



Idea Cellular Limited

Investor Presentation

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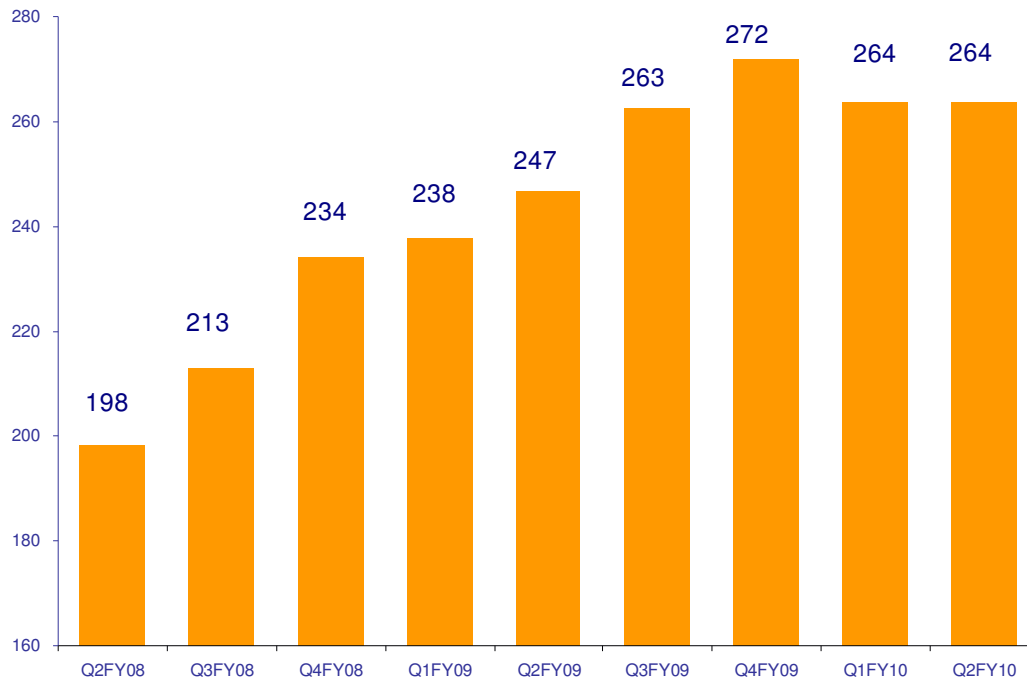
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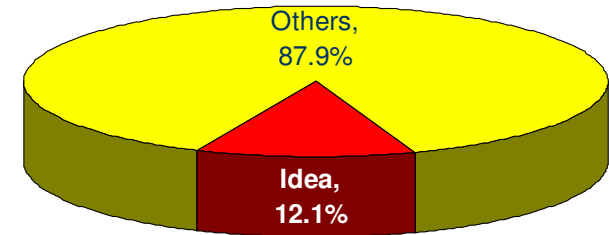
Indian Wireless Sector – Revenue Trend



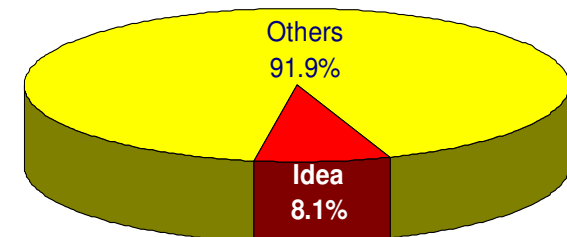
Sector Gross Revenue# (INR bn)



Idea - Increase in Revenue Market Share



Q2 FY10*

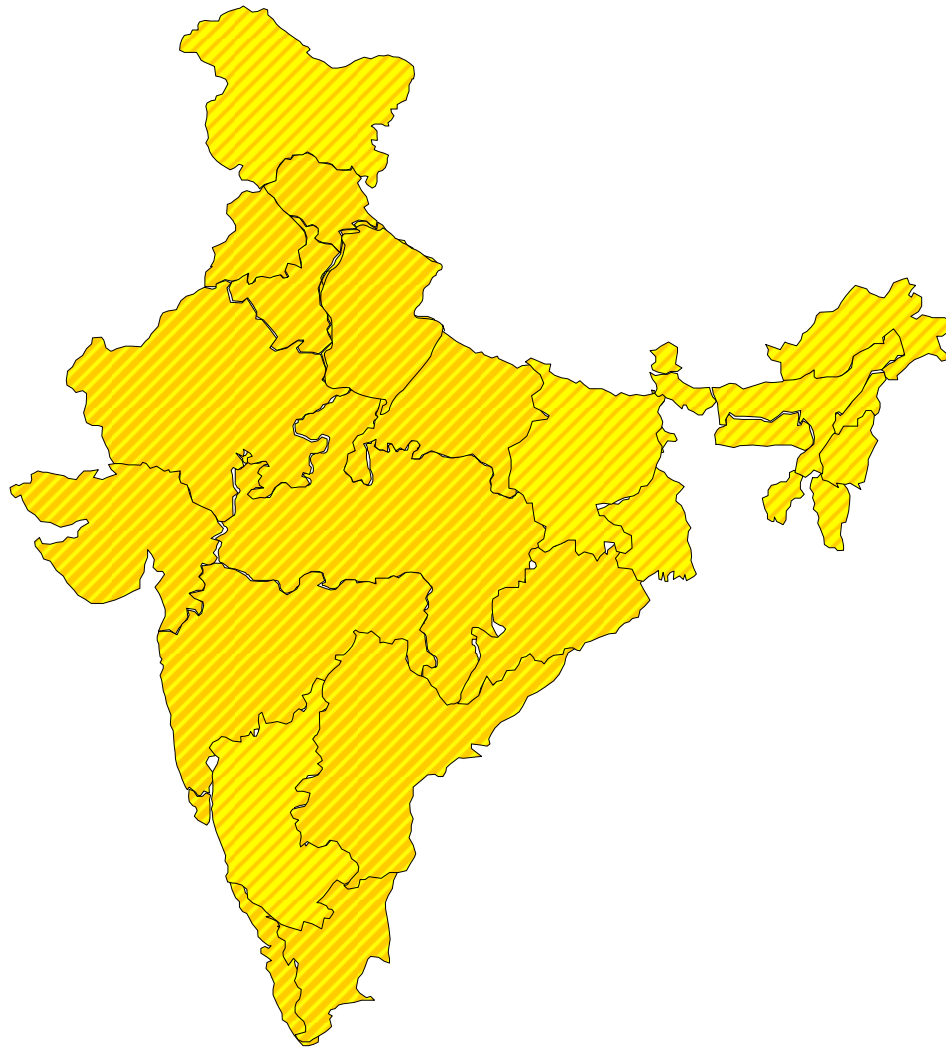


Q2 FY08

*including Spice comm.

