



# Vodafone Idea Limited

April 2025



# **Company Overview**



# VIL: An Overview

## Extensive network

**~8,030 MHz**

Spectrum holdings<sup>(1)</sup>



**~187,700**

Unique locations



**~460,300**

Broadband sites



**~308,100 km**

OFC<sup>(2)</sup>



## Demonstrated scale and reach

**> 487,000**

Towns and villages covered



**~200 million**

Subscriber base



**1.2 billion+**

Population coverage



## Advanced technology and consumer experience



**~14,000**

4G MIMO  
radio deployment



**Edge cloud**

60+ Distributed  
Cloud Locations



**Entertainment  
and media  
partnerships**

supporting ARPU  
growth through  
enhanced user  
experience



**ET Retail Awards for Vi Shop:**  
*a. Customer Engagement &  
Experience Initiative*  
*b. Emerging E-Commerce  
Platform Of The Year*



**Best customer experience  
strategy for the year (19<sup>th</sup>  
CX Strategy Summit &  
Awards 2025)**

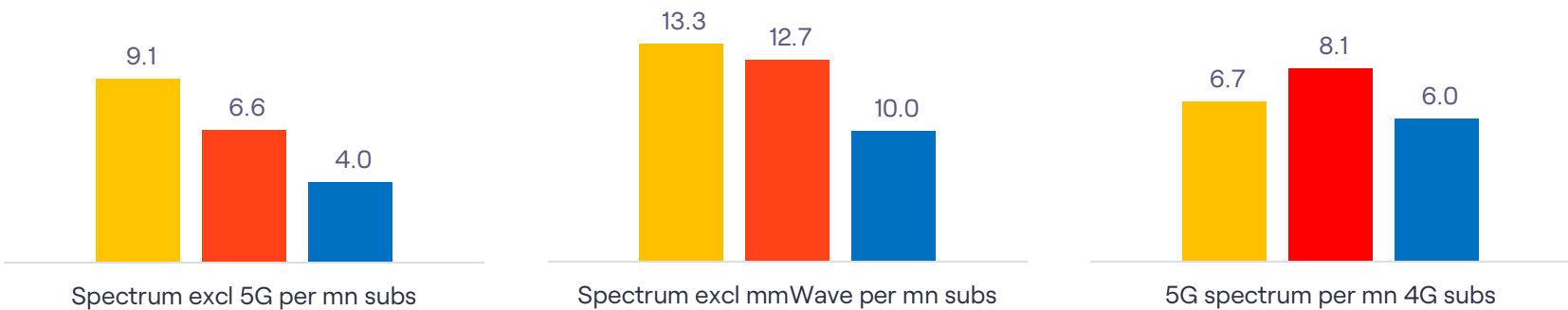
Source: Company filings as of December-31, 2024

(1) Includes 17.6 MHz of non-liberalized spectrum. Liberalized spectrum is spectrum freely usable towards deployment of any technology.

(2) Including own built, IRU OFC and excluding overlapping routes.

# Competitive and adequate spectrum to fuel growth

Spectrum Holding per mn subs<sup>1</sup> – unpaired basis (MHz) ■ Vodafone Idea ■ Bharti Airtel ■ Jio



All spectrum which can be utilised towards 4G\*

	VIL	Airtel	Jio
Spectrum (MHz) <sup>2</sup>	1,812.8	2,338.4	1,920.8
Subscribers (Mn) <sup>3</sup>	199.8	356.6	482.1

All spectrum except 26 GHz<sup>#</sup>

	VIL	Airtel	Jio
Spectrum (MHz)	2,662.8	4,538.4	4,800.8
Subscribers (Mn)	199.8	356.6	482.1

700MHz and 3300 MHz to offer 5G services<sup>^</sup>

	VIL	Airtel	Jio
Spectrum (MHz)	850.0	2,200.0	2,880.0
Subscribers (Mn)	126	270.2	482.1

**VIL has highest spectrum per mn subs (excl mmWave) <sup>4</sup> which is expected to drive near term growth; Sufficient spectrum is available to support migration of entire 4G subs to 5G**

<sup>\*</sup>excludes non-liberalised spectrum as well as 700 MHz, 3300 MHz and 26GHz spectrum  
<sup>#</sup>excludes non-liberalised spectrum and 26GHz given the use cases are still developing  
<sup>^</sup>calculated on the basis of 4G/5G subs for respective operator

<sup>1</sup>. Calculated by dividing respective spectrum holding with respective subscribers <sup>2</sup>. Source: Department of Telecommunications after 2024 Spectrum Auction <sup>3</sup>. Source: Subs/4G Subs as reported in quarterly results as on Dec 31, 2024. In case of Airtel, this represents Mobile Services India segment and in case of Jio, reported subs are considered as 4G/5G subs <sup>4</sup>. Amongst the top 3 operators by subscribers

# Trusted brand with strong proposition

## Trusted Indian brand



**Together For Tomorrow**

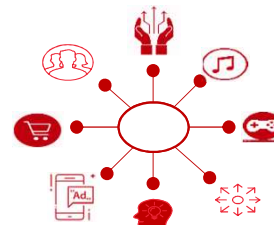
- 3+ decades of operations backed by strong brand recall and management with global expertise
- Strong unified brand brings together the power of two brands – Vodafone and Idea into one
- Trusted by ~200 million customers in India
- Large Enterprise customer base with long standing relationships

## Extensive reach



- Ability to communicate effectively with ~200 million users
- 95%+ district distribution coverage, serving customer across 728k+ retailers and 2.4k+ branded stores
- Strong data and analytics enabling personalization at large scale

## Digital Assets



- 24x7 connectivity with Distributors and retailers; real time market information
- Customer servicing and acquisition
- Competitive content offering through partnerships with several global & regional content providers
- Vi app – continuously growing digital ecosystem through collaboration with several partners

## Strong Proposition



- Gross adds share higher than Customer Market Share (CMS) indicating ability to effectively compete in market
- Investments in network will help further enhance brand proposition and customer experience
  - Enhance proportion of high ARPU subscribers through superior network experience
  - Drive migration of subscribers from 2G to 4G

**Clear focus to offer unparalleled customer services**



# Strong Promoters and Support from GOI

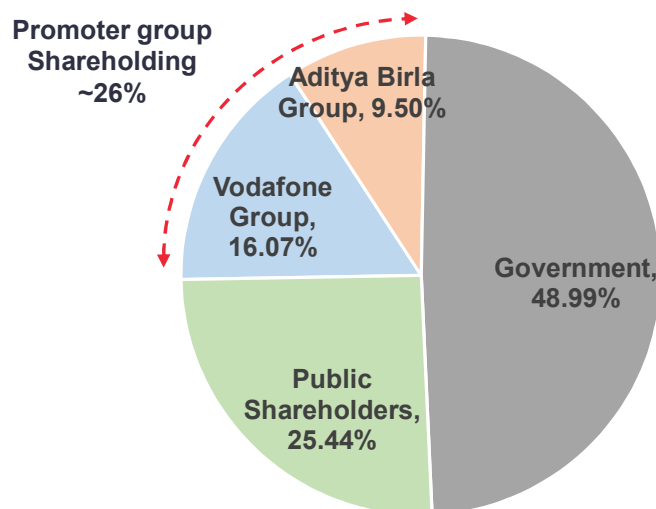
- VIL has strong parentage, Aditya Birla Group and Vodafone Group being the promoters
- In addition to being the policy maker and largest creditor, Government of India would own ~49%<sup>1</sup> equity stake post the conversion of
  - debt representing NPV (~Rs 161.3 bn) of interest arising from deferment of AGR and spectrum instalments in Feb'23 and
  - debt representing NPV (~Rs 369.5 bn) of certain spectrum dues payable during FY26 to FY28, subject to necessary order from relevant authority
- Both Vodafone Group and Aditya Birla Group have invested significant capital into the business
  - VIL raised Rs. 560 bn equity since merger of which Rs. 260 bn was raised between Mar'24 and Feb'25
  - Promoter group invested Rs. 270 bn of the above Rs. 560 bn



ADITYA BIRLA GROUP

- Global conglomerate with a rich legacy of 165+ years and presence across 40 countries
- Presence in various sectors including cement, metals and mining, mobile telecommunications, fashion retail, financial services, textiles, carbon black, trading, chemicals, renewables, paints, real estate and jewelry retail.
- \$100 Bn+ Market Cap

Shareholding Post Government Conversion



vodafone

- Leading European and African telecoms company
- Mobile and fixed services to over 330 million customers in 15 countries, partner with mobile networks in 45 more
- One of the world's largest IoT platforms

**GoI largest public shareholder; Promoters will continue to have operational control**

1. Source: Expected Shareholding based on Government order dated 29 March, 2025

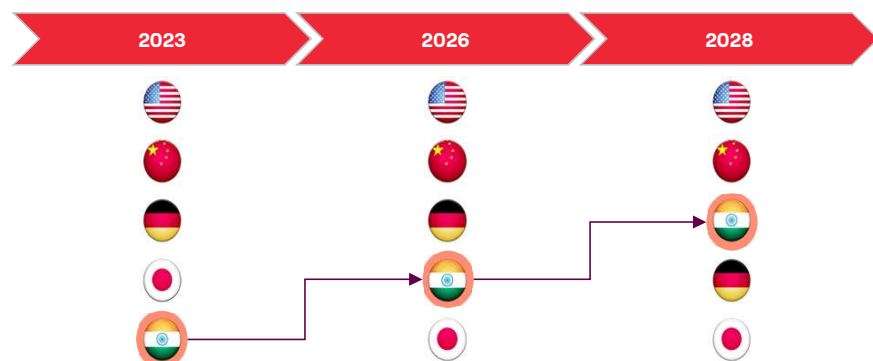
**Growth  
Opportunities**



# Growth potential in the Indian telecom sector (1/2)

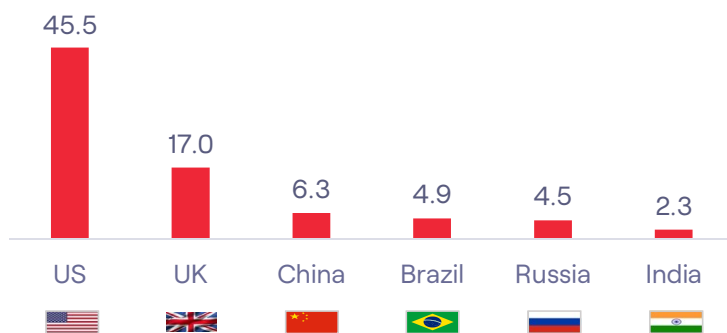
India is expected to become the third largest economy by 2028

