



Idea Cellular Limited

Investor Presentation

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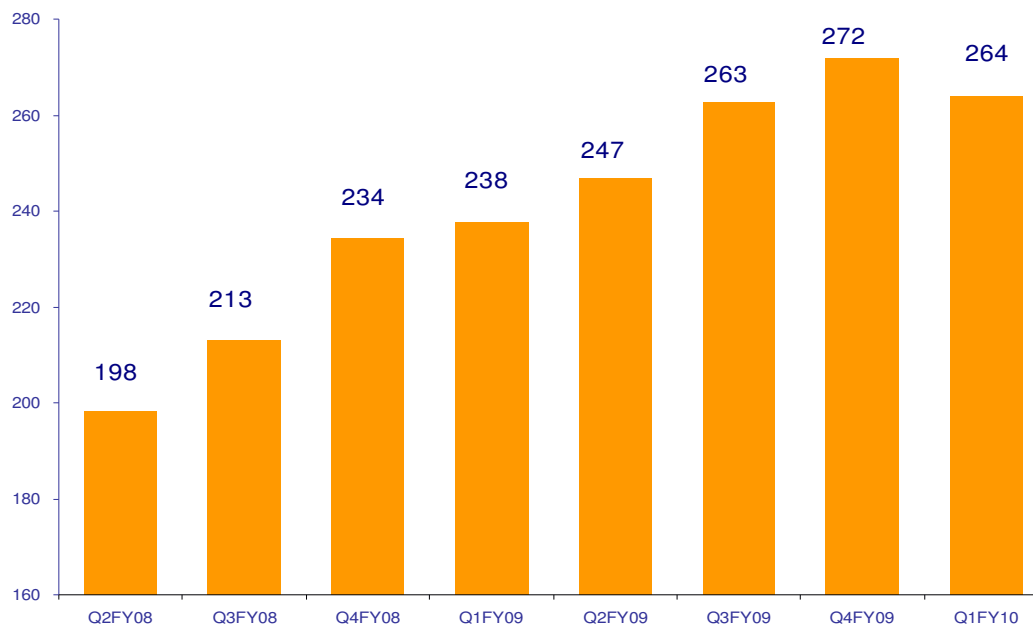
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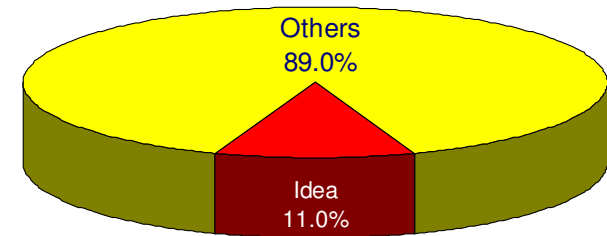
Indian Wireless Sector – Revenue Trend



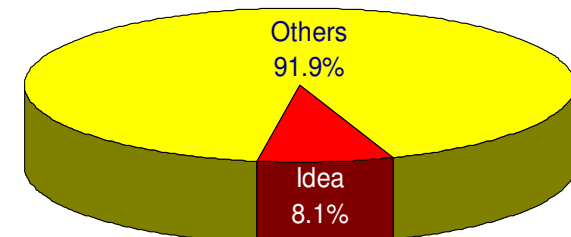
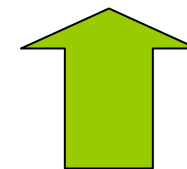
Sector Gross Revenue# (INR bn)



Idea* -Increase in Revenue Market Share



Q1 FY10

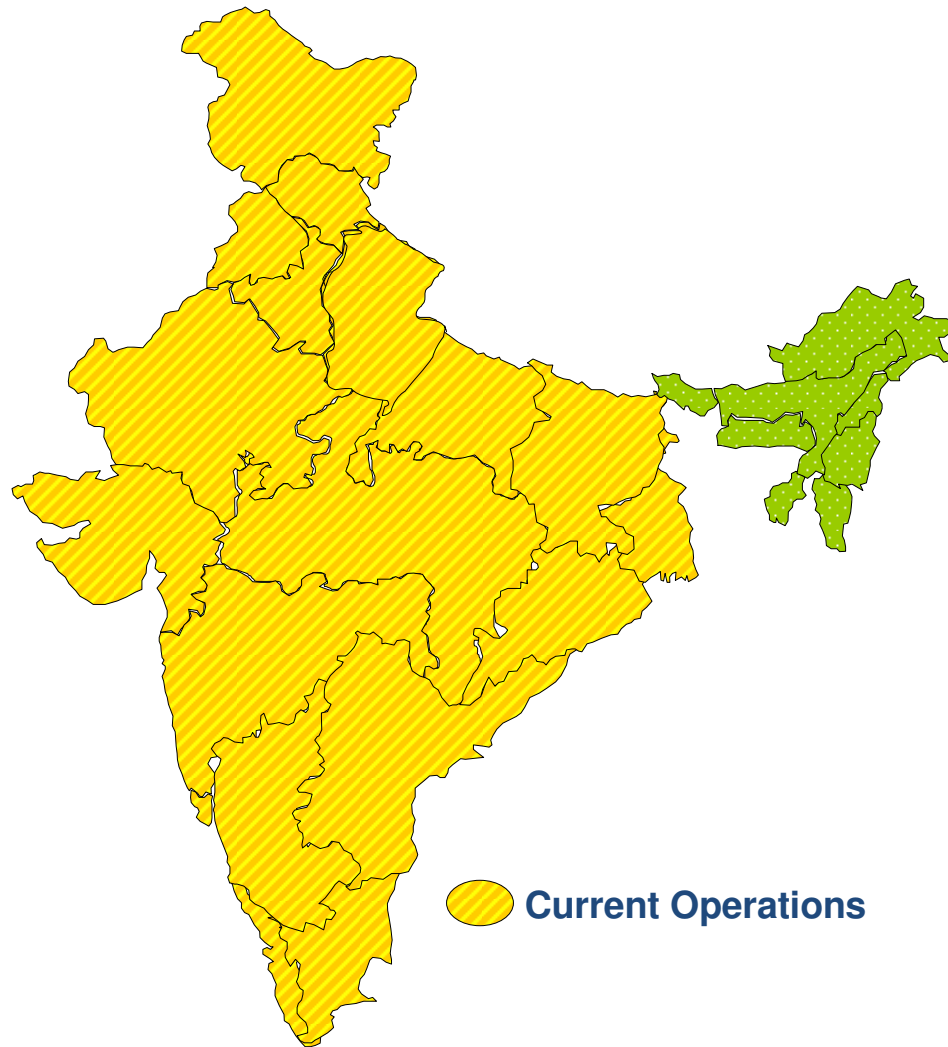


Q2 FY08

* excluding Spice comm.

