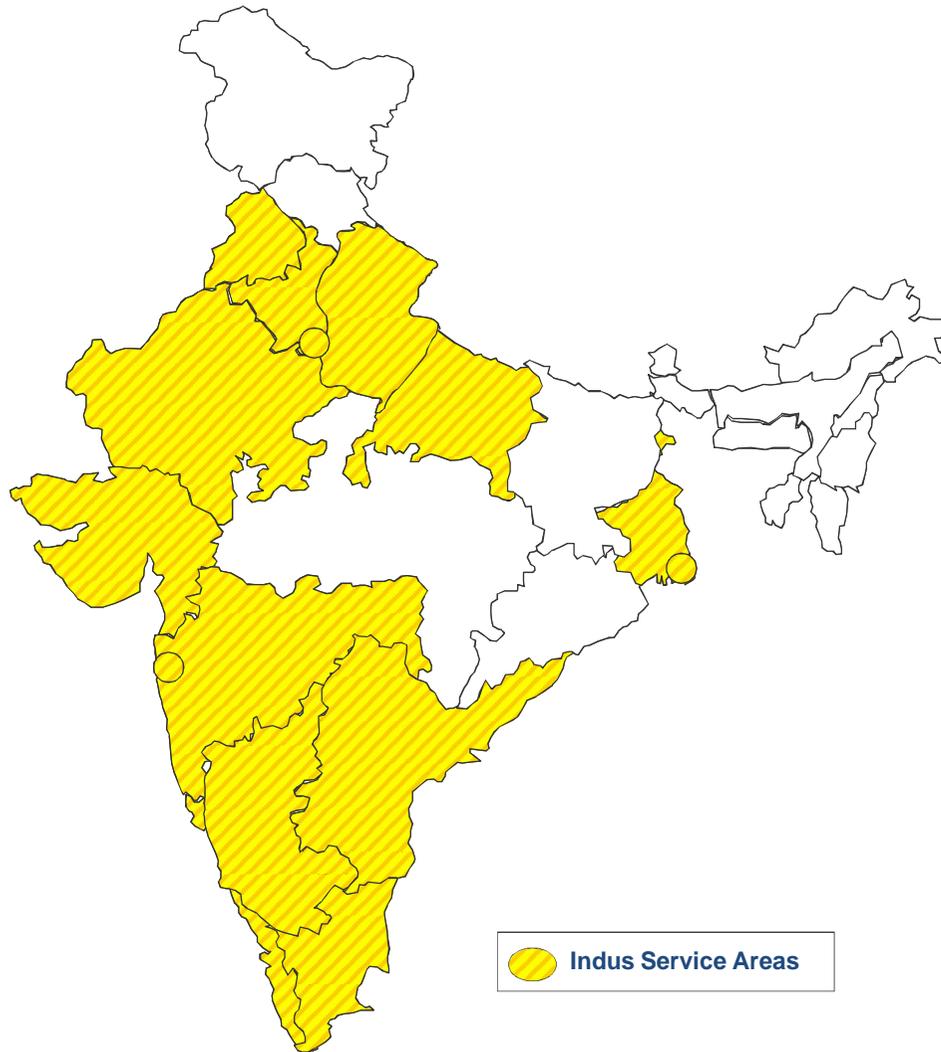
Idea Competitive in 4G 1800/800 MHz Landscape



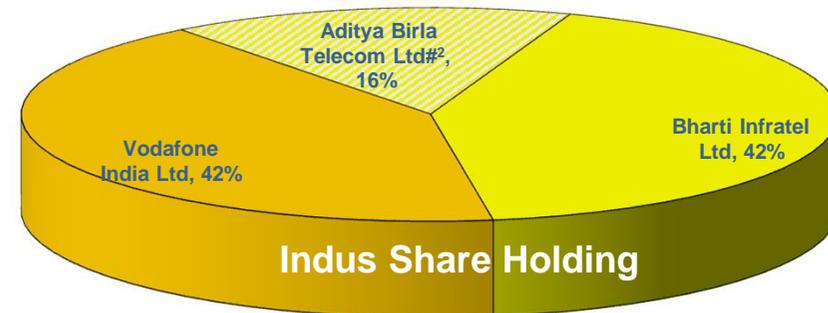
4G/LTE spectrum in 1800 MHz band		Total # of players*	Industry Rev. (%)	Idea Rev. (%)
No LTE Operator - 4 Circles (BHR, JK, UPE, UPW)		-	16.7%	16.2%
Idea LTE Circles	Only Idea 4G/LTE (1800MHz) spectrum - 1 Circle (HAR)	1	2.1%	3.3%
	Idea + 1 Competitor - 3 Circles (MP, MAH, PUN)	2	16.8%	30.6%
	Idea + 2 Competitors - 4 Circles (AP, NE, ORS, TN)	3	18.9%	12.3%
	Idea + 3 Competitors - 2 Circles (KTK, KER)	4	11.8%	14.3%
	Total (10 Circles)		49.7%	60.5%
Other Circles	Only 1 Operator with 4G/LTE spectrum - 3 Circles (ASM, GUJ, WB)	1	10.7%	8.7%
	2 operators with 4G/LTE spectrum - 3 Circles (HP, KOL, RAJ)	2	8.3%	5.1%
	3 operators with 4G/LTE spectrum - 2 Circles (MUM, DEL)	3	14.6%	9.5%
	Total (8 Circles)		33.6%	23.3%

*Company estimate. Considered 5 MHz liberalised and contiguous 1800/800 MHz spectrum (post spectrum required for GSM/CDMA) as 4G/LTE capable,

The Indus Advantage



- Provides passive infrastructure services in 15 service areas
- Leading independent tower company in the world with around 116,454 towers and tenancy ratio of 2.21 (as of June 30, 2015)
- Combined revenue market share of three shareholders is 73.4%⁽¹⁾
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding



A Subsidiary of Idea Cellular Ltd.