Ranking of top 5 economies based on Nominal GDP<sup>1</sup>



Lowest ARPU amongst major countries

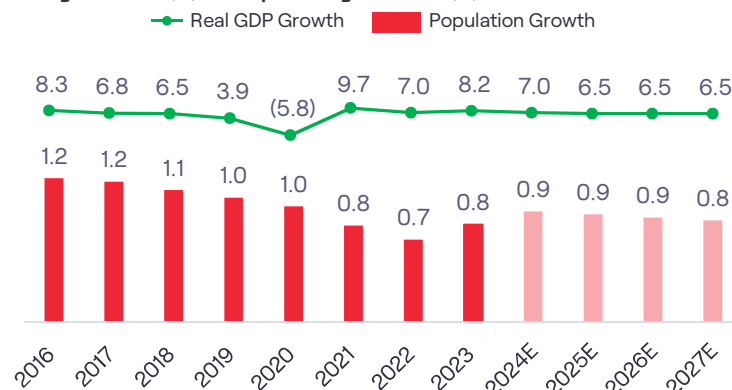
\$ per month<sup>2</sup>



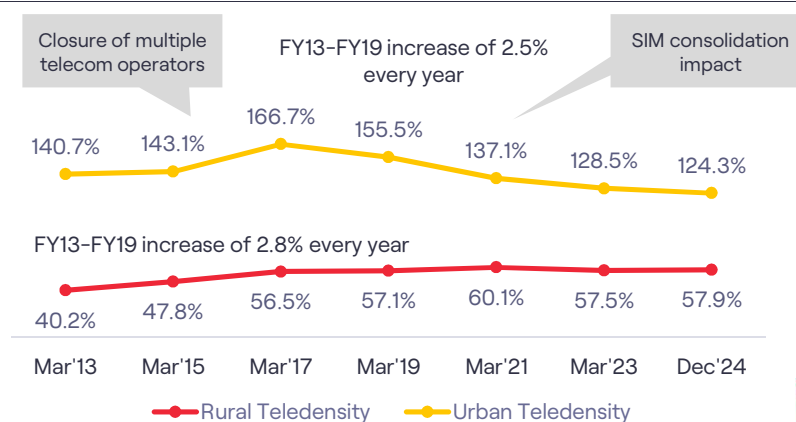
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Large and growing population

Real GDP growth YoY (%) and Population growth YoY (%)<sup>1</sup>



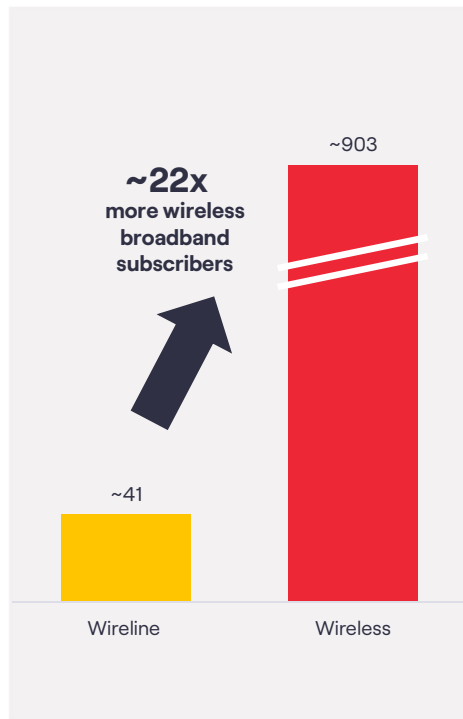
Urban teledensity<sup>3</sup> to remain high & rural teledensity<sup>3</sup> is low with untapped market



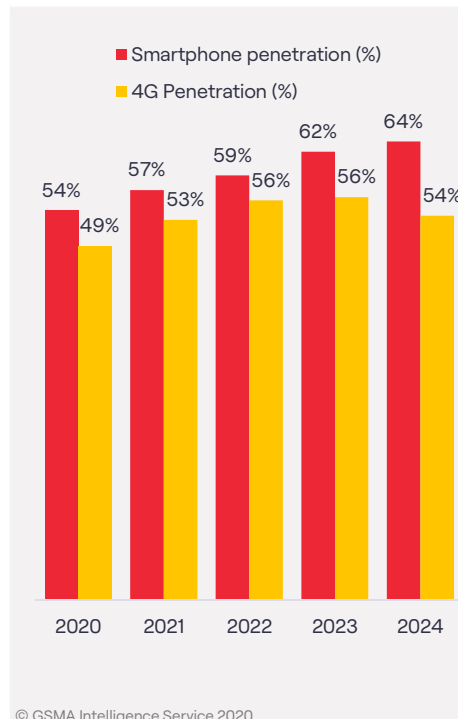


# Growth potential in the Indian telecom sector (2/2)

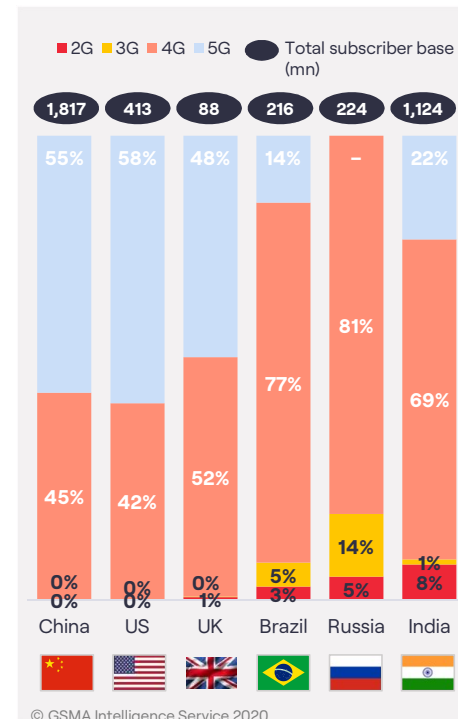
**Broadband Subscribers<sup>1</sup>(mn)**  
(Dec'24)



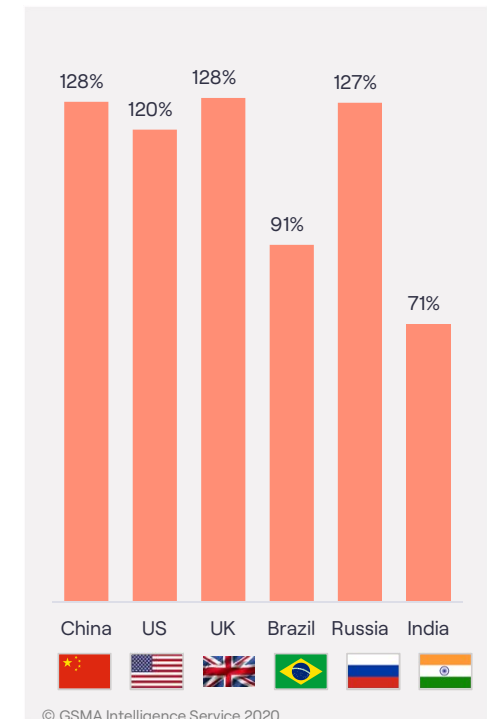
**4G wireless penetration and smartphone adoption<sup>2</sup> in India**  
(% of population – Dec end)



**Penetration by access technology<sup>2</sup>**  
(% of subscribers – Dec 2024)



**4G/5G wireless penetration<sup>2</sup>**  
(% of population – Dec 2024)



**VIL is among the top 10 cellular operators globally (by subscribers in single country of operations) and is 3<sup>rd</sup> largest in India, the 2<sup>nd</sup> largest wireless market in the world**

1. Source: TRAI Subscription Report Dec'24.

2. Source: GSMA Intelligence database

# Digital Revolution in India offers substantial growth opportunities

## Key trends and enablers

### Key Trends

#### Digital India vision<sup>1</sup>

- Digital infrastructure to every citizen
- Governance and services on demand
- Digital empowerment of every citizen

#### Government Push for India's Digital Revolution<sup>2</sup>

- Open Network for Digital Commerce
- Drive to provide quality internet
- Reforms in Digital Payments
- Push towards Data Centres

#### Explosion of data usage

- Lower ARPU than major world economies<sup>3</sup>
- COVID-19 has accelerated India's digital journey<sup>4</sup>
- Data usage per sub increased by 21x since Mar 2017 and in Sep'24, is at ~21GB per sub<sup>5</sup>

### Key Enablers / Opportunities



**1.4bn**

people in world's largest unique identity program with authentication by mobile<sup>6</sup>



