

ADITYA BIRLA



IDEA Cellular

June 27, 2016

National Stock Exchange of India Limited
"Exchange Plaza",
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Analyst Meet

Ref: "Idea Cellular Limited" (IDEA / 532822)

Pursuant to regulation 30 and 46 of the SEBI (LODR) Regulations, 2015, this is to inform that the Company has extended an invitation to certain Analysts for an Analyst Meet being held today, i.e. Monday, 27th June, 2016 at Hotel Sofitel, Bandra Kurla Complex, Mumbai.

The presentation being made at the aforesaid Analyst Meet is also enclosed herewith.

The above is for your information and dissemination.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above





Idea Cellular Limited

Telecom Analyst Meet, Mumbai

27th June 2016

Presentation Segments



- ❖ **Industry & Idea Snapshot**
- ❖ **Mobile Voice Segment**
- ❖ **Mobile Data Segment**
- ❖ **Idea – Beyond mobility!**
- ❖ **Spectrum Landscape**
- ❖ **Idea – Consistent Performance on back of key strengths**



Industry & Idea Snapshot

Idea gaining amongst the highest incremental subscriber Net Adds share over last 4 years



In Million	FY12	FY13	FY14	FY15	FY16
Industry EoP VLR	682.9	723.0	790.9	862.6	936.5
Industry Incr. VLR	112.0	40.0	67.9	71.8	73.8
Idea EoP VLR	105.3	120.2	137.9	161.4	183.9
Idea Incr. VLR	22.0	14.9	17.7	23.5	22.5
Idea EoP VLR MS	15.4%	16.6%	17.4%	18.7%	19.6%
Idea Incr. VLR MS	19.6%	37.2%	26.0%	32.8%	30.5%

Operator	EoP VLR (Mn.)			EoP VLR Share			EoP VLR Share change		Net Adds		Net Adds Share		iCMS - CMS
	FY12	FY15	FY16	FY12	FY15	FY16	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	105.3	161.4	183.9	15.4%	18.7%	19.6%	4.2%	0.9%	78.6	22.5	31.0%	30.5%	11.4%
Bharti	166.3	215.9	245.4	24.3%	25.0%	26.2%	1.9%	1.2%	79.1	29.5	31.2%	39.9%	5.0%
Voda	133.5	175.1	190.9	19.5%	20.3%	20.4%	0.8%	0.1%	57.4	15.8	22.6%	21.5%	2.3%
Rest of Ind.	277.8	310.3	316.3	40.7%	36.0%	33.8%	-6.9%	-2.2%	38.4	6.0	15.2%	8.1%	-18.6%
RCom	100.8	106.9	92.2	14.8%	12.4%	9.8%	-4.9%	-2.5%	-8.7	-14.7	-3.4%	-19.9%	-13.3%
Aircel	36.5	53.9	63.3	5.3%	6.2%	6.8%	1.4%	0.5%	26.8	9.4	10.6%	12.7%	3.8%
Tata	47.4	47.2	48.3	6.9%	5.5%	5.2%	-1.8%	-0.3%	0.9	1.1	0.3%	1.5%	-4.8%
Uninor	24.3	33.8	38.6	3.6%	3.9%	4.1%	0.6%	0.2%	14.4	4.9	5.7%	6.6%	1.5%
Others	68.9	68.5	73.9	10.1%	7.9%	7.9%	-2.2%	-0.1%	5.1	5.4	2.0%	7.3%	-5.9%
Total	682.9	862.6	936.5	100.0%	100.0%	100.0%	0.0%	0.0%	253.5	73.8	100.0%	100.0%	0.0%
No. 2 Gap	28.2	13.7	7.0	4.1%	1.6%	0.7%							

Idea – The fastest growing Indian Telco for straight 8 years

A Clear #2 in Incremental Revenue Market Share



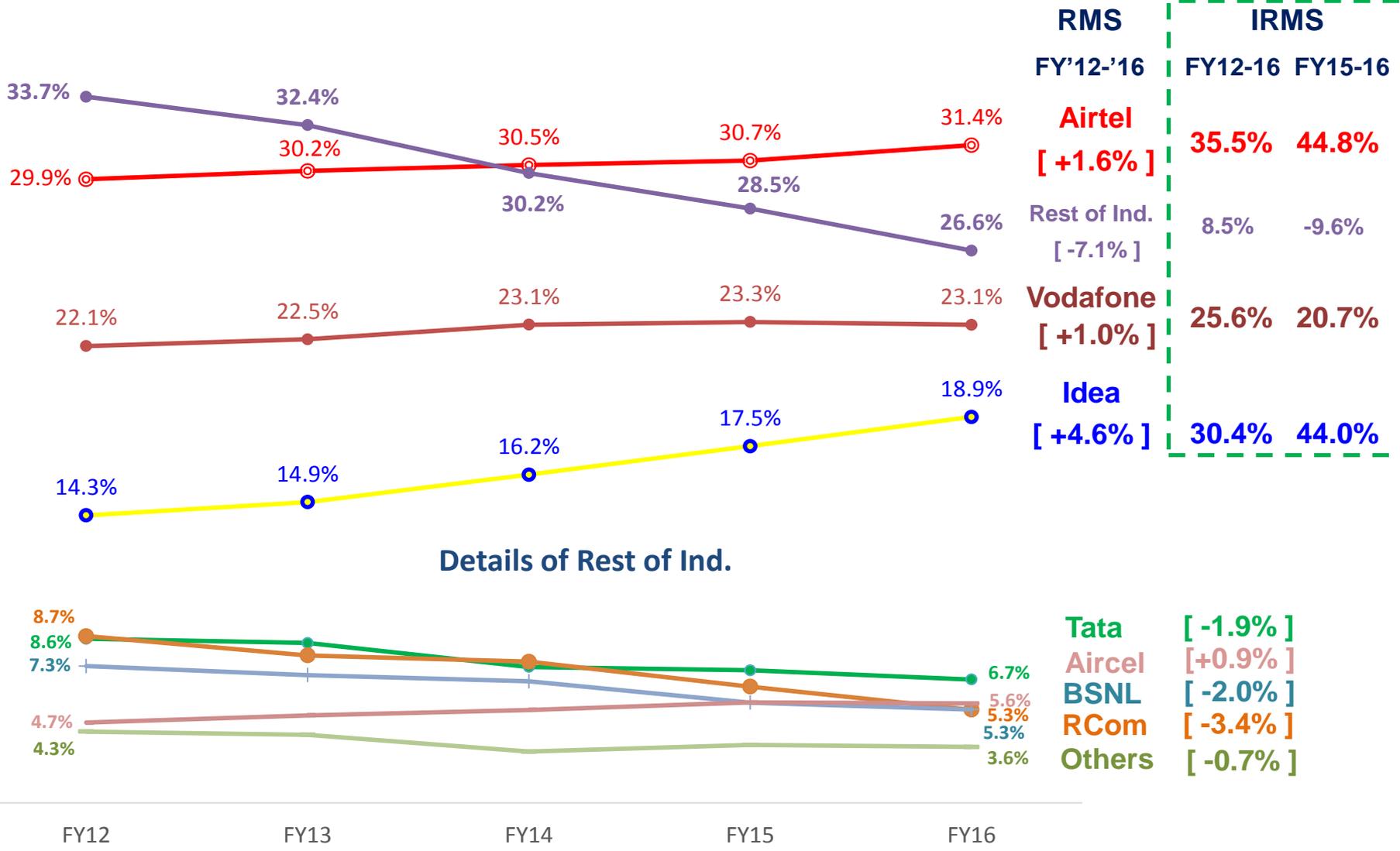
In Rs. Cr.	FY12	FY13	FY14	FY15	FY16
Industry Gross Revenue	1,38,445	1,51,234	1,65,335	1,83,161	1,93,008
Industry Incr. Revenue	18,600	12,789	14,101	17,827	9,847
Industry Growth %	15.5%	9.2%	9.3%	10.8%	5.4%
Idea Gross Revenue	19,813	22,571	26,770	32,074	36,409
Idea Incr. Revenue	3,993	2,758	4,199	5,304	4,335
Idea Growth %	25.2%	13.9%	18.6%	19.8%	13.5%
Idea RMS (%)	14.3%	14.9%	16.2%	17.5%	18.9%
Idea Incr. RMS (%)	21.5%	21.6%	29.8%	29.8%	44.0%

Operator	Revenue (in Rs. Bn)			RMS (%)			Revenue Growth (%)		Incr. RMS		iRMS - RMS
	FY12	FY15	FY16	FY12	FY15	FY16	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	198	321	364	14.3%	17.5%	18.9%	16.4%	13.5%	30.4%	44.0%	11.6%
Bharti	413	563	607	29.9%	30.7%	31.4%	10.1%	7.8%	35.5%	44.8%	4.0%
Vodafone	307	426	446	22.1%	23.3%	23.1%	9.8%	4.8%	25.6%	20.7%	2.5%
Rest of Ind.	466	522	513	33.7%	28.5%	26.6%	2.4%	-1.8%	8.5%	-9.6%	-18.1%
Total	1,384	1,832	1,930	100.0%	100.0%	100.0%	8.7%	5.4%	100.0%	100.0%	0.0%
No. 2 Gap	108	105	82	7.8%	5.7%	4.3%					

- Indian wireless industry growing at healthy 8.7% CAGR over last 4 years despite regulatory interventions impacting FY16 revenue, and declining voice rate over last 3 – 4 years (Idea voice rate decline – 11% over last 4 years)
- Consistently delivering high iRMS, much ahead of legacy RMS