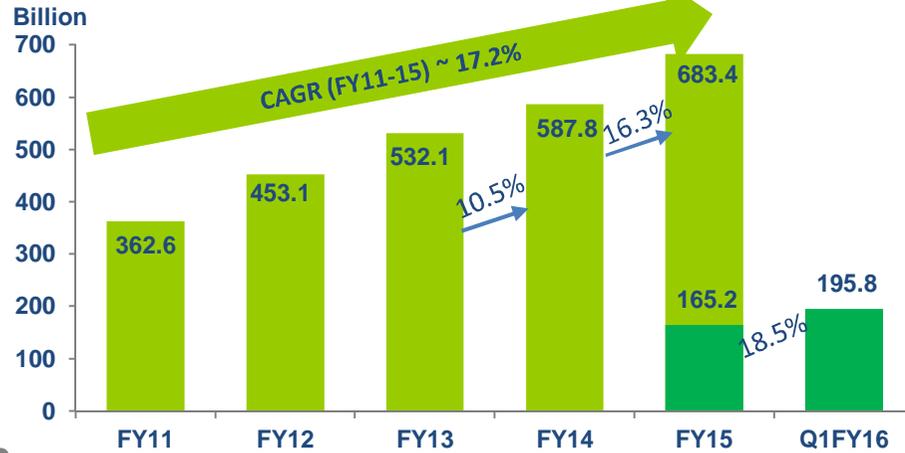
¹TRAI Q1FY16 revenue for UAS and Mobile licenses only.

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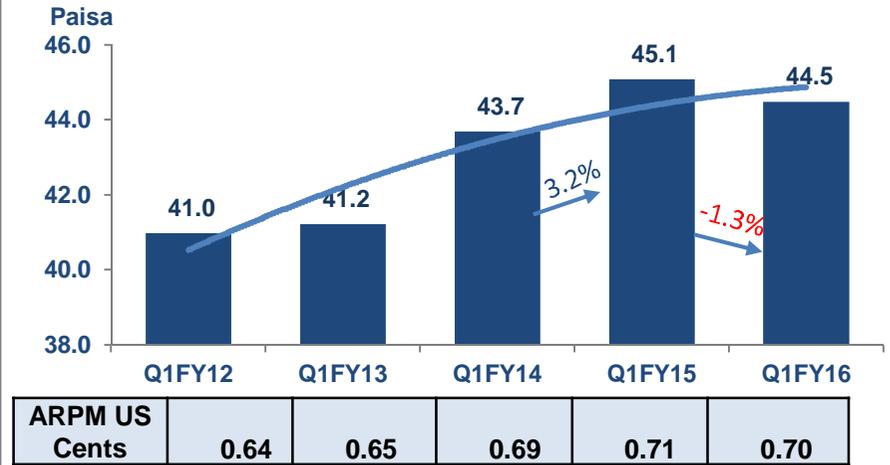
Key Operating Trends