**~1.1bn**

active wireless phone subscribers<sup>7</sup>



**~903mn**

wireless broadband subs<sup>7</sup>

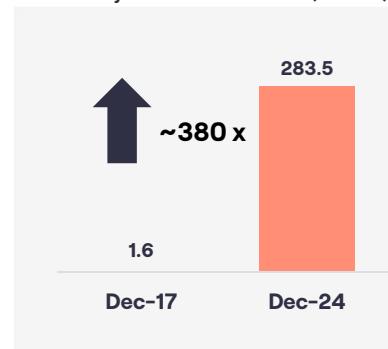


**44.9%**

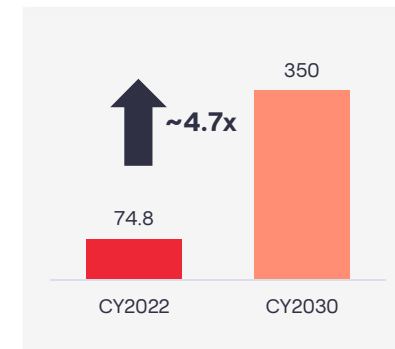
rural internet penetration Sep 24<sup>5</sup>: increased from 37.7%<sup>5</sup> in Sep21 showing growth of ~19% in last 3 years

## Rapid digitalization of Indian market

UPI monthly transaction amount (USD bn)<sup>8</sup>

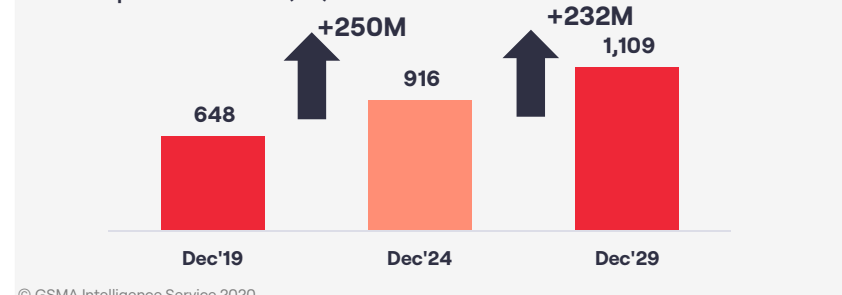


Indian E-Commerce Market (USD bn)<sup>9</sup>



## Increasing smartphone usage

Total smartphone subscribers (mn)<sup>3</sup>



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Note: FX 1USD=87 Rs.

Sources: 1. [www.blog.mygov.in/](http://www.blog.mygov.in/) 2. <https://www.ibef.org/> 3. GSMA Intelligence database

4. [www.weforum.org](http://www.weforum.org)

5. TRAI Performance Indicator Report Sep. Internet subscribers includes wireless and wireline subscribers.

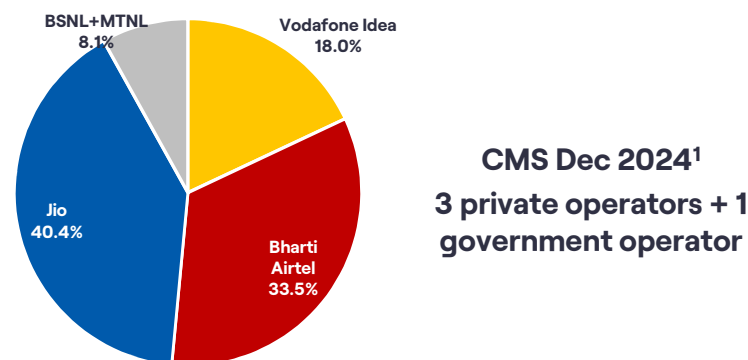
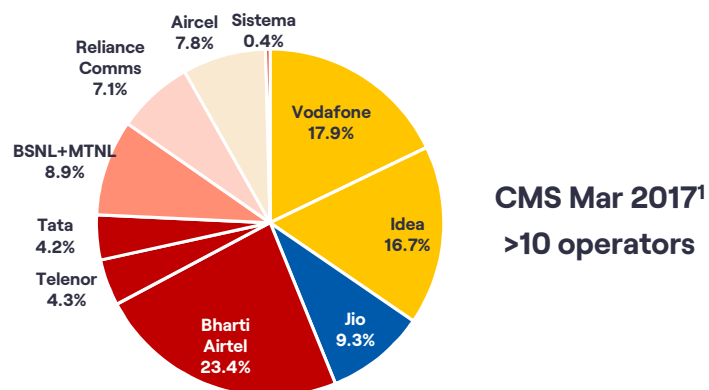
6. Unique Identification Authority of India. 7. TRAI Subscription Report Dec 2024.

8. NPCI Database. A Unified Payment Interface (UPI) is an instant real-time payment system developed by National Payments Corporation of India ("NPCI") facilitating inter-

bank transaction via a smartphone application.. 9. E-commerce in India by Statista

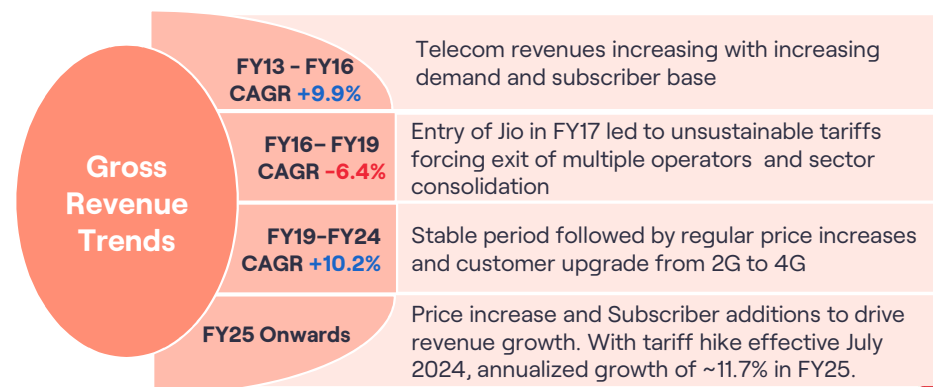
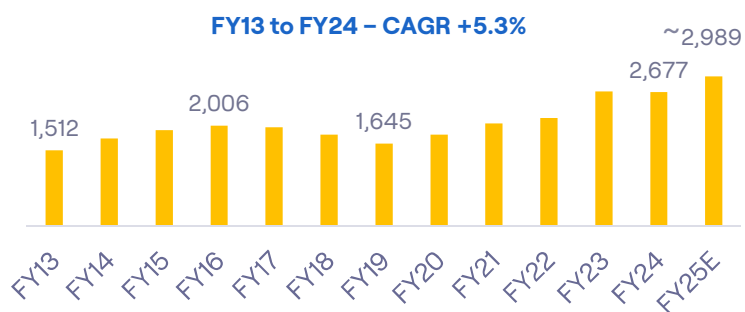
# Market structure providing clear runway for market repair

## Market structure that encourages healthy competition



## Significant growth potential for Telecom Revenue

Gross Revenue (Rs Bn)<sup>2</sup>



Sources: 1. Customer Market Share (CMS) as per TRAI Subscription Report (EOP subs) 2. TRAI Financial Reports 3. FY25E is annualized figure for 9 months

# **VIL**

## **Strategy**



# Vodafone Idea Strategy

## 1 Focused network investments to drive coverage and capacity expansion



- Investment focus in 17 circles to improve competitiveness in priority markets
- 4G coverage and capacity expansion to enhance customer experience and 5G Rollout in line with the evolving customer needs
- Deploying 5G technologies like Cloudification of Core, DSR, Open RAN etc.
- Sufficient mid band and mmWave 5G spectrum for foreseeable future

## 2 Market initiatives to drive ARPU improvement and Customer Retention



- Build consumer preference and trust through messaging architecture
- Drive extraction in new 4G geographies as we expand our 4G coverage and distribution reach
- Scale up share of primary SIM in covered geographies by delivering best in class experience & differentiated propositions
- Drive digitalization of customer service and distribution for new customer acquisitions, supporting upsell and better retention

## 3 Focus on Business services through Telco-to-Techco transformation



- Protect & grow connectivity business through superior experience and Vodafone group global expertise
- Strengthen segment wise GTM approach – enhance wallet share in large accounts & increase SMB penetration via digital propositions
- Focus on fast growing IoT segment by offering end to end services
- Invest and build capability in high growth adjacencies & emerging segments i.e. CPaaS, Cloud & Security