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

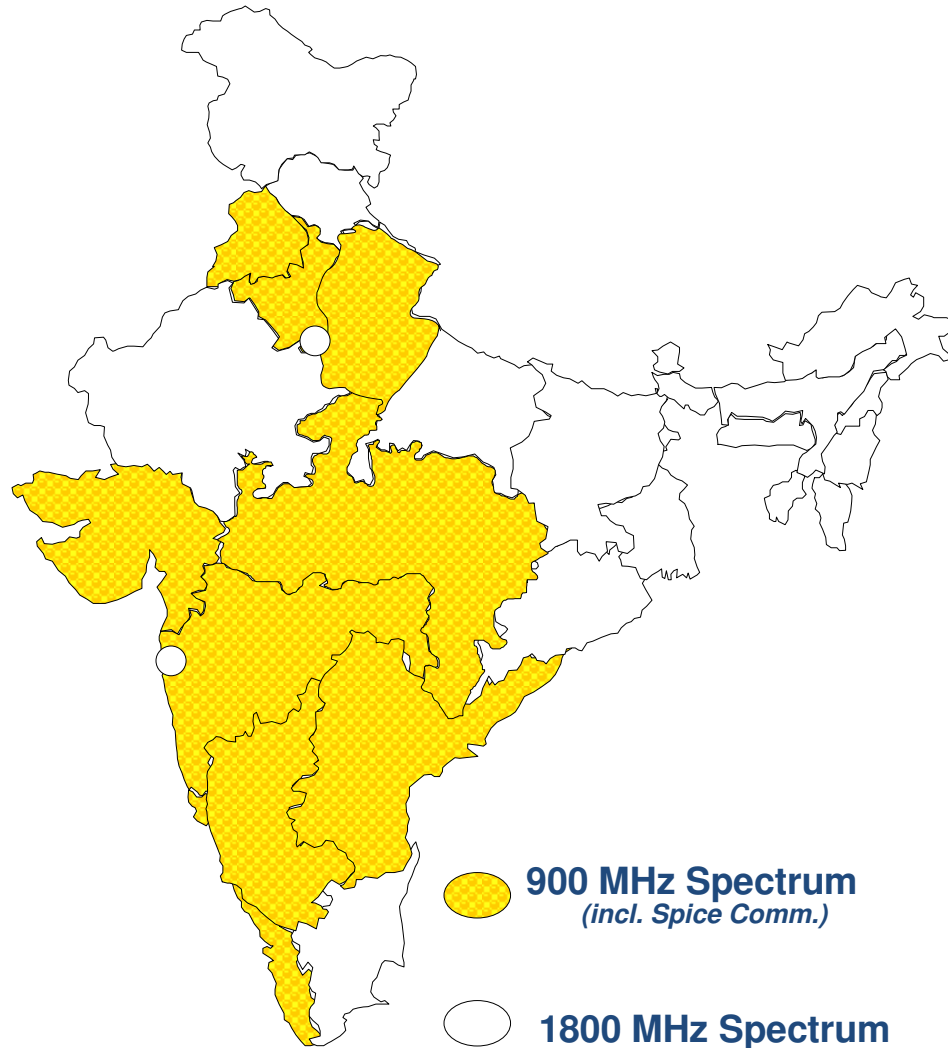
Idea – An Overview



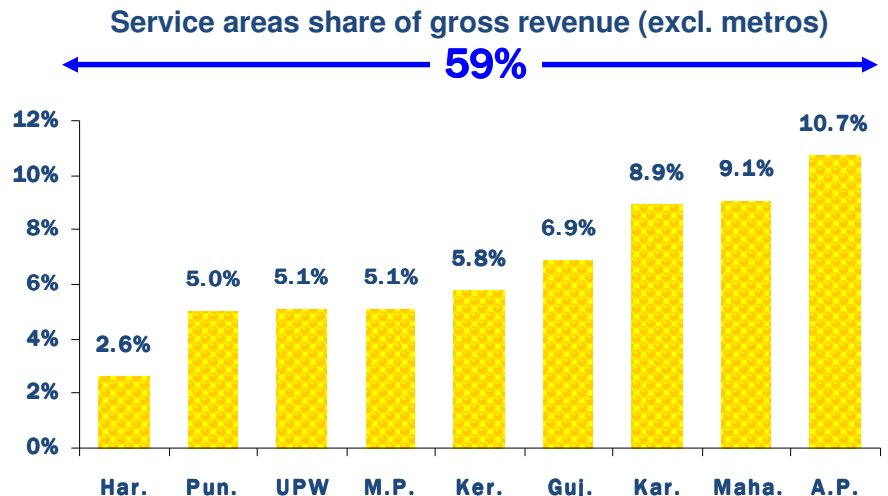
- Operates on a pan India basis (including Spice)
- 57.6 mn subscribers as on Dec'09
- Launched 7 service areas in last 9 months

S. No.	Service Area	Launch Month
1.	Orissa	Apr'09
2.	Tamil Nadu	May'09
3.	Jammu & Kashmir	Oct'09
4.	West Bengal	Oct'09
5.	Kolkata	Oct'09
6.	Assam	Nov'09
7.	North East	Dec'09