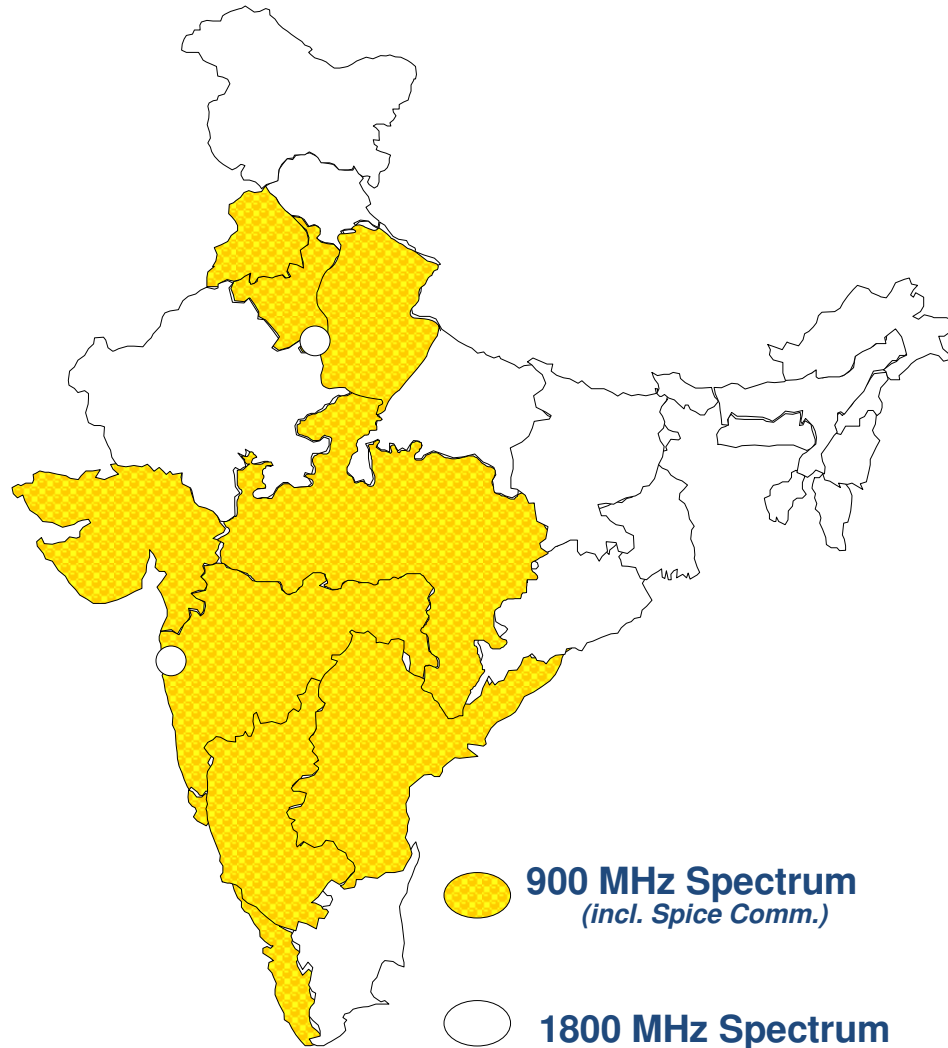
Source: Data released by the TRAI for Jun'09 quarter; revenue for UAS and Mobile licenses only

Idea – An Overview

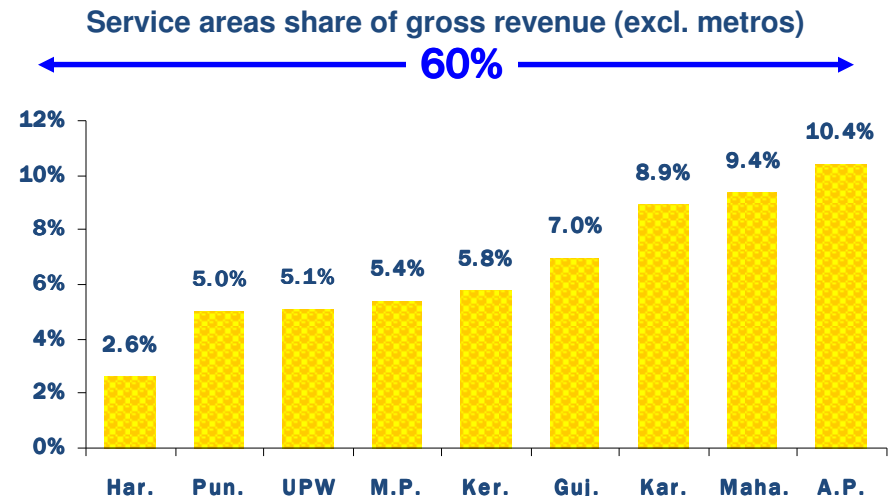


- Operates in 20 service areas (incl. Spice)
- 51.5 mn subscribers as on Sep'09
- Launched operations in J&K, West Bengal and Kolkata in Oct' 09
- Operating service areas cover ~98% of national subscriber base
- With the planned launch of North East & Assam service areas by Dec'09, Idea will be a pan-India operator.