## 4 Strategic collaborations to monetize digital opportunities



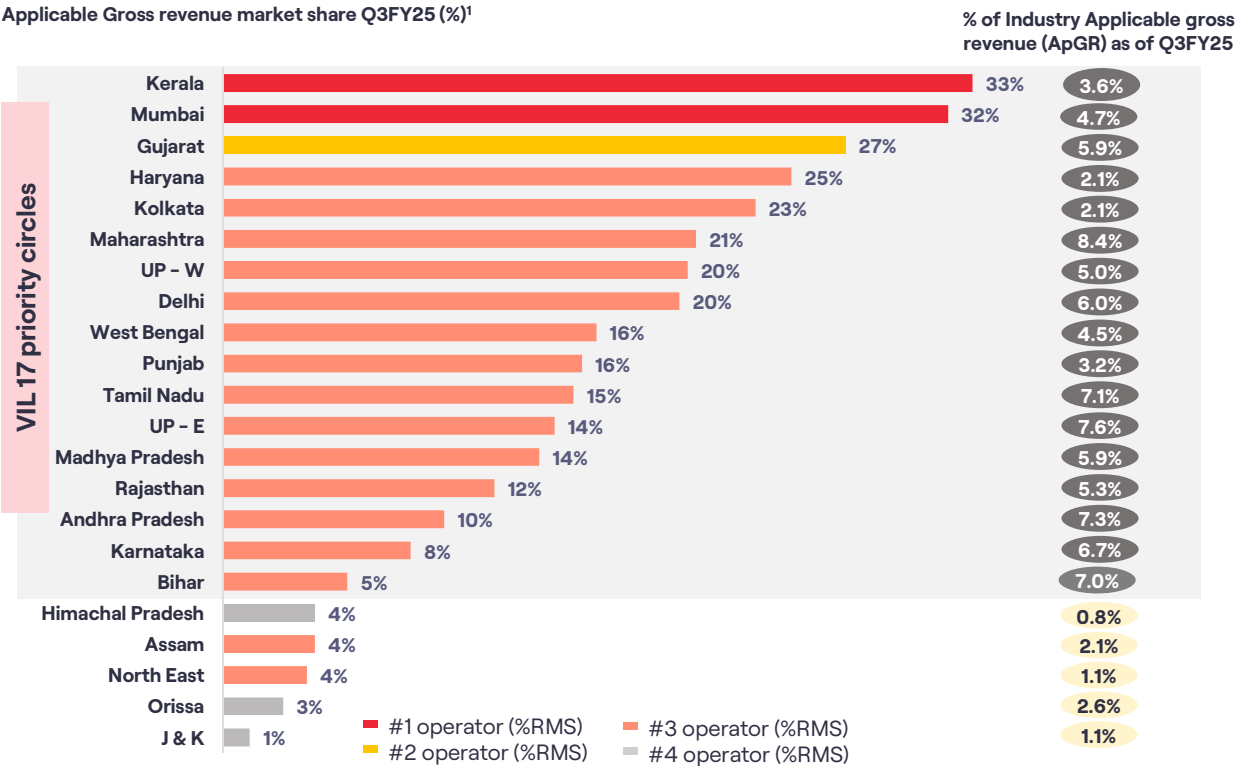
- Deep integration to deliver differentiated Telco + experience & value for partners and customers
- Create data monetization opportunities using platform capabilities
- Partner the Digital India agenda via Access, Data & Affordability

**Digital Transformation, Enhanced Customer Experience and Partnerships to Drive Cash Generation**

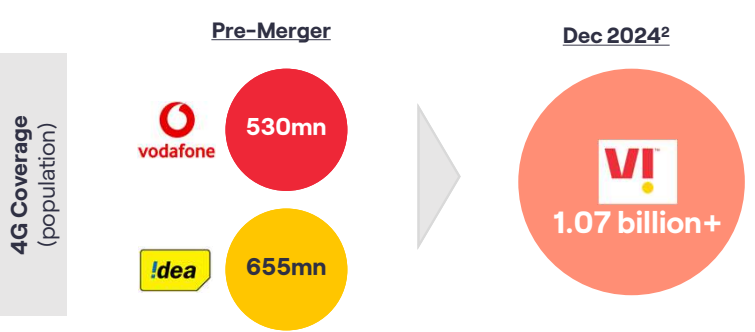
# 1 Focused investments to drive coverage & capacity expansion

## Focused network investment in 17 priority circles

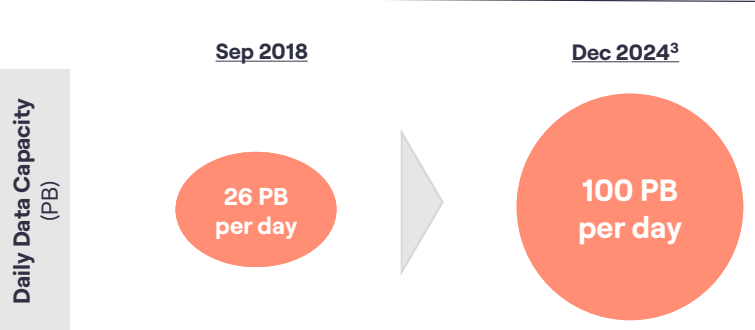
Applicable Gross revenue market share Q3FY25 (%)<sup>1</sup>



## ...driving 4G coverage expansion...



## ...as well as continuous capacity expansion since merger



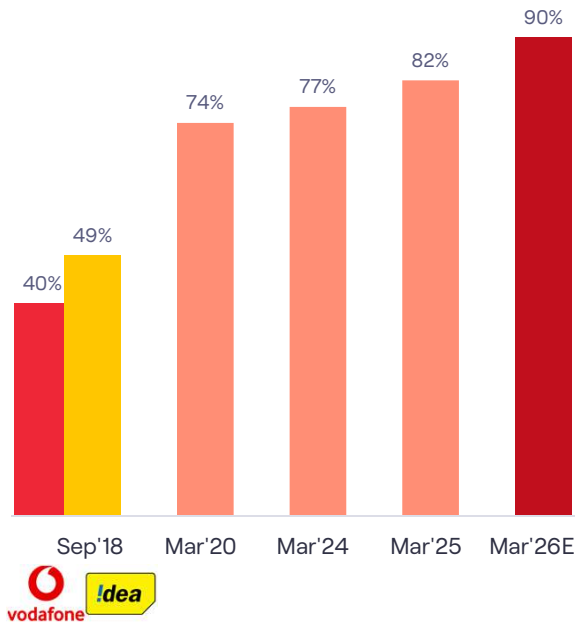
17 priority circles account for ~99% of VIL revenue (~92% of industry revenue)<sup>1</sup>



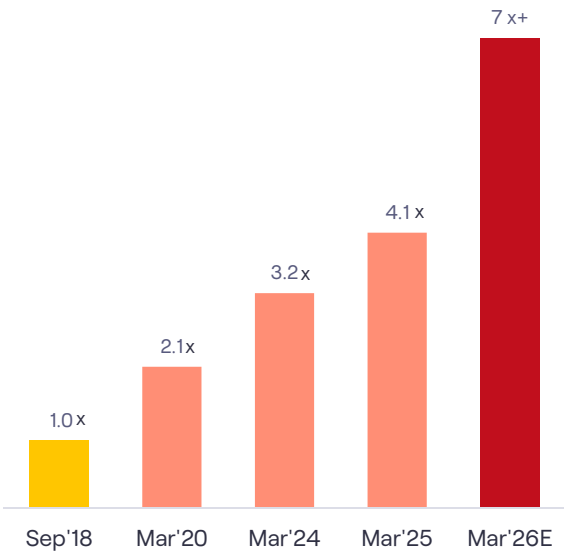
Source: 1. Based on TRAI Financial Report Quarter ended Dec 2024 2. VIL Q3FY2025 quarterly report 3. Company Information.

# 1 Focused investments across India – Priority towards 17 circles

Pan India 4G population coverage(%)<sup>1</sup>



Pan India network build capacity (PB/day)



Strategic Focus areas

### Capex plan for Rs. 50-55k crores in next 3 years, towards

- Expansion of 4G population coverage in 17 priority circles to improve competitiveness
- Offer 4G on sub-GHz 900 band in 16 circles for better coverage and experience
- For 5G, launch and expansion of services in key cities/ geographies
- Capacity expansion to address the increasing data demand

### FY25 Achievements:

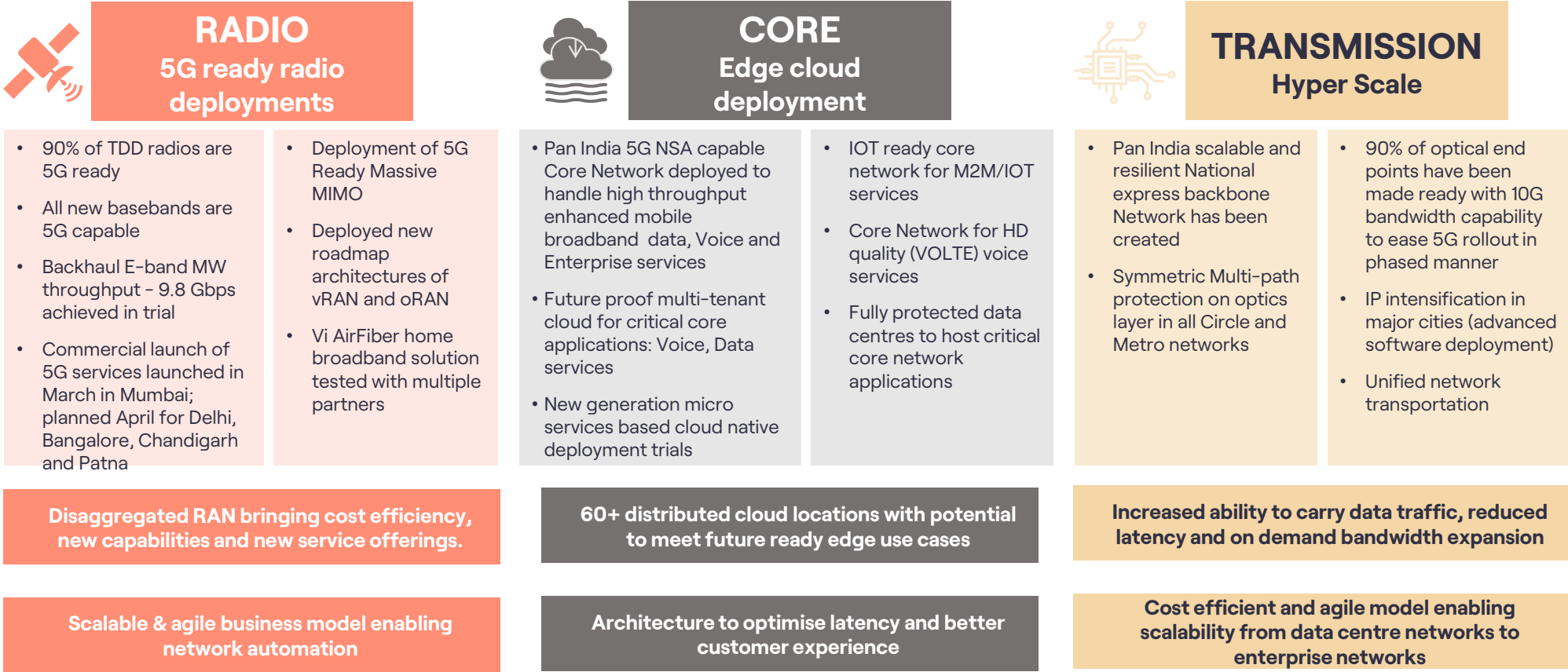
- Capex spend for 9MFY25 was Rs. 5k+ crores resulting in increase of 4G data capacity by ~24% and 4G population coverage by ~41 million
- Capex guidance for FY25 is Rs. 10k crores

**Focused Capex to improve competitiveness in priority circles with improved 4G coverage and Rollout of 5G**

Source: Company Information.