Idea – The fastest growing Indian Telco for straight 8 years

A Clear #2 in Incremental Revenue Market Share

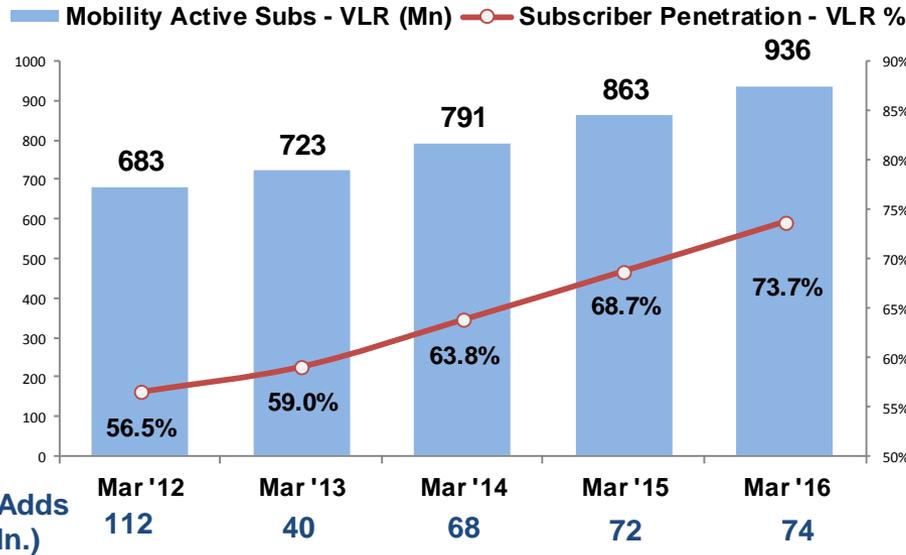




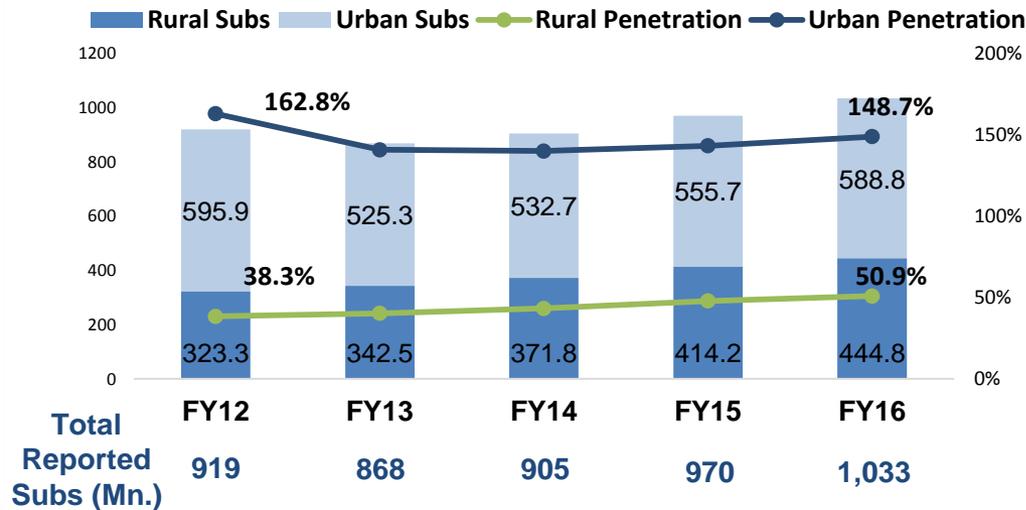
Mobile Voice Segment

India Subscriber Penetration

Large headroom for new subscribers addition in India



- India VLR penetration remains low @ 73.7% v/s Global average @ 92.1% (Global subs: 7.3 Bn, Active: 6.8 Bn)^
- Industry adding ~70 Mn active subscribers consistently for the last 3 years
- Idea VLR v/s reported subs highest @ 105% against Industry's 91% (Mar '16)



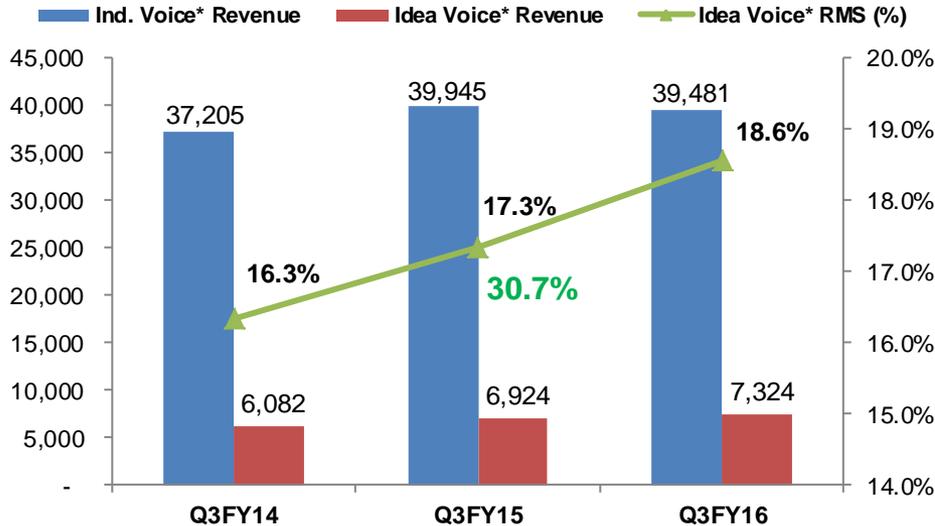
- Over the last 4 years, all subscriber addition has come from rural geographies
- Despite that, rural subscriber penetration remains low at 50.9%
- Rural segment key strength of Idea

Idea Mobile Voice Segment Performance

Gaining both Revenue and Traffic share



Voice* Revenue (Rs. Cr)

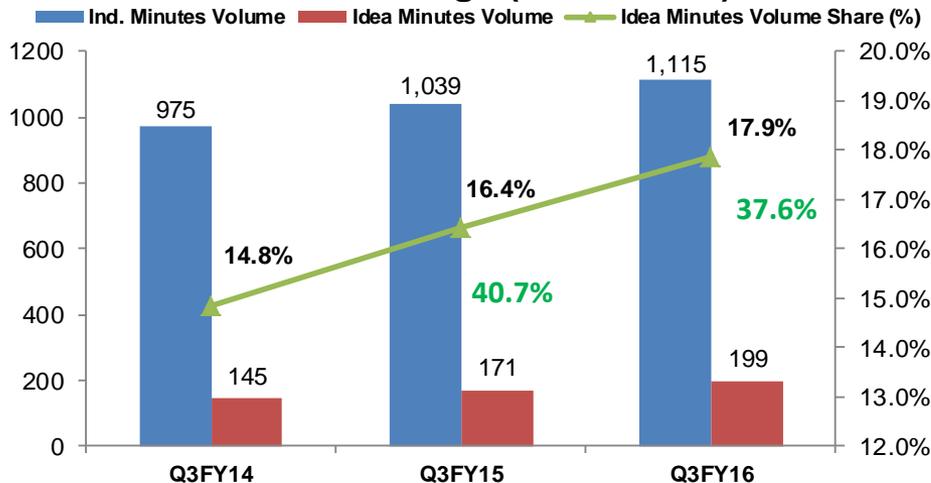


- Idea continues to outperform Industry Voice (+others including VAS) revenue growth

YoY rev. growth	Q3FY15	Q3FY16
Ind. Growth	7%	-1%
Idea Growth	14%	6%

- While the industry revenue grew by 1.9% (+Rs. 2,991 cr) in CY15 (v/s CY14), Idea grew by 8.3% (+Rs. 2,217 cr) over the same period.

Minutes of Usage (Bn Minutes)



- Idea minutes volume growth at more than 2X industry minutes volume growth

YoY mins growth	Q3FY15	Q3FY16
Ind. Growth	6.6%	7.3%
Idea Growth	18.1%	16.7%

- While the industry minutes volume grew by 6.6% in CY15 (v/s CY14), Idea's minutes volume grew by 17.4% over the same period.

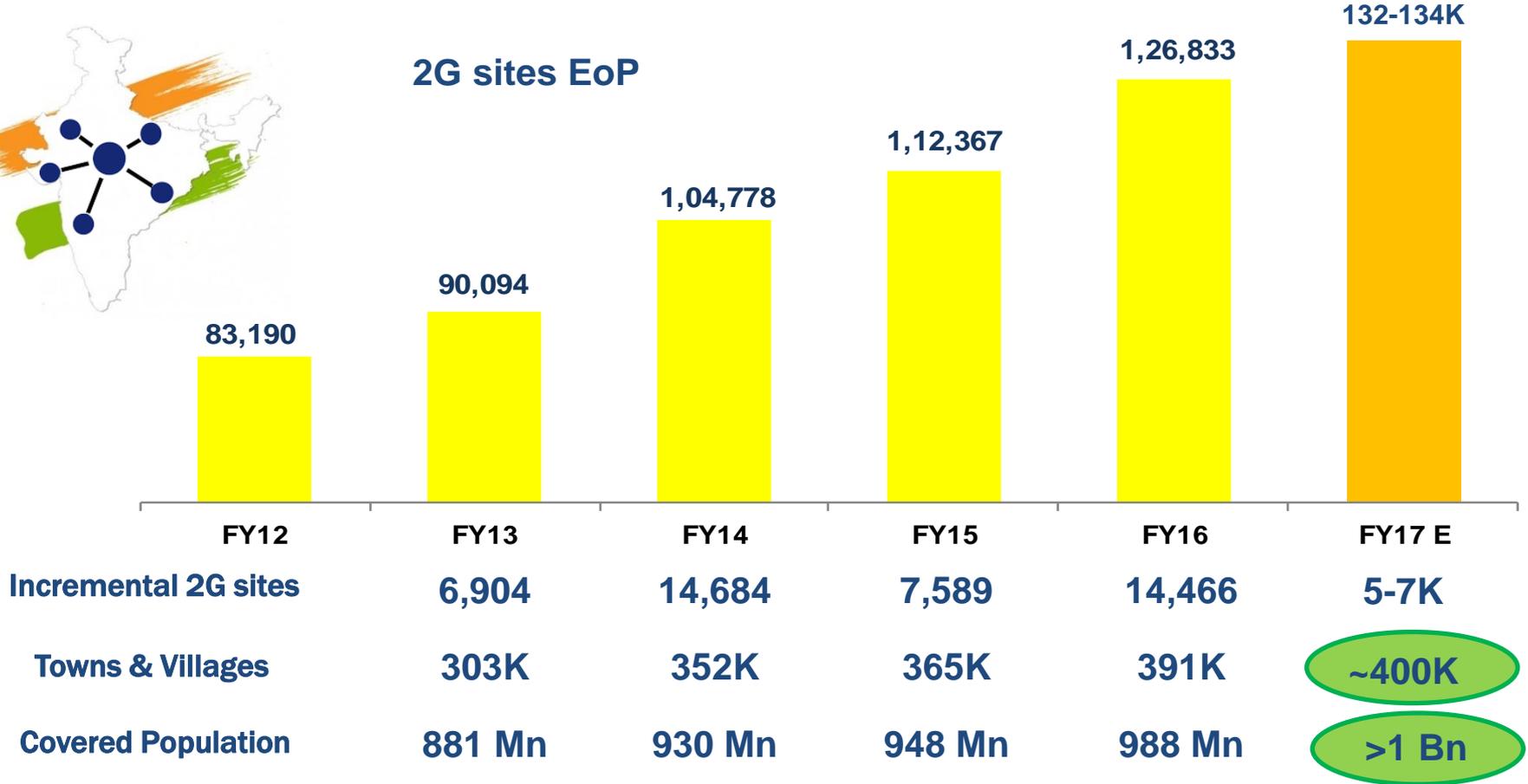


Idea has Deep Mobile Voice Infrastructure, continues Expanding Coverage

Brand Presence in nearly 4 lac towns & villages covering 1 Billion Indian Population