Competitiveness Lever 1 = Spectrum

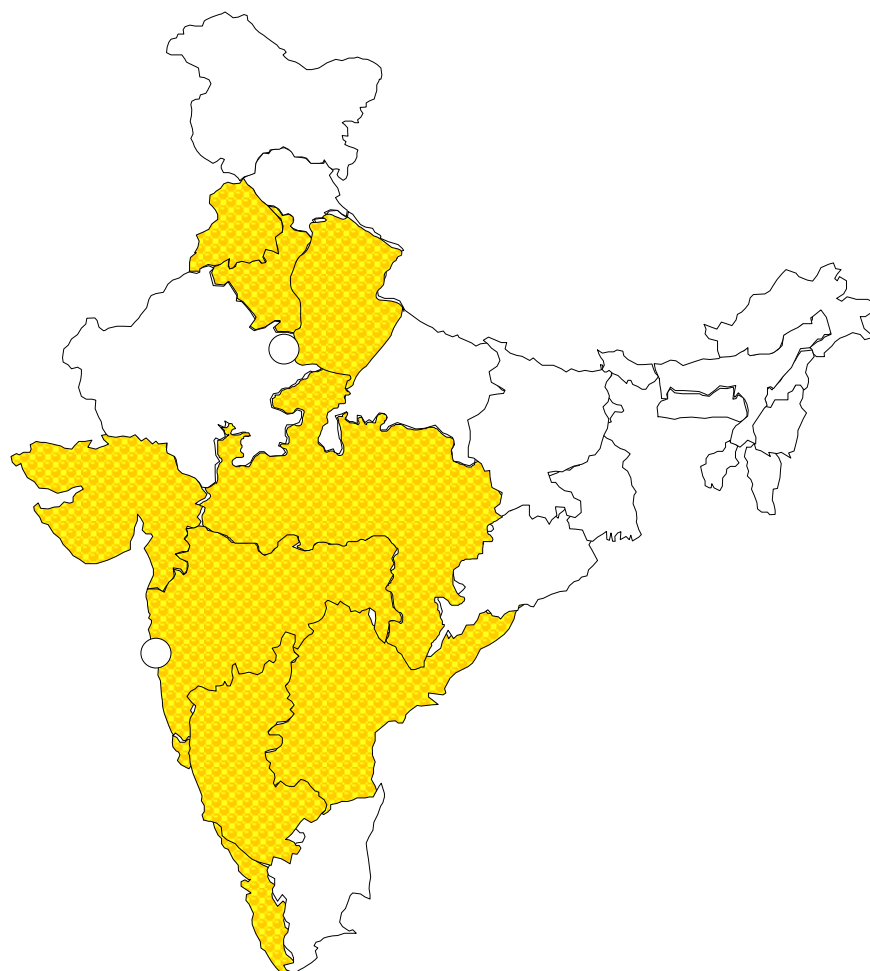


- 900 MHz spectrum band provides capex/opex advantage, compared to 1800 MHz
- 900 MHz spectrum also accompanied by early mover advantage
- Idea holds 900 MHz spectrum in 9 service areas
 - ~ 49% of gross revenue base (total)
 - ~ 60% of gross revenue base (excluding metros)
- Idea's spectrum profile is very attractive across all private operators



Source: Data released by the TRAI for Jun'09 quarter; revenue for UAS and Mobile licenses only

Competitiveness Lever 2 = Scale



Service Area (900 MHz)	Subscriber Mkt Share ¹ (SMS)	Revenue Mkt Share ² (RMS)	Rank ³
Maharashtra	22.8%	28.6%	1
Kerala	24.4%	28.0%	1
UP (W)	20.6%	27.1%	1
M.P.	23.7%	28.5%	2
Haryana	15.9%	20.1%	2
Punjab	16.6%	17.9%	2
A.P	15.1%	17.6%	2
Gujarat	16.2%	17.5%	3
Karnataka	6.7%	6.1%	6
Total	17.9%	20.6%	2

¹ Source: COAI and AUSPII (as on 30 Sep'09)

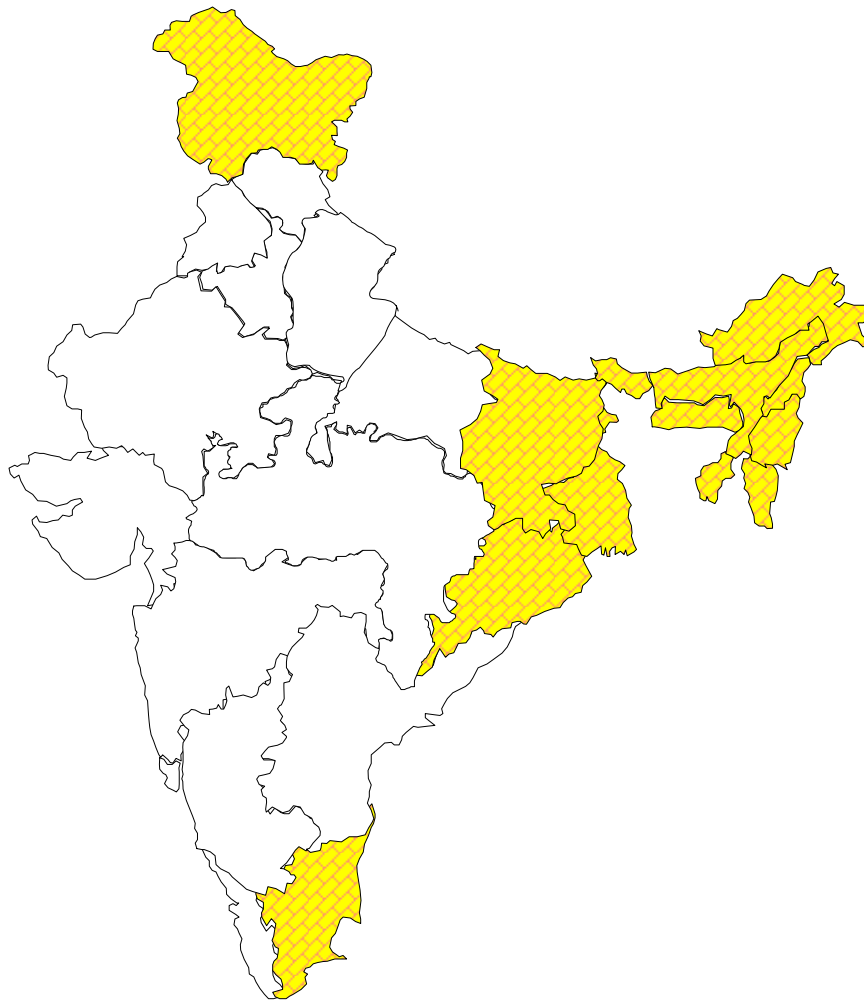
² Based on gross revenues for June'09 quarter, as released by TRAI

³ Based on revenue market share

In 9 service areas, comprising ~ 49% of national revenue market, Idea's competitiveness is intrinsically strong based on a) quality of spectrum and b) scale of operations