1. Sep 18 basis company disclosure and others basis the Census 2011 data adjusted for 2020 by using Aadhaar Card data and proportionately extrapolating for all census data points, reported by an independent third party consultant.

# 1 Existing network built on 5G-ready architecture



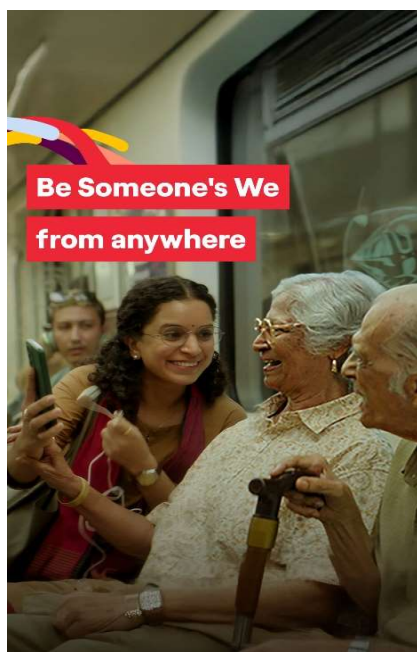
Late adaptation of 5G leading in embracing latest advanced technology products and cost efficiency



## 2 Market initiatives to drive ARPU improvement & customer acquisition

### Build Consumer Preference & Trust

- Deliver the power of connectivity and deepen emotional affinity to build positive momentum and consumer connect for Vi – Be Someone's We
- Offer plan that gives customers the autonomy to select and customize benefits tailored to their unique preferences
- Create a strong position for the network in the minds of the consumer – tested by Mumbai's best human network



**VI**

fully unlimited data **half day every day** on all handsets

12 am to 12 pm

Introducing **VI SuperHero**

• 2GB/day • Unlimited calls

Starting from ₹365

Full access to all data from 12 am to 12 pm at no extra cost. Vi SuperHero ₹365 valid for 30 days. Product available in select circles.

**VI**

there's a new hero in town

**VI NonStop Hero**

unlimited data **24** hours on all handsets

Recharge at ₹365

This Vi NonStop Hero product is valid for 30 days. Product available in select circles. This product is not available for non-resident usage.

**VI**

presenting **REDX** from Vi

exclusive benefits for an exclusive few

Unlimited data and calls	International roaming and lounge benefits	Netflix and more OTT	Vi Priority service
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Ask us

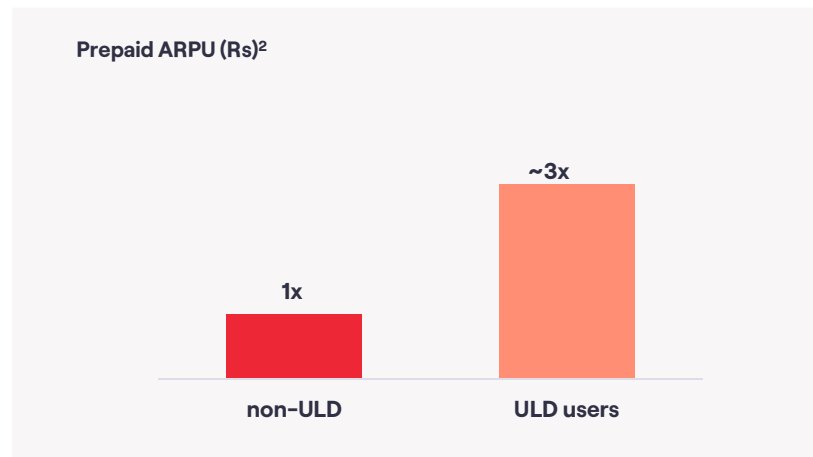
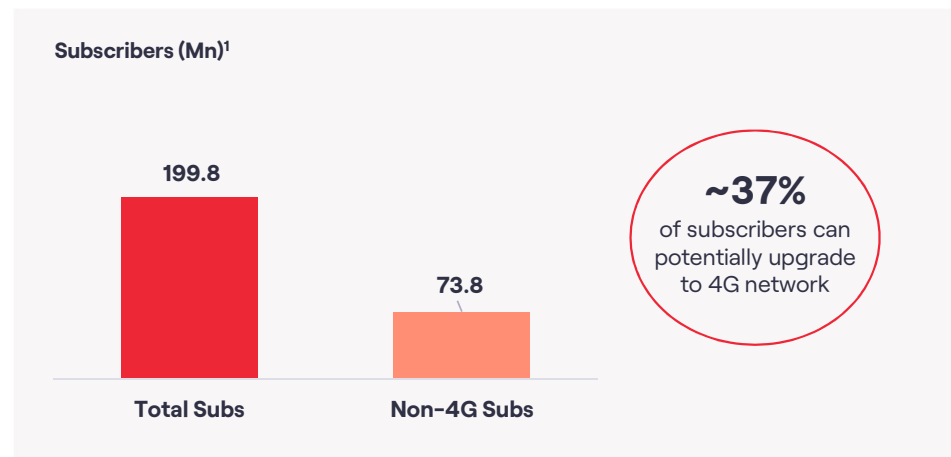
100 seats. Early access application required. Not available for non-resident usage. See website for details.

## 2 Market initiatives to drive ARPU improvement & customer acquisition

### Initiatives to drive ARPU growth

- Focus on expanding 4G penetration; Existing 2G subs presents a strong opportunity to upgrade
- Enhance proportion of high ARPU subs through superior network experience in existing markets
- Building propositions in conjunction with partners to target share growth
- Focus on driving higher share of broadband devices through focused program with NBFC

### Upsell opportunities supported by structural growth in digitalization and data



Source: 1. Q3FY25 company filings. 2. Company information

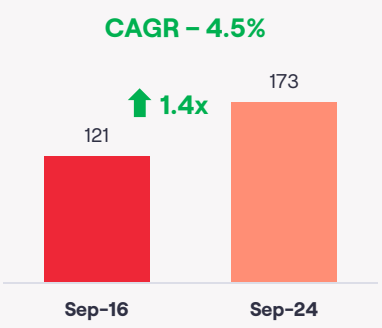
## 2 Market initiatives to drive ARPU improvement & customer acquisition

### Market Wide Tariff Hikes

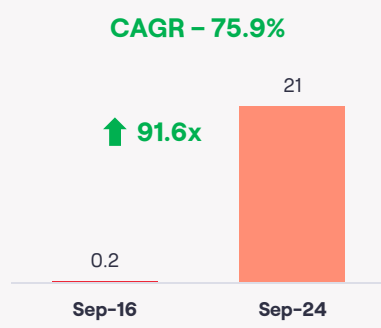
- Before the recent tariff hike in July 2024, the last tariff hike was taken in Nov 2021 – tariffs in India are lower than other comparable markets in the world. Further given inflation, prices need to catch up
- Significant headroom in ARPU as usage has increased multi-fold but ARPU have not increased in line with usage; Customer ability to pay higher is already established
- Prices need further uptick to generate reasonable returns and support future investments

### Significant runway for ARPU growth

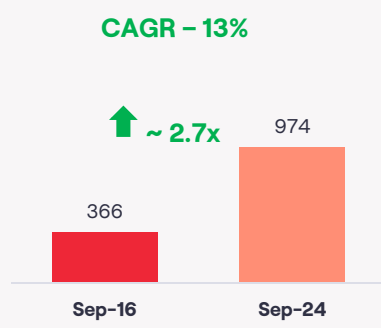
Blended mobile ARPU <sup>1</sup>



Average wireless data per data subscriber per month (GB)<sup>1</sup>






Voice minutes of usage per subscriber per month (min)<sup>1</sup>



Source: 1. TRAI Performance Indicator Report

## 2 Supported by digitalisation of customer servicing

<p>Seamless Customer Experience through Digital channels</p>	<ul style="list-style-type: none"> <li>• Intuitive <b>Dynamic IVR</b> providing upfront menu options to customers based on recent transactions and events</li> <li>• <b>Digital Service Request (SR) %</b> - More than <b>75% SRs</b> for Complaint &amp; Requests <b>raised Digitally</b></li> <li>• <b>Vi Priority</b> - Dedicated Experience &amp; Service channel for High Value Post Paid base</li> <li>• Multiple <b>Digital enabled platforms</b> introduced for Digital engagement like deployment of Chat Bots, Humanoid voice bots, email Bot and Robotic Process Automation etc, to increase efficiency</li> </ul>
Select Tools	Use Case
 <p><b>1. Mobile App</b> <b>2. Chat Bot</b></p>	<ul style="list-style-type: none"> <li>▪ Effortless account management through Mobile App</li> <li>▪ AI enabled Chat services</li> <li>▪ To reach out directly through internet search</li> </ul>
 <p><b>Humanoid Bot</b></p>	<ul style="list-style-type: none"> <li>▪ Conversation bot for post paid collections - Improved efficiencies and collection performance, reduced customer barring, Lower service cost</li> <li>▪ Conversation voice bot for retaining Prepaid MNP customers</li> </ul>
 <p><b>Digital Upskilling</b></p>	<ul style="list-style-type: none"> <li>▪ For entire Customer Service team, rolled out <b>Digital capability enhancement program “Reimagine Digital”</b> aimed at immersive learning and exposure to digital transformation &amp; generative AI</li> <li>▪ Won LearnX and Brandon Hall awards for advanced learning &amp; capability, Systems and Practices</li> </ul>