2G sites EoP



- Limited capex commitment for GSM expansion in FY17
- 2G Equipment released due to 'technology upgrade' (2G+3G on 900 MHz & 2G+4G on 1800 MHz) in Idea Key markets where wireless broadband is being introduced is redeployed for geographical expansion in New Service areas & uncovered rural markets in 15 established Service areas

Wireless Voice Industry to transition from a fragmented to a consolidated state



Existing Scenario

- Mobile Voice Segment characterized by intense competition - 8 to 10 operators in each service area

Major recent developments impacting industry

- Only Top 3 operators have successfully renewed all their expiring licenses during Feb '14 & Mar '15 auctions
 - Loop shut down its operations in its single circle (Mumbai)
 - RTL renewed only 2 out of its 7 900 MHz licenses (out of remaining 5, 1800 MHz spectrum was acquired in 2 service areas) – reducing its play in Voice market
- RCom & MTS announced merger
- RCom & Aircel exclusive talks on combining wireless business
- Announcement of Spectrum Trading & Spectrum Sharing guidelines
 - Exit of smaller players - Airtel acquired Videocon's 1800 MHz spectrum in 6 circles
 - As per Media reports, RCom announced closure of CDMA operations pan India post spectrum sharing / trading deal with Rjio
- Few CDMA operators' licenses & spectrum expiring in FY18 will be offered as part of FY17 auctions

Expected Impact on Mobile Voice segment

- *Mobile Voice Market likely to consolidate and may be limited to 5 – 6 players*



Mobile Data Segment

Mobile Data – The Next Big Opportunity in India



Mobile Internet Market



332 Million

Internet users Penetration: 32.0%



312 Million

Wireless Internet users
Penetration 30.9%



120 Million

Indian Mobile Broadband
(3G+4G) users – 11.8%
of wireless subs



3x subscribers



912.1 Mn Active Indians on
Mobile Voice

(VLR subs) – Penetration of
72.0%

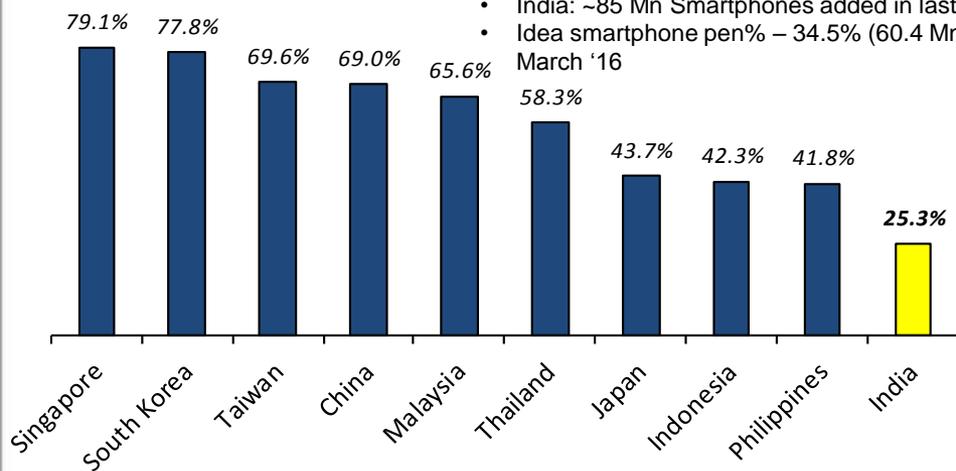
With Low Fixed Line Penetration in India, Mobile Internet is the predominant access solution to Internet – Customers' Ticket to the Digital Era

Large Potential for Data Penetration in India

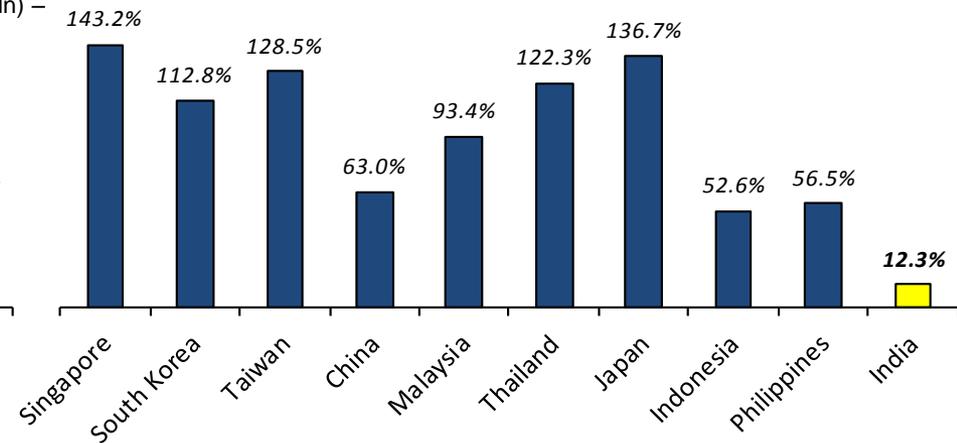


Smartphone Penetration - as a % of Connections*

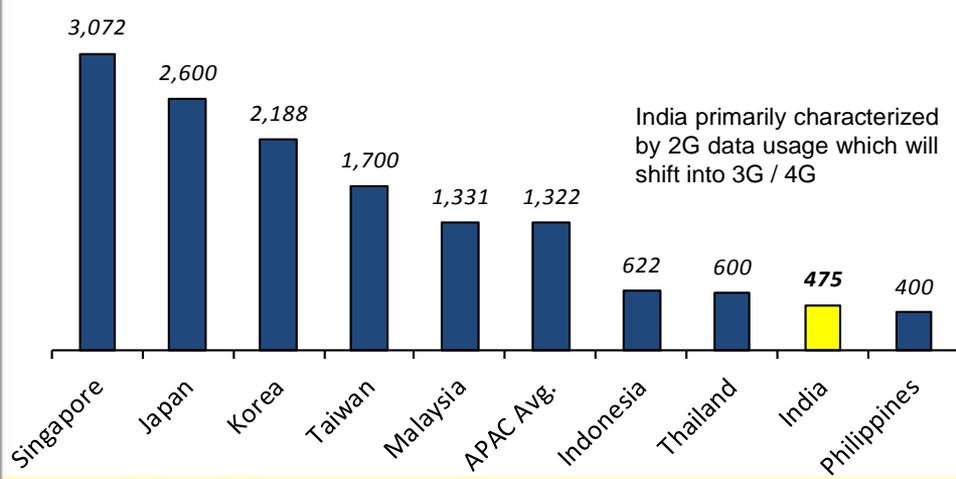
- India: ~85 Mn Smartphones added in last FY*
- Idea smartphone pen% – 34.5% (60.4 Mn) – March '16



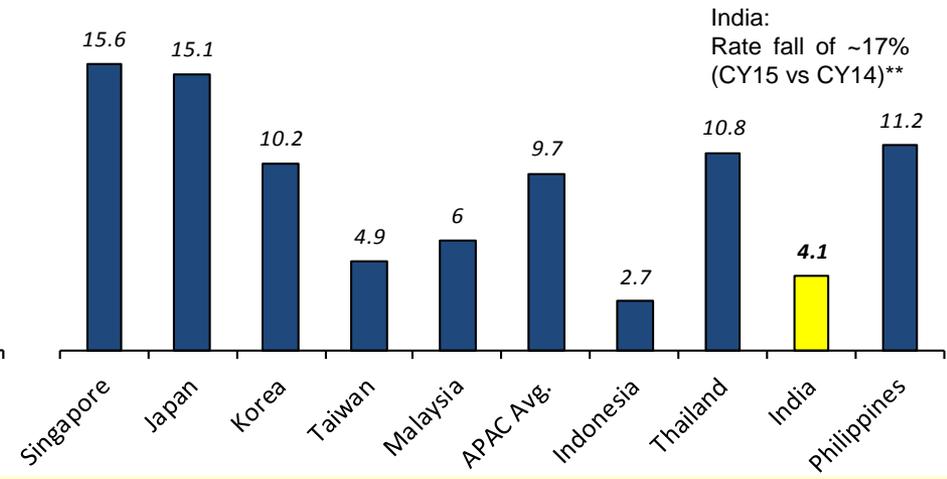
(3G+4G) Market Penetration (Connections) - as a % of Population*



Usage/Sub (MB)^



Price/GB (USD)^



Building a World Class Indian Mobile Broadband Infra

Pride of country and envy of world



Top Indian Private Mobile Operators are now working at breakneck speeds to create a world class Digital Highway

Coverage expansion*

1.1 Billion

Indians to be covered by wireless broadband services by 2021 from current ~ 700 Mn

Population coverage to expand from current ~ 55% to ~ 90% by 2021*

Wireless Broadband users**

540 Million

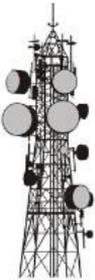
Mobile Broadband (3G+4G) users in 2021



Network Rollout

3X roll out

- FY15: 40k
- FY16: 120k
- FY17***: ~400k (including entry of new operator)