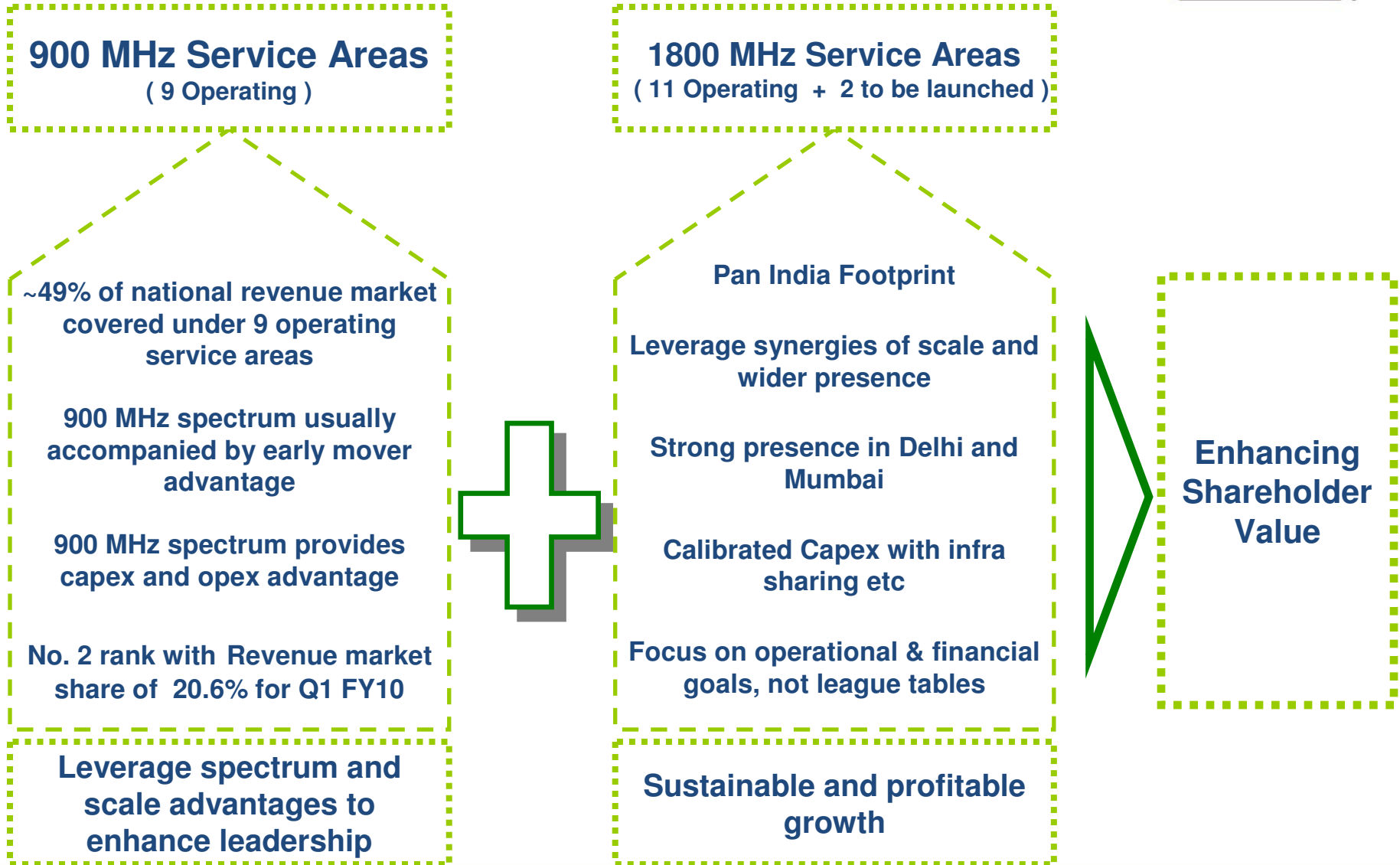
1800 MHz New Launches

Focus On Optimisation, Not Maximisation

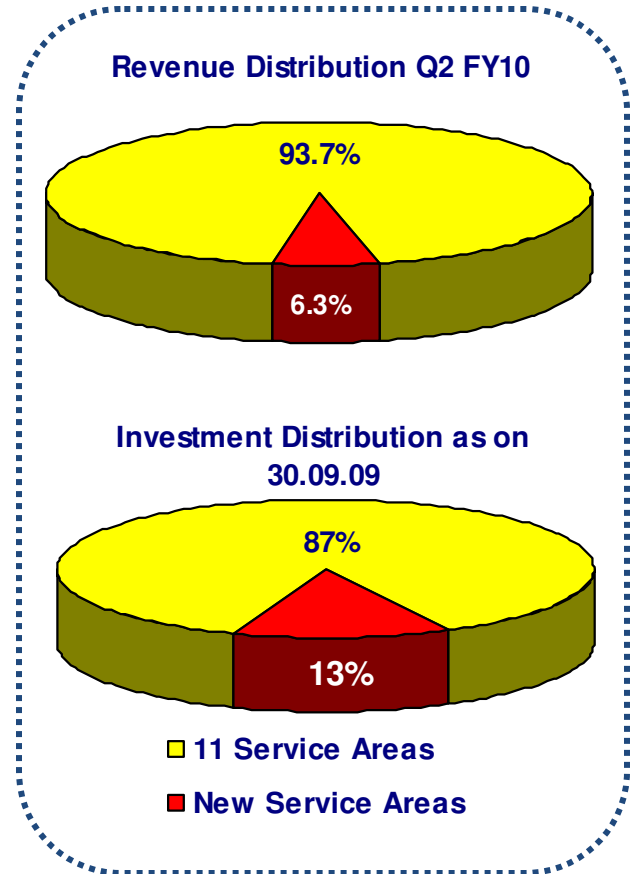
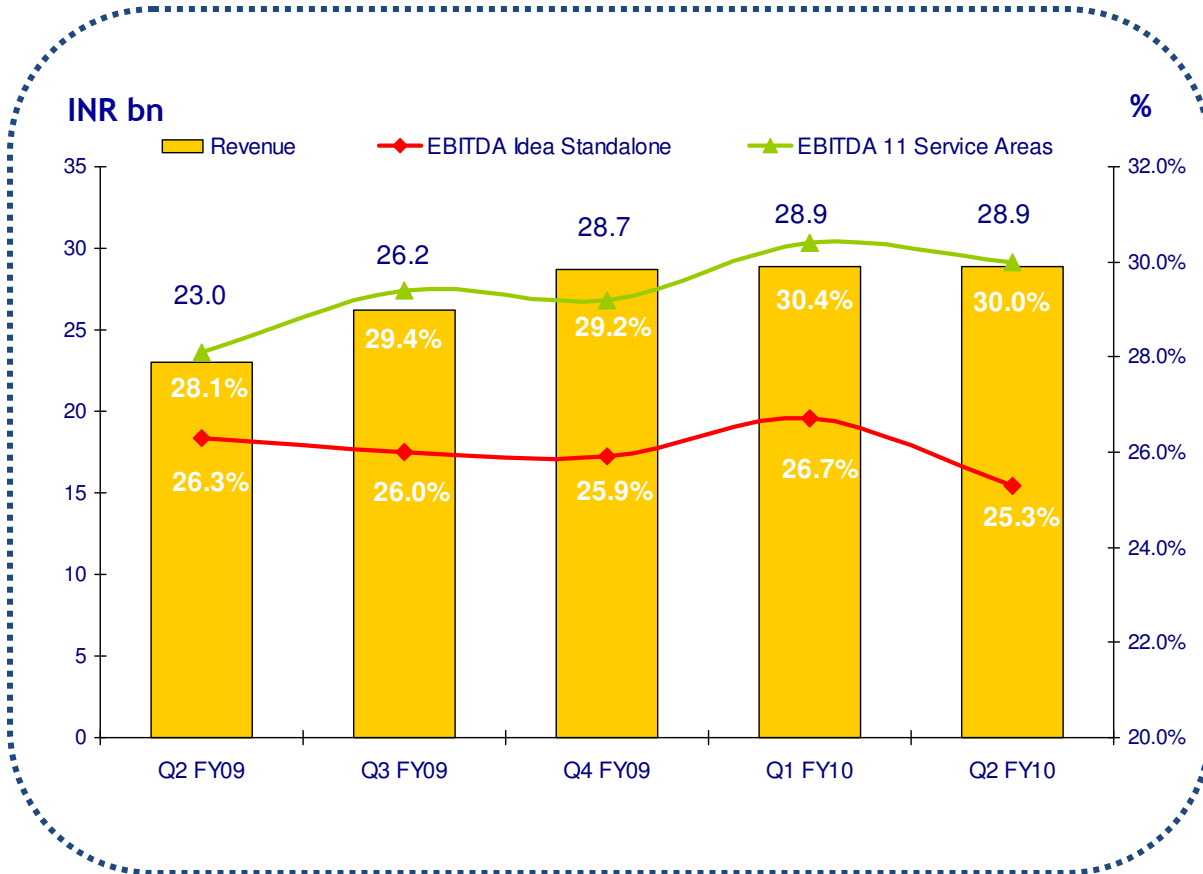