Minutes of Use on Network

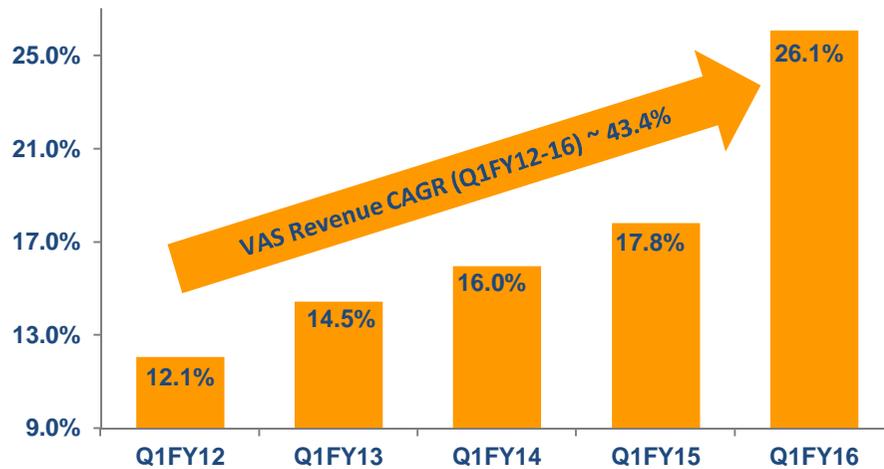


Realized Rate per Minute

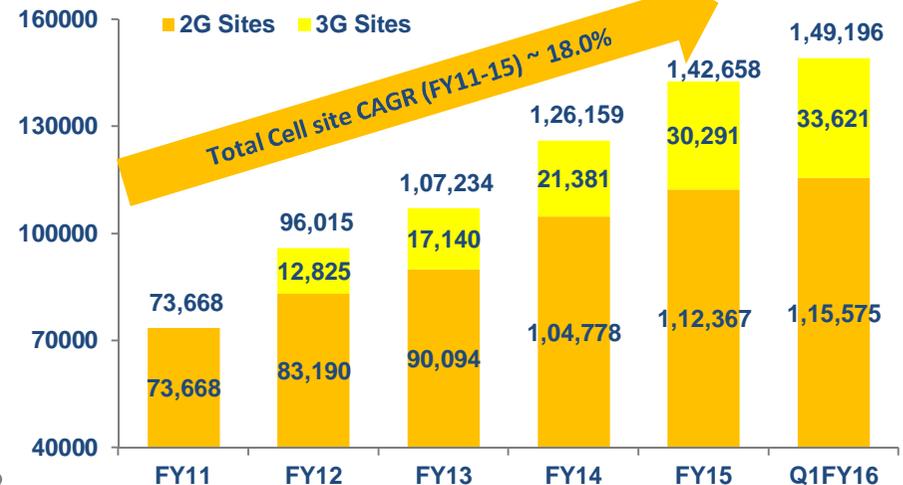


ARPM US Cents	Q1FY12	Q1FY13	Q1FY14	Q1FY15	Q1FY16
	0.64	0.65	0.69	0.71	0.70

