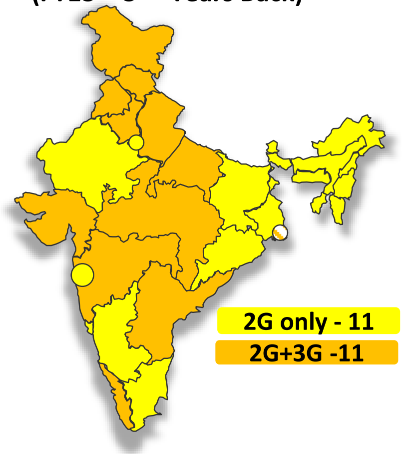
Idea Cellular Limited

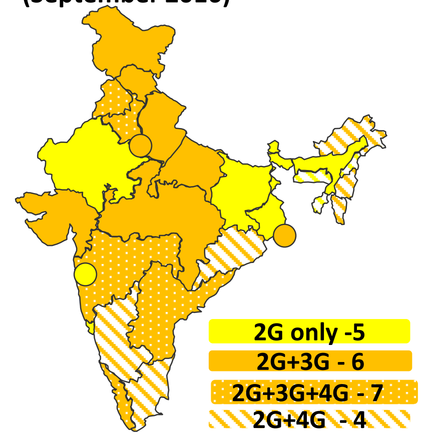
- Indian Mobile Telecom
    - *Idea & Industry*
- The Emerging Mobile Data Opportunity
    - *Spectrum Auctions 2016*
- Idea Digital Services
- Indian Tower Industry & Opportunities

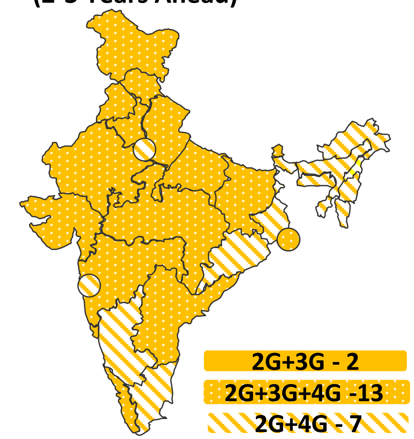
- Indian Mobile Telecom
    - *Idea & Industry*
- The Emerging Mobile Data Opportunity
    - *Spectrum Auctions 2016*
- Idea Digital Services
- Indian Tower Industry & Opportunities

Idea Journey

Past (FY13 – $3^{1/2}$ Years Back)	Present (September 2016)	Future (2-3 Years Ahead)







	Past	Present	Future
Mobile Broadband Service Areas	11	17	22
3G Services	11	13	15
4G Services	-	11	20
Mobile Broadband Population Coverage (mn)	181	430	700-800
No. of Mobile Broadband Sites	17,140	85,412	~200k
Investment For	2G & 3G	3G & 4G Coverage	Largely 4G Coverage + Capacity
Data Usage (mn MB)	37,381 (FY13)	401,130 (H1FY17x2)	Capacity to address - 15-20 times of current demand
Liberalised Spectrum	185 MHz (92.5x2 MHz FDD)	474.4 MHz (237.1x2 MHz FDD)	823.4 MHz (311.7x2 MHz FDD + 200 MHz TDD)

Idea GSM Services currently covers 1 bn Indians;
Company now in process of building world class mobile broadband offerings across India

Indian Wireless Industry

Witnessing consolidation in Voice; 4-5 Large Pan India Data Operators

Existing Scenario (Year 2008 – 2016)

- Mobile Voice Segment characterized by intense competition - 6 to 9 operators in each service area
- Mobile Broadband Data – an emerging segment with lower competition – 2 to 3 serious operators in each service area.

Major recent developments impacting industry (Year 2015 – 2016)

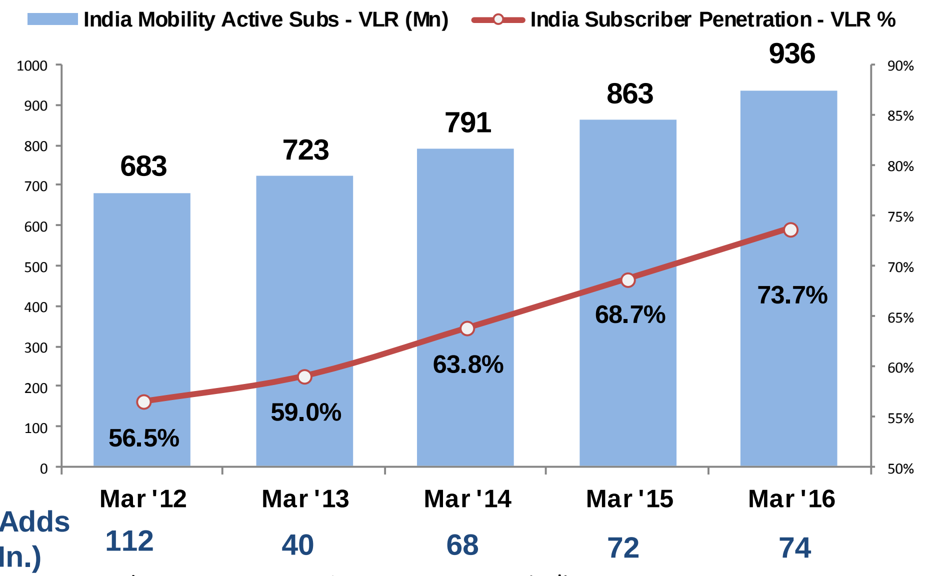
- During last 3 Spectrum Auctions (Feb '14, Mar'15 and Oct'16) spectrum auction ~91% of spectrum by Value (total industry spent of $36 Bn) won by only 4 operators (Bharti, Vodafone, Idea & RJio)
    - Idea completed renewal of licenses for next 20 years (till 2032/2036) in 16/22 circles against Bharti's 8/22 and Vodafone's 9/22 (Idea renewal highest among all operators)
    - RCom lost key revenue driving 900 MHz spectrum band in 5 out of 7 circles due for renewals (Mar'15) and 1800MHz for Gujarat (Oct'16);
    - Quadrant (HFCL) not renewed 1800 MHz spectrum for Punjab (Oct'16); MTS (800 & 1800 MHz) for Rajasthan (Oct'16); and Loop (900 MHz) for Mumbai circle (Feb'14)
- RCom & MTS (800 MHz) announced merger
- RCom & Aircel exclusive talks on combining wireless business (GSM & 3G services)
- Tata (800 & 1800 MHz), RCom (800 & 1800 MHz) & Aircel (900 & 1800 MHz) license renewal in next 3-5 years
- *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
    - RJio - RCom spectrum trading in 13 circles and spectrum sharing in 20 circles for their 800 MHz spectrum
    - Consequently, RCom announced closure of CDMA operations pan India,separately 4G ICR arrangement with Jio

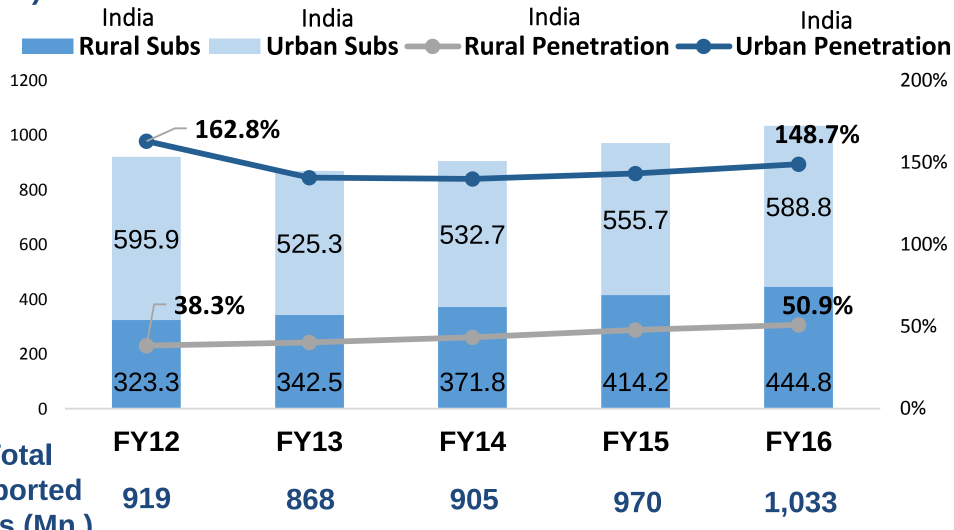
Expected Impact on Mobile Voice & Mobile Broadband Data segments

- Voice: Market to consolidate to 5 – 6 players, Idea likely to garner higher incremental voice market share
- Data: Competition to increase to 4 large pan India players, possibility of short term pressure on data realization

India Subscriber Penetration

Large headroom for new subscribers addition in India



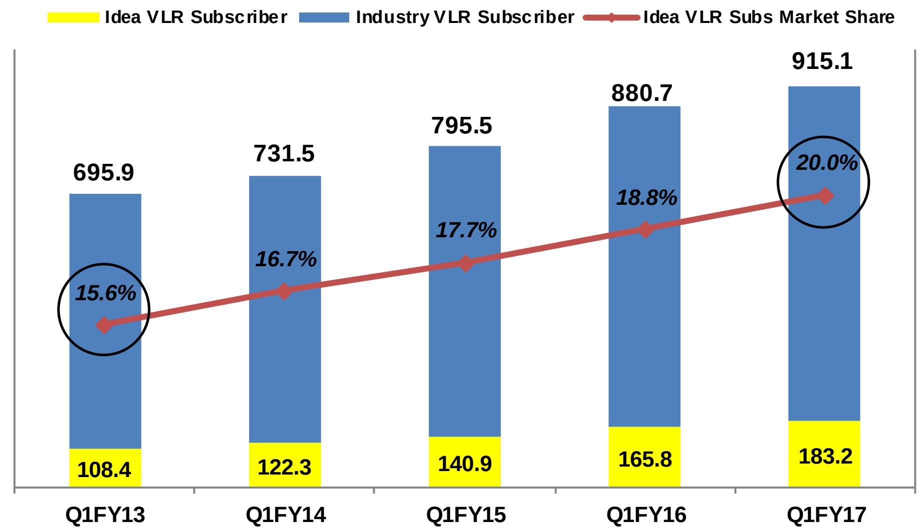


- India subscribers on VLR penetration remains low @ 73.7% v/s Global average @ 92.1% (Global subs: 7.3 Bn, Active: 6.8 Bn)^
- Indian Industry adding ~70 Mn active subscribers per annum consistently for the last 3 years
- Idea subscribers on VLR v/s reported subs highest @ 105% against Indian Industry's 91% (Mar '16)
- Over the last 4 years, all Indian subscriber addition has come from rural geographies
- Despite that, India rural subscriber penetration remains low at 50.9%
- Rural segment key strength of Idea

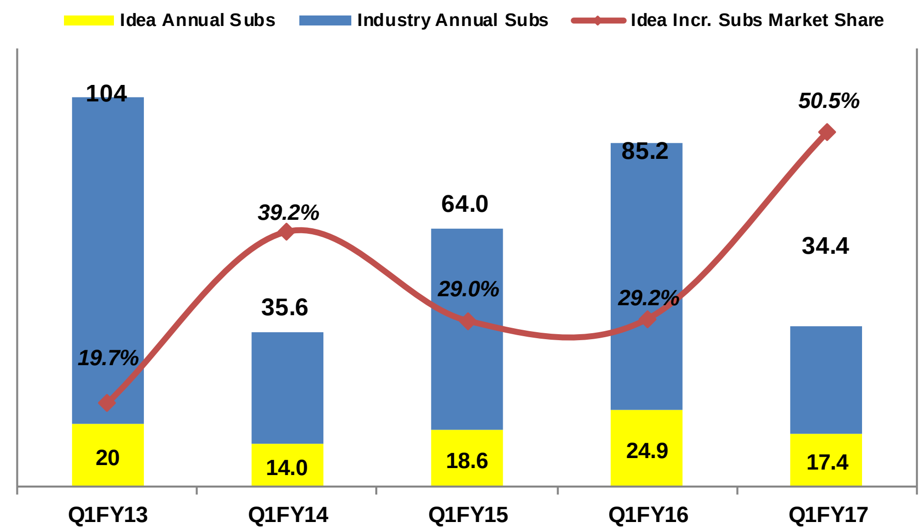
Source: TRAI Reports, ^ GSMA Intelligence, Q1 2016

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

Industry & Idea VLR Subscriber trend (in Mn.)