- Idea to be a pan-India operator in 2009
- Leverage synergies of pan India operations i.e. roaming, NLD, ad spend, common network elements, etc.
- Infra sharing to reduce capex, and time to market
- Focus on operational and financial goals, not league tables

Idea – Creating Long Term Shareholder Value



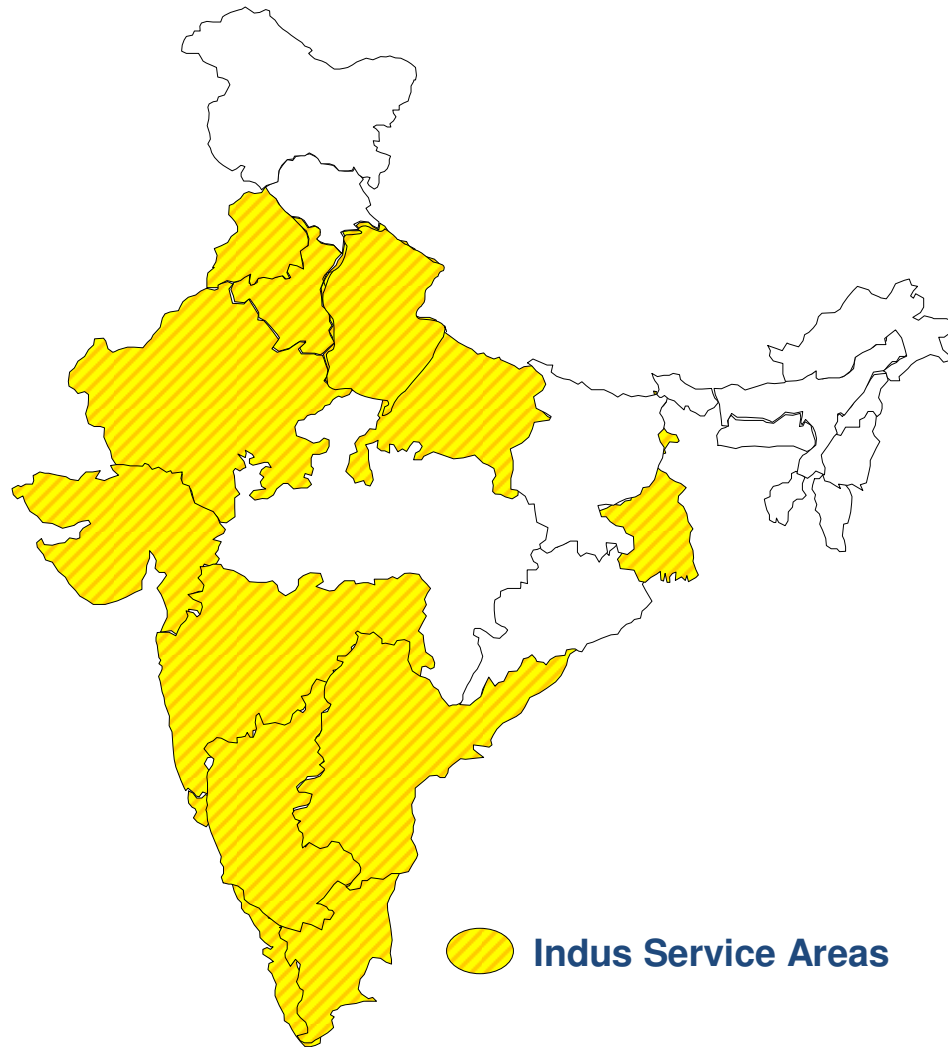
Strong Financial Performance



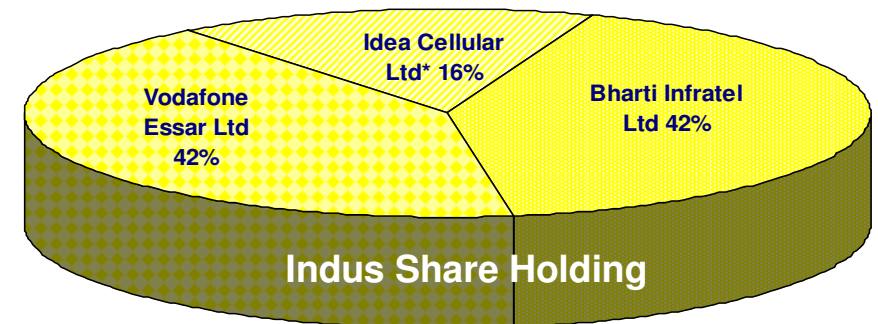
- Launched services in Mumbai, Bihar, Orissa and Tamil Nadu service areas
- EBITDA % drop of 1% over last 4 quarters, after absorbing start-up losses of 4 new launches and Indus Impact
- EBITDA % of 11 service areas improved by 1.9%, over last 4 quarters

Figures for Idea including its 100% subsidiaries and excluding Spice and Indus.

The Indus Advantage



- Provides passive infrastructure services in 15 service areas
- Largest independent tower company in the world - ~ 100,000 towers under its management
- Indus benefits from assured tenancy from promoters, and from other operators
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding



**through Aditya Birla Telecom Ltd.*

Strong Balance Sheet to Drive Strategic Intent

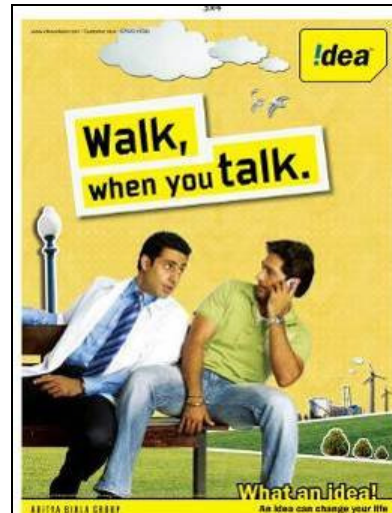
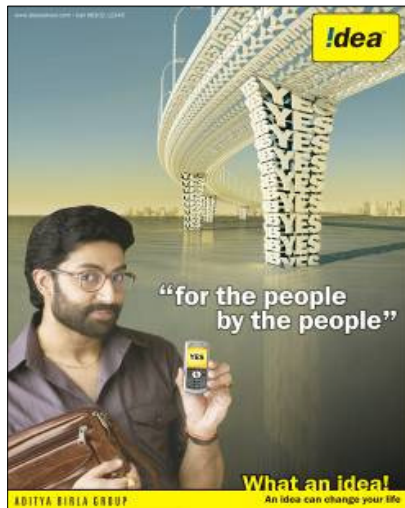