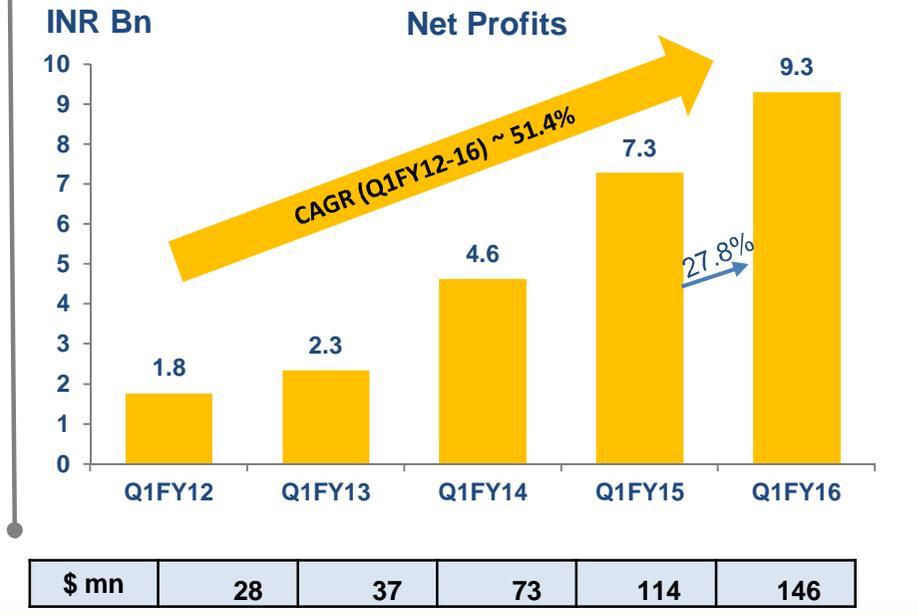
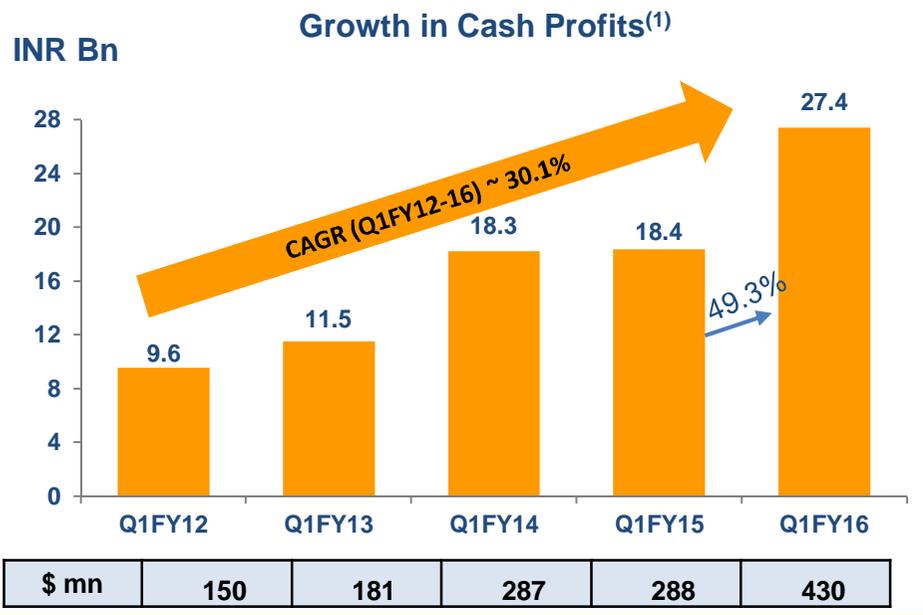
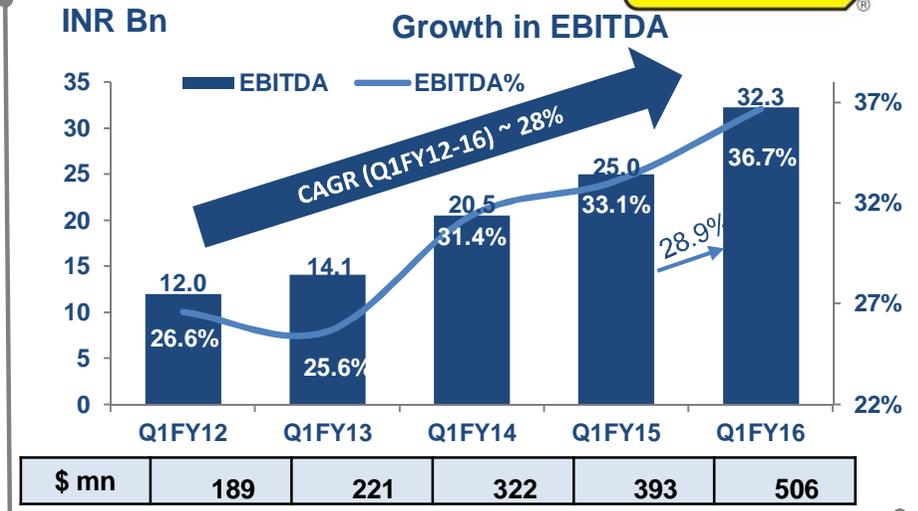
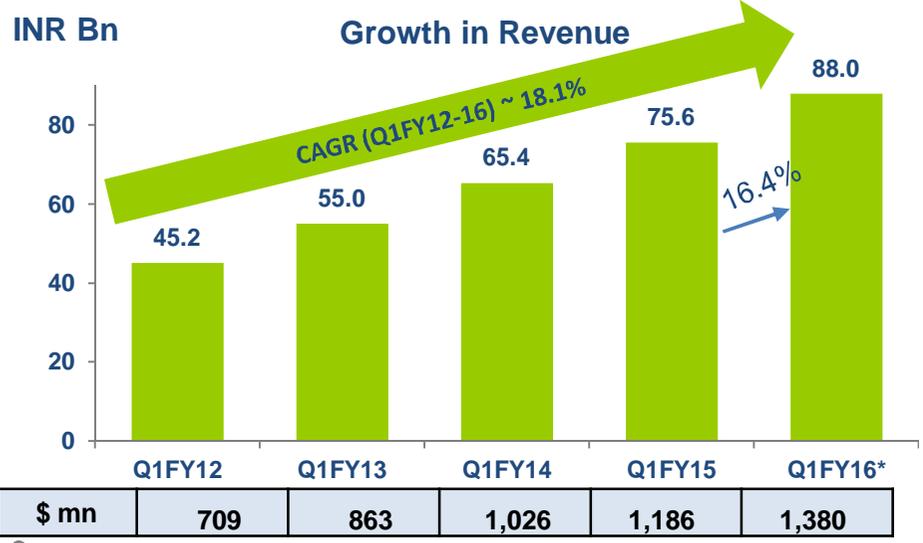
VAS as a % of Service Revenue (Data+ Non Data VAS)