Industry & Idea Net Annual Subs Addition trend (in Mn.)



Operator	VLR Subscribers (Mn.)			VLR Subscriber Share			VLR Subscriber Share change		Net Subscriber Adds		Net Subs Add Share		iCMS - CMS
	Q1FY13	Q1FY16	Q1FY17	Q1FY13	Q1FY16	Q1FY17	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	108.4	165.8	183.2	15.6%	18.8%	20.0%	4.4%	1.2%	74.8	17.4	34.1%	50.5%	14.1%
Bharti	170.0	222.0	233.1	24.4%	25.2%	25.5%	1.0%	0.3%	63.0	11.1	28.7%	32.2%	3.3%
Voda	137.3	176.3	189.6	19.7%	20.0%	20.7%	1.0%	0.7%	52.3	13.3	23.9%	38.7%	3.1%
Rest of Ind.	280.2	316.6	309.3	40.3%	36.0%	33.8%	-6.5%	-2.2%	29.1	-7.3	13.3%	-21.3%	-20.5%
Total	**695.9**	**880.7**	**915.1**	**100.0%**	**100.0%**	**100.0%**	**0.0%**	**0.0%**	**219.2**	**34.4**	**100.0%**	**100.0%**	**0.0%**
Gap with No 2	28.9	10.4	6.4	4.1%	1.2%	0.7%							

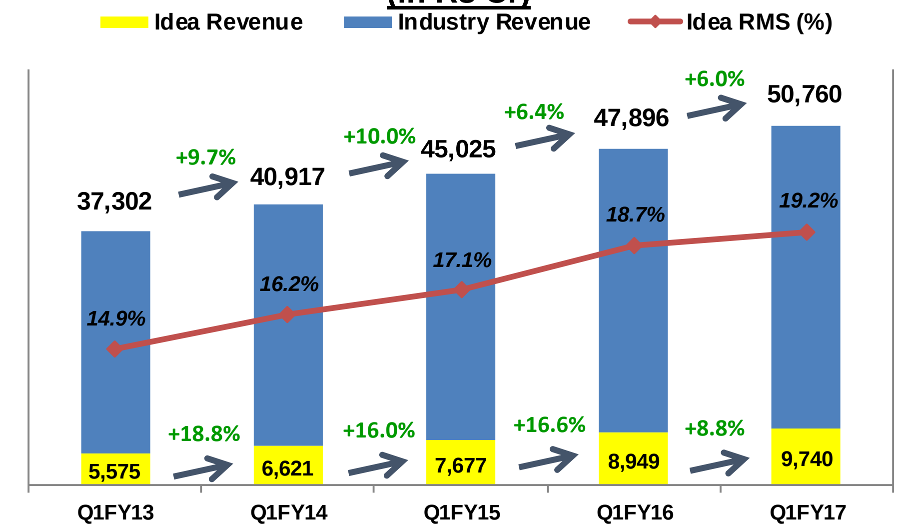
Source: TRAI Reports

Idea – The fastest growing Indian Telco for straight 8 years

Consistently outpacing industry growth

Idea

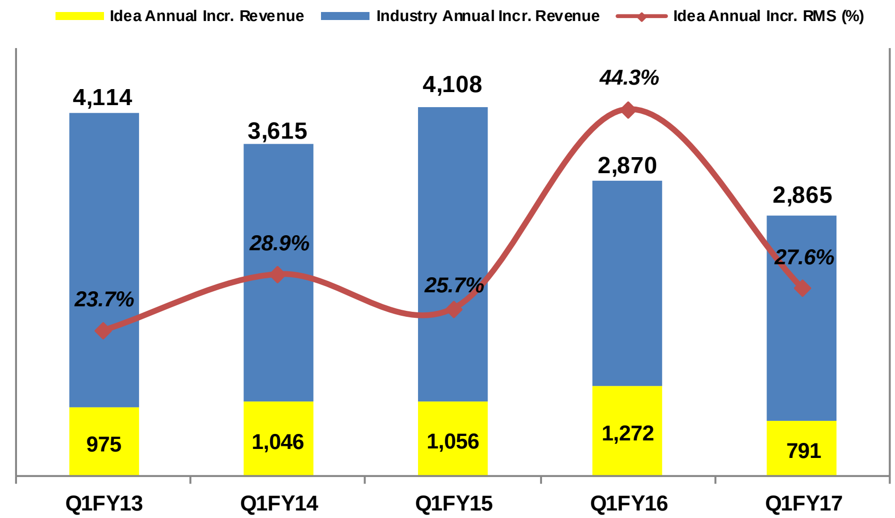
Industry & Idea Revenue trend (in Rs Cr)



In USD Bn

Ind.	5.6	6.2	6.8	7.2	7.7
Idea	0.8	1.0	1.2	1.3	1.5

Industry & Idea Annual Incr. Revenue trend (in Rs Cr)



In USD Mn

Ind.	620	545	619	433	432
Idea	147	158	159	192	119

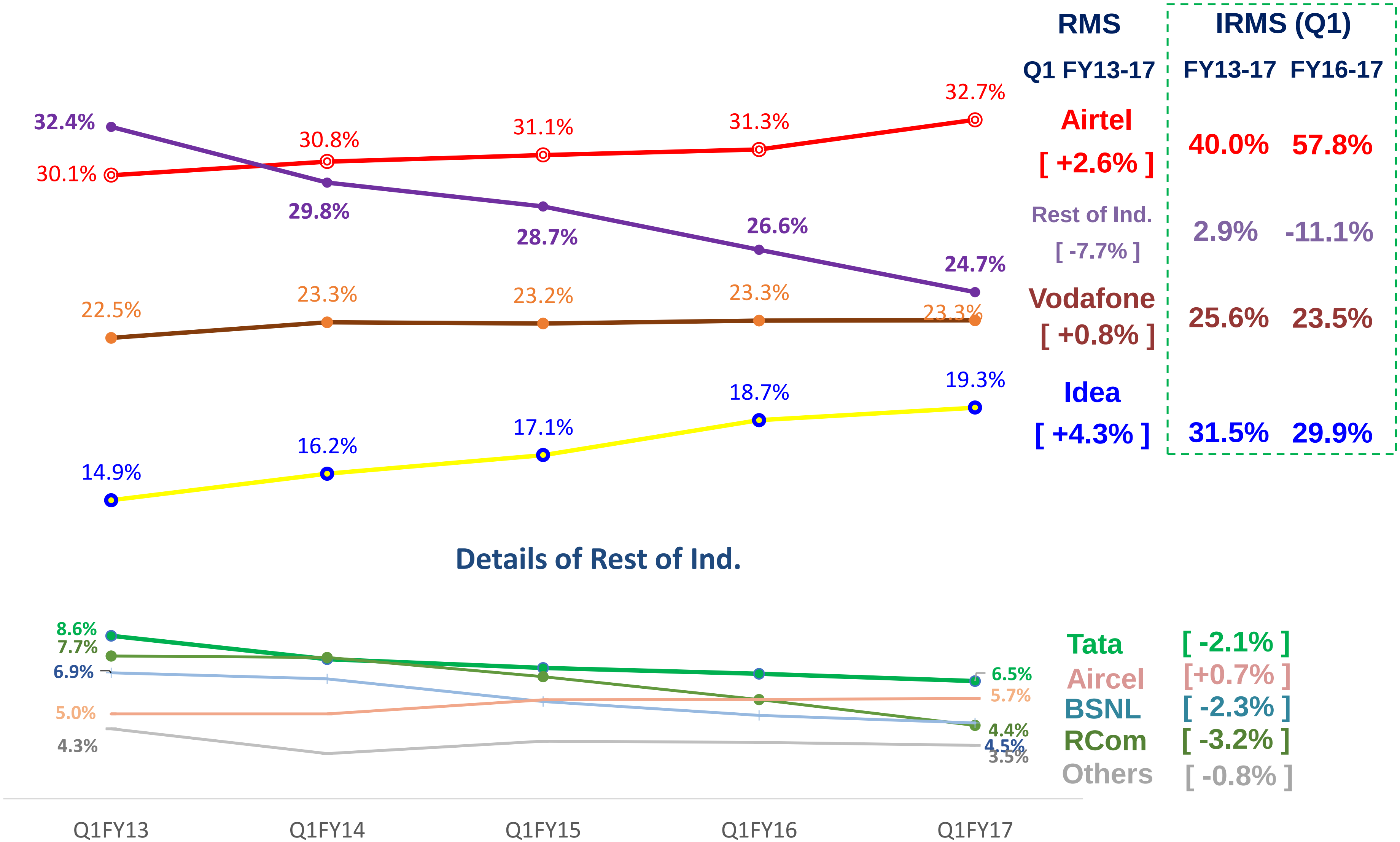
Operator	Revenue (in Rs Cr)			RMS (%)			Revenue Growth (%)		Incr. Revenue (in Rs. Cr)		Annual Incr. RMS		iRMS - RMS
	Q1FY13	Q1FY16	Q1FY17	Q1FY13	Q1FY16	Q1FY17	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	5,575	8,949	9,740	14.9%	18.7%	19.3%	15.0%	8.8%	4,165	791	31.5%	29.9%	12.2%
Bharti	11,238	15,006	16,536	30.1%	31.3%	32.7%	10.1%	10.2%	5,298	1,531	40.0%	57.8%	7.3%
Vodafone	8,406	11,179	11,801	22.5%	23.3%	23.3%	8.8%	5.6%	3,394	622	25.6%	23.5%	2.3%
Rest of Ind.	12,082	12,762	12,467	32.4%	26.6%	24.7%	0.8%	-2.3%	385	-295	2.9%	-11.1%	-21.8%
Total	37,302	47,896	50,544	100.0%	100.0%	100.0%	7.9%	5.5%	13,242	2,648	100.0%	100.0%	0.0%
Gap with No 2	2,831	2,230	2,061	7.6%	4.7%	4.1%							

Source: Gross revenue as per TRAI Reports.

1 USD = 66.33 INR

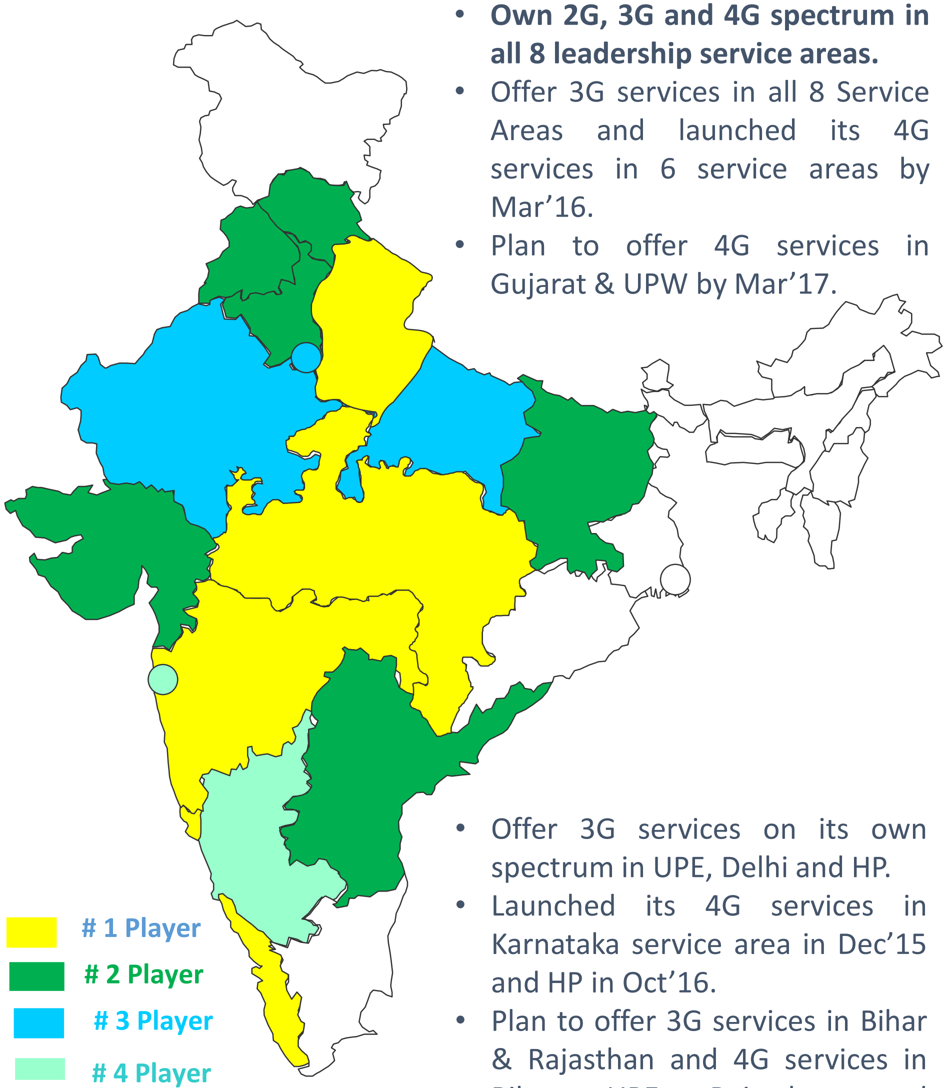
Idea – The fastest growing Indian Telco for straight 8 years

A Clear #2 in Incremental Revenue Market Share



Source: Gross revenue as per TRAI Reports

Idea 15 Service Areas – Core Strength



- **Own 2G, 3G and 4G spectrum in all 8 leadership service areas.**
- Offer 3G services in all 8 Service Areas and launched its 4G services in 6 service areas by Mar'16.
- Plan to offer 4G services in Gujarat & UPW by Mar'17.