INR bn	Q3 FY08	Q4 FY08	Q1 FY09	Q2 FY09	Q3 FY09	Q4 FY09	Q1 FY10	Q2 FY10
Balance Sheet ¹								
Gross debt	52.8	65.2	97.4	97.3	99.2	77.6	60.9	59.2
Cash & Cash equivalent	13.8	10.5	9.2	66.9	79.6	49.6	26.6	23.1
Net Debt	39.0	54.6	88.3	30.4	19.6	28.0	34.3	36.1
Net Worth	32.6	35.4	38.1	107.0	130.6	133.4	136.5	139.0
Cash Profit ¹	4.9	5.5	5.7	4.6	6.2	6.9	7.3	7.1
Financial Ratios ¹								
Net Debt to Net Worth	1.20	1.54	2.32	0.28	0.15	0.21	0.25	0.26
Net Debt to Annualised EBITDA	1.71	2.03	3.06	1.25	0.72	0.94	1.11	1.23
Price to Earning ²	38.6	24.5	23.3	38.9	15.9	13.7	18.0	23.3
Price to Cash Earning ²	18.7	12.3	10.9	12.7	6.6	5.6	7.6	8.3
ROCE	17.4%	17.9%	14.7%	9.4%	9.1%	8.8%	9.3%	7.7%

¹ Figures for Idea including its 100% subsidiaries and excluding Spice and Indus.

² Price to Earning/Cash Earning is based on annualised PAT/ Cash profit and closing price of respective quarter

Idea – A Power Brand



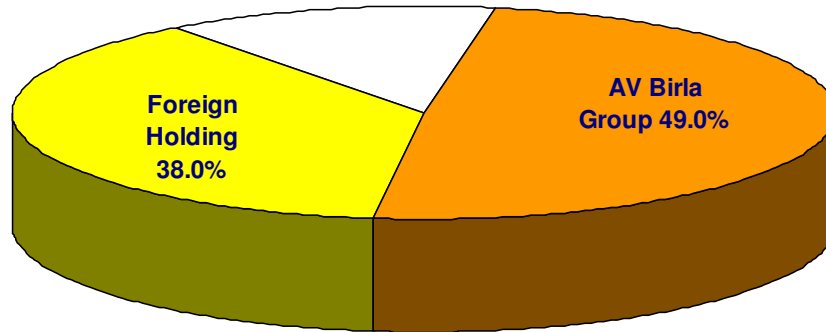
THE ECONOMIC TIMES AWARDS
FOR CORPORATE EXCELLENCE 2009
EMERGING COMPANY

Shareholding

As on 30th Sep'09



Indian
Others
13.0%

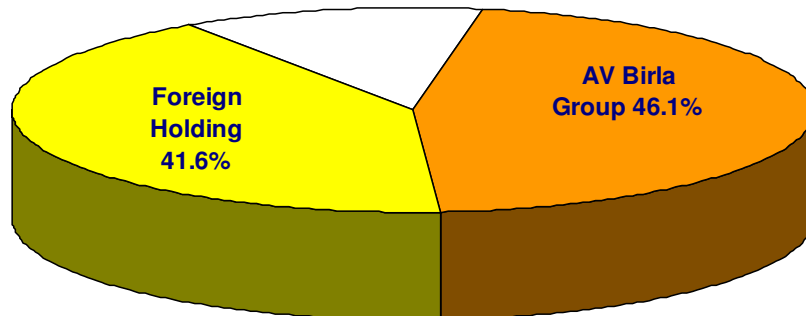


TOP 5 shareholders (excluding Promoters)

TMI MAURITITUS	15.0%
P5 ASIA INVESMENT	10.6%
MONET LIMITED	2.9%
BAJAJ ALLIANZ LIFE INSURANCE	1.8%
LIC OF INDIA MONEY PLUS	1.4%

Post Spice merger*

Indian
Others
12.3%



TOP 5 shareholders (excluding Promoters)

TMI MAURITITUS	20.0%
P5 ASIA INVESMENT	10.0%
MONET LIMITED	2.7%
BAJAJ ALLIANZ LIFE INSURANCE	1.7%
LIC OF INDIA MONEY PLUS	1.3%

* assuming no change in other shareholding



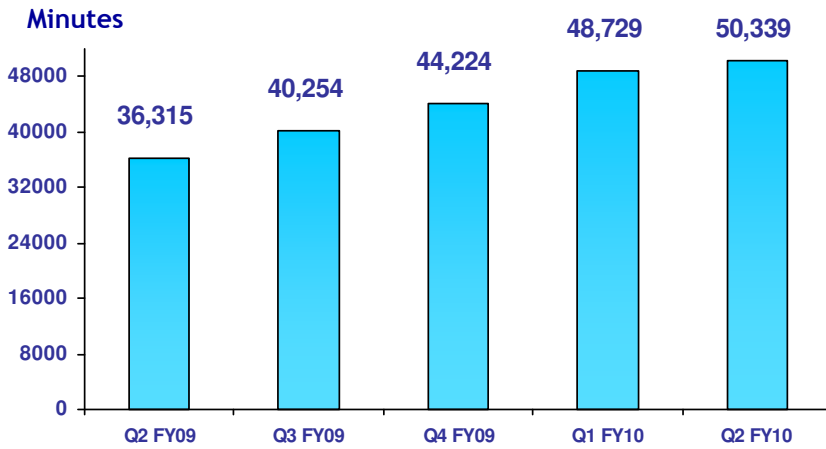
Appendix



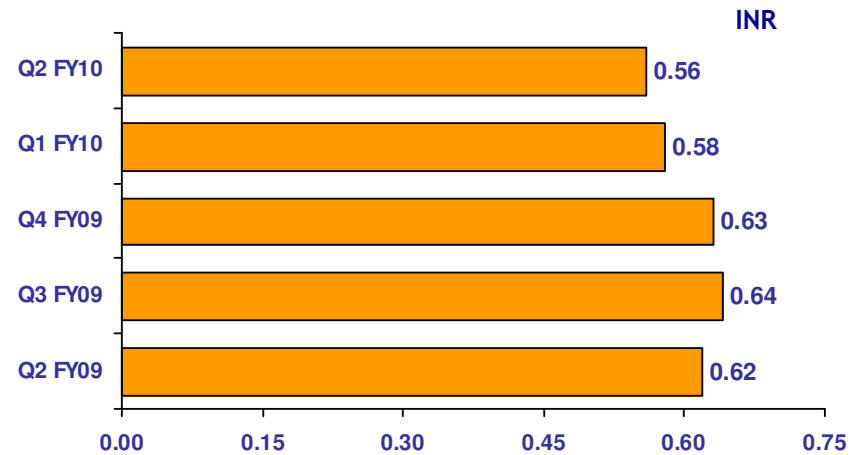
Key Trends (Idea)