Massive Capacity creation***

700k sites

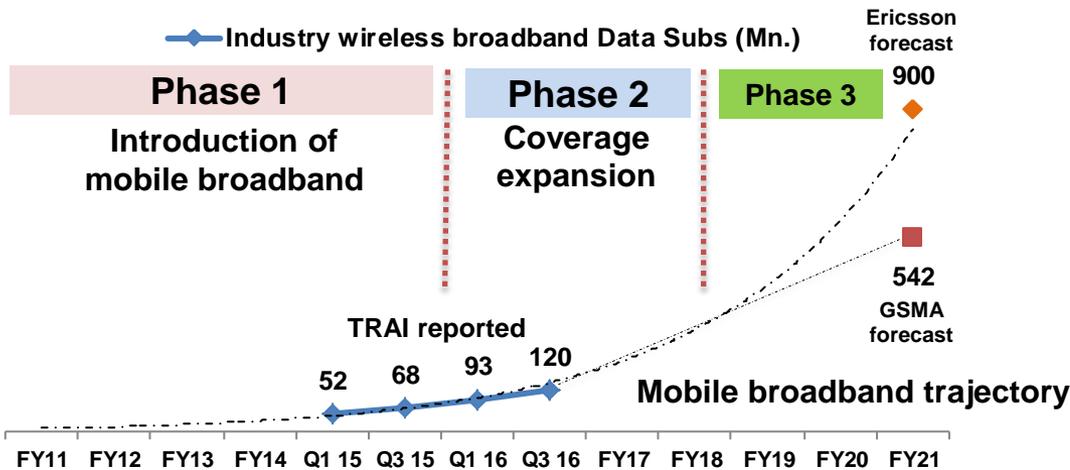
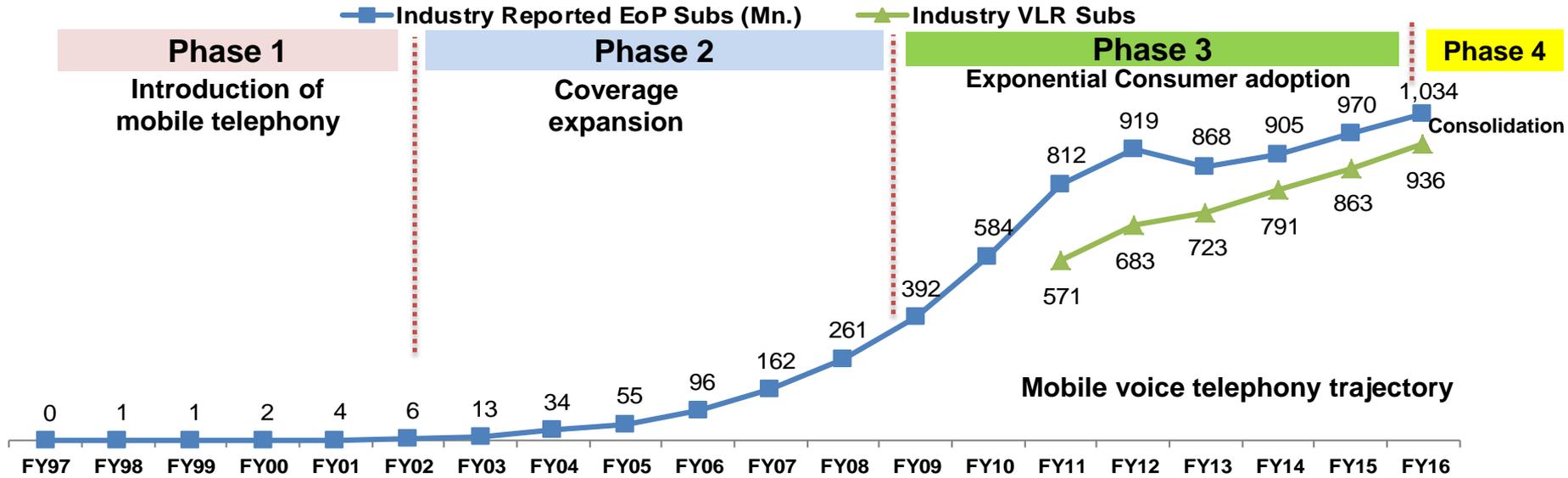
Cumulative on 3G / 4G platform by FY2018



Mobile data adoption likely to have similar trajectory as that of historic mobile voice penetration in India



History to repeat itself



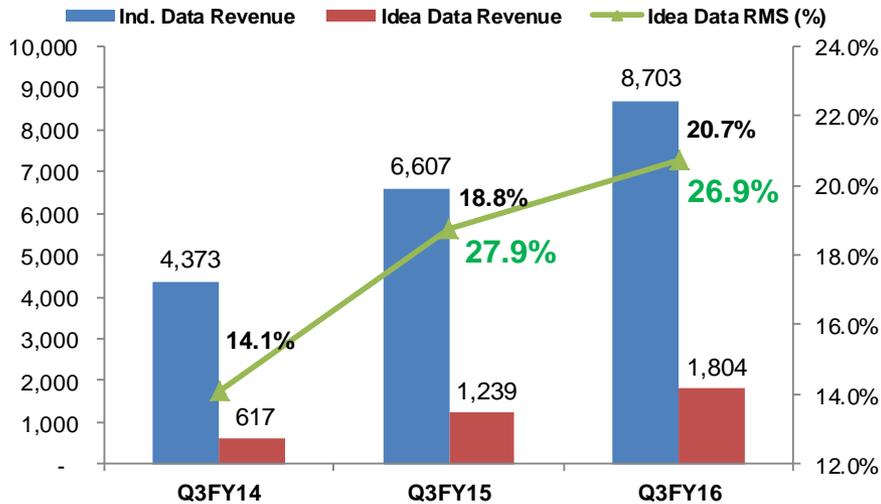
- Coverage expansion phase in mobile voice was followed by a phase of exponential consumer uptake of voice telephony services during FY09 to FY16; now entering consolidation phase
- Mobile broadband currently in a coverage expansion phase
- Will be followed by exponential consumer adoption

Idea Mobile Data Segment Performance

Gaining both Revenue and Traffic share



Data Revenue (Rs. Cr)

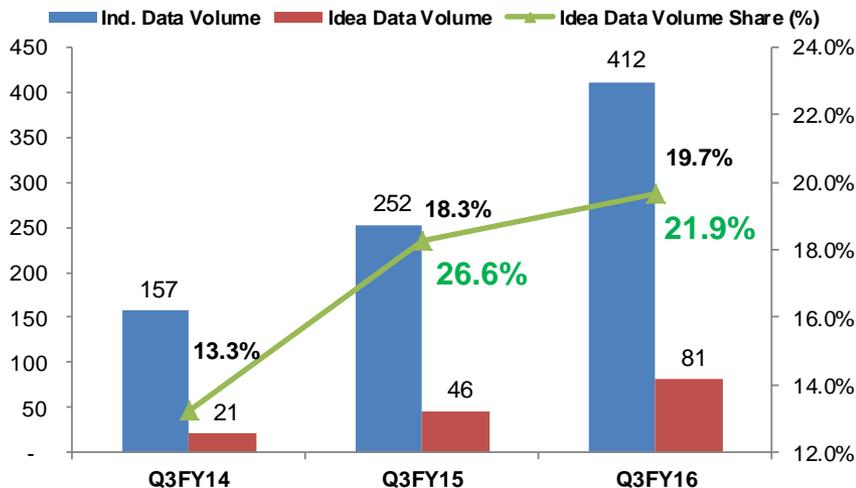


- Faster than Industry mobile data revenue growth

YoY rev. growth	Q3FY15	Q3FY16
Ind. Growth	51%	32%
Idea Growth	101%	46%

- While the industry grew by 38.8% (+Rs. 8,858 cr) in CY15 (v/s CY14), Idea grew by 67.8% (+Rs. 2,596 cr) over the same period.

Data Volume (Bn MB)



- Idea data volume growth in line with industry data volume growth

YoY vol. growth	Q3FY15	Q3FY16
Ind. Growth	60%	63%
Idea Growth	121%	76%

- While the industry data volume grew by 66.9% in CY15 (v/s CY14), Idea data volume grew by 85.9% over the same period.

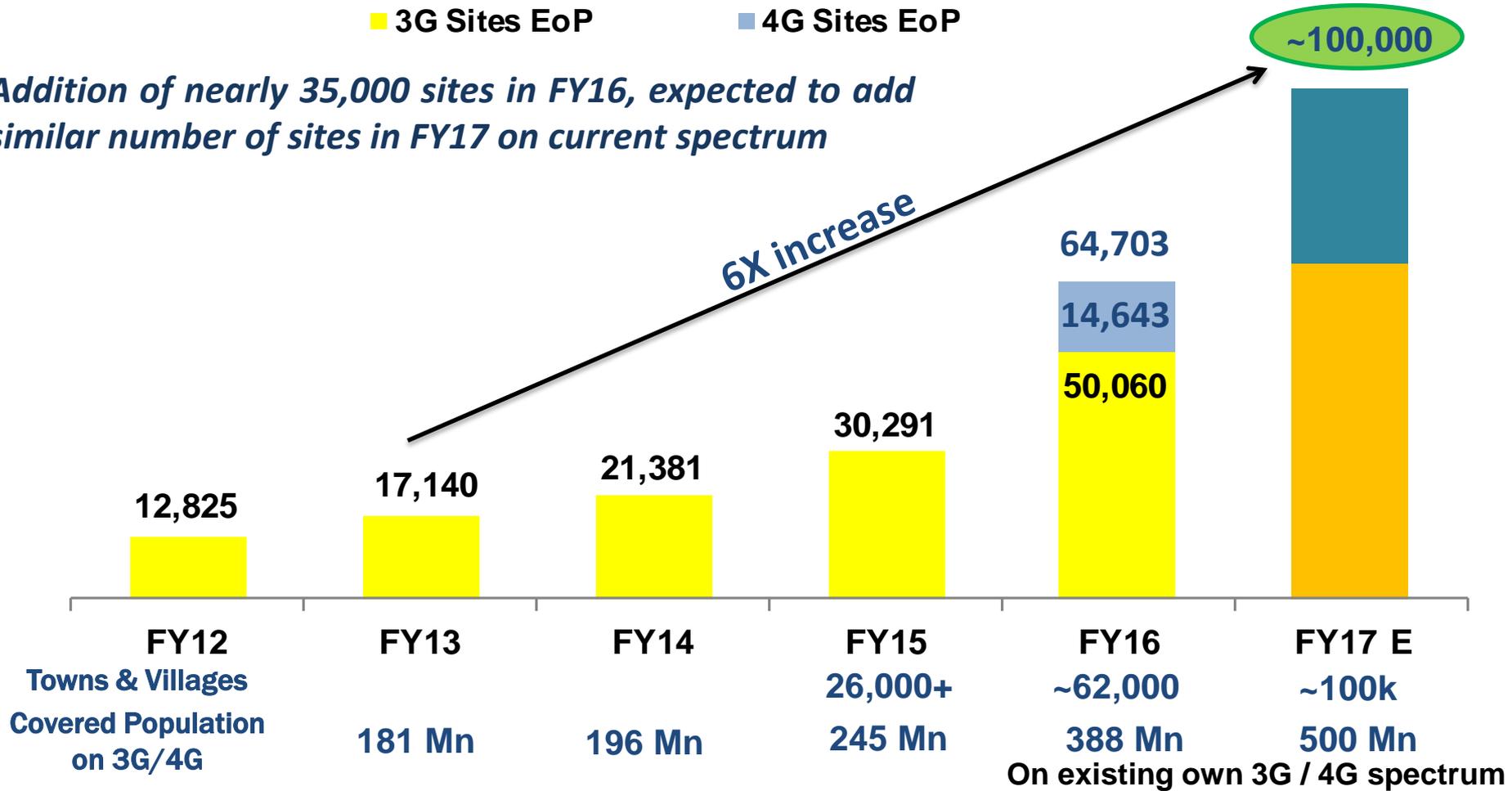
- Industry CY15 /vs CY14 Rate (ARMB) decline @ 16.8% vs Idea's @ 9.8%