Competitiveness Lever 1 - Spectrum

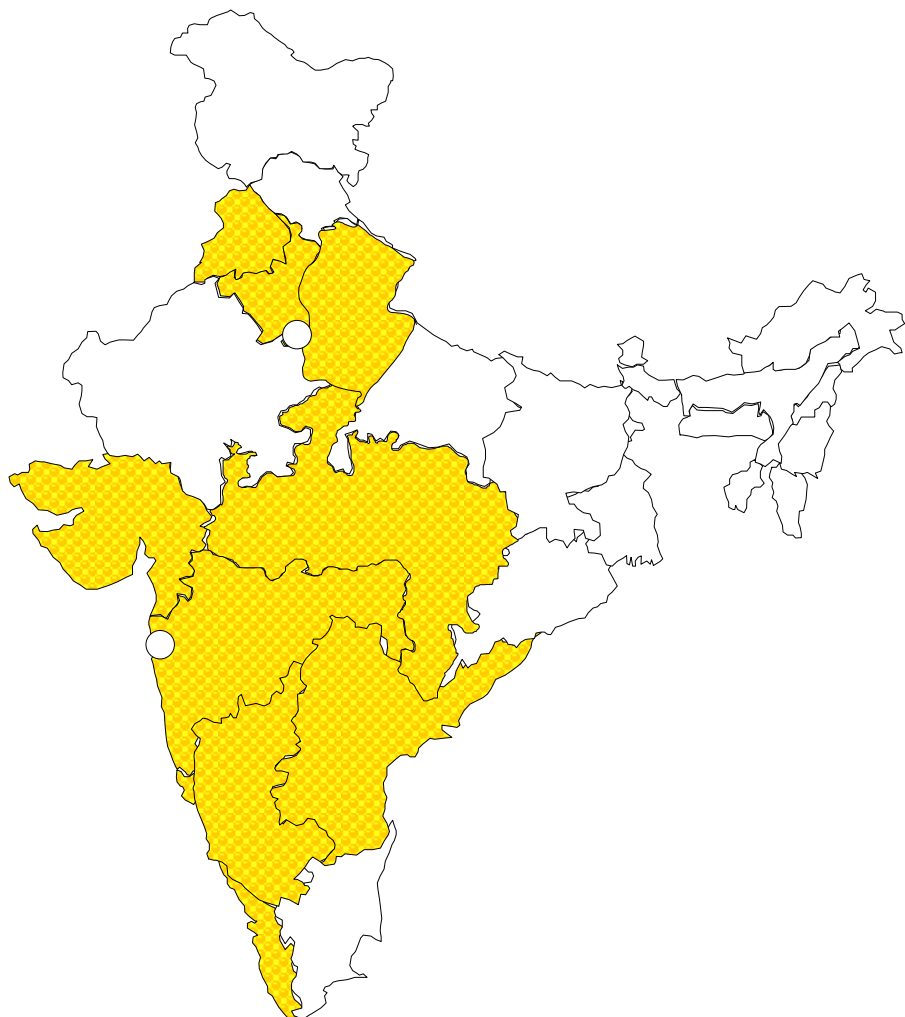


- 900 MHz spectrum band provides capex/opex advantage, compared to 1800 MHz
- 900 MHz spectrum also accompanied by early mover advantage
- Idea holds 900 MHz spectrum in 9 service areas
 - ~ 48% of gross revenue base (total)
 - ~ 59% of gross revenue base (excluding metros)
- Idea's spectrum profile is very attractive across all private operators



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

Competitiveness Lever 2 - Scale



Service Area (900 MHz)	Revenue Mkt Share ¹ (RMS)	Rank ²
Maharashtra	28.3%	1
Kerala	28.1%	1
UP (W)	27.6%	1
M.P.	29.4%	2
Haryana	20.1%	2
Punjab	17.7%	2
A.P	16.3%	2
Gujarat	17.7%	3
Karnataka	6.0%	6
Total	20.3%	2

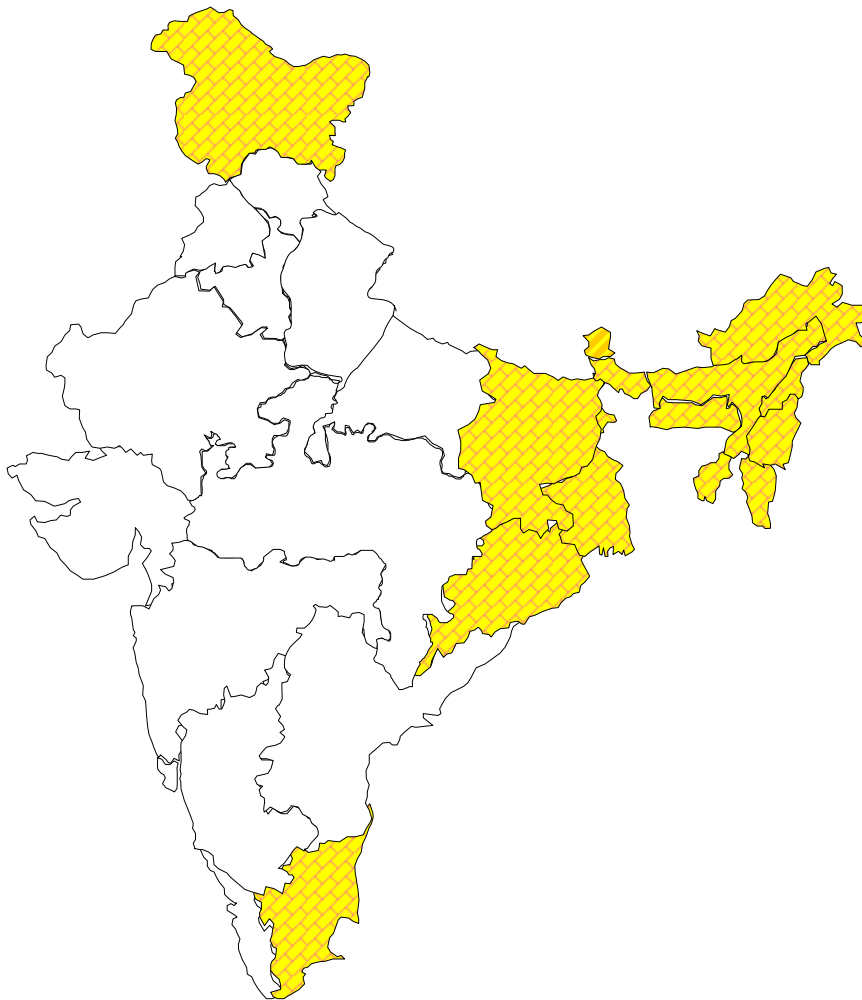
¹ Based on gross revenues for Sep'09 quarter, as released by TRAI

² Based on revenue market share

In 9 service areas, comprising ~ 48% of national revenue market, Idea's competitiveness is intrinsically strong based on a) quality of spectrum and b) scale of operations