**Initiatives driving new customer acquisitions, supporting upsell and better retention**

## 2 Supported by digitalisation of distribution

### Digital tools for sales and distribution

- **Digital connect** with retailers, promoters and distributors through apps like m-Power and Smart-Connect
- These apps provide **real time information on various KPI's** which help the team be on top of the business and drive efficiency at outlet level
- Built in attendance and market working **tracking mechanism** helps in monitoring performance

#### Select Tools



#### m-Power app



#### Smart Connect app

#### Use Case

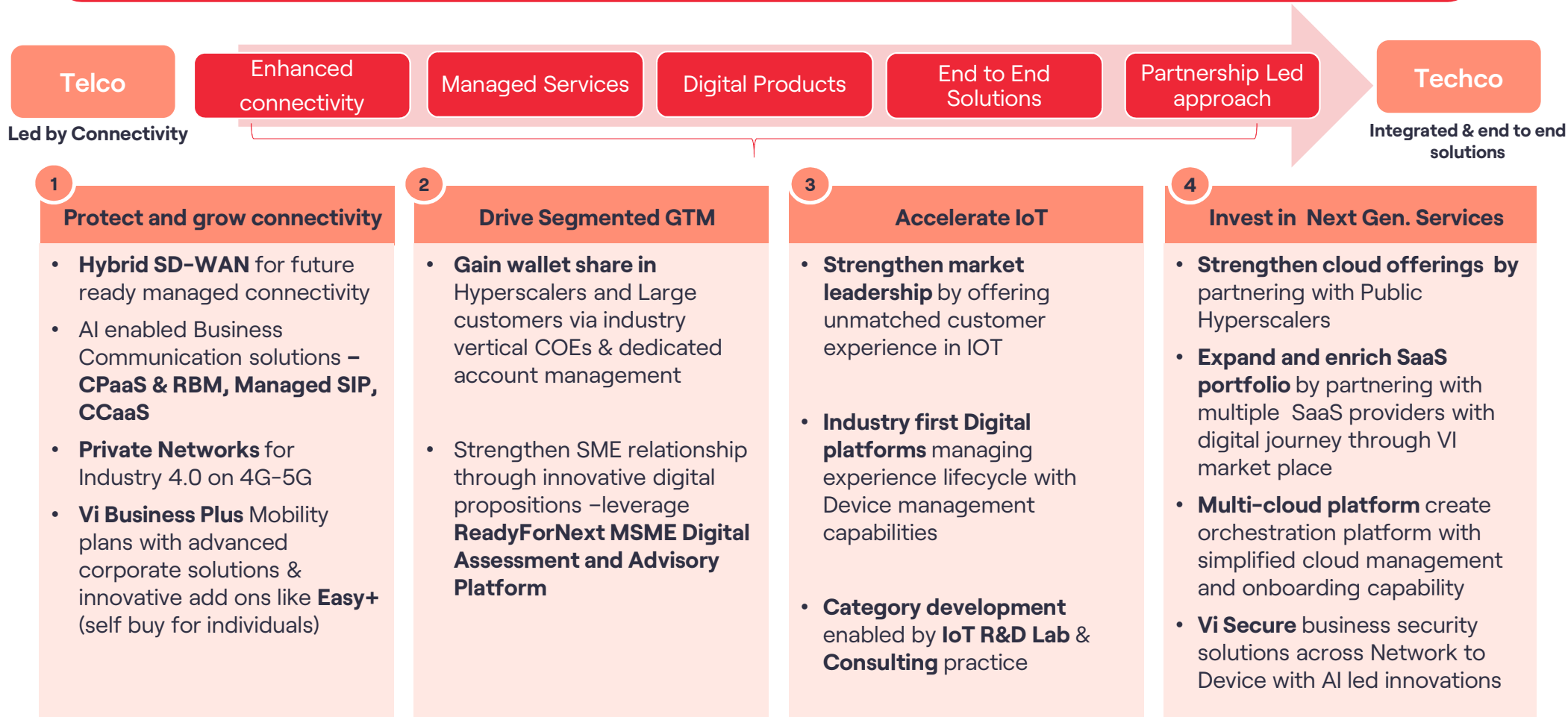
- Identification and allocation of hot spots for sales in a specific geography using ML
- Winners of the RMAI (Rural Marketing Association of India) Award for Best Use of Technology for Channel Development in 2024
- Retailer engagement program – Vi Rising Star to drive better quality acquisition
- Playstore rating of 4.6 star for Smart Connect app making it the Best Retailer app in telecom
- Free of cost door step delivery and digital KYC currently available in 100+ cities for both prepaid and postpaid customers
- Customers can choose number of their choice, track orders, reschedule their appointment or modify their orders providing a true ecommerce type experience
- A unique referral program launched for Retailers under the banner “Every Outlet Activating Outlet”

### Digital Customer Acquisition

Initiatives driving new customer acquisitions, supporting upsell and better retention

### 3 Focus on business services through Telco to Techco Transformation

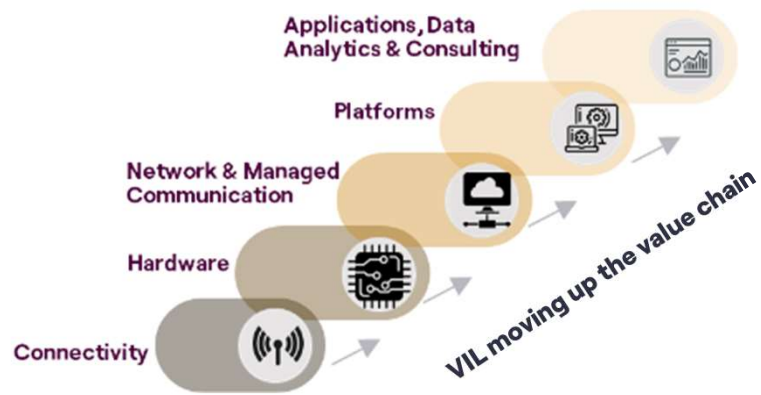
Be the trusted and valued partner to Enterprises powering their businesses in a digital economy



### 3 Accelerating IoT with end-to-end solutions

#### Scaling up the value chain

##### IoT Constituents

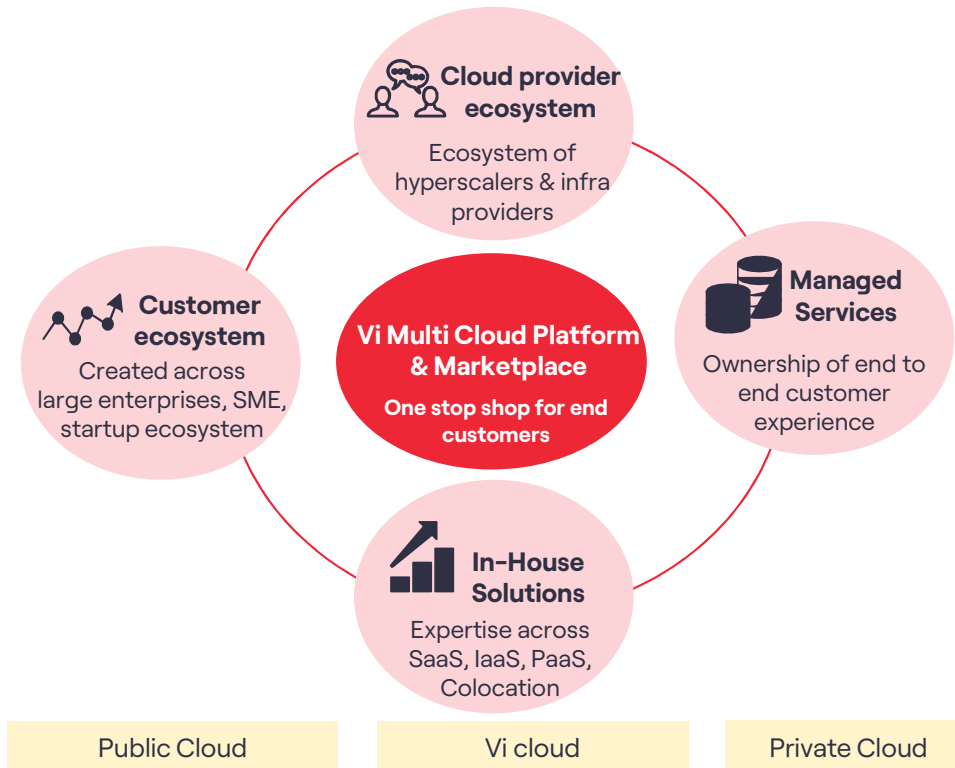


1. **First telco** to have end-to-end Integrated IoT offering, comprising of connectivity, hardware, network, application, analytics, security and support
2. **Strong position** in IoT automotive opportunity
3. **Strong position** in Vehicle tracking systems, Energy, Utilities, among others
4. **First of a kind IoT lab-as-a-service** for device testing, standardization and certification
5. **Expanding footprint in diverse use cases** like- Battery monitoring, sound box, transport management, solar and water management, Smart street lighting & more
6. **India's first eSIM** which is GSMA SAS-SM, DOT, ARAI, AIS140 compliant; widest IoT connectivity portfolio with GSMA certified e-UICC SIM

IoT market to expand, VIL well positioned to gain competitive share

### 3 Preferred provider of end to end cloud services

#### Integrated multi cloud platform enabling public, private & native Vi Cloud



#### Key Strategic Focus Areas in Cloud services

  
Scale through  
**Strategic  
collaborations**

- Strategic collaborations with hyperscalers/ Colocation providers
- Partnerships with marquee Cloud infra providers

  
Develop  
**Infrastructure**

- Develop platform for seamless cloud delivery & experience
- Build Vi cloud for Small and medium businesses
- Market place for simplified buying journey.