Idea in midst of building wide & deep Mobile Broadband Infrastructure

Massive expansion in 3G & launch of 4G services in CY16

■ 3G Sites EoP ■ 4G Sites EoP

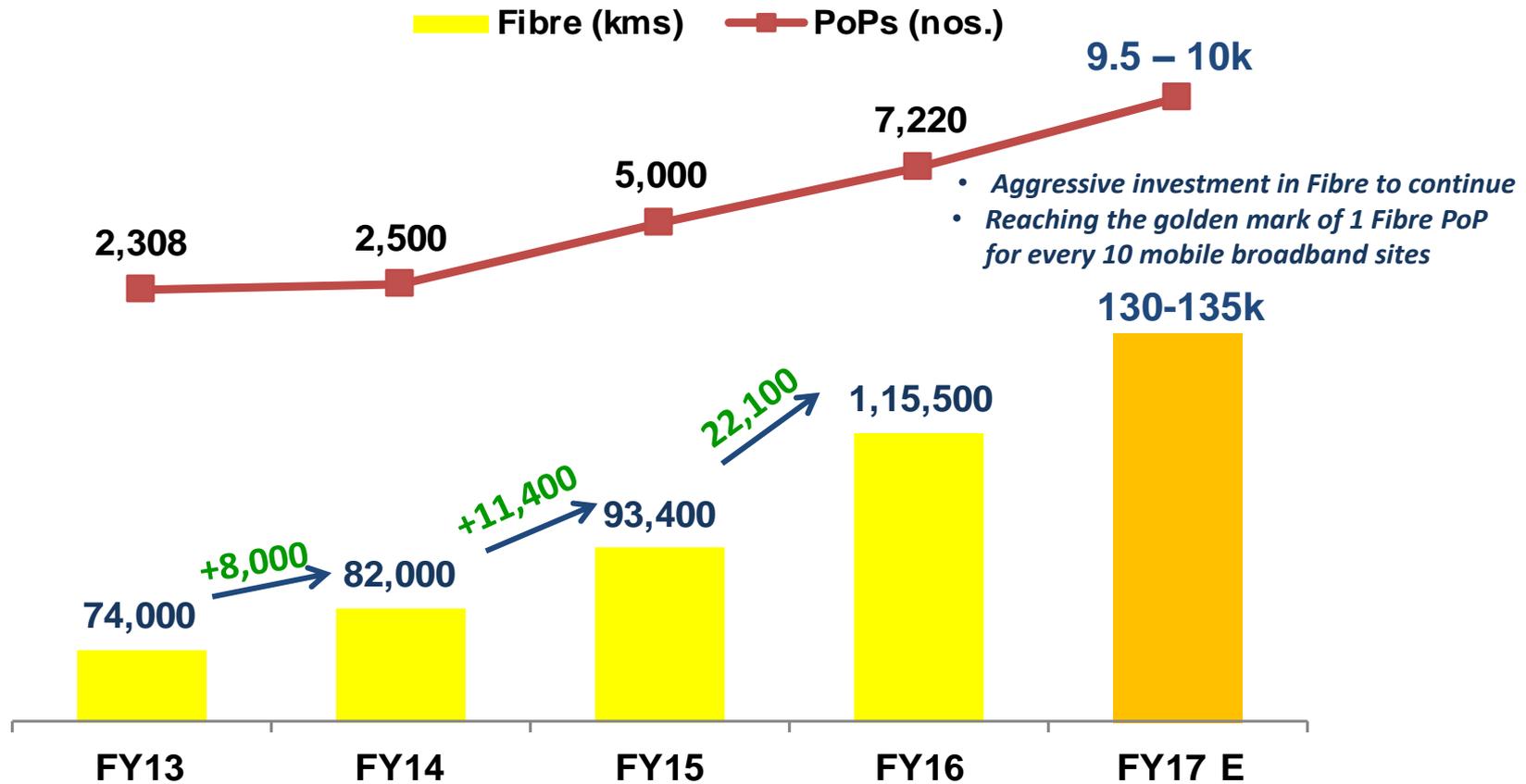
Addition of nearly 35,000 sites in FY16, expected to add similar number of sites in FY17 on current spectrum



Idea equipped with sufficient capacity – FY16 utilization at ~ 30-40% and significant capacity addition in FY17



Deploying Fibre and PoPs at an increasing pace every year



- Idea continues to roll out fibre 'Just-in-time' as mobile broadband data market develops
- Fibre & PoPs are being built in partnership with most existing telecom operators to get benefit of synergy and cost optimisation
- Limited presence in 'Enterprise fixed line' business.



Expect 4–5 serious players in Mobile Broadband segment to compete fastest growing Mobility revenue segment

Existing Scenario

- Mobile Broadband Data – an emerging high growth segment with lower competition – 2 to 3 serious operators in each of the service areas

Major recent developments impacting industry

- Feb '14 and Mar '15 spectrum auction ~91% of spectrum by Value won by only 4 operators
- Announcement of Spectrum Trading & Spectrum Sharing guidelines
 - Exit of smaller players - Airtel acquired Videocon's 1800 MHz spectrum in 6 circles and entered into agreement for acquiring Aircel's 2300 MHz spectrum in 8 circles, both for LTE deployment
 - RJio - RCom spectrum trading on 800 MHz in 13 circles and spectrum sharing in 20 circles in 800 MHz band
 - RCom likely to use 4G of RJio through an arrangement

Expected Impact on Mobile Voice & Mobile Broadband Data segments

- Mobile Data: Competition to increase but limited to 4-5 large pan India players including new operator



Idea – Beyond mobility!

Idea Tower Infrastructure Business



Tower Market & Idea

Particulars	Count		Tenancy Ratio
	Towers	Tenancies	
Total Industry*	4,15,000	7,60,000	1.83
Idea **	29,017	59,324	2.04
Market Share	7.0%	7.8%	

Total Towers & Tenancies including 16% share in Indus

Particulars	ICL/ICISL	16% Indus share	Combined entity
No. of Towers	9,836	19,181	29,017
No. of Tenancies	16,123	43,201	59,324
Tenancy Ratio	1.64	2.25	2.04

ICL + ICISL

- Quality tenancy portfolio with ~91% of the total tenancies from top 3 operators
- Long term MSA signed with all the operators
- Favorable GBT / RTT mix of 64:36
- Growth opportunity from data growth

Plan for consolidating Idea's tower portfolio in ICISL

- ICL to transfer all its towers to ICISL
- Dedicated Organisation in place

Idea's entry into Digital Content Services



Idea Music



Idea Games



Idea Videos



Idea TV



Idea News



Idea Mags



Idea Storage



Discussions in progress...FY17 launch

Idea Digital Wallets and Payments Bank



- **Mobiles being used to pay for goods, services, digital content, P2P transfers at physical (PoS) or remote (internet transactions) locations**
- **Aditya Birla Nuvo Limited (ABNL) got In-principle approval from RBI for Payments Bank. Idea holds 49% stake in a Joint venture with ABNL named Aditya Birla Idea Payments Bank (ABIPB).**

Digital Wallets

- Primarily Urban (SEC A) consumer, uses smartphone (data user) and Active banking user
- **Key use cases: Mobile/DTH recharges, Utility Bill payments, Payments across E-commerce, Merchants, Taxi Aggregators, Travel portals (IRCTC), Availing Coupons**
- Idea Digital Wallets – 2.05 Mn (EoP March '16)

Payments Bank

- Urban/Semi-Urban/Rural (SEC B,C & D) unbanked consumers who use mobile phones
- Useful for Remittances, Direct Benefit Transfer & Government Grants
- **Offer financial products such as savings account, micro loans, insurance, etc. to a large segment of Indians who have remain deprived of such services so far**

Idea already has its own Digital Wallet offering (Idea Money) & is now working with Aditya Birla Nuvo Limited towards launch of Payments Bank services



Spectrum Landscape

Spectrum – Key ‘Raw Material’



- Spectrum most important ingredient for Mobile telephony services infrastructure
- **Historically, India has been a spectrum starved society**

Per Service Area	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total
March 2016		12.5 - 15	15 - 22	30-35	15	40		115.5

Quantum in MHz

- Industry’s commitment in 5 spectrum auctions till date (’10 – ’15) - **Rs. 2.78 lac crs**
- **With recent DoT announcement, Industry now transitioning from an era of limited spectrum availability to a phase of adequate availability**

Per Service Area	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total
2016 onwards	35	15	15	55	30	60	100	310

Broadly represents an average of all spectrum available with DoT, if allocated

Quantum in MHz

- However, **unreasonable spectrum pricing to be a major constraint**

Pricing for 1 carrier (2x5 MHz FDD / 20 MHz TDD) on a Pan India basis based on current TRAI recommendation or last auction discovered price

	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total
Pricing (Rs. Cr)	57,425	29,774	45,586	14,365	18,730	16,340	16,340	1,98,560

A quantum of 65 MHz (25 MHz FDD + 2x20 MHz TDD) in all 22 circles will cost ~ Rs. 2 lac crores

Spectrum Auctions so far...