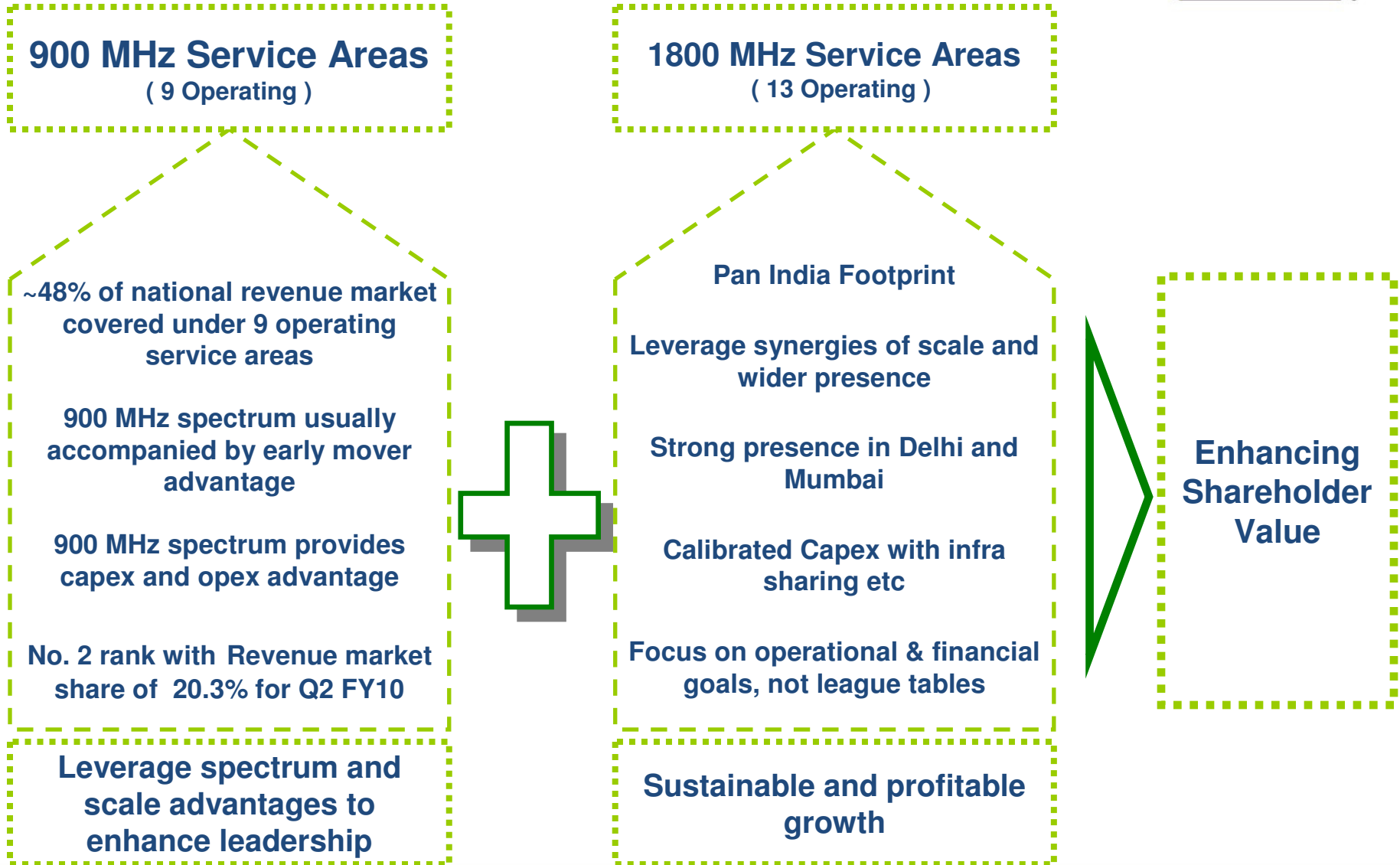
1800 MHz New Launches

Focus On Optimisation, Not Maximisation

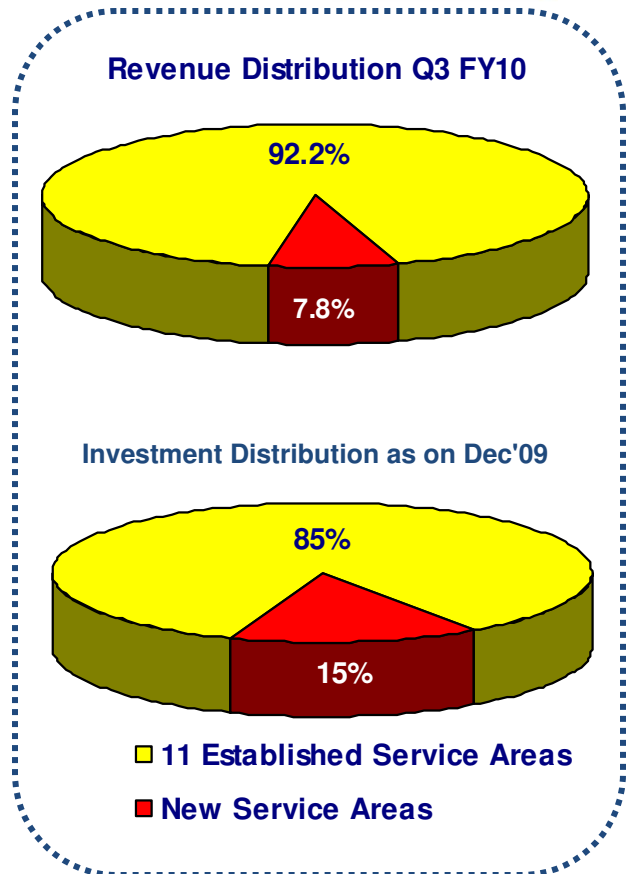
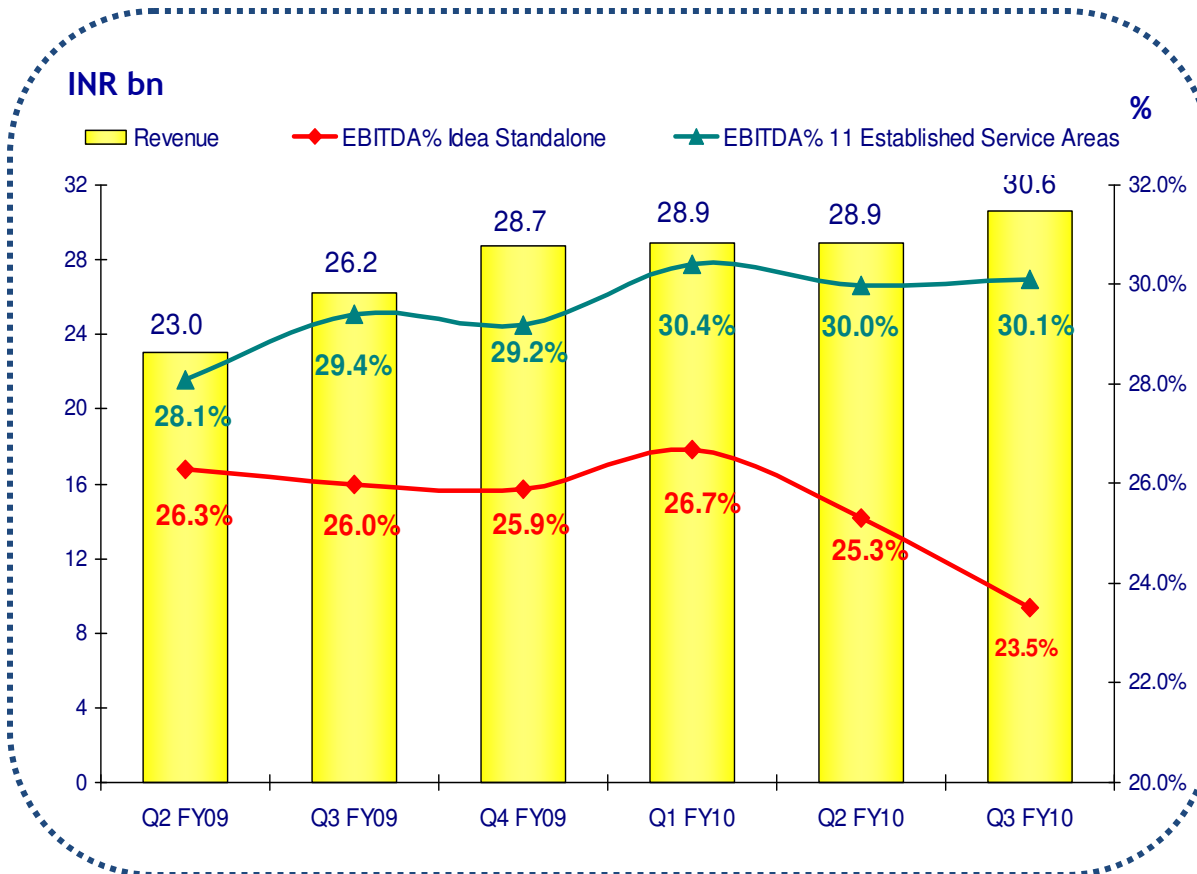