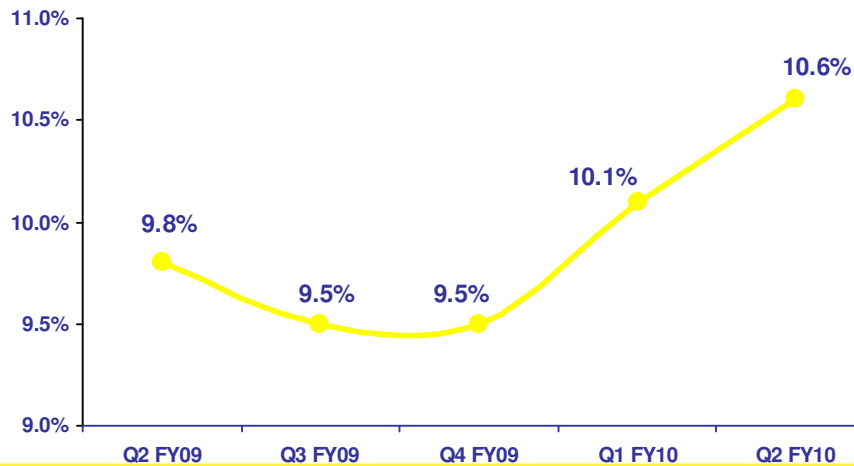
Minutes of use on Network (QoQ)



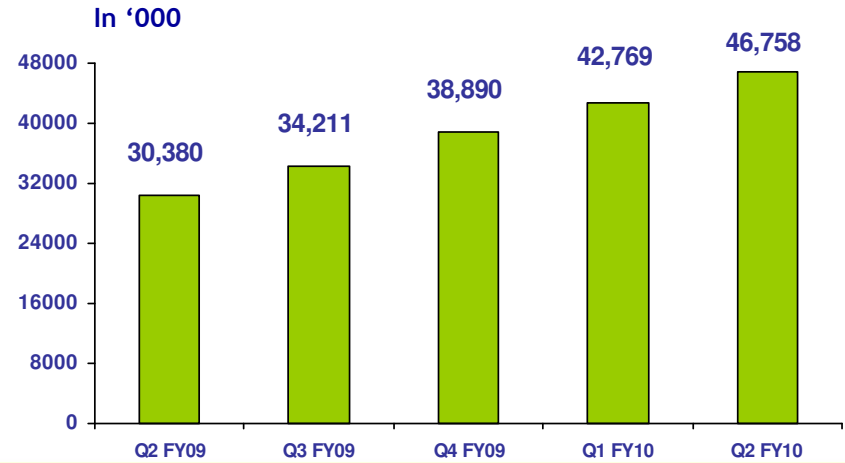
Realized rate per minute



VAS as a % of Revenue



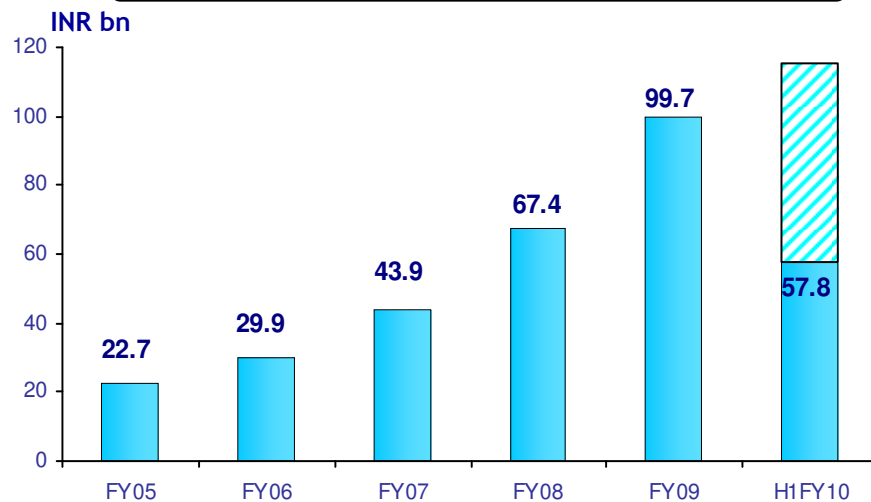
EoP Subscribers



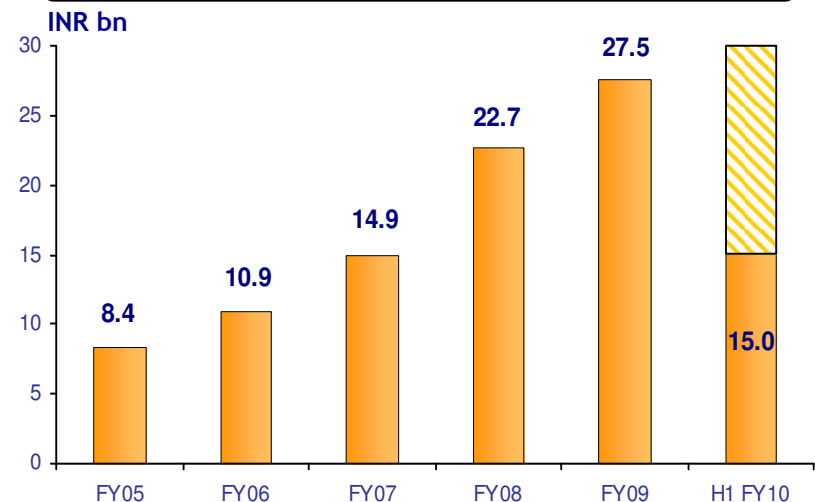
Financial Matrix (Idea)