8 Established Service Areas (Leadership)				
Service Area	RMS Q1FY14[1]	RMS Q1FY17[1]	Rank[2]	Spectrum Profile
Kerala	35.7%	42.6%	1	2G/3G/4G
M.P.	35.3%	42.9%	1	2G/3G/4G
Maharashtra	29.0%	33.9%	1	2G/3G/4G
UP – W	29.2%	32.0%	1	2G/3G/4G
Haryana	25.5%	28.3%	2	2G/3G/4G
Punjab	22.2%	26.0%	2	2G/3G/4G
A. P.	20.2%	24.6%	2	2G/3G/4G
Gujarat	19.5%	22.6%	2	2G/3G/4G
Total	**26.7%**	**31.5%**	**1**	

- **~41% of India Mobility Revenue and ~67% of Idea Revenue**
- **Idea Incremental RMS @50.9%**

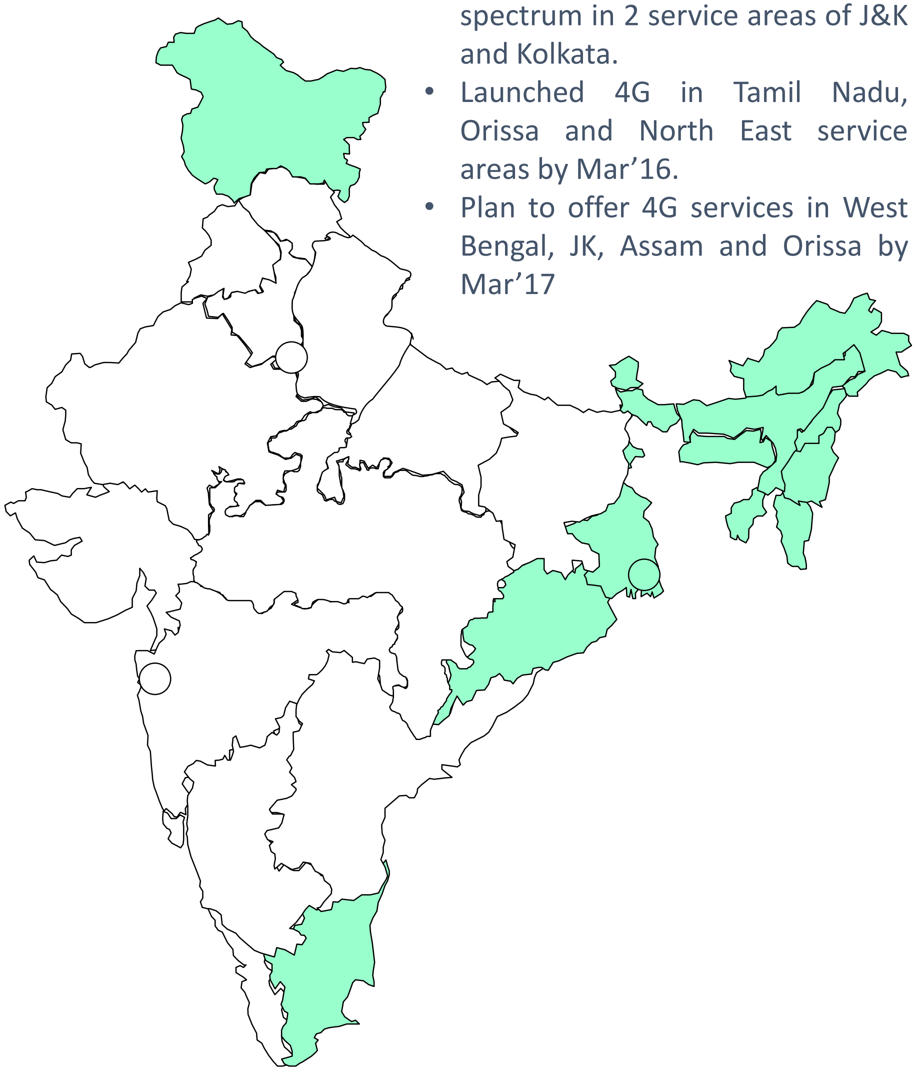
- Offer 3G services on its own spectrum in UPE, Delhi and HP.
- Launched its 4G services in Karnataka service area in Dec'15 and HP in Oct'16.
- Plan to offer 3G services in Bihar & Rajasthan and 4G services in Bihar, UPE, Rajasthan and Mumbai by Mar'17.

7 Other Established Service Areas				
Service Area	RMS Q1FY14[1]	RMS Q1FY17[1]	Rank[2]	Spectrum Profile
Bihar	11.6%	14.3%	2	2G/3G/4G
H.P.	10.2%	13.7%	2	2G/3G/4G
UP – E	13.7%	14.4%	3	2G/3G/4G
Rajasthan	12.9%	13.6%	3	2G/3G/4G
Delhi	11.6%	12.3%	3	2G/3G
Karnataka	10.3%	11.1%	4	2G/4G
Mumbai	9.4%	10.7%	4	2G/4G
Total	**11.5%**	**12.6%**	**3**	

- **~39% of India Mobility Revenue and ~26% of Idea Revenue**
- **Idea Incremental RMS @17.2%**

[1] Source: TRAI revenue for UAS and Mobile licenses only.
[2] Based on Q1Y17 revenue market share from TRAI report

Idea 7 New Service Areas - Emerging Opportunity



- Offer 3G service on its own spectrum in 2 service areas of J&K and Kolkata.
- Launched 4G in Tamil Nadu, Orissa and North East service areas by Mar'16.
- Plan to offer 4G services in West Bengal, JK, Assam and Orissa by Mar'17

- Idea launched services during FY10 in 7 new service areas; combined RMS of 7.0%[1] in Q1FY17
- Idea won back 5 MHz spectrum in 1800 MHz frequency auction in Nov'12 (6.25 MHz in West Bengal) in these service areas (post cancellation of licenses by Supreme Court)
- Idea won 4G (1800 MHz) spectrum for West Bengal, J&K, and Assam in Oct'16 auction
- Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common Network & IT elements
- Q2FY17 EBITDA loss at Rs. 1.4bn.

7 New Service Areas				
Service Area	RMS Q1FY14[1]	RMS Q1FY17[1]	Rank[2]	Spectrum Profile
West Bengal	6.5%	9.9%	3	2G/4G
Tamil Nadu	3.1%	6.5%	4	2G/4G
J & K	3.8%	7.6%	5	2G/3G/4G
Assam	2.8%	5.4%	5	2G/4G
North East	3.6%	4.6%	5	2G/4G
Kolkata	5.6%	7.3%	6	2G/3G
Orissa	4.5%	6.2%	6	2G/4G
Total	**4.1%**	**7.0%**	4	

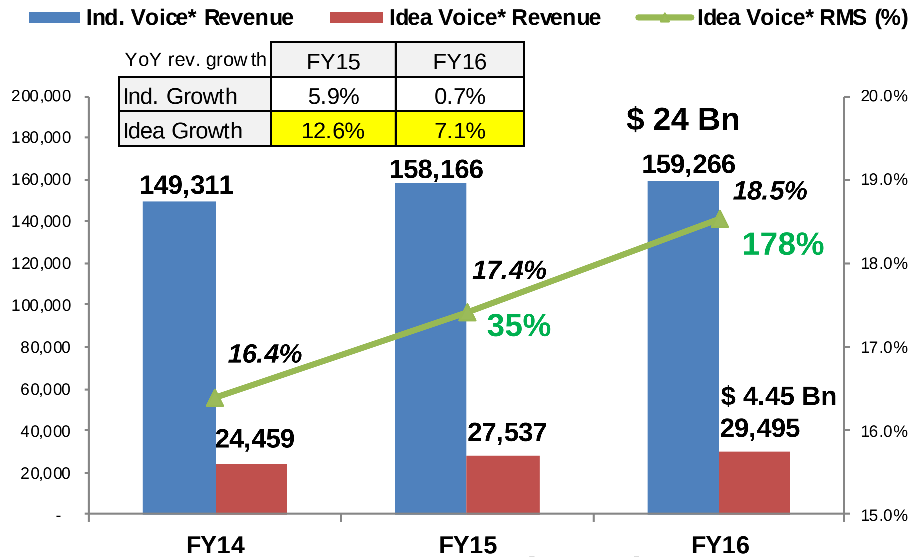
- ~20% of India Mobility Revenue and ~7% of Idea Revenue
- Idea Incremental RMS @21.3%

[1] *Source: TRAI revenue for UAS and Mobile licenses only.*
[2] *Based on Q1FY17 revenue market share from TRAI report*

Idea Mobile Voice & Data Segment Performance

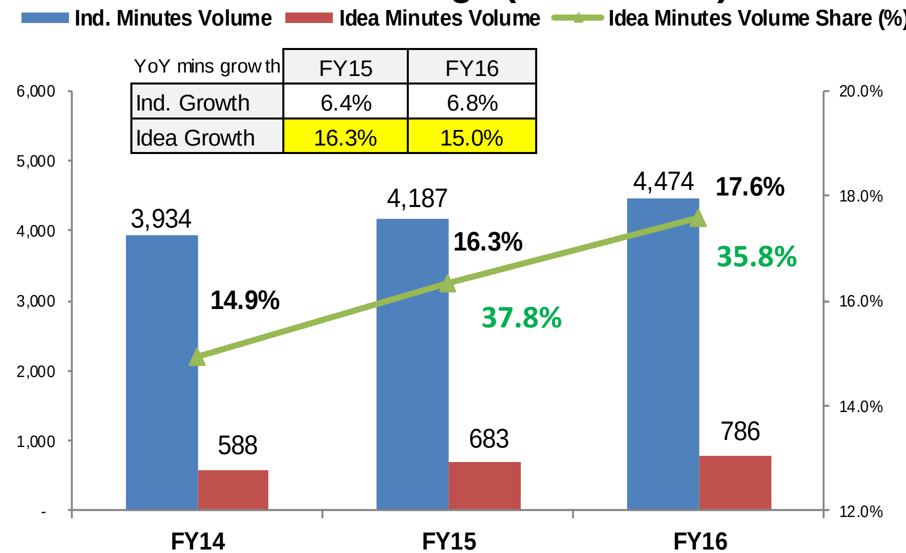
Gaining both Revenue and Traffic share

Voice* Revenue (Rs Cr)