- Leverage synergies of pan India operations i.e. roaming, NLD, ad spend, common network elements, etc.
- Infra sharing to reduce capex, and time to market
- Focus on operational and financial goals, not league tables

Idea – Creating Long Term Shareholder Value



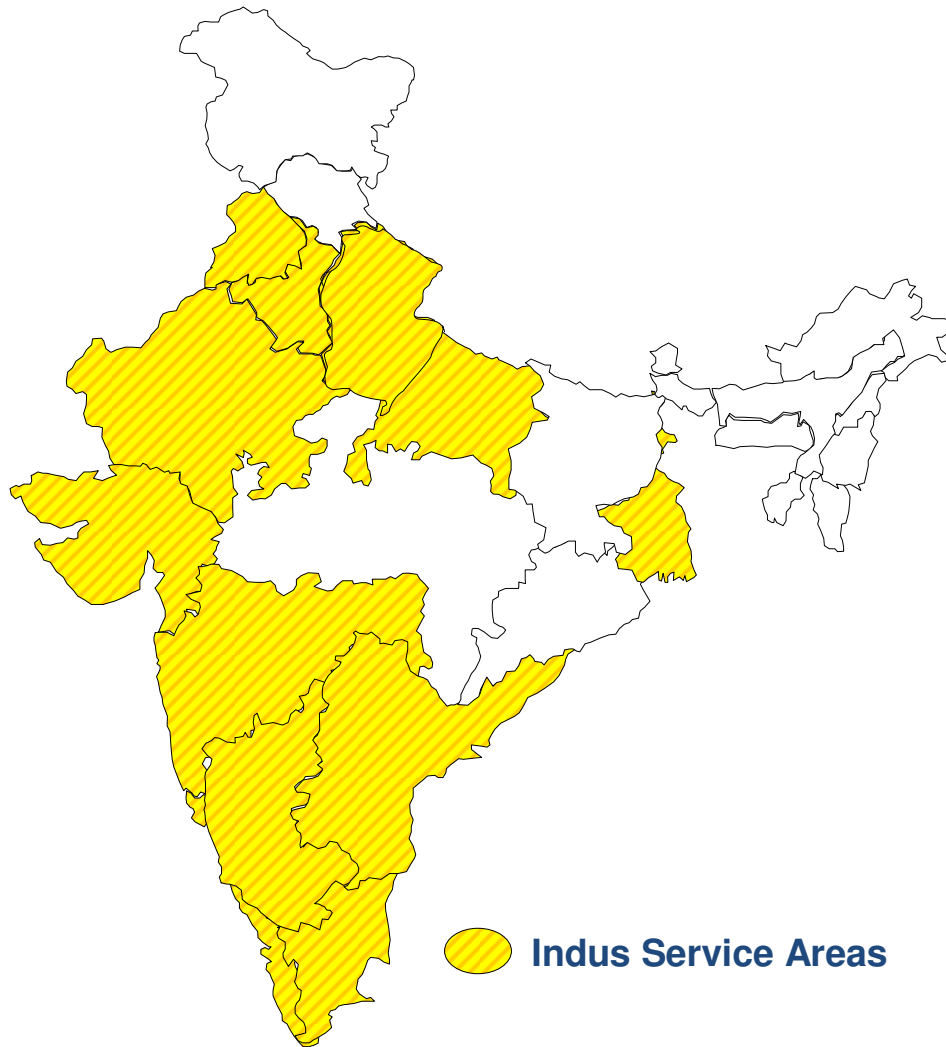
Strong Financial Performance



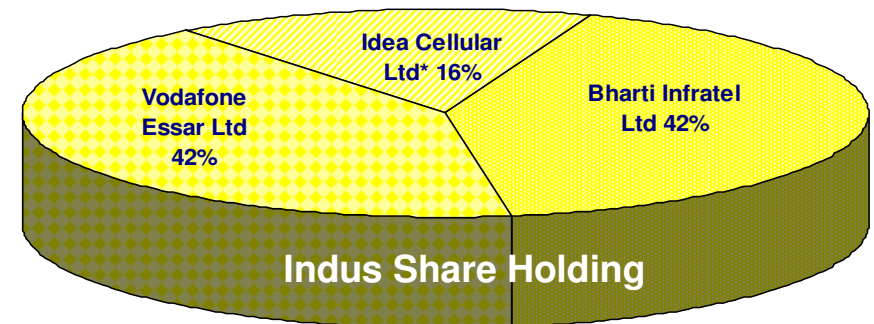
- Launched Mumbai, Bihar, Orissa, Tamil Nadu, J&K, West Bengal, Kolkata, Assam and North East service areas in last 6 quarters.
- EBITDA % drop of 2.8% over last 5 quarters, after absorbing start-up losses of 9 new launches, ARR reduction and Indus impact
- EBITDA % of 11 service areas has improved by 2.0%, over last 5 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 - ~ 103,000 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

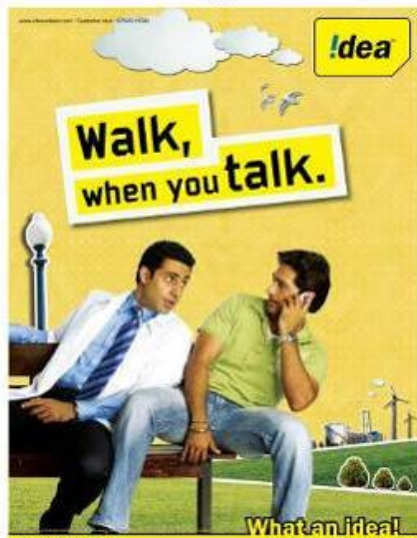


INR bn	Q4 FY08	Q1 FY09	Q2 FY09	Q3 FY09	Q4 FY09	Q1 FY10	Q2 FY10	Q3 FY10
Balance Sheet ¹								
Gross debt	65.2	97.4	97.3	99.2	77.6	60.9	59.2	57.5
Cash & Cash equivalent	10.5	9.2	66.9	79.6	49.6	26.6	23.1	20.0
Net Debt	54.6	88.3	30.4	19.6	28.0	34.3	36.1	37.5
Net Worth	35.4	38.1	107.0	130.6	133.4	136.5	139.0	141.2
Cash Profit ¹	5.5	5.7	4.6	6.2	6.9	7.3	7.1	7.0
Financial Ratios ¹								
Net Debt to Net Worth	1.54	2.32	0.28	0.15	0.21	0.25	0.26	0.27
Net Debt to Annualised EBITDA	2.03	3.06	1.25	0.72	0.94	1.11	1.23	1.30
Price to Earning ²	24.5	23.3	38.9	15.9	13.7	18.0	23.3	23.0
Price to Cash Earning ²	12.3	10.9	12.7	6.6	5.6	7.6	8.3	6.4
ROCE	17.9%	14.7%	9.4%	9.1%	8.8%	9.3%	7.7%	6.4%