Cell Sites (EoP)

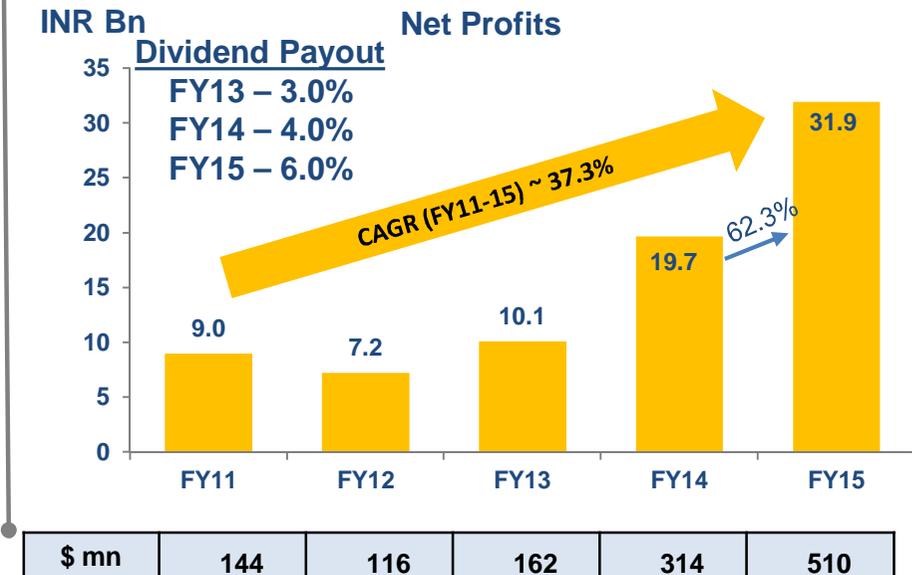
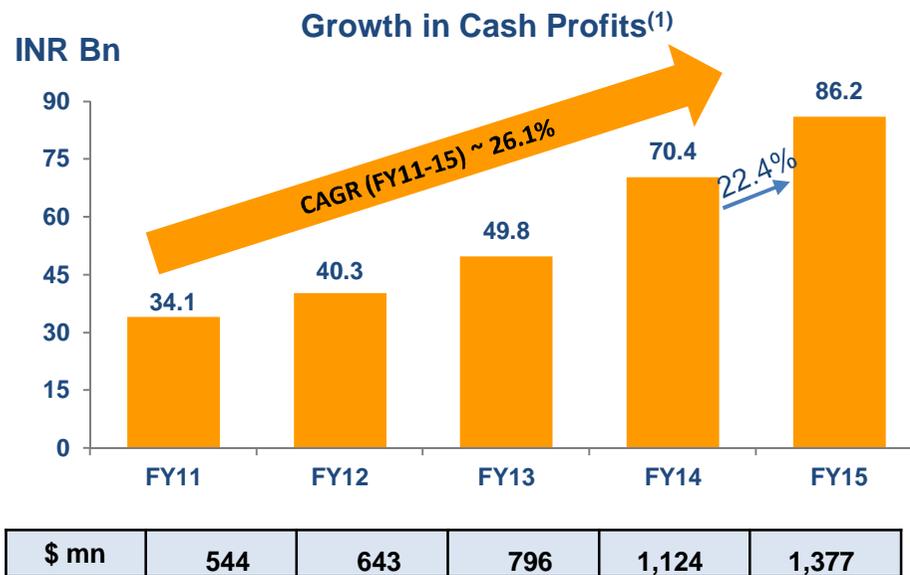
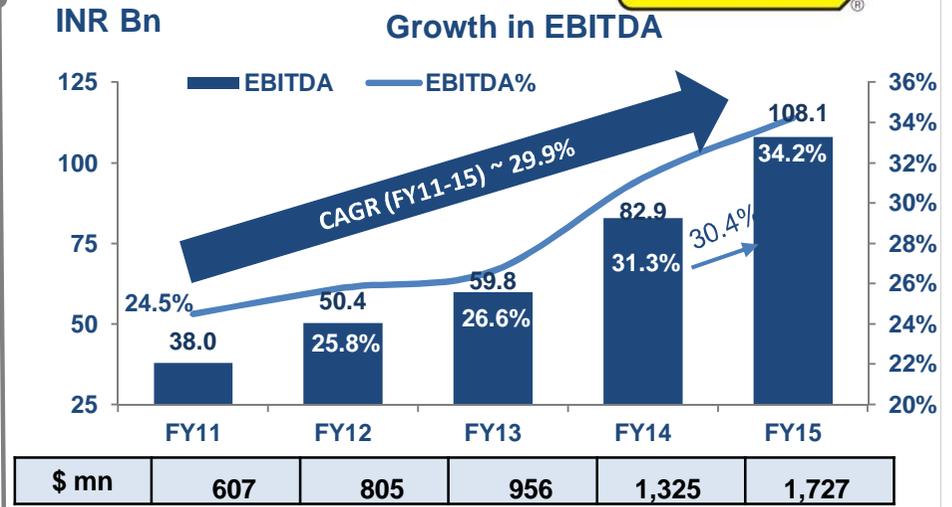
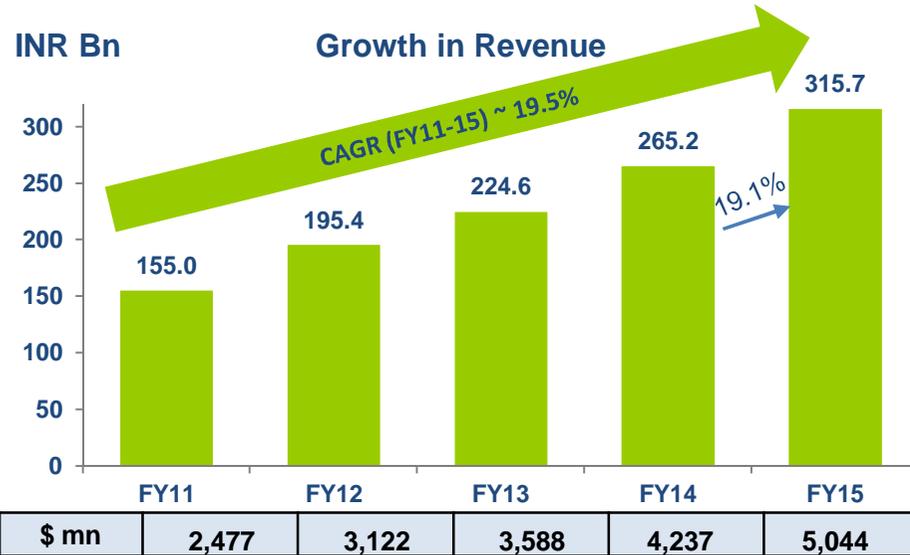


Quarterly Financial Trending (Consolidated)



*Q1FY16 revenue is negatively impacted due to reduction in IUC and Roaming charges as well as increase in Service Tax rate
¹ Cash profit is calculated as sum of PAT, Depreciation & Amortisation charge, charge on account of ESOPs and Deferred Tax, for the relevant period
 USD 1 = INR 63.75, RBI Ref rate as of June 30, 2015

Annual Financial Trending (Consolidated)



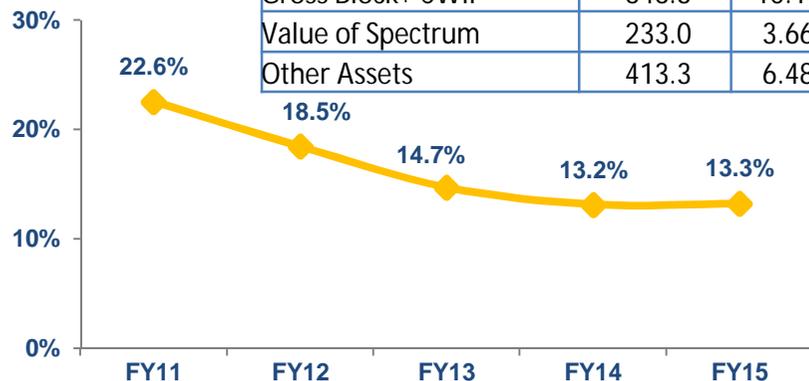
Key Financial Ratios (1)



