



Media Release Mumbai, 20th Oct, 2008

Idea Cellular Limited: First Half Consolidated Results
Revenue Rs 44,818 mn (Up 47.3%), EBITDA Rs 13,271 mn (Up 29.3%),
PAT Rs. 4,072 mn (Down 23.0%)

Highlights	Rs mn			
	Q2 FY09	Q1 FY09	H1 FY09	H1 FY08
• Total Revenue	23,037	21,781	44,818	30,419
• EBITDA	6,068	7,203	13,271	10,264
• Fin & Treasury Charges (net)	1,497	1,526	3,023	789
• Depreciation & Amortization	3,032	2,749	5,781	3,894
• PBT	1,540	2,928	4,468	5,581
• PAT	1,441	2,631	4,072	5,289
• Net Adds ('000)	3,186	3,193	6,379	4,661

Idea Cellular Limited (Idea) today announced its unaudited results (limited review) for the quarter and half year ended Sep 30, 2008.

Idea ended the half year with a subscriber base of 30.38 mn, adding 6.38 mn subscribers during the half year, reflecting an improvement in national market share from 9.4% to 9.8% during the period.

Consolidated revenues for the half year ended Sep 30, 2008 at Rs. 44,818 mn, grew by 47.3% on a YoY basis. The EBITDA at Rs 13,271 mn grew by 29.3% on a YoY basis.

Idea has maintained its sustained growth program during the first half, adding 34.6% cell sites to its opening count, launched services in Mumbai and increased spend on brand build. These, coupled with 4.0% drop in realised rate during the quarter have led to a decline in EBITDA margin.

Note: Figures of past periods have been regrouped, wherever necessary. Finance & Treasury charges represent Interest & Financing cost net of investment income and forex gains/losses.

About Idea Cellular Ltd.

A leading GSM mobile services operator, Idea Cellular has licenses to operate in all 22 service areas of India with commercial operations in 13 service areas. With a customer base of over 30 million, Idea Cellular now runs operations in Delhi, Himachal Pradesh, Rajasthan, Haryana, Uttar Pradesh & Uttaranchal, Madhya Pradesh & Chattisgarh, Gujarat, Maharashtra & Goa, Andhra Pradesh, Kerala, Mumbai, and Bihar & Jharkhand (Oct 08).

Idea holds spectrum for Orissa, Tamilnadu (including Chennai) and Karnataka, and is awaiting spectrum for the remaining 6 service areas. With the planned launch of services in Orissa and Tamilnadu and after the proposed amalgamation of Spice Communications (Punjab and Karnataka service areas), Idea's footprint will by the fiscal year end cover approximately 90% of India's telephony potential. Idea is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) in India.

Idea Cellular is a part of the Aditya Birla Group, India's first truly multinational corporation. The group operates in 20 countries, and is anchored by over 100,000 employees belonging to 25 nationalities.