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

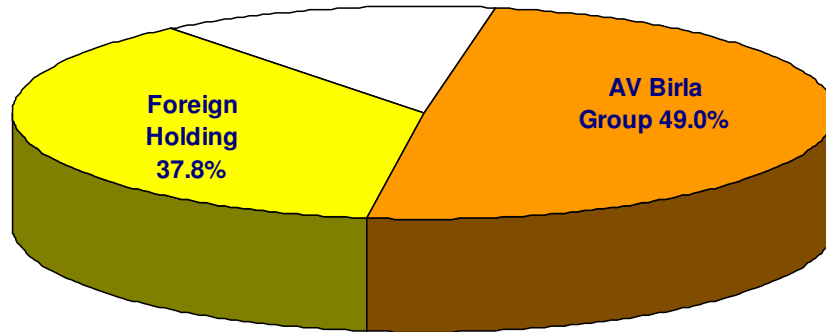


Shareholding

As on 31st Dec'09



Indian
Others
13.2%

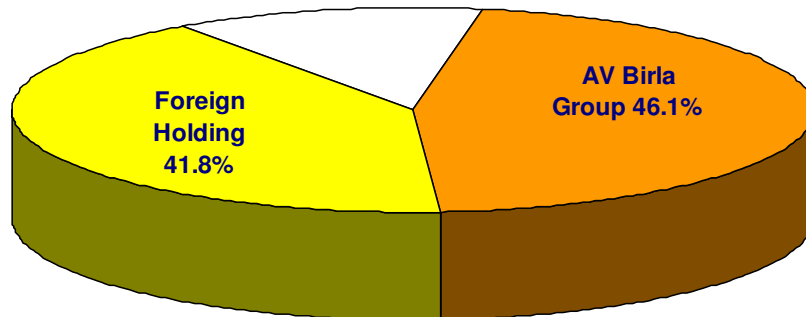


TOP 5 shareholders (excluding Promoters)

TMI MAURITITUS	15.0%
P5 ASIA INVESMENT	10.6%
MONET LIMITED	2.9%
BAJAJ ALLIANZ LIFE INSURANCE	2.0%
LIC OF INDIA MONEY PLUS	1.4%

Post Spice merger*

Indian
Others
12.5%



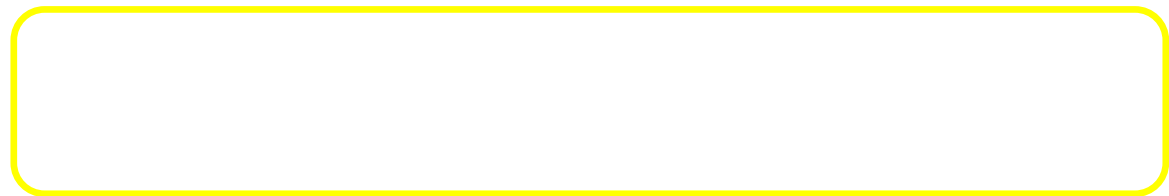
TOP 5 shareholders (excluding Promoters)

TMI MAURITITUS	20.0%
P5 ASIA INVESMENT	10.0%
MONET LIMITED	2.7%
BAJAJ ALLIANZ LIFE INSURANCE	1.9%
LIC OF INDIA MONEY PLUS	1.3%

* assuming no change in other shareholding



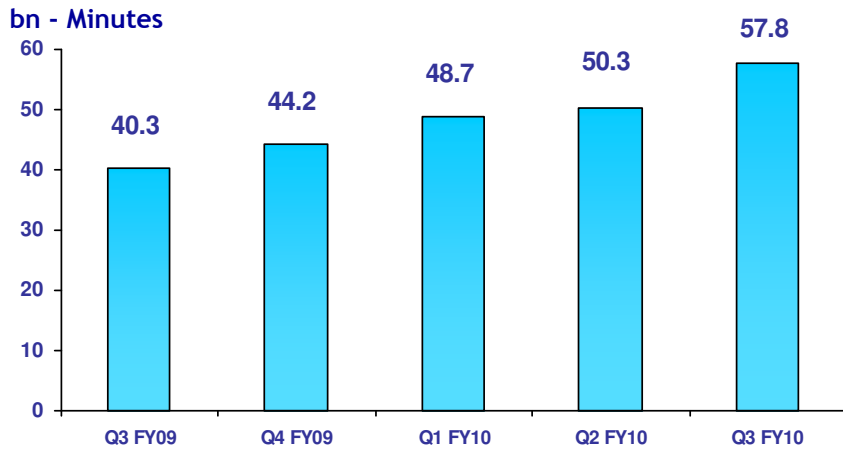
Appendix



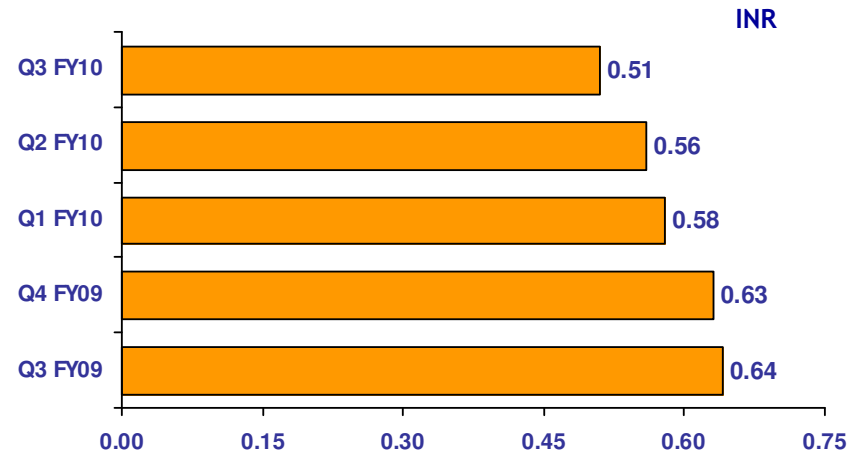
Key Trends (Idea)