- Idea acquired ~237 MHz of spectrum, committing over Rs. 480 billion from 2010 to 2015

in Rs. Bn	May'10		Nov'12/Mar'13		Feb'14		Mar'15		Total Payout - 2010 to 2015		
	Renewal	Data	Renewal	Data	Renewal	Data	Renewal	Data	Renewal	Data	Total
Idea	-	58	20	-	28	77	227	74	275	208	484
Others	-	892	110	-	199	305	354	442	663	1,640	2,303
Total Industry	-	950	130	-	227	382	581	516	938	1,848	2,786
Idea %		6%	16%		12%	20%	39%	14%	29%	11%	17%

Operator	Before 2010 (MHz)		Acq. In Auction (MHz)				Acq. In Auctions (MHz)	Current Holding (MHz)
	Expired*	Admin	May'10	Nov'12	Feb'14	Mar'15		
Idea	68.2	+ 33.6	55.0	37.5	65.2	79.4	237.1	270.7
Total	288.1	+ 860.4	1625.0	157.5	353.2	418.1	2,553.8	3,414.2

Operator	Operating Circles	Renewal till Mar'15 Auction	Remaining Circles
Idea	22	16	6
Voda	22	9	13
Bharti	22	8	14
RTL	7	4	3
RCom	20	-	20
BSNL/MTNL	22	-	22
Aircel	22	-	22
Tata	19	-	19
MTS	8	8	-
Uninor	7	7	-
Videocon	6	6	-

- Approx. 860 MHz of Administered spectrum will expire till FY26 for Industry v/s Idea's ~34 MHz
- Idea renewed 16 out of 22 circles, highest amongst incumbents
- Company Spectrum Acquisition Strategy**
Timing of spectrum acquisition calibrated to market evolution rather than ahead of time acquisition of emerging bands

Idea building a Competitive Spectrum Profile



Circles	Current Spectrum Profile (in MHz)					Capability to Offer		
	900	1800 GSM	1800 LTE	2100	Total	GSM	3G	LTE
Maharashtra	4+5	4	5.0*	5	23	✓	✓✓	✓
Kerala	6		10	5	21	✓	✓	✓✓
M.P.	7.4	2	5	5	19.4	✓	✓✓	✓
Punjab	5.6	3	5.0*	5	18.6	✓	✓	✓
Haryana	6	1	5.0*	5	17	✓	✓	✓
Andhra Pradesh	5	1	5	5	16	✓	✓	✓
HP		4.4	4.8**	5	14.2	✓	✓	✓***
Delhi	5	8.6			13.6	✓	✓	✗
UP (W)	5	2.2**		5	12.2	✓	✓	✗
Gujarat	5	1.6		5	11.6	✓	✓	✗
Tamil Nadu		6.4	5		11.4	✓	✗	✓
UP (E)		6.2		5	11.2	✓	✓	✗
Karnataka	5	1	5		11	✓	✗	✓
North East		6.0**	5.0*		11	✓	✗	✓
J&K		5		5	10	✓	✓	✗
Kolkata		5		5	10	✓	✓	✗
Orissa		5	5		10	✓	✗	✓
Mumbai		6.4			6.4	✓	✗	✗
West Bengal		6.25			6.25	✓	✗	✗
Rajasthan		6.2			6.2	✓	✗	✗
Bihar		5.65			5.65	✓	✗	✗
Assam		5			5	✓	✗	✗
Total Spectrum	59	91.9	59.8	60	270.7			
Number of markets where Idea can deploy						22	13+2[#]	11+1[#]
Industry Revenue Contribution %						100%	60%	51%
Idea Revenue Contribution %						100%	79%	62%

- Competitive portfolio of 3G and 4G capable spectrum –

Strong in our established markets

- Currently offers 3G services in 21 service areas including ICR arrangement
- Idea currently covers ~ 87% of revenue on its own 3G / 4G spectrum in 17 service areas
- Idea Mobile Broadband spectrum share for coverage^ @ ~14%
- Idea Mobile Voice spectrum share @ ~11% (incl. CDMA)

*Contiguous block of 5 MHz is not available in Pune and Nasik (Maharashtra), Amritsar & Ludhiana (Punjab), Sirsa (Haryana), Khasi Hill & Tawang (NESA).

**4.0 MHz in HP, 1.8MHz in UPW and 1 MHz in North East is partially available.

***LTE services to be launched post completion harmonization by DoT.

Represents 2nd carrier

^ Spectrum bands excluding 2300 / 2500 MHz

Harmonization activity completed – Awaiting DoT allocation of partial spectrum



- **Availability of 1800 MHz spectrum in the entire service area from an earlier partial state in**
 - Maharashtra & Goa: key markets of Pune and Nasik to get 4G LTE offering
 - Punjab: key markets of Ludhiana and Amritsar to get 4G LTE offering
 - Haryana: Sirsa market to get 4G LTE offering
 - NESAs : Khasi Hills & Tawang – 4G
 - Uttar Pradesh (West): multiple markets for 2G spectrum expansion
- **Himachal Pradesh to get 4G LTE carrier – expand Idea’s LTE presence to 11 circles**
- **Increased spectrum availability in 1800 MHz band (~198 MHz, as per media reports) for upcoming auctions in most service areas**

Spectrum Auctions 2016 – Availability

More than 2,000 MHz of spectrum available across bands



Circle	Total Spectrum Availability (MHz)									
	700 MHz	800 MHz	900 MHz	1800 MHz ^			2100 MHz	2300 MHz*	2500 MHz*	Total
				Expiry	Harmonization + Unsold	Total				
Andhra Pradesh	35.0	6.3	-	4.4	-	4.4	20.0	20.0	40.0	125.7
Assam	35.0	-	-	-	19.8	19.8	15.0	20.0	20.0	109.8
Bihar	35.0	-	4.6	-	12.2	12.2	15.0	20.0	20.0	106.8
Delhi	35.0	-	-	-	12.8	12.8	20.0	20.0	40.0	127.8
Gujarat	35.0	3.8	3.0	4.4	8.6	13.0	15.0	20.0	40.0	129.8
Haryana	35.0	-	0.2	-	7.4	7.4	15.0	-	20.0	77.6
Himachal Pradesh	35.0	-	-	-	11.4	11.4	15.0	20.0	20.0	101.4
Jammu and Kashmir	35.0	-	-	-	32.0	32.0	15.0	-	20.0	102.0
Karnataka	35.0	1.25	0.2	-	7.8	7.8	15.0	20.0	40.0	119.3
Kerala	35.0	-	-	-	2.0	2.0	15.0	20.0	20.0	92.0
Kolkata	35.0	-	-	-	4.0	4.0	15.0	20.0	40.0	114.0
Madhya Pradesh	35.0	1.25	-	-	4.6	4.6	15.0	20.0	20.0	95.9
Maharashtra	35.0	7.5	-	4.4	9.0	13.4	15.0	20.0	40.0	130.9
Mumbai	35.0	5.0	-	4.4	0.4	4.8	20.0	20.0	40.0	124.8
North East	35.0	-	-	-	9.2	9.2	15.0	20.0	20.0	99.2
Orissa	35.0	-	-	-	0.2	0.2	15.0	20.0	20.0	90.2
Punjab	35.0	5.0	-	4.4	11.0	15.4	15.0	-	20.0	90.4
Rajasthan	35.0	5.0	-	4.4	6.6	11.0	15.0	-	20.0	86.0
Tamil Nadu	35.0	1.25	-	-	-	-	15.0	20.0	40.0	111.3
Uttar Pradesh (East)	35.0	1.25	0.6	-	5.4	5.4	15.0	-	20.0	77.3
Uttar Pradesh (West)	35.0	-	1.2	-	14.6	14.6	15.0	-	20.0	85.8
West Bengal	35.0	-	-	-	18.4	18.4	15.0	20.0	20.0	108.4
Total	770.0	37.5	9.8	26.4	197.4	223.8	345.0	320.0	600.0	2,306.1
Total Price (Rs. Cr)	4,01,975	17,711	5,556			25,208	62,625	15,200	30,680	5,58,955