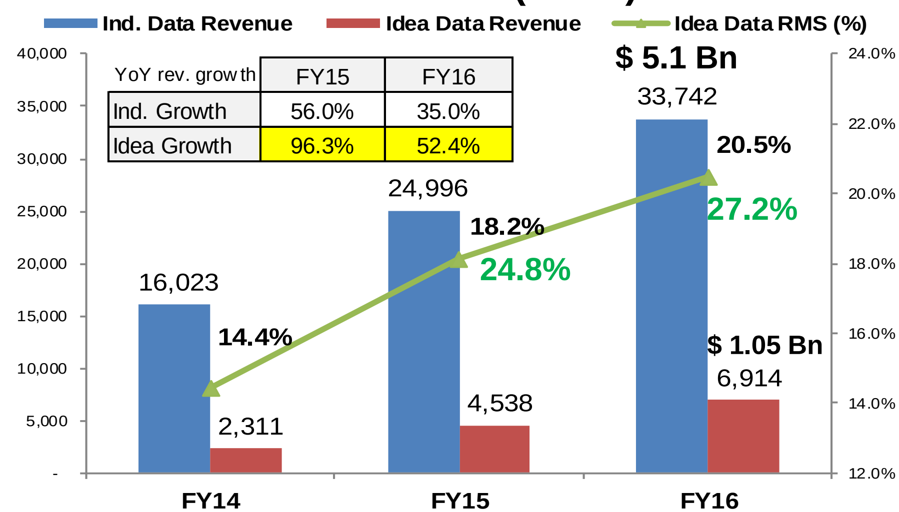
YoY rev. growth	FY15	FY16
Ind. Growth	5.9%	0.7%
Idea Growth	12.6%	7.1%

Minutes of Usage (Bn Minutes)



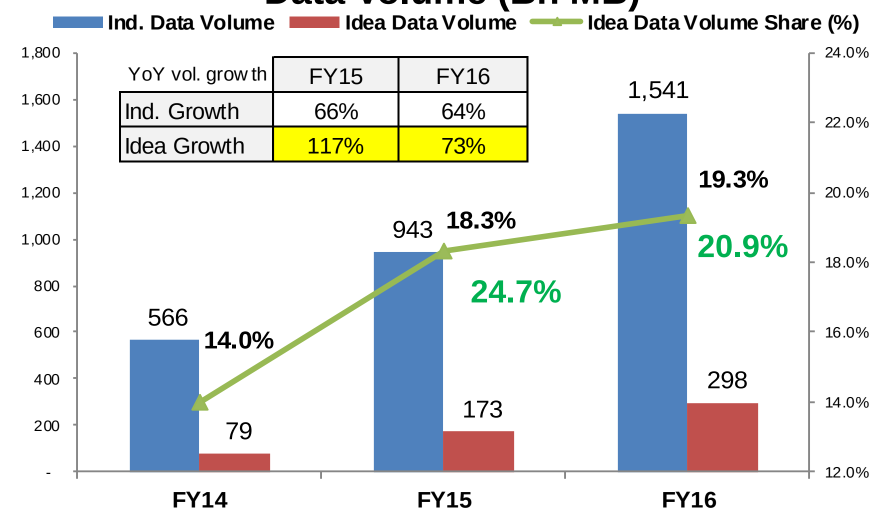
YoY mins growth	FY15	FY16
Ind. Growth	6.4%	6.8%
Idea Growth	16.3%	15.0%

Data Revenue (Rs Cr)



YoY rev. growth	FY15	FY16
Ind. Growth	56.0%	35.0%
Idea Growth	96.3%	52.4%

Data Volume (Bn MB)



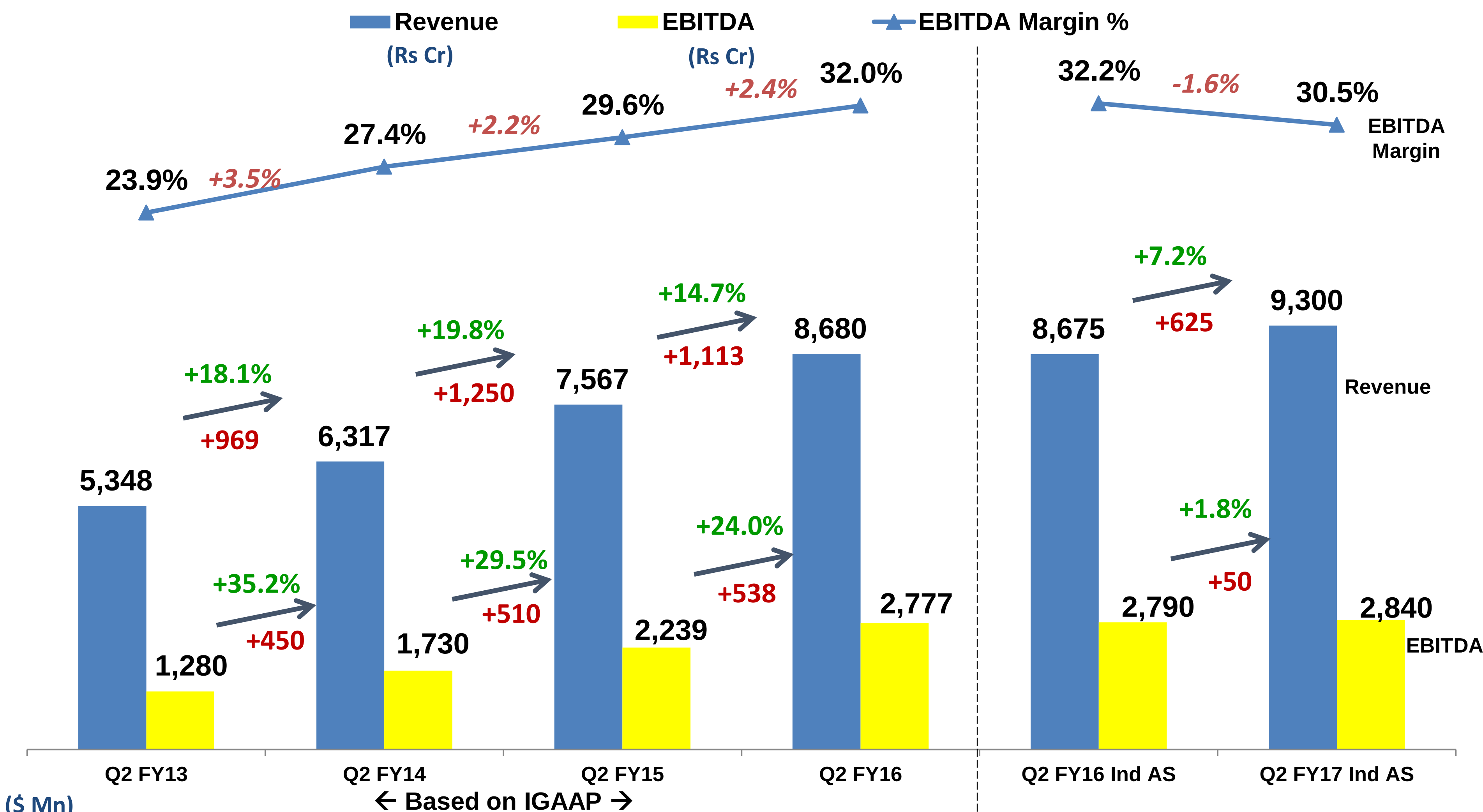
YoY vol. growth	FY15	FY16
Ind. Growth	66%	64%
Idea Growth	117%	73%

* Voice (+ others including VAS) revenue = TRAI reported Gross Revenue less Data Revenue

All figures are estimated based on TRAI PI reports Figures in Green indicate incremental market share figures.

Idea delivering consistent Revenue & EBITDA growth

CAGR of 14.4% Revenue, 24.9% EBITDA & 9.6% margin improvement over past 4 years



($ Mn)

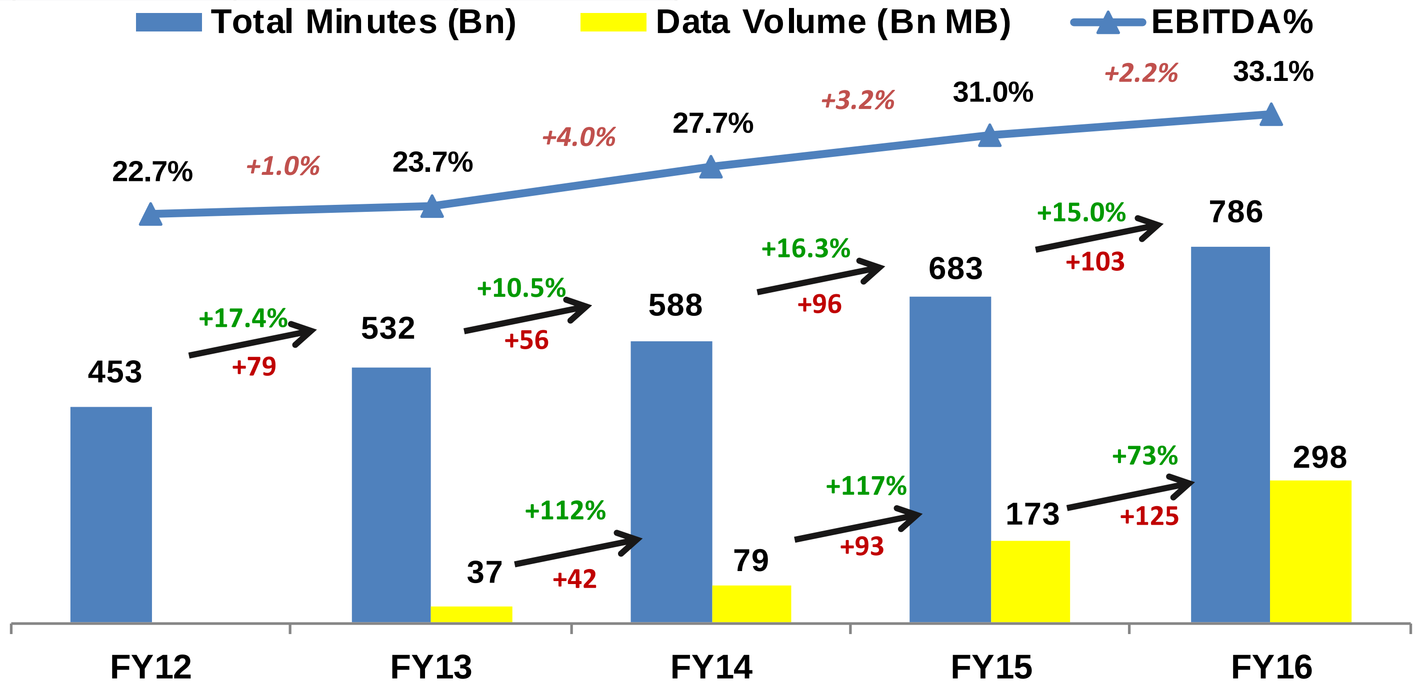
Rev	806	952	1141	1309	1308	1402
EBITDA	193	261	338	419	421	428

Based on Idea standalone + 100% subsidiaries

Revenue Growth + Scale Benefit = Margin Increase; Closing gap with No. 2

Operators	EBITDA (Rs. Cr)			EBITDA Margin %			Incr. EBITDA (4 Years)
	FY12	FY15	FY16	FY12	FY15	FY16	
Idea[1]	**4,466**	**9,768**	**11,910**	**22.7%**	**31.0%**	**33.1%**	**45.7%**
Bharti[2]	13,669	19,474	21,903	33.9%	37.5%	39.1%	52.2%
Voda[3]	8,582	12,613	13,125	26.3%	29.7%	29.5%	38.0%
Gap with Voda	**-4,117**	**-2,845**	**-1,215**	-3.7%	1.2%	3.6%	**7.7%**

Gap with Voda ($ Mn)	-621	-429	-183

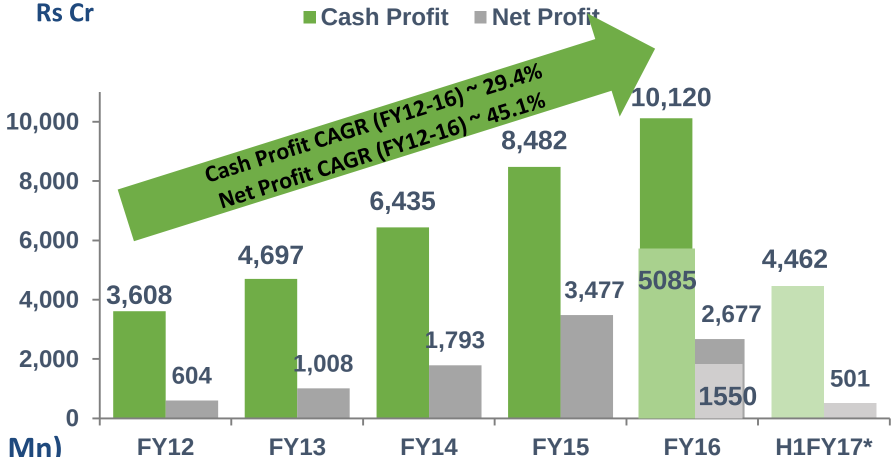


[1] Based on Idea + 100% subsidiaries financials as per IGAAP financials
[2] India Mobility business
[3] As per quarterly disclosures by Vodafone PLC