Investment Efficiency

Capex ⁽²⁾ to Revenue ratio

As of June 30, 2015	(Rs bn)	USD bn
Gross Block+ CWIP	646.3	10.14
Value of Spectrum	233.0	3.66
Other Assets	413.3	6.48



INR bn

Free Cash Flow (FCF)

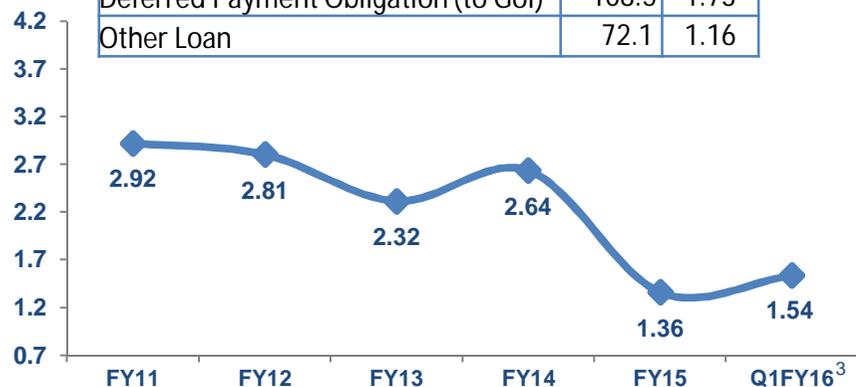


FCF = EBIT * (1 - Effective Tax rate) + Depreciation + Amortisation - Capex Excluding spectrum commitments/payouts and exchange loss/gain capitalised/ decapitalised

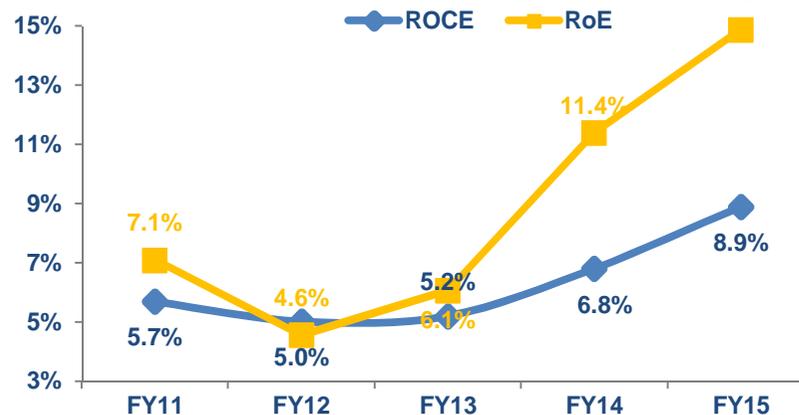
Balance Sheet Strength

Net Debt to EBITDA

As of June 30, 2015	(Rs bn)	USD bn
Net Debt	180.6	2.89
Deferred Payment Obligation (to GoI)	108.5	1.73
Other Loan	72.1	1.16



Improving ROCE and ROE



¹ Based on Idea Standalone Financials

² Excluding spectrum commitments/payouts and Exchange loss/gain capitalised/ decapitalised