• Value as per TRAI recommended price is **INR 5.6 lac crores**

* 2300 / 2500 MHz unpaired spectrum quantum

^ Company estimates Based on media reports & Expected quantum post harmonization

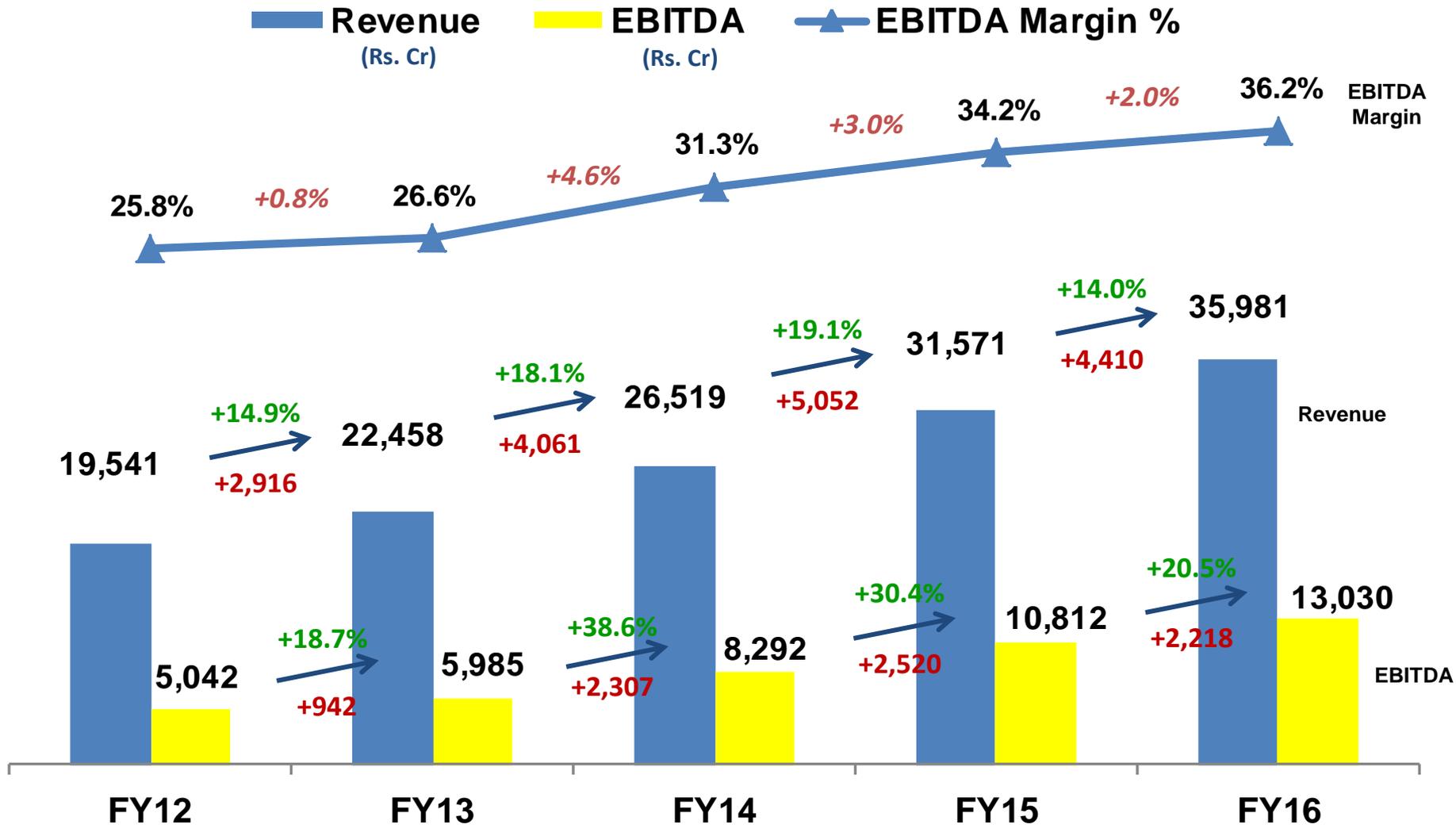


Idea – Consistent Performance on back of key strengths

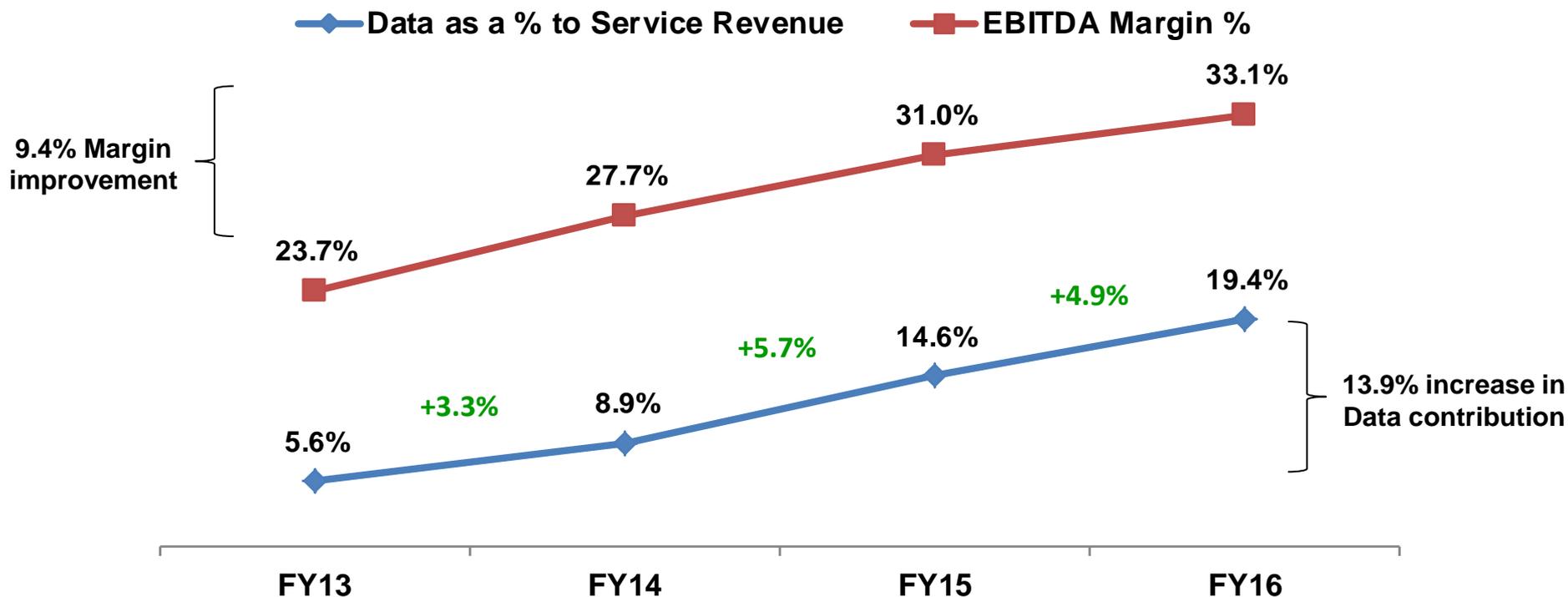
Delivering Robust Revenue & EBITDA growth



CAGR of 16.5% Revenue, 26.8% EBITDA & 10.4% margin improvement over past 4 years

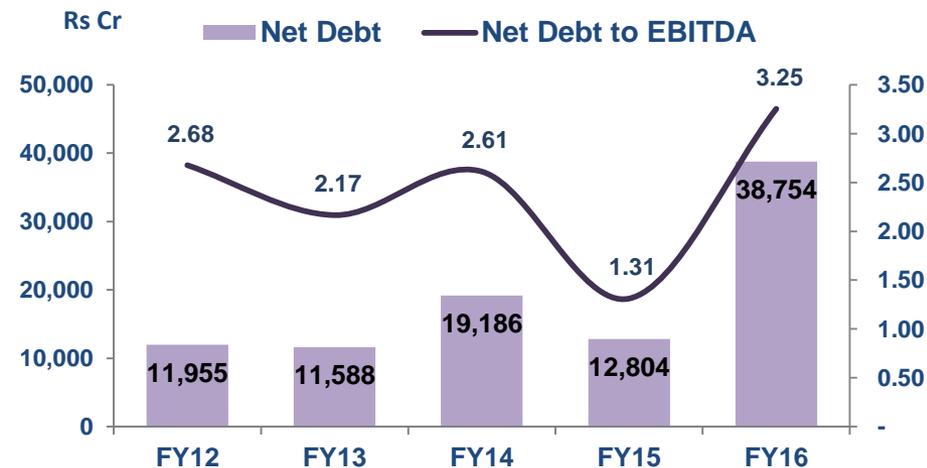
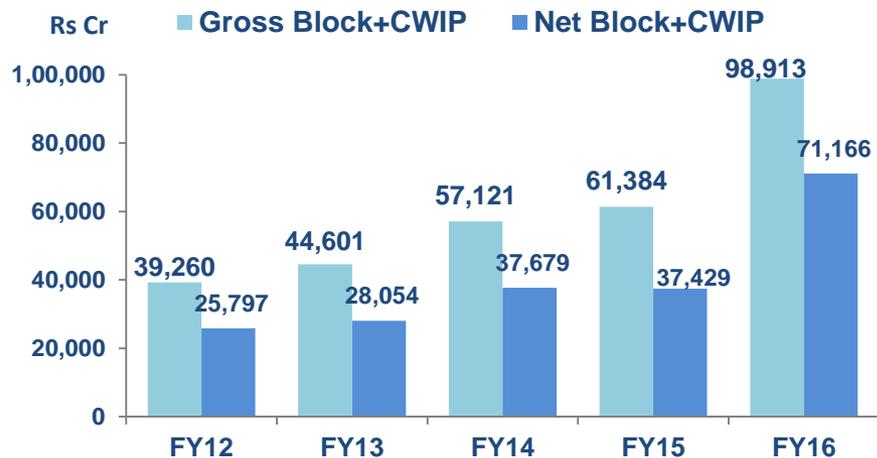
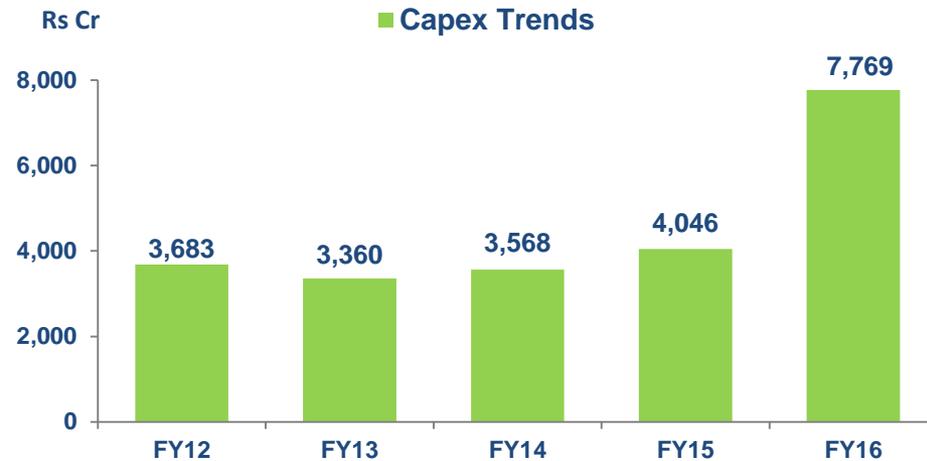
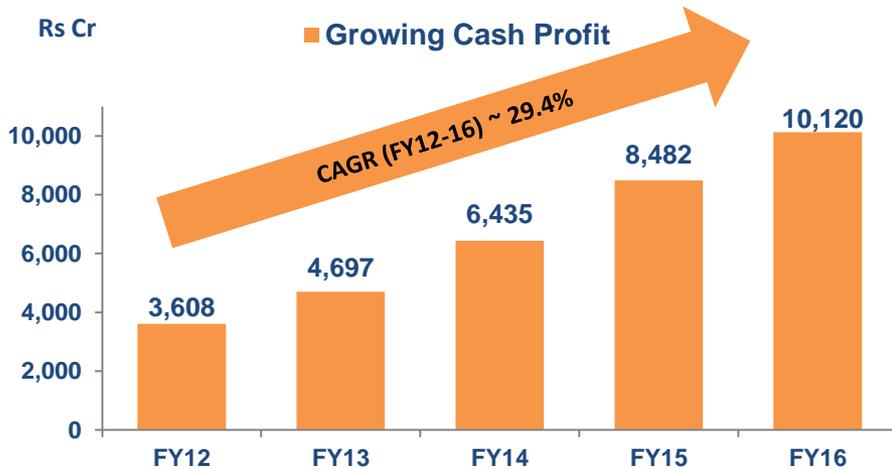