  
Invest in **Skills  
and Knowledge**

- Invest to build robust Managed services capability & framework
- An efficient "born in cloud" sales/pre-sales
- An operations support structure

**VIL's position as preferred choice creates significant opportunities for new revenue streams**



## 3 RBM : Rich Business Messaging | Growth, Monetization & Scale

### Pioneering India's RBM revolution



#### First-to-Market advantage:

India's first RBM service in Apr'23-sending rich content (images, vides, pdf etc.) to consumers in native Android SMS inbox

**CPaaS-led GTM:** to drive rapid brand adoption

#### Enterprise adoption:

200+ brands across key industries like BFSI, Ecommerce, Retail etc.

**Scalability:** 2X volume growth in a year

### Shift in Digital Engagement



#### Evolving user behavior:

Read rate, CTR etc. showcase preference for rich and interactive messaging

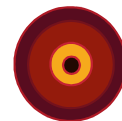
#### Next Generation Business Messaging:

2.5X engagement rates in 12 months

#### Monetizing potential:

Premium pricing due to the value being delivered to the brands

### Delivering strong business outcomes



**High read and engagement rate:** across industries including emerging adopters like Realty, Heath care etc.

**Strategic partnership:** brings diversity and agility to the meet customer's demands

#### Revenue growth:

witnessed >2X revenue growth this FY

### Scaling for future



#### Focus on right reach:

ensure the relevant audience is reached & optimize pricing models

#### Improving read rates:

content optimization and intelligent message delivery

**Industry leadership:** Drive innovation to make RBM the gold standard for messaging

# Awards & Accolades

2023



## CIO Choice Award

Cloud Telephony, IoT, SD-WAN Services, Carrier (Mobile Access), Carrier (International Access), RBM, ReadyForNext Assessment for MSMEs



## ET Brand Equity DG+ Awards

Digital Campaign in B2B Category' for ReadyForNext initiative



## V&D excellence Award

Customer Experience & Enterprise Business Services



## e4m Indian Marketing Awards

Gold in B2B sector for ReadyforNext initiative



## Asian Telecom Award

A2P SMS Monetization of the year – India



## F&S Award

IOT Connectivity Service Provider of the year  
SIP technology leader award

2024



## CIO Choice Award

Cloud Telephony, IoT, SD-WAN Services, Carrier (Mobile Access), Carrier (International Access), RBM,



## F&S Best Practices Tech Innovation Leadership

SIP Trunking  
Smart Mobility Solution



## V&D excellence Award

IoT Smart Central



## Asian Telecom Award

IoT Initiative of the year- India

2025\*

\*Till Feb25



## CIO Choice Award

Digital Transformation Enabler



## ET Brand Equity DG+ Awards

B2B Campaign (ReadyForNext)



## Silver Feather Awards

Best New Product Launch (Vi Business Assist)



## eUttar Pradesh Summit

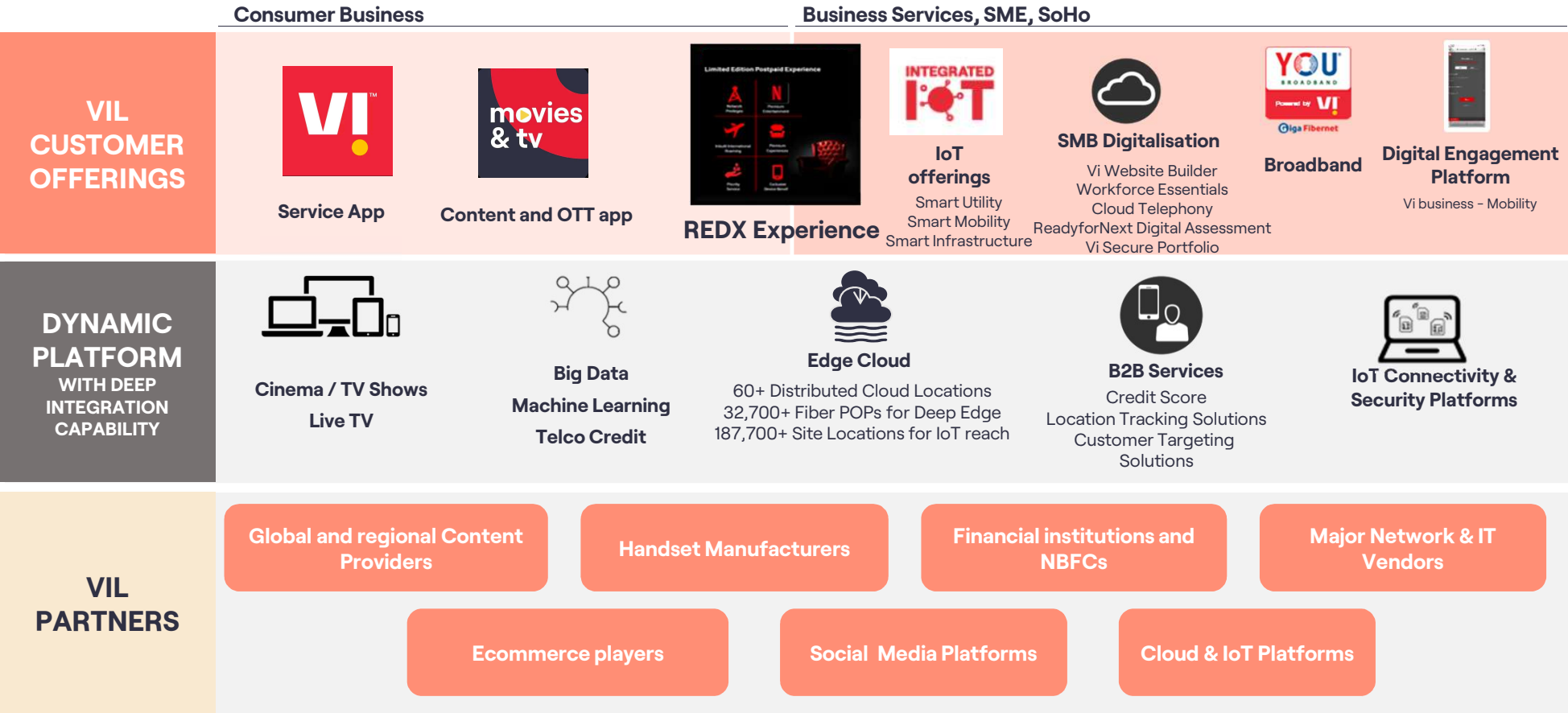
Leading Brand in Telecom Sector



## Impact Influencer Awards-Silver

Ready4Next MSME : Best Multi Influencer Campaign

# 4 Vodafone Idea's digital propositions & integrated platform



## 4 Vi is creating a Digital ecosystem

Several collaboration projects to expand digital footprint – Vi app to be the go-to destination for movies, music, games, deals & rewards, news, jobs, learnings & more

### Movies & TV

Drive affinity amongst youth & win share

- Vi Movies & TV is our OTT app, which we relaunched in Mar'24 as a paid subscription service offering multiple OTTs & TV channels under a single plan, specifically targeting Smart TV households
- Vi Movies & TV app is available for both android & IOS on mobile and for most TV OS including Google TV, Samsung TVs, LG TVs and Firestick
- It currently has 18 OTT partners & offers access to over 350+ TV channels

### Gaming, eSports & CloudPlay

Drive deeper digital engagement

- Gaming is a high potential market, which is expected to grow exponentially
- Offers casual gaming proposition for consumers with multi-player features
- Has an e-sports platform in strategic collaboration with an e-sports start-up
- Provides mobile cloud gaming service called Cloud Play enabling consumers to play AAA games on cloud without having to download and install these games on their devices

### Digital Advertising

Ad-tech platform to monetize telco assets

- Leveraging telco data and digital assets to drive monetization, Vi has developed an end-to-end integrated ad-tech platform with self-serve capabilities
- Launched 'Vi Ads' and are empaneled with almost all the top media agencies and are part of the media plan for some of the big brands