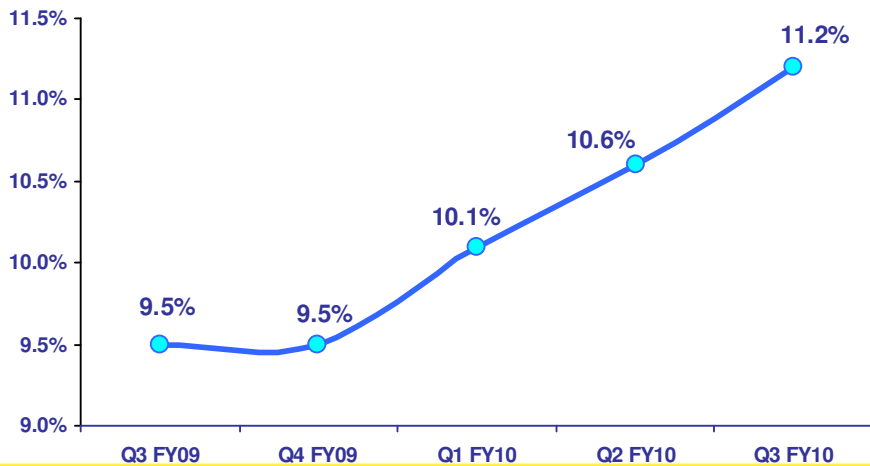
Minutes of use on Network (QoQ)



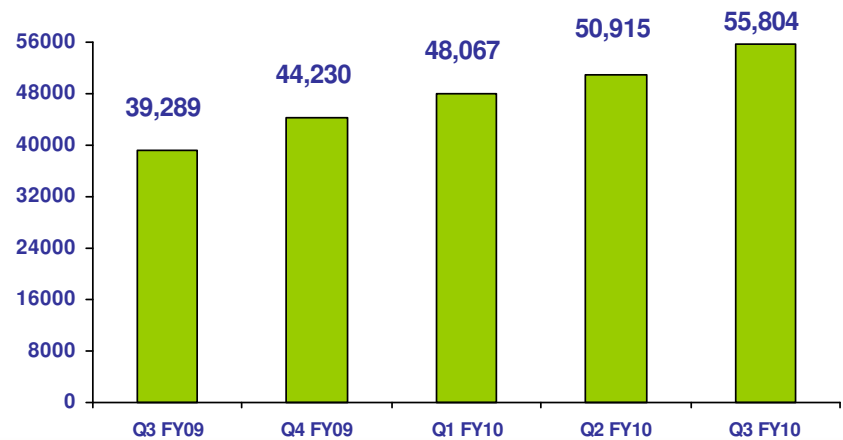
Realized rate per minute



VAS as a % of Revenue



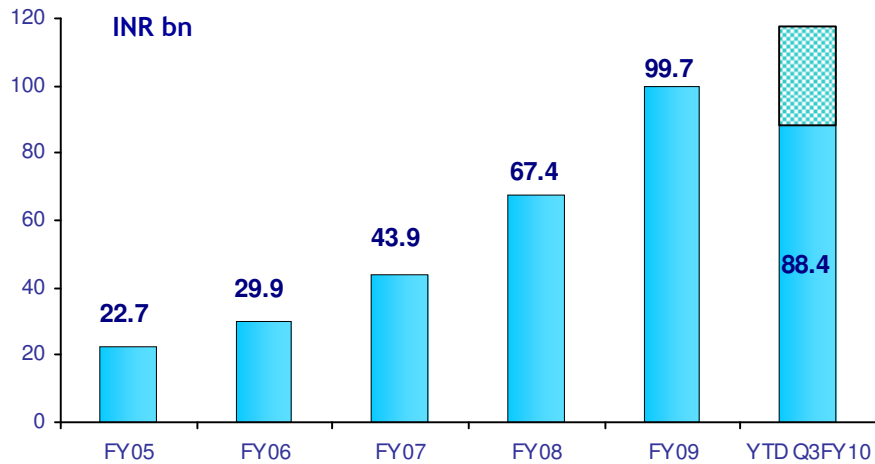
Cell Sites



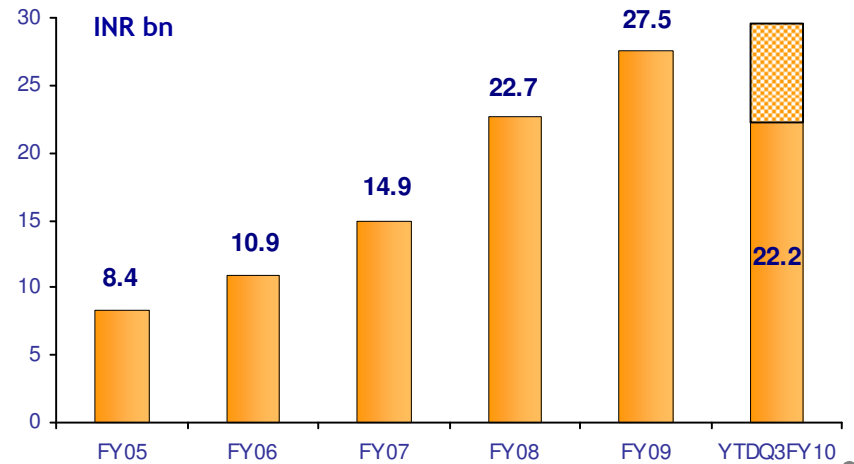
Financial Matrix (Idea)