1 USD = 66.33 INR

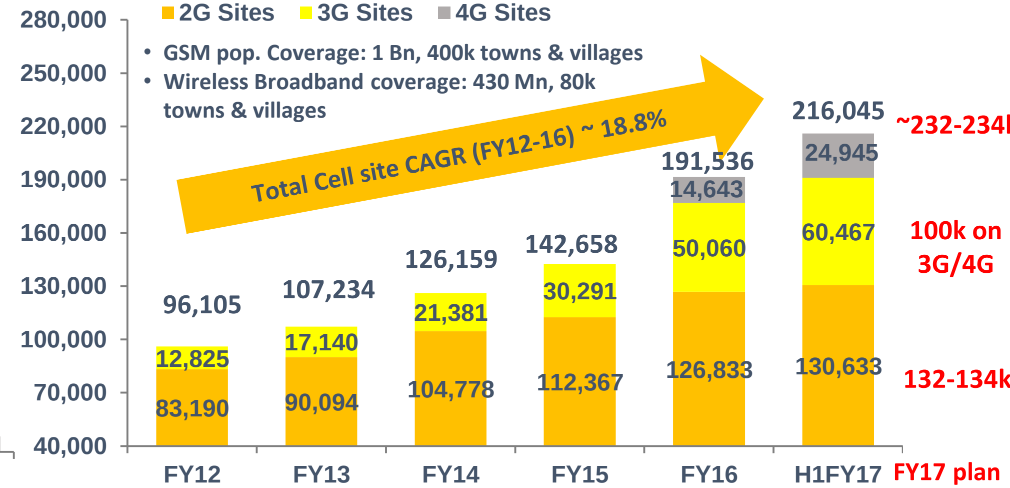
Idea Financial Trending

Growth in Cash Profits & Net Profits



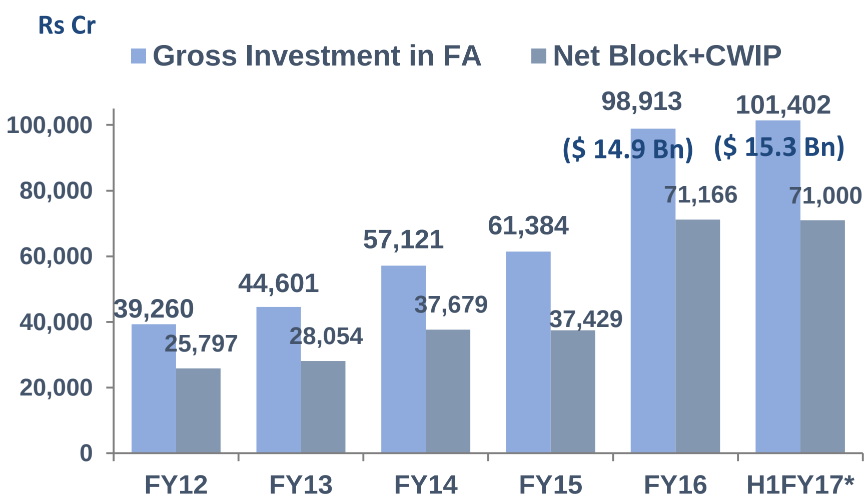
($ Mn)	FY12	FY13	FY14	FY15	FY16	H1FY17*
Cash	544	708	970	1,279	1,526	673
Net	91	152	270	524	404	76

Expanding Cell sites & Capex spends

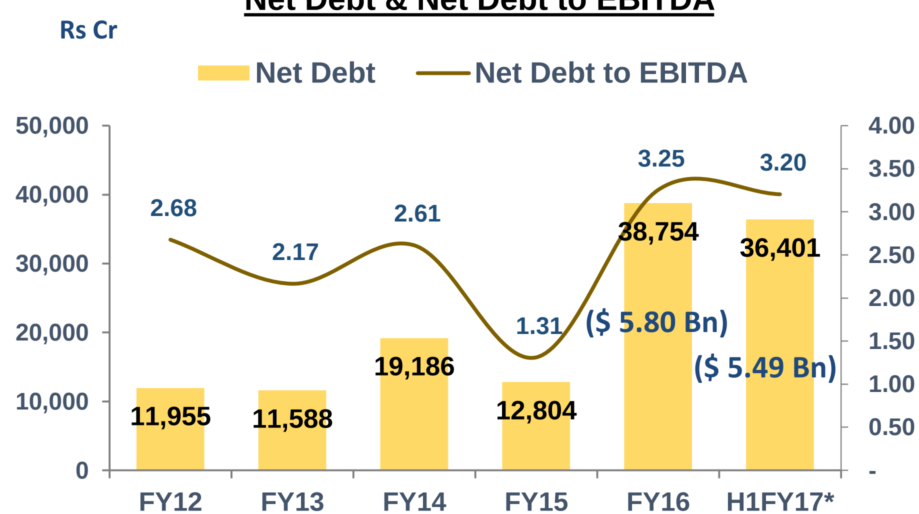


	FY12	FY13	FY14	FY15	FY16	H1FY17
Capex	3,683	3,360	3,568	4,046	7,769	3,079
$ Mn	555	507	538	610	1171	464

Gross Block & Net Block



Net Debt & Net Debt to EBITDA



Based on Idea standalone + 100% subsidiaries financials as per IGAAP *Based on Ind AS

1 USD = 66.33 INR

- Indian Mobile Telecom
    - *Idea & Industry*
- The Emerging Mobile Data Opportunity
    - *Spectrum Auctions 2016*
- Idea Digital Services
- Indian Tower Industry & Opportunities

Spectrum Auction 2016 Summary

Total quantum of 1239.6 MHz (unpaired) sold @ Rs. 65,789 Crs

Operator	4G						3G	Total quantum*	Payout (Rs. Cr)	Payout ($ Mn)
	Coverage (FDD paired)			Capacity (TDD unpaired)		Total	(Paired - 2100 MHz)	(FDDx2) + TDD		
	800 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	(FDDx2) + TDD				
Idea		54.6	10.0	30.0	170.0	329.2	10.0	**349.2**	**12,798**	**1,929**
Bharti		18.8		130.0		167.6	25.0	**217.6**	**14,244**	**2,147**
Vodafone		42.6	15.0		200.0	315.2	25.0	**365.2**	**20,279**	**3,057**
RJio	15.0	39.6		160.0		269.2		**269.2**	**13,672**	**2,061**
Tata*		12.4				24.8		**24.8**	**4,619**	**696**
RCom		5.0				10.0		**10.0**	**65**	**10**
Aircel*		1.8				3.6		**3.6**	**112**	**17**
Industry	**15.0**	**174.8**	**25.0**	**320.0**	**370.0**	**1,119.6**	**60.0**	**1,239.6**	**65,789**	**9,918**

- Overall quantum of 1239.6 MHz auctioned vis-à-vis an availability of 3,789.5 MHz
  - FDD: 2 x 274.8 MHz auctioned from available 2x1434.8 MHz
  - TDD: 690 MHz auctioned from available 920 MHz

- No demand for 700 MHz and 900 MHz band

- Total upfront payment of Rs. 31,989 Crs to the Government, out of which upfront payment by Idea is Rs. 6,399 Crs

For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum
USD 1= INR 66.33

Pre & Post 2016 Auction
Quantum & Value of Spectrum owned

Operator	Quantum (MHz) [(FDDx2) + TDD] in MHz			Payout in Auctions (Rs. Cr)			Payout in $ Mn
	Pre Auction	2016 Auction	Post Auction	Pre Auction*	2016 Auction	Post Auction	
Bharti	1,166.9	217.6	1,384.5	75,095	14,244	89,338	13,334
Vodafone	591.5	365.2	956.7	58,350	20,279	78,630	11,736
Idea	541.4	349.2	890.6	48,894	12,798	61,692	9,208
RJio	838.6	269.2	1,107.8	40,480	13,672	54,152	8,082
BSNL/MTNL	998.8		998.8	18,340		18,340	2,737
Tata	362.2	24.8	387.0	13,716	4,619	18,335	2,737
RCom	434.1	10.0	444.1	13,047	65	13,112	1,957
Aircel	395.2	3.6	398.8	10,018	112	10,130	1,512
Uninor	86.8		86.8	4,863		4,863	726
MTS	60.0		60.0	3,639		3,639	543
Tikona	100.0		100.0	1,058		1,058	158
Industry	**5,575.5**	**1,239.6**	**6,815.1**	**2,87,500**	**65,789**	**3,53,289**	**52,730**

** Including company estimated amount related to Spectrum Trading deals*

For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum

Band wise ownership of Auctioned Spectrum

Idea overall spectrum share @ 16%

Operator	Quantum (MHz)							Spectrum Share %
	FDD				TDD		Total (FDD x 2) + TDD	
	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz		
Bharti		79.2	162.5	125.0	450.0		1,183.3	23%
RJio	107.5		146.4		600.0		1,107.8	21%
Idea		59.0	172.7	80.0	30.0	170.0	823.4	16%
Vodafone		65.8	126.0	115.0		200.0	813.5	16%
BSNL/MTNL				110.0		280.0	500.0	10%
RCom	26.3	10.0	17.4	65.0			237.3	5%
Aircel			20.0	65.0	20.0		190.0	4%
Tata	11.3		15.0	45.0			142.5	3%
Tikona					100.0		100.0	2%
Uninor			43.4				86.8	2%
MTS	30.0						60.0	1%
Industry	**175.0**	**214.0**	**703.3**	**605.0**	**1,200.0**	**650.0**	**5,244.6**	**100%**
Idea as a % of Ind.	**0%**	**28%**	**25%**	**13%**	**3%**	**26%**	**16%**	

For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum

Competitive Spectrum Footprint

Pan India Mobile Broadband Spectrum (4G - 20 circles, 3G - 15 Circles)

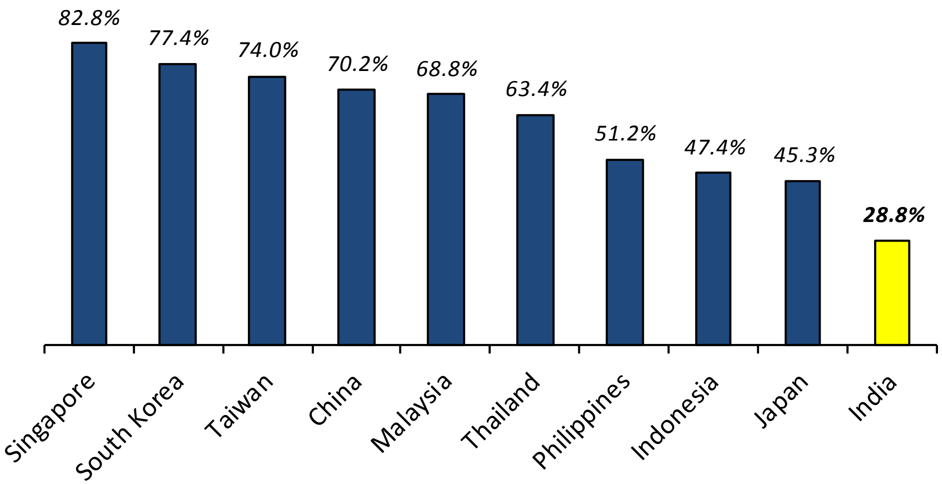
Service Areas	FDD				TDD			FDD (2x)* +TDD	GSM (2G) services	Broadband Carrier	
	900	1800	2100	Total	2300	2500	Total			3G	4G
Maharashtra	9.0	11.0	5.0	25.0	10.0	10.0	20.0	70.0	√	2	4
Kerala	6.0	10.0	5.0	21.0	10.0	10.0	20.0	62.0	√	1	4
Madhya Pradesh	7.4	11.6	5.0	24.0	10.0	20.0	30.0	78.0	√	2	5
Uttar Pradesh (West)	5.0	9.4	5.0	19.4		10.0	10.0	48.8	√	1	3
Gujarat	5.0	10.0	5.0	20.0		10.0	10.0	50.0	√	1	3
Andhra Pradesh	5.0	6.0	5.0	16.0		10.0	10.0	42.0	√	1	2
Punjab	5.6	10.0	5.0	20.6				41.2	√	1	2
Haryana	6.0	10.8	5.0	21.8		10.0	10.0	53.6	√	1	3
8 Leadership Circle (Sub Total)	**49.0**	**78.8**	**40.0**	**167.8**	**30.0**	**80.0**	**110.0**	**445.6**		**10**	**26**
Uttar Pradesh (East)		6.2	10.0	16.2		10.0	10.0	42.4	√	1	2
Rajasthan		11.2	5.0	16.2		10.0	10.0	42.4	√	1	2
Bihar		10.65	5.0	15.7		10.0	10.0	41.3	√	1	2
Himachal Pradesh		9.8	5.0	14.8		10.0	10.0	39.6	√	1	2
Delhi	5.0	8.6		13.6				27.2	√	1	
Mumbai	0.0	6.4	5.0	11.4				22.8	√		1
Karnataka	5.0	6.0		11.0				22.0	√		1
7 Emerging Circle (Sub Total)	**10.0**	**58.9**	**30.0**	**98.9**	**0.0**	**40.0**	**40.0**	**237.7**		**5**	**10**
Tamil nadu		11.4		11.4				22.8	√		1
Kolkata		5.0	5.0	10.0				20.0	√	1	
West Bengal		11.25		11.3		10.0	10.0	32.5	√		2
Orissa		10.0		10.0		10.0	10.0	30.0	√		2
Assam		10.0		10.0		10.0	10.0	30.0	√		2
North East		11.0		11.0		10.0	10.0	32.0	√		2
Jammu & Kashmir		10.0	5.0	15.0		10.0	10.0	40.0	√	1	2
7 New Circle (Sub Total)		**68.7**	**10.0**	**78.7**	**0.0**	**50.0**	**50.0**	**207.3**		**2**	**11**
Total	**59.0**	**206.3**	**80.0**	**345.3**	**30.0**	**170.0**	**200.0**	**890.6**		**17**	**47**