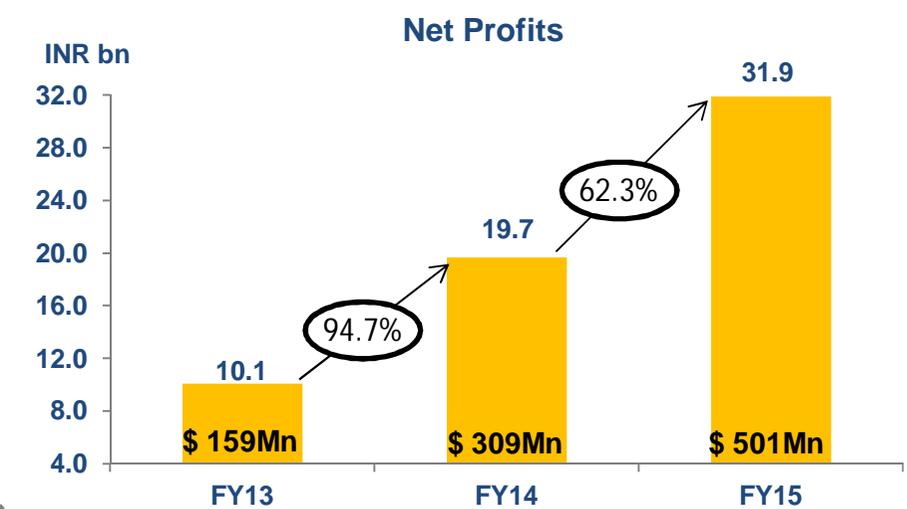
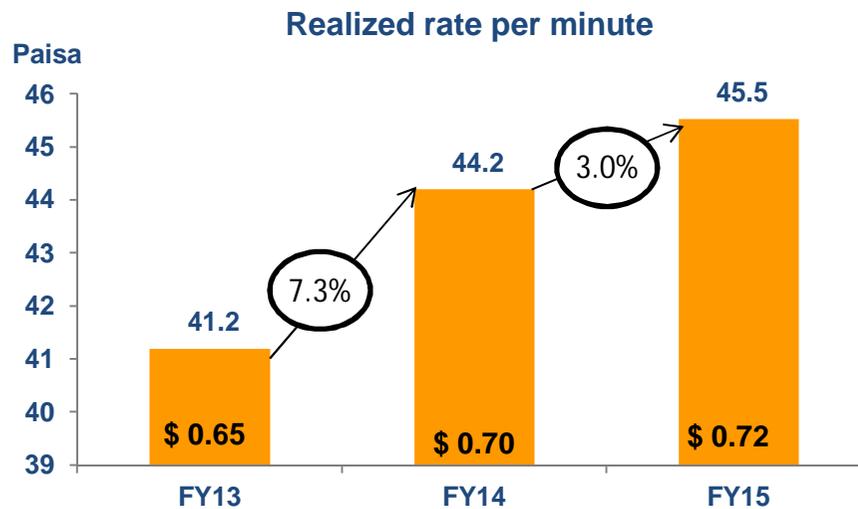
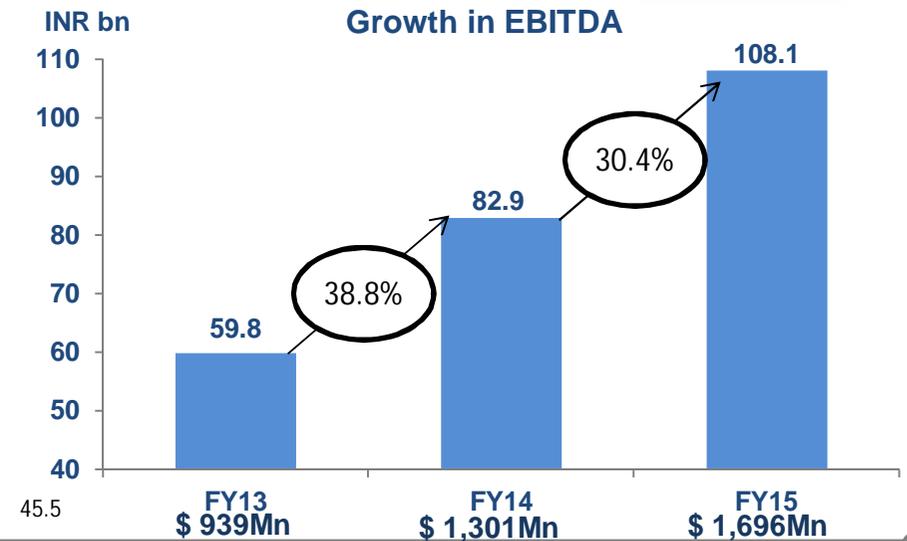
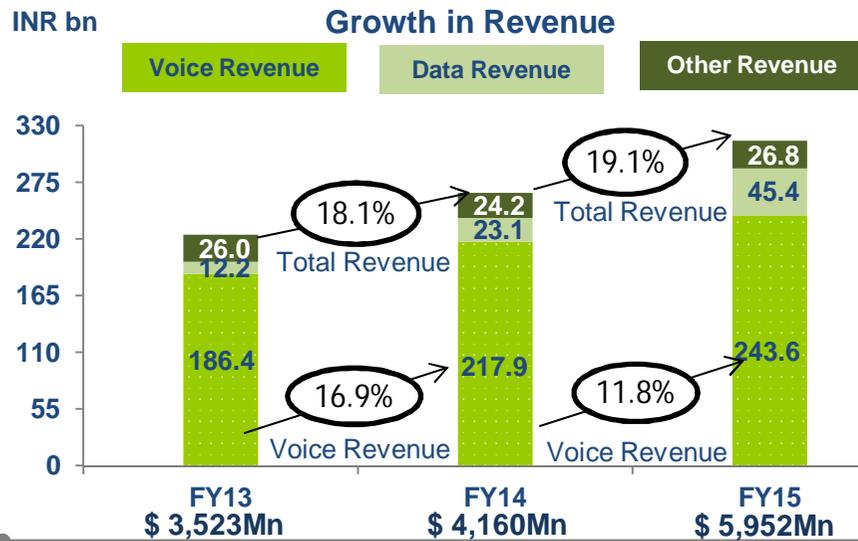
³ Based on Annualised EBITDA for Q1FY16



Appendix



Recent Financial Trends



Idea – Key Capabilities & Strengths



Wide Cellular Network

- Covers ~ 950 mn Indians, network extended to ~371,000 Towns & Villages on GSM.
- ~ 95,100 km of Fiber & ~5,300 2G+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, IBM, Huawei & ZTE, etc.

Deep & Innovative Sales Distribution

- Idea's unique distribution model ensures ~147 outlets per 100K population
- ~ 1.43 Million Transacting Retailers serviced by ~ 32,000 Distributors
- ~ 900,000 'Data Selling Outlets' sell Idea data recharges and products (2G+3G)
- ~ 7.2 Million Idea Postpaid base served through extensive retail & enterprise direct / indirect distribution

Idea – Key Capabilities & Strengths



Growing Data Business

- ~ 37.2 Million data users on 2G EDGE and 3G HSPA services
- ~16.4 Million subscribers use 3G mobile data out of ~162.1 Million subscriber base
- Idea's own current range of 'Idea Smartphones' starting at USD \$90 (INR 5400)
- ~42 Mn Idea subscribers own 3G devices but only 21.3 mn use 3G platform (Voice+Data)

Customer Centric Service

- ~ 13,000 call center agents handle ~ 1.37 Million customer calls per day
- 6,700+ 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 – 13.9Mn (as on May 31, 2015)– with around 1 in 4 'port-out customers' choosing Idea
- Launched National MNP services effective from July 03, 2015

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, etc.