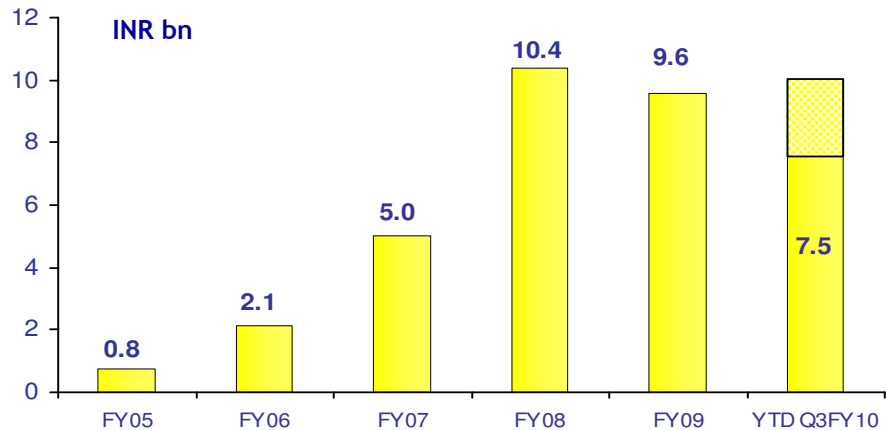
Robust Growth in Top Line



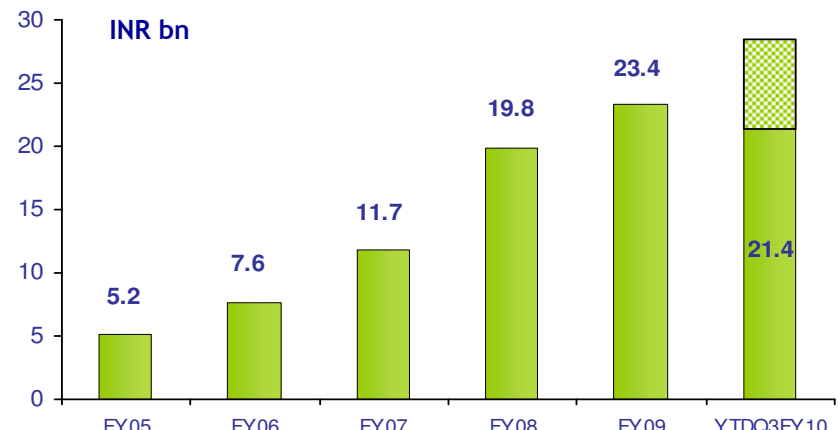
Robust Growth in EBITDA0



Robust Growth in Net Profits



Robust Growth in Cash Profits

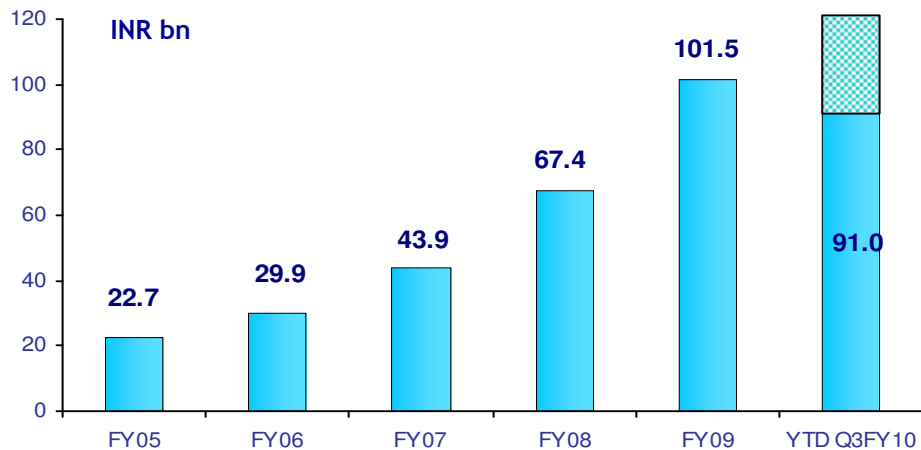


■ Represents annualised trend based on 9 months actual figures

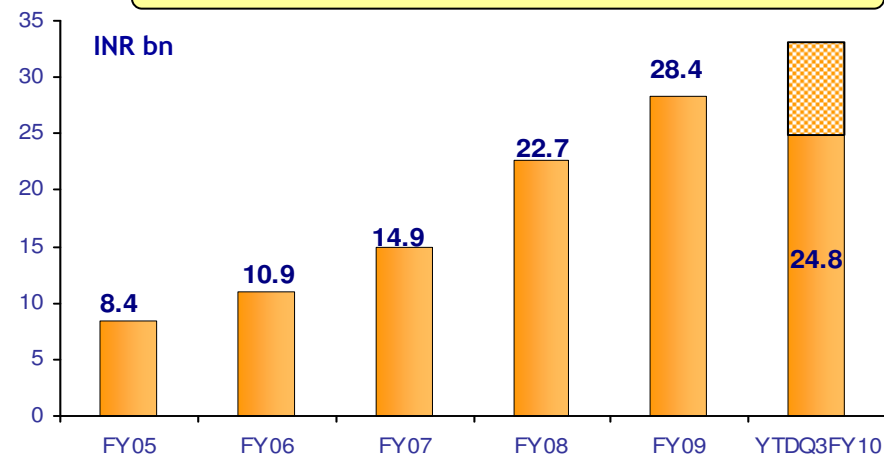
Financial Matrix (Consolidated)



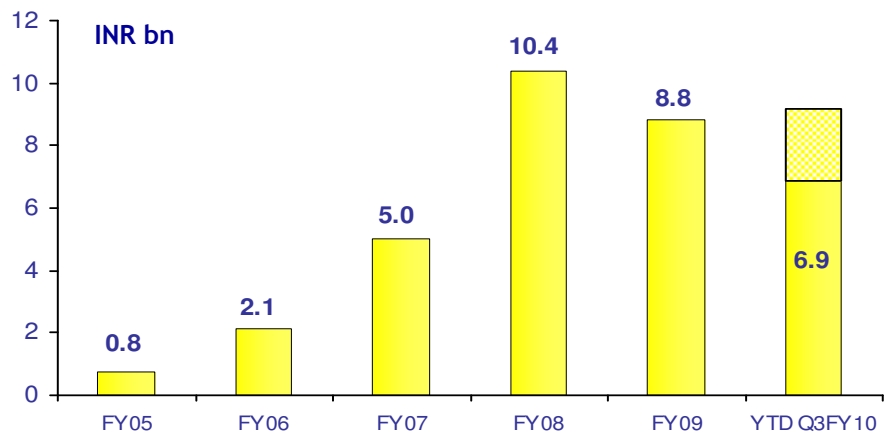
Robust Growth in Top Line



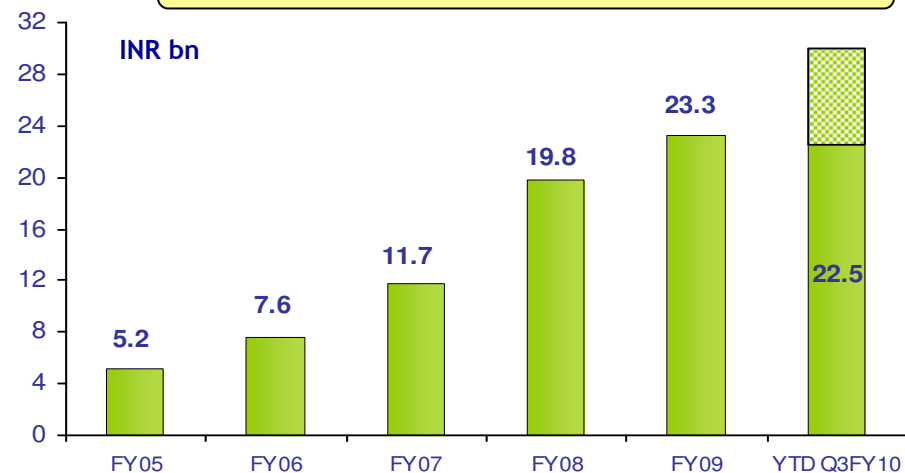
Robust Growth in EBITDA



Robust Growth in Net Profits



Robust Growth in Cash Profits



■ Represents annualised trend based on 9 months actual figures



Thank You