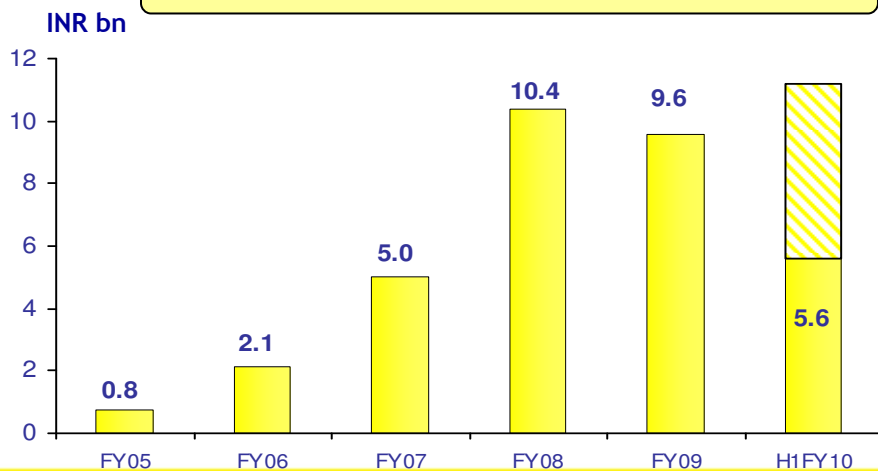
Robust Growth in Top Line



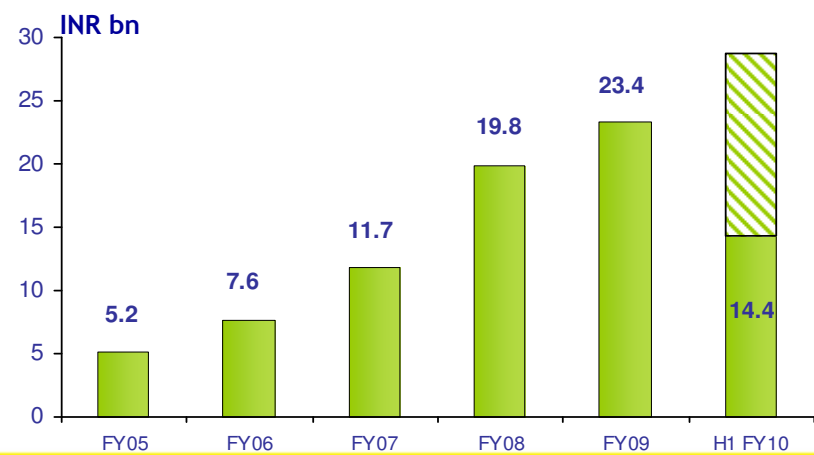
Robust Growth in EBITDA



Robust Growth in Net Profits



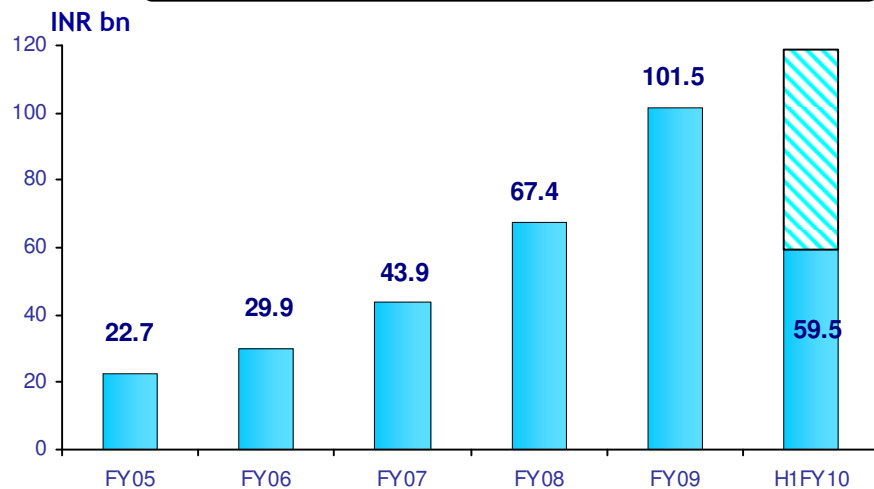
Robust Growth in Cash Profits



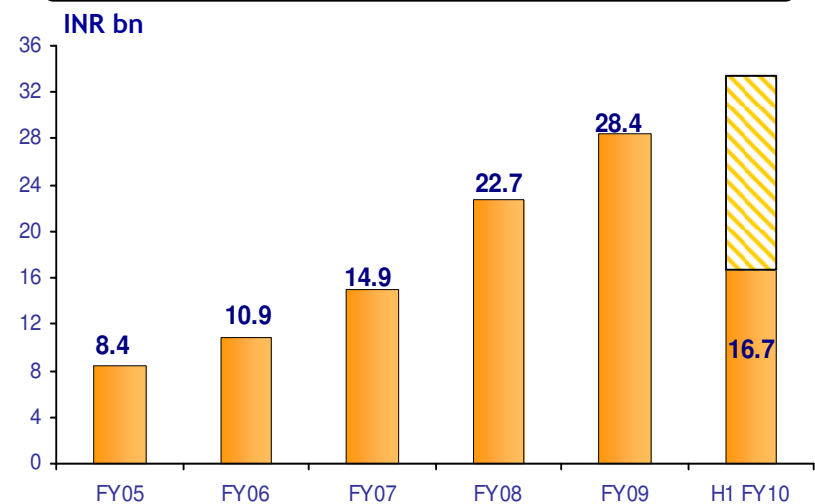
Financial Matrix (Consolidated)



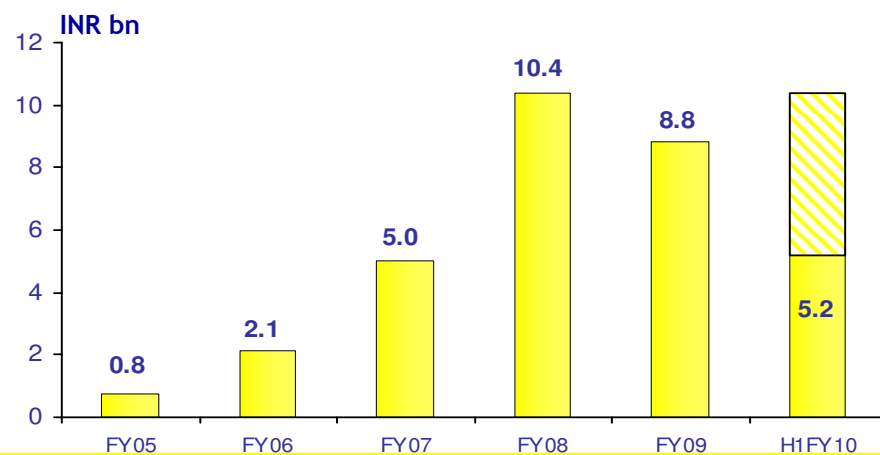
Robust Growth in Top Line



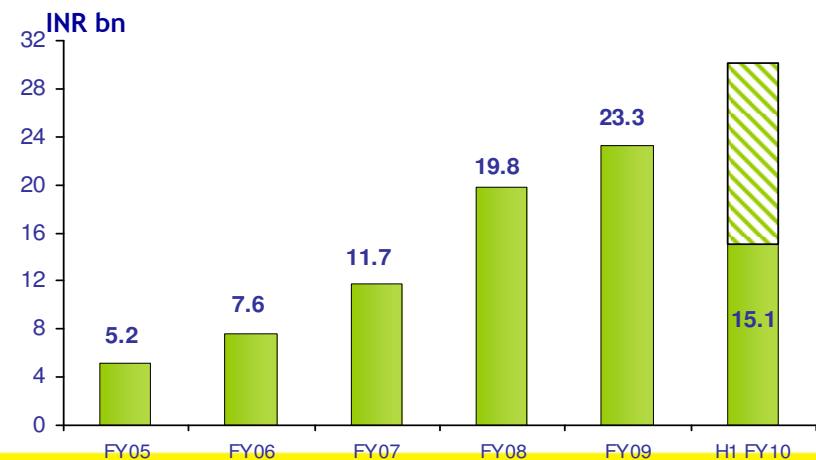
Robust Growth in EBITDA



Robust Growth in Net Profits



Robust Growth in Cash Profits





Thank You