** For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum*

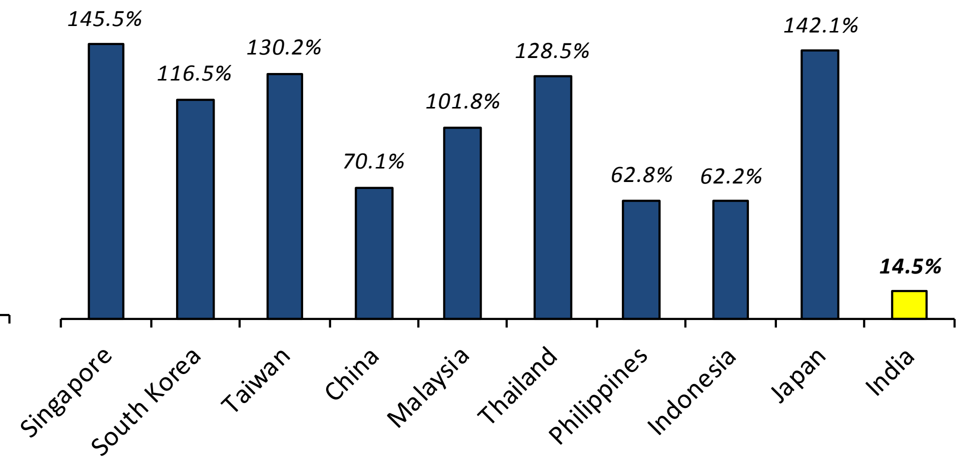
Large Potential for Data Penetration in India

Idea

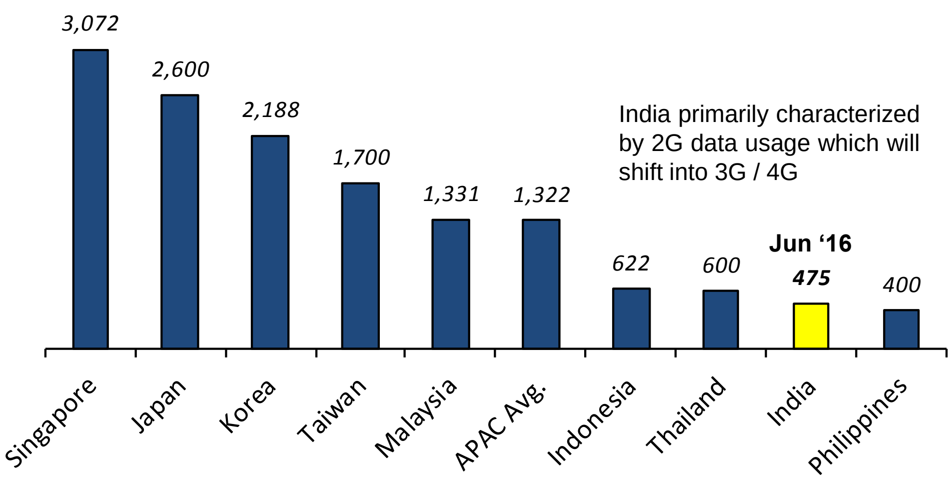
Smartphone Penetration - as a % of Connections*



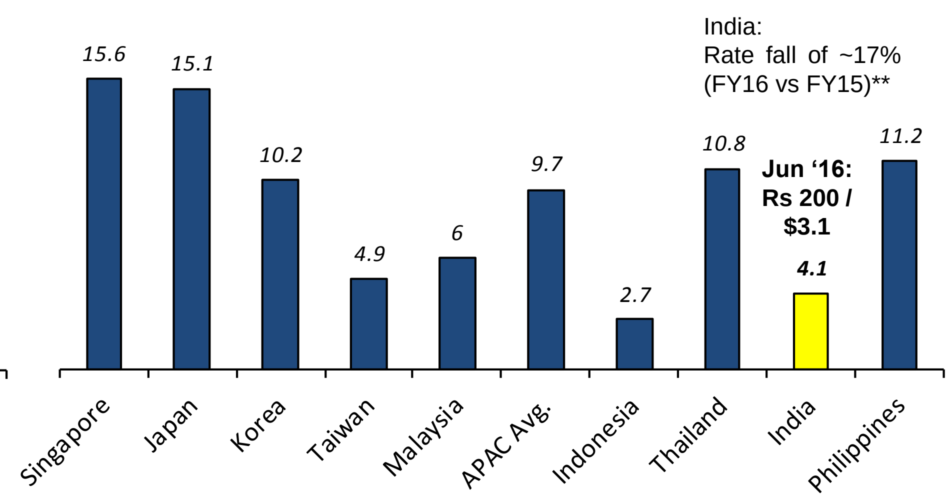
(3G+4G) Market Penetration (Connections)*



Usage/Sub (MB)^



Price/GB (USD)^



Source: * GSMA Q3 2016, ^ UBS June 2015, ** Estimates basis TRAI PI report

Top Indian Private Operators Building a World Class Indian Mobile Broadband Infra

Since January 2016, top Indian Private Mobile Operators are now working at breakneck speeds to create a world class Digital Highway

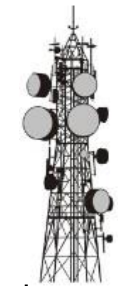
Coverage expansion*

1.1 Billion

Indians to be covered by wireless broadband services by 2019-2020 from 250 – 300 Mn population coverage before Mar 2015 auctions

Population coverage to expand from current ~ 20% to ~ 90% by 2019-2020*

3G & 4G Network Rollout



3X roll out

- FY15: 40k (EoP: 120k)
  FY16: 120k (EoP: 240k)
  H1FY17*** : EoP ~550k
- FY17***:~400k (EoP: 640k) (incl. entry of new operator, excl. deployment on spectrum won in Oct'16 Auction)

Wireless Broadband users**

540 Million

Mobile Broadband (3G+4G) users in 2021 from existing 130 million (Mar 2016) & usage per subscriber to grow 2-3 times from current level of 475 MB/user

Massive Capacity creation***

750-800k sites

Cumulative on 3G / 4G platform by FY2018

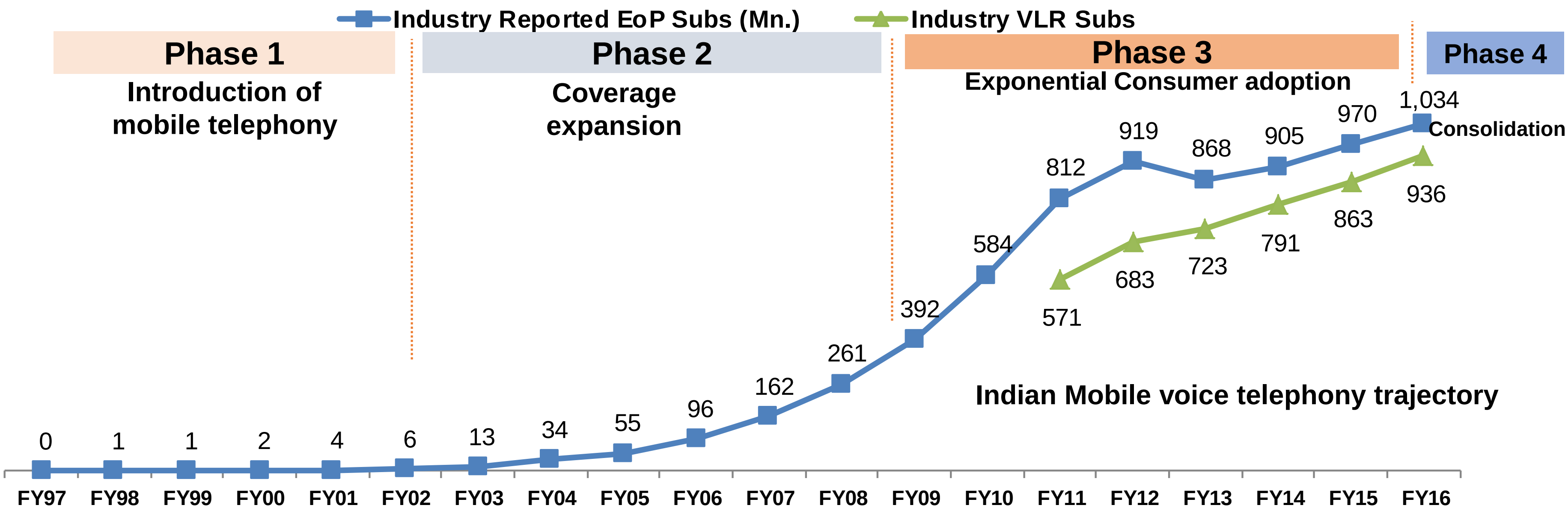
- Estimated Capacity (Sep'16) @ ~37 PB/day
- Current demand: ~19 PB/day (incl. current promotional offering of Free Data ~15 PB/day)
- Utilisation ~ 50%

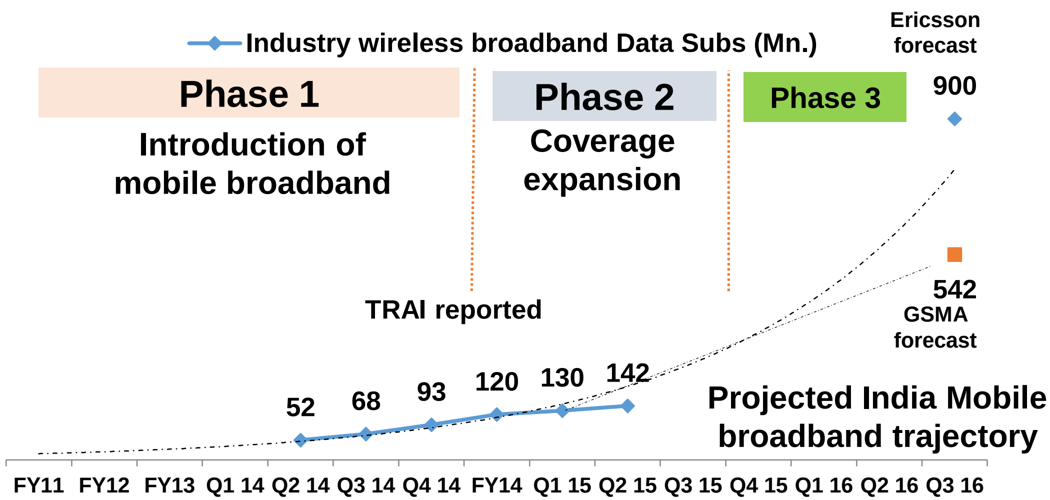
* Internal assessment ** GSMA forecast

*** Company Estimates (independently counting cell sites on each 3G & 4G spectrum band)

History to repeat itself

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





- Coverage expansion phase in mobile voice was followed by a phase of exponential consumer uptake of voice telephony services during FY09 to FY16; now Voice entering consolidation phase
- Mobile broadband currently in a coverage expansion phase
- Likely to be followed by exponential consumer adoption, but telecom sector has to build relevance