Increasing data contribution to revenue driving higher EBITDA margin



- Projected Mobile Data contribution to accelerate in next 5 years
- As Mobile Data is incremental business over mobility voice, the incremental cost is far lower due to no IUC, lower network operating costs, limited cost of customer acquisition & servicing and business promotion

Idea Financial Trending





Innovative Distribution & Servicing Model

A Wide Distribution Channel to capitalize on Rapid Network Expansion



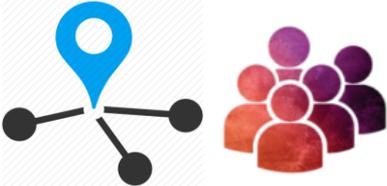
1.6 Million Transacting Retailers
1 Million Data Selling O/Ls



8,000+ Idea Service Stores
across formats



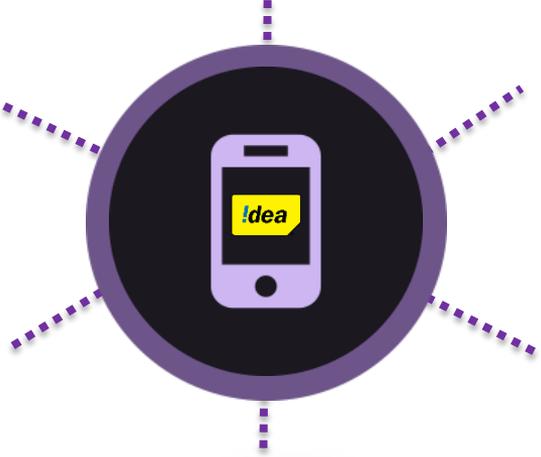
15,500+ agents,
33 call centres across India



33,000+ Distributors
54,000+ DSEs



Digital Sales & Service:
Servicing our customers in
the channel of their choice



**Mobile App for servicing
data users 24x7**

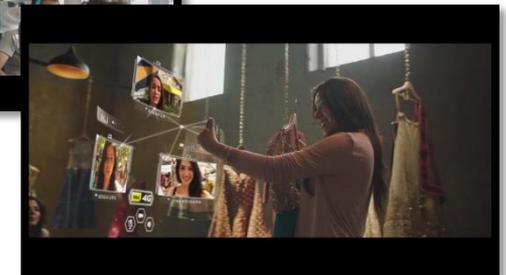
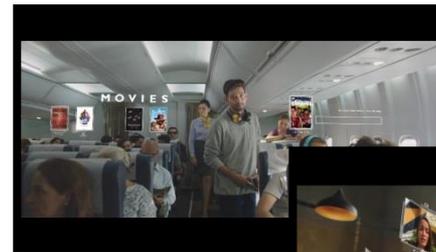
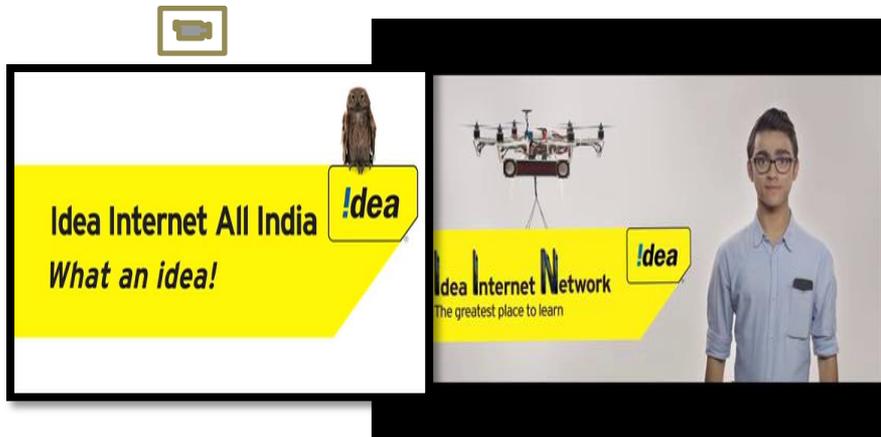
Brand Philosophy



From Category Building in Voice Segment to Establishing Relevance of Data segment

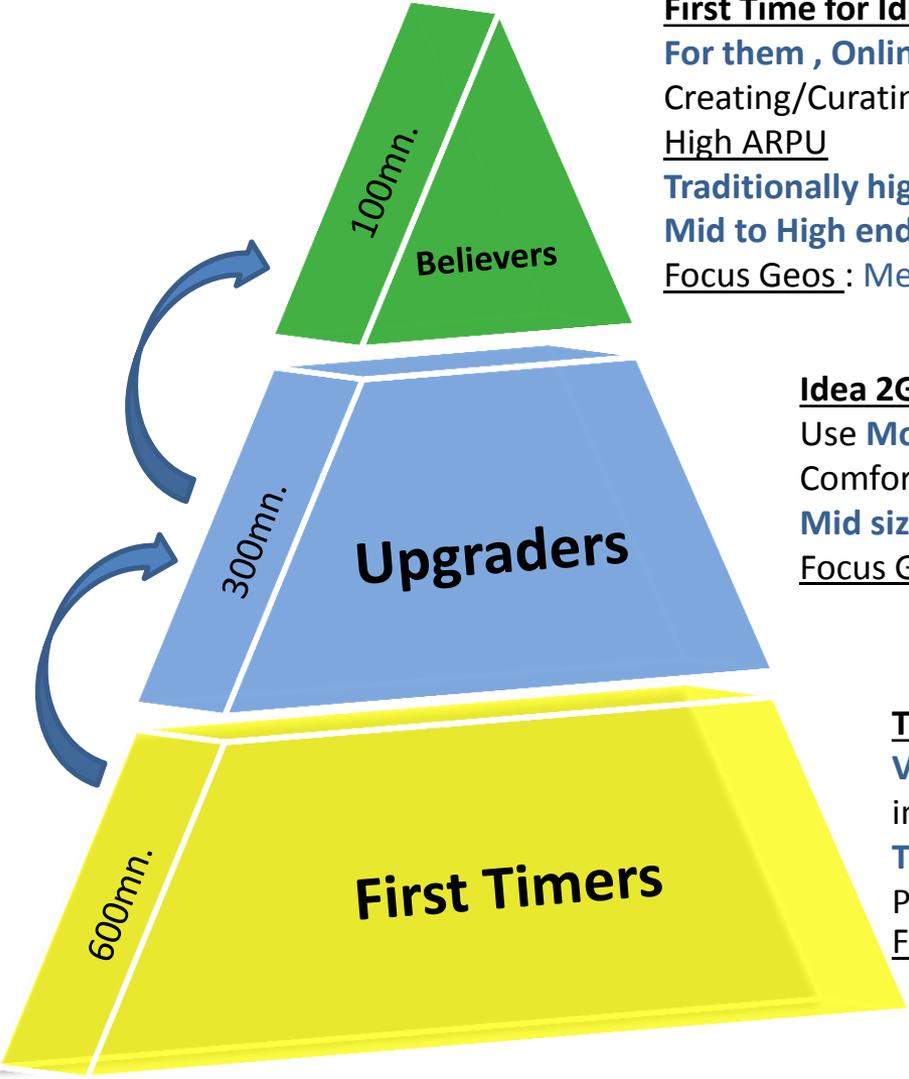
- Need for Mobile Voice services well established, consumers understood the proposition
- However, limited awareness and digital illiteracy create hurdles to 'Internet adoption', and therefore Mobile Data Services
- Indian masses yet don't understand the relevance of internet & data in their lives

**Idea's Communication focusses on
'Establishing the relevance of internet and data in the lives of Indians'**



Brand Philosophy

Reposition Idea to move the Idea Mobile Internet TG up



First Time for Idea

For them , Online life = Real Life

Creating/Curating/ Connecting online content

High ARPU

Traditionally high end, elite & knowledge workers

Mid to High end Smartphones (Rs. 15k +)

Focus Geos : Metros/LTC

Idea 2G/3G Users

Use **Mobile Internet** for surf /shop /social /entertainment

Comfortably move between online and offline

Mid sized smartphones (4" @ Rs. 8-10K)

Focus Geos : LTC/MTC

Traditional Idea Audience

Voice Users, First timers on 2G data- Lack of relevance of internet in work ,Not highly educated,

TV /Cinema the main source of entertainment

Primarily **Feature Phone**

Focus Geos: Tier 2&3 | HSM Rural : UP, MP, Raj, Bih, AP, Guj, Mah



In Rs. Crs

Financials Projections by Analysts

	FY17	FY18	FY19	FY20	FY21
Gross Revenue					
Market Consensus	2,16,401	2,35,593	2,57,967	2,83,030	3,06,409
<i>Growth</i>	12.1%	8.9%	9.5%	9.7%	8.3%
Data Revenue					
Average	52,712	70,718	93,102	1,16,108	1,41,485
<i>Growth</i>	38.4%	34.2%	31.7%	24.7%	21.9%

Based on information shared by 3 – 4 analysts

- Industry gross revenue forecasted to grow at 9.7% CAGR over next 5 years
- Data revenue growth to be faster @ 30.0% CAGR over the same period
- Idea delivering consistent revenue growth @ 16.5 CAGR over last 4 years
- Gaining RMS every year, incremental RMS of 30.4% over last 4 years



Thank you