Idea Talent Pool

- 15,700+ Idea Cellular employees based out of 167 offices spread across 22 service areas
- Additionally, 4,300+ Rural 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

- Amity Corporate Excellence Award 2015 for “Customer Connect and Engagement in Telecom sector”
- Idea Cellular, voted by Investor as one of India’s Best Companies in a Poll conducted by Finance Asia. Idea appeared in 5 out of 6 categories in Top 4 Indian rankings across industries 2015.
- Idea received Voice & Data Telecom Leadership Awards 2014 under the Leadership Recognition

Brand Awards

- ET Telecom Awards 2014: Winner of Best Enterprise Product category and Best Marketing Campaign for No Ullu Banaoing
- Aegis Graham Bell Award 2013 for Best Brand Campaign
- Pitch ‘Top 50 Brands’ Award
- At EFFIES 2013: 2 Golds, 1 Silver & 1 Bronze for Honey Bunny, Telephone Exchange, and ‘What an Idea’ series of campaigns
- Won Silver and Bronze at the APAC EFFIES for Honey-Bunny campaign
- Awarded Silver at Emvies, 2013 for Integrated Media Campaign for Honey-Bunny
- CNBC TV18 India Business Leader Awards 2013: ‘Storyboard Brand Campaign of the Year Award’ - Honey Bunny campaign

HR Awards

- Rated as the ‘Best Place to Work’ in the Indian telecom sector at the Asia Business Awards 2013
- India’s Best Companies to Work for Study 2013 ranked Idea as the ‘Best in Class within Telecom Sector in 2013’
- Awarded the ‘Best Place to Work’ at the Asia Communication Awards 2013

Idea Brand Philosophy



Transforming Indian consumers' life through Mobile Telephony

Change cities, not your number.
#NoGoodbyes with Idea.

Switch to Idea, India's No. 1*
MNP operator.

!idea

*As on June 2015. Conditions apply.

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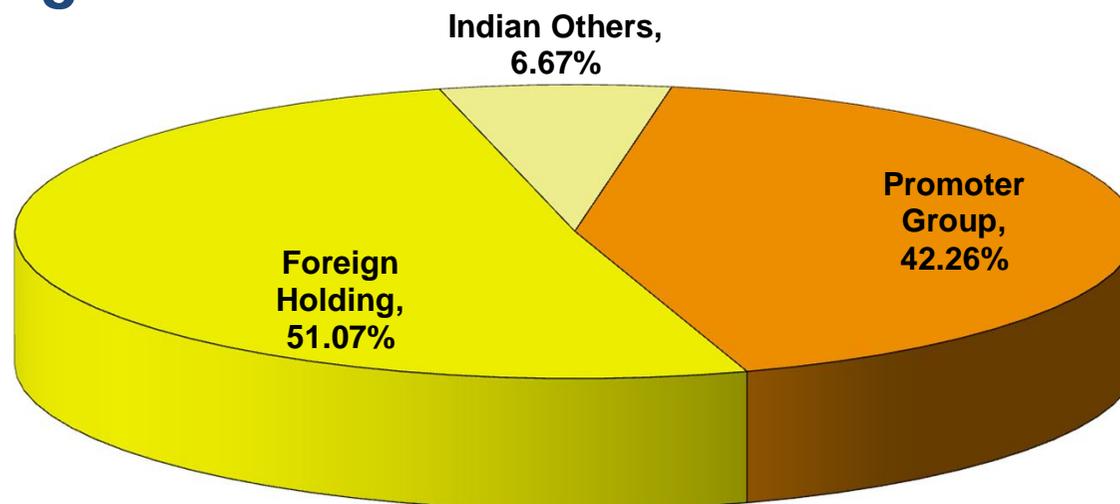
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Shareholding

As on 30 June '15



PROMOTERS' HOLDING

ADITYA BIRLA NUVO LIMITED	23.28%
BIRLA TMT HOLDINGS PRIVATE LIMITED	7.88%
HINDALCO INDUSTRIES LIMITED	6.35%
GRASIM INDUSTRIES LTD	4.75%
Kumar Mangalam Birla	0.01%

TOP 5 PUBLIC SHAREHOLDERS

AXIATA INVESTMENTS 1 (INDIA) LTD.	12.92%
AXIATA INVESTMENTS 2 (INDIA) LTD.	6.87%
P5ASIA INVESTMENTS (MAURITIUS) LTD	6.81%
EUROPACIFIC GROWTH FUND	1.74%
VANGUARD INTERNATIONAL GROWTH FUND	1.71%

Aditya Birla Group



Our Businesses



Our Brands



- ❑ A leading business conglomerate and one of the India's most respected business groups
- ❑ Global player in aluminum, copper, carbon black, viscose staple fiber and chemicals; A leading Indian player in cement, telecom, branded apparel and financial services
- ❑ Strong confidence of all stakeholders, lenders, and vendors and ability to attract and retain talent

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 18-year-veteran of Indian telecom industry and has over 30 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, from India Institute of Management, Bangalore.



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.)



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 52 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 66 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 57 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 62 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 60 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 59 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 55 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 56 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 50 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 49 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

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 and Amortisation, 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, excluding spectrum commitments/payouts and Exchange loss/gain capitalised/ decapitalised.
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
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