Steps taken by Idea to participate in Emerging Wireless Broadband Business

Gearing to become Pan India 3G/4G provider

Spectrum:

- **3G/4G Coverage (FDD): 219.4 MHz (900/1800/2100)**
  - *1800 MHz: 124.4 MHz across 18 circles (4G)*
  - *900/2100 MHz: 15 + 80 MHz in 16 circles (3G & 4G)*
  - *4 carriers (3G/4G) – 2 markets*
  - *3 carriers (3G/4G) – 5 markets*
  - *2 carriers (3G/4G) – 6 markets*
  - *1 carrier (3G/4G) – 9 markets*
- **4G Capacity (TDD): 200 MHz (2300/2500)**
  - *20 carriers across 16 service areas*
- GSM spectrum **(FDD) – 125.9 MHz**
  - *900/1800: 44 + 81.9 MHz*
- **Idea currently focussed on expanding coverage rather than build capacity. Current Mobile broadband coverage 400 million Indians, plan to reach 500 million Indians by March 2017**

Aggressive expansion of Mobile Broadband Network:

- **Cumulative roll out of 70,000+ data sites in 2 years**
  - *FY16 roll out: 34,000 sites*
  - *FY17 planned roll out: ~35,000 sites (17 Circles)**
- **FY17 Data sites EoP : ~100,000 in 17 circles**

Planning own range of Digital Services

Idea Games

Idea Videos

Idea Music

Idea Chat

Scheduled launch by Q4FY17

Scheduled launch in FY18

Idea TV

Idea News & Magazines

Idea Storage

Play in Payments space

Digital Wallet

!dea MONEY

- **Existing service**
- **5 Mn+ subscribers**

Payments Bank

- **ABNL got in principle approval from RBI, Idea holds 49% stake in Aditya Birla Idea Payment Bank Ltd.**
- **Expected Launch FY'17-'18**

*excluding deployment on spectrum won in Oct'16 auction

- Indian Mobile Telecom
    - *Idea & Industry*
- The Emerging Mobile Data Opportunity
    - *Spectrum Auctions 2016*
- **Idea Digital Services**
- Indian Tower Industry & Opportunities

Rising Digital Opportunity

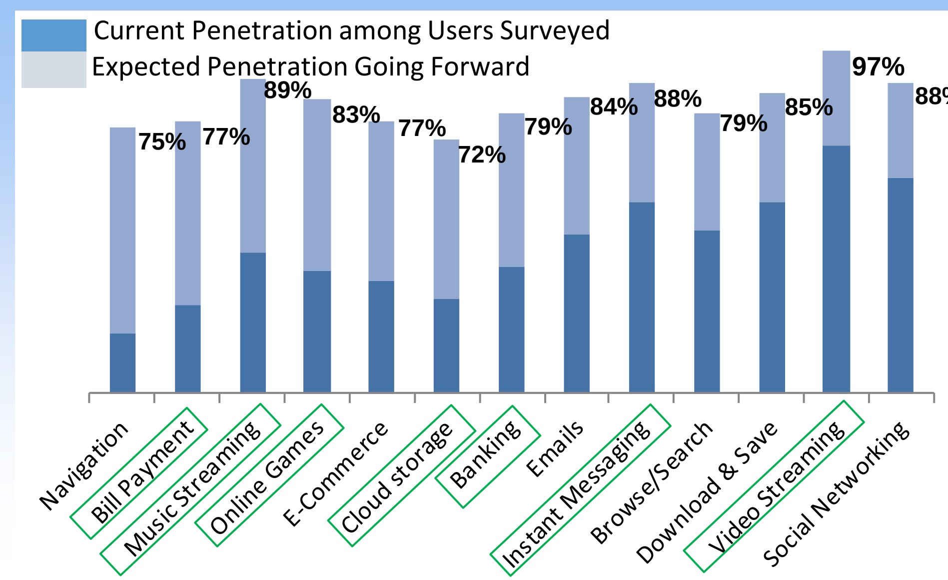
Growing World of Apps & Content

322 Mn Internet users*
112 Mn Rural Internet users* (25% Subscriber penetration)

Potential for Growth

- 800 Mn Indian Non-Users yet to go online
- Mobile Internet Rural penetration to increase at a faster pace
- Gen Z and Millennial to lead this growth

Services of the future#



Idea entering these highlighted services in 2017

** TRAI Performance Indicator March' 16*
 # Ericsson Consumer Lab Study, 2015 (Survey on Urban smartphone mobile Internet user)

Idea Strongly Placed
To Capitalize Opportunity in Entertainment & Payments Space

As per the BCG report on “The Rising Connected Consumer in Rural India”

- 75% of the new Internet User growth is poised to come from Rural
- Connected Rural customers will increase from 120 Mn in 2015 to 315 Mn in 2020

180 Mn subs with 44Mn+ Mobile Internet Users and a strong, trusted brand

- 42% of Idea’s Mobile Internet Users are Rural against Indian average of 35%

Best-in-class execution ability – fastest growing operator for 8 consecutive years

Industry leading customer analytics program ’IRIS’

Low cost media available to distribute digital services – SMS/USSD/Web/App

Integrated presence with Telco, Payments Bank & Idea branded Digital Content

Ongoing investments in Customer Experience Management, Digital Sales & Service Channel, Big Data and Advanced Data Analytics

Developing a strong partnership ecosystem through API platform & Content

Cross bundling with basic mobility services.

Proposed Idea Services & Competition

Digital Service	VoIP & Instant Messaging	Music Streaming	Online Videos/Movies	Gaming
Users		Online music listeners 273 Mn (2020) from 27 Mn (2015)	Online video users: 200 million (2014) from 54 million (Mar 2013)	Mobile gamers: 40 – 50 Mn growing at ~50%
Market Size		Rs. 10.7 Bn (2014), +24% Digital segment 72% (2017) from 55% (2014)	Rs. 26.8 Bn (2020) from Rs. 9.5 Bn (2015), Streaming Rs 4 Bn(2015)	Rs. 50.7 Bn (2020) from Rs. 26.7 Bn (2015), Mobile Gaming @ 50%
Telecom Operators	**Hike (Airtel)** Est: 2012 Users: 100 Mn* Val: $1.4 Bn; **Jio Chat** Est: 2015 Users: 2 Mn	**Wynk (Airtel)** Est: 2014 Users: 12 Mn; **Jio Beats**	**Wynk Movies (Airtel)** Est: 2015; **Jio Play (TV)**	**Wynk Games (Airtel)** Est: 2015
OTT Apps	WhatsApp: Est: 2010 Users: 100 Mn (India) Val: $19 Bn (when sold)	gaana: Owned by Times Internet Est: 2010; **Saavn** Est: 2007 Users: 13 Mn Val: $400 Mn	hotstar: Owned by Star Network Est: 2015	gamesbond: Owned by Mauj Mobile Est: 2015 Val: $9 Mn
Idea	**Idea Chat**	**Idea Music Lounge**	**Idea Movies Studio**	**Idea Game Spark**
Launch Date	**Q4 FY17**	**Q4 FY17**	**Q4 FY17**	**Q3 FY17**

Sources: Deloitte report – Digital Media: Rise of On-demand content; FICCI-KPMG Indian Media and Entertainment Industry Report 2016; Nasscom: The Indian Gaming market review; TechCrunch; Statista; Media reports

* Registered Users

- Indian Mobile Telecom
  - *Idea & Industry*
- The Emerging Mobile Data Opportunity
  - *Spectrum Auctions 2016*
- Idea Digital Services
- Indian Tower Industry & Opportunities

Idea Tower Infrastructure Business

Tower Industry & Idea Market Share (as of Sep'16)^

Particulars	Count		Tenancy Ratio
	Towers	Tenancies	
Total Industry	417,000	767,000	1.84
Idea (ICL + ICISL)*	23,300	47,110	2.02
Market Share	*5.6%*	*6.1%*	

Idea Total Towers & Tenancies incl. 11.15% share in Indus (as of Sep'16)

Particulars	ICISL	11.15% Indus share	Total
No. of Towers	9,772	13,528	23,300
No. of Tenancies	16,392	30,718	47,110
Tenancy Ratio	**1.68**	**2.27**	**2.02**

Idea Tower Company (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 63:37
- Growth opportunity from data growth

Consolidating Idea's tower portfolio in ICISL

- Idea Celluar Ltd. (ICL) through Business Transfer Agreement (BTA) has transferred all its towers to ICISL w.e.f. August 01, 2016
- Dedicated Organisation is in place

^ Idea Cellular Infrastructure Services Limited (ICISL)
*Based on information available in public domain & media reports
** ICISL+ Indus Share

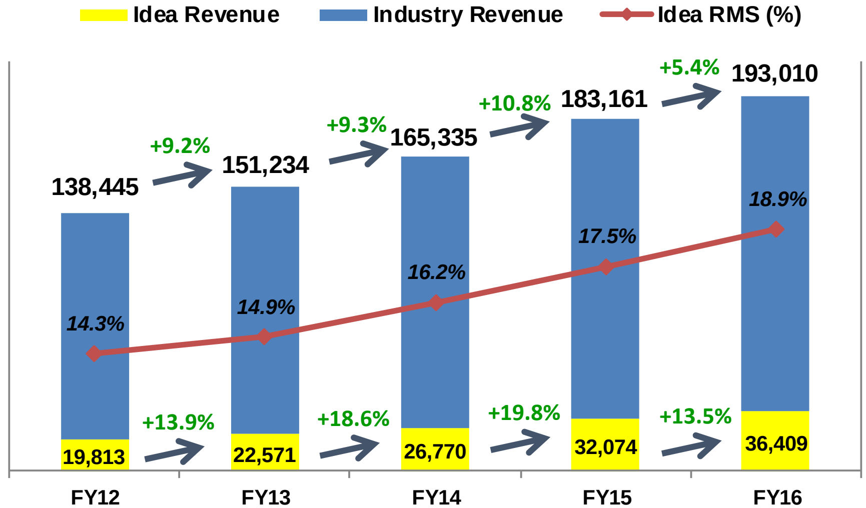
Thank you

Annexures

Idea – The fastest growing Indian Telco for straight 8 years

Consistently growing at 2X the pace of industry

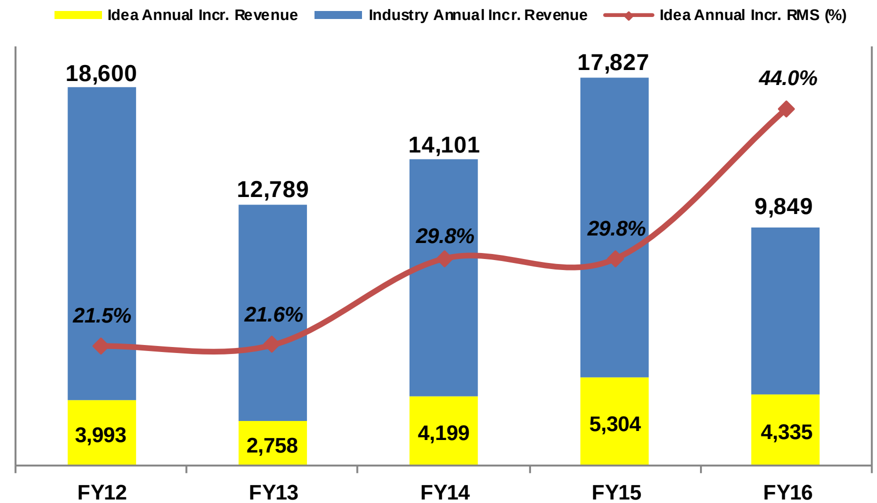
Industry & Idea Revenue trend (in Rs Cr)