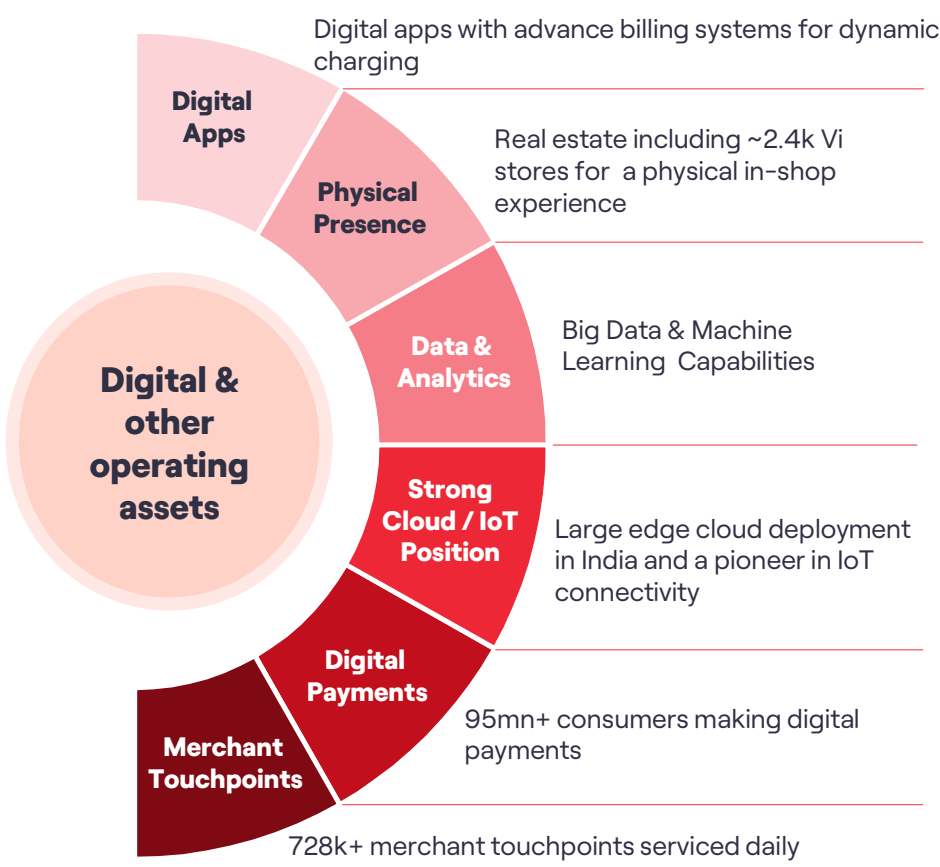
### Digital Marketplace

Monetize Digital traffic

- Integrated 'utility bill payment' functionality on Vi app enabling our users to pay their electricity bills, water bills, LPG bills, insurance premium, loan EMI, recharge FASTAG or their DTH or broadband subscriptions
- Launched 'shop' section on Vi App in partnership with leading players across categories like entertainment, food, shopping and travel

Digital collaborations to drive brand differentiation, engagement & monetization

# 4 Monetization through Digital initiatives & collaboration opportunities



<u>OFFERINGS</u>		<u>OPPORTUNITY</u>
	<b>INTEGRATED IOT SOLUTIONS</b>	<ul style="list-style-type: none"> <li>VIL has taken some initiatives and few are in pipeline, primarily through partnerships, to participate in these growth opportunities</li> <li>Possibility of substantial growth</li> </ul>
		
	<b>END TO END CLOUD SOLUTIONS</b>	<ul style="list-style-type: none"> <li>Several use cases across logistics, health, education, fintech among others</li> <li>Possibility of substantial growth</li> </ul>
		
	<b>POTENTIAL OPPORTUNITIES VIA DEEP INTEGRATION</b>	

Monetization opportunity on the back of digital offerings

All numbers as on 31 December, 2024

# **Q3FY25 Update**



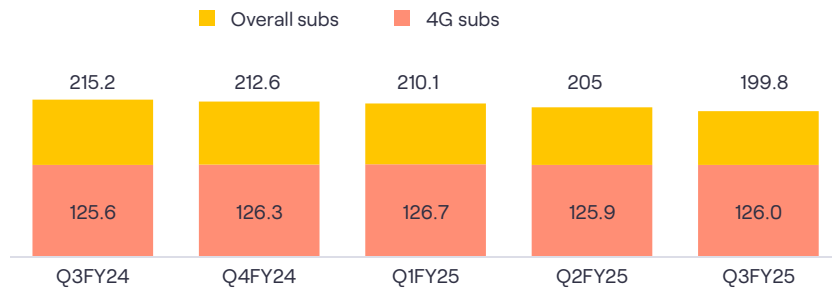
# Financial & Operating KPIs – Many KPIs Showing Improving Trends

Financials & Operating KPIs	FY24		FY25		
	Q3	Q4	Q1	Q2	Q3
Customer ARPU (excluding M2M) (Rs)	153	153	154	166	173
<b>Subscriber (Mn)</b>					
EOP	215.2	212.6	210.1	205.0	199.8
Net Adds	(4.5)	(2.6)	(2.5)	(5.1)	(5.2)
4G Subs	125.6	126.3	126.7	125.9	126.0
<b>Market Share (%)</b>					
VIL CMS - EOP	19.3%	18.9%	18.6%	18.4%	18.0%
VIL RMS - ApGR	17.8%	17.3%	17.0%	16.4%	15.9%
Data Usage (Pb/Day)	60.8	61.9	62.5	60.7	59.3
<b>Financial (Rs Bn)</b>					
Revenue	106.7	106.1	105.1	109.3	111.2
EBITDA (pre IndAS 116)	21.4	21.8	21.0	23.2	24.5
EBITDA (Reported)	43.5	43.4	42.0	45.5	47.1
<b>Debt (Rs Bn)</b>					
Govt. of India (GoI) Obligations	1,958	2,034	2,095	2,123	2,147
Debt from Banks & Financial Inst. incl OCD	76	42	48	32	23

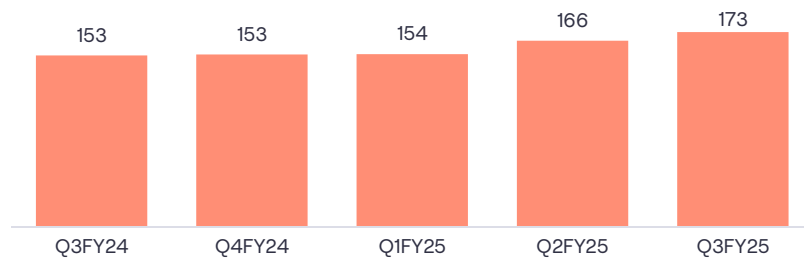
- ARPU improvement for 14 consecutive quarters driven by Price increase and customer upgrades, which in turn has supported revenue growth despite subscriber churn
- ARPU growth in line with other operator benefiting from subscriber upgrades
- 4G subscriber base impacted in Q2 due to tariff hike but stabilizing
- Gross adds share for VIL is higher than its Customer Market Share (CMS) indicating its ability to effectively compete in market
- Annual FY24 revenue and EBITDA (pre-IndAS) growth for the second consecutive year on the back of consistently improving performance for last several quarters despite significantly lower investments; a clear reflection of our execution capabilities
- Q3FY25 EBITDA (pre-Ind AS 116) is the highest EBITDA post-merger
- Debt from banks and financial institutions has reduced by Rs. 107 bn over the last 2 years

# Key Operating and Financial Trends

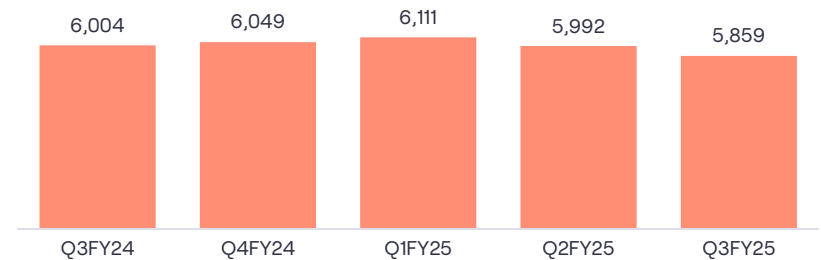
## Consistent Growth in 4G Subscribers (Million)



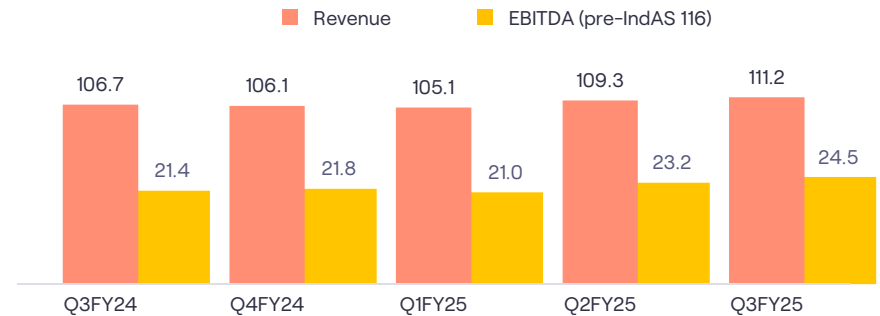
## Improving Customer ARPU (ex-M2M) (Rs)



## Data Volume (Billion MB)



## Revenue & EBITDA (Rs Bn)



**Tariff hike and improving customer mix leading to ARPU growth**



## Glossary (1/2)

Term	Description
MHz	Mega Hertz
OFC	Optical Fibre Cable
IRU	Indefeasible Right to Use
ARPU	Average Revenue Per User Per Month
NPV	Net Present Value
AGR	Adjusted Gross Revenue
GDP	Gross Domestic Product
MIMO	Multiple-Input Multiple-Output
DSR	Dynamic Spectrum Sharing
RAN	Radio Access Network
SME/SMB	Small & Medium Enterprises/Business
SOHO	Small office-Home office
IOT	Internet of Things
GTM	Go To Market
SIP	Session Initiation Protocol
SD-WAN	Software-defined Wide Area Network
IaaS	Infrastructure as a Service
SaaS	Software as a Service
COE	Centre of Excellence
ULD	Unlimited Data Plans
B2B	Business-to-business
OTT	Over the top

Term	Description
TDD	Time Division Duplex
MW	Microwave
oRAN	Open Radio Access Network
vRAN	Virtual Radio Access Network
NSA	Non-Standalone
M2M	Machine to Machine
VOLTE	Voice over LTE / Voice over Long Term Evolution
NBFC	Non Banking Financial Corporation
KPI	Key Performance Indicators
CPaaS	Communications Platform-as-a-Service
CCaaS	Contact Center as a Service
R&D	Research and Development
EBITDA	Earnings Before Interest, Tax, Depreciation & Amortization
2G	Second generation mobile telecommunication technology
4G	Fourth generation mobile telecommunication technology
5G	Fifth generation mobile telecommunication technology
GHz	Giga Hertz
TRAI	Telecom Regulatory Authority of India, constituted under the Telecom Regulatory Authority of India Act, 1997
KYC	Know Your Customer
POP	Point of presence
RBM	Rich Business Messaging

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