In USD Bn

Ind.	20.9	22.8	24.9	27.6	29.1
Idea	3.0	3.4	4.0	4.8	5.5

Industry & Idea Annual Incr. Revenue trend (in Rs Cr)



In USD Bn

Ind.	2.8	1.9	2.1	2.7	1.5
Idea	0.6	0.4	0.6	0.8	0.7

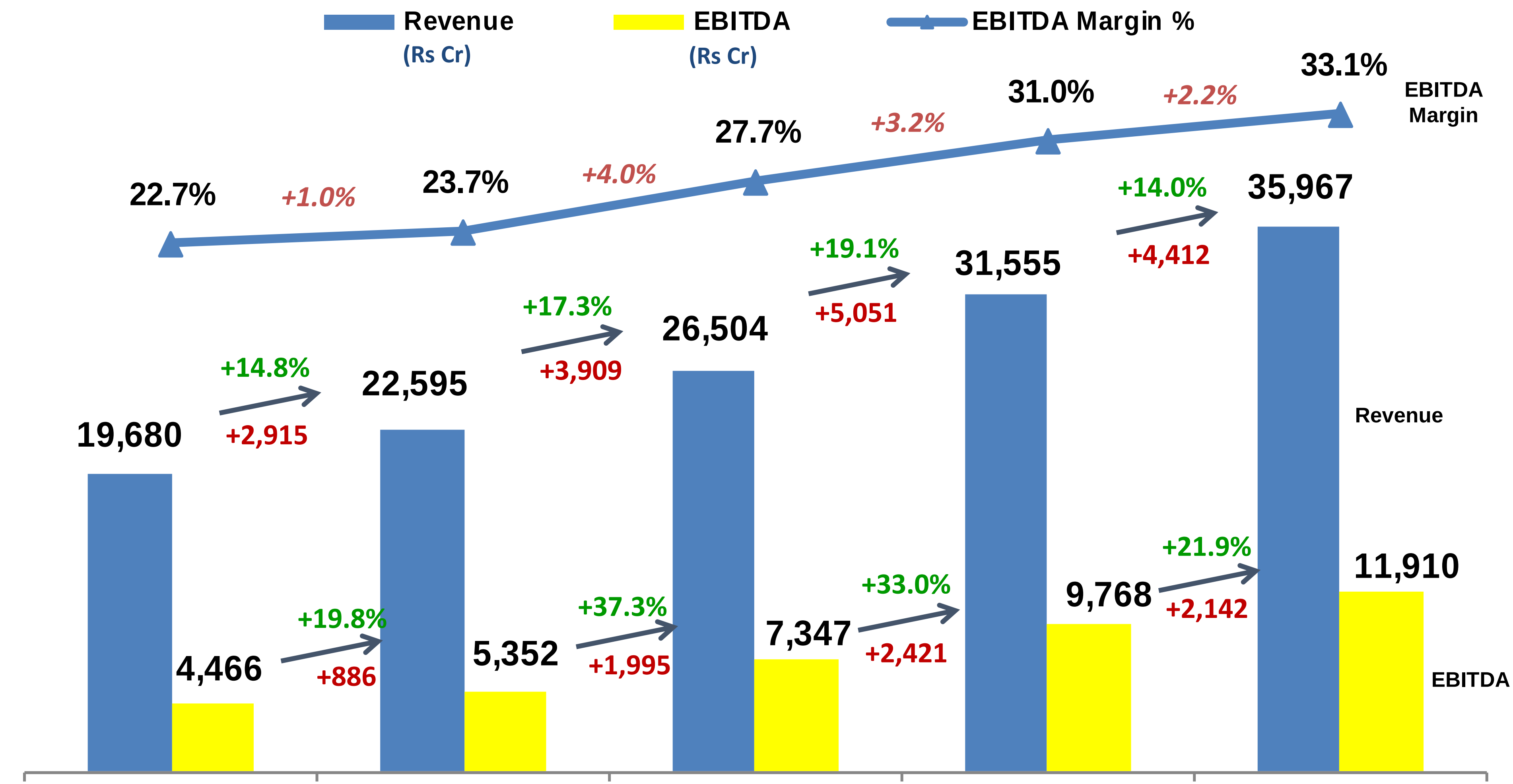
Operator	Revenue (in Rs Cr)			RMS (%)			Revenue Growth (%)		Annual Incr. RMS		iRMS - RMS
	FY12	FY15	FY16	FY12	FY15	FY16	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	19,813	32,074	36,409	14.3%	17.5%	18.9%	16.4%	13.5%	30.4%	44.0%	11.6%
Bharti	41,344	56,272	60,687	29.9%	30.7%	31.4%	10.1%	7.8%	35.4%	44.8%	4.0%
Vodafone	30,659	42,601	44,643	22.1%	23.3%	23.1%	9.8%	4.8%	25.6%	20.7%	2.5%
Rest of Ind.	46,628	52,214	51,271	33.7%	28.5%	26.6%	2.4%	-1.8%	8.5%	-9.6%	-18.1%
Total	138,445	183,161	193,010	100.0%	100.0%	100.0%	8.7%	5.4%	100.0%	100.0%	0.0%
Gap with No. 2	10,846	10,526	8,234	7.8%	5.7%	4.3%					

Source: Gross revenue as per TRAI Reports

1 USD = 66.33 INR

Consistent Revenue & EBITDA growth

CAGR of 16.3% Revenue, 27.8% EBITDA & 10.4% margin improvement over past 4 years

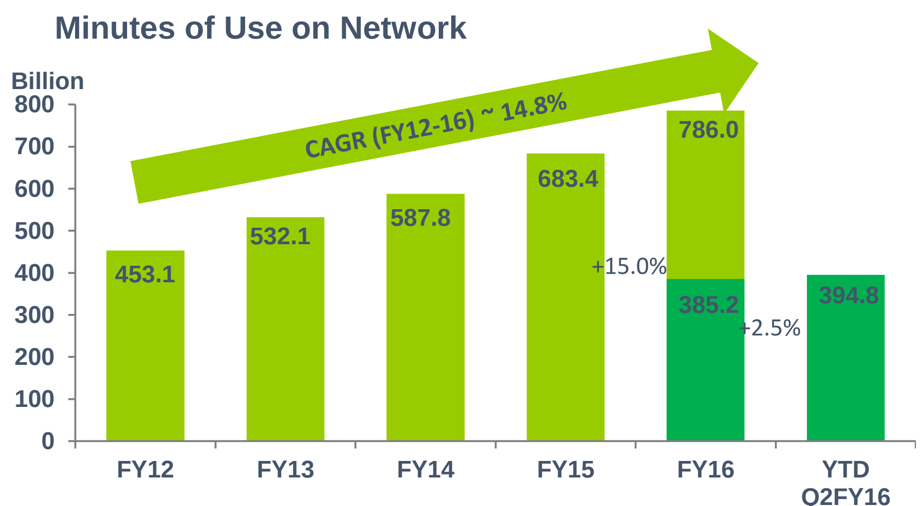


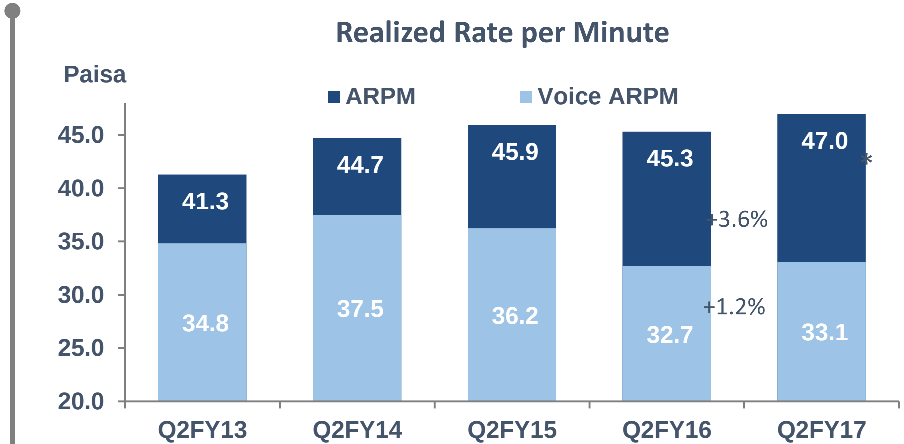
($ Mn)	FY12	FY13	FY14	FY15	FY16
Rev	2,967	3,406	3,996	4,757	5,422
EBITDA	673	807	1,108	1,473	1,796

Based on Idea standalone + 100% subsidiaries financials as per IGAAP

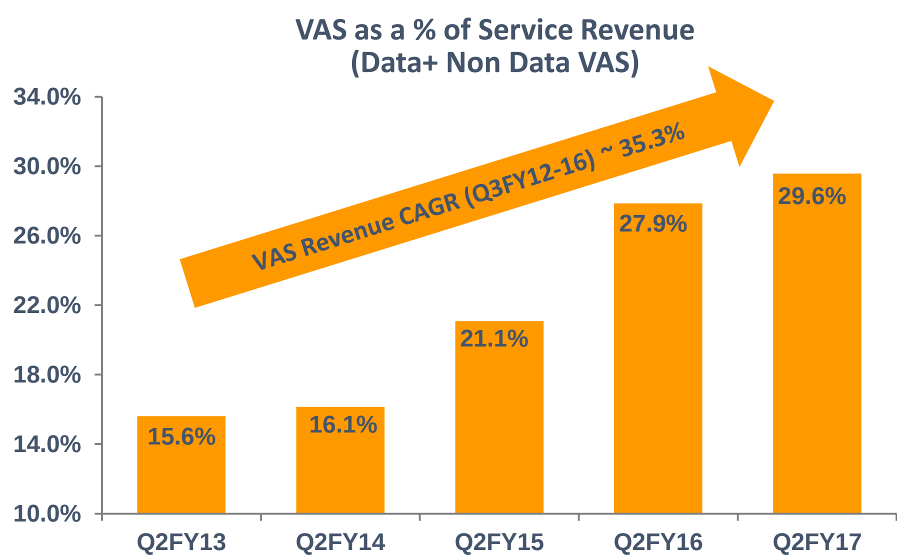
1 USD = 66.33 INR

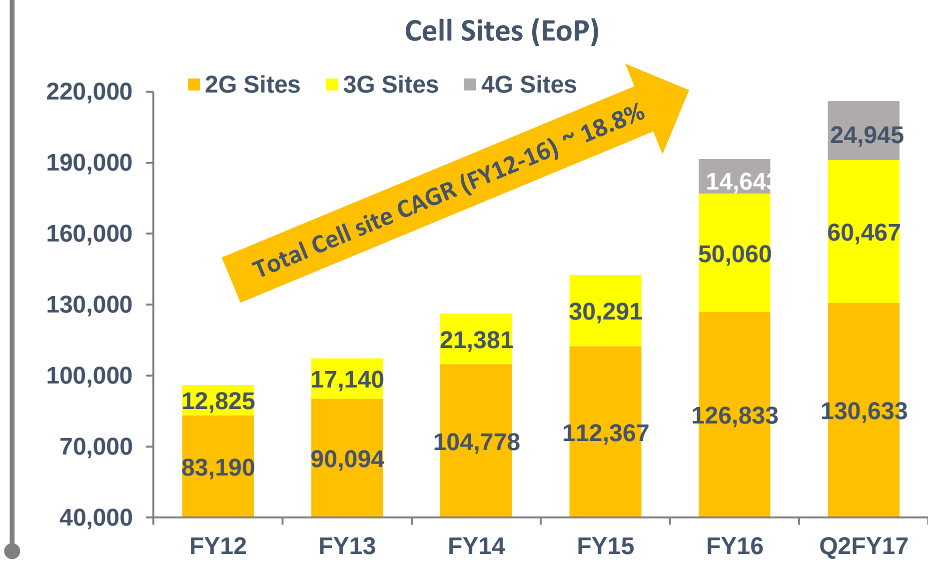
Idea - Key Operating Trends





ARPM US Cents	0.65	0.62	0.68	0.70	0.67





VAS = Value Added Services
**including impact of reduction in IUC settlement rate from 20p/Min to 14p/min effective from March 01, 2015*

Auction 2016 - Prudent Spectrum Acquisition
Pan India Broadband Spectrum

Circle	Spectrum Won (in MHz)				Payout (Rs Crs)				
	FDD		TDD						
	1800	2100	2300	2500	1800	2100	2300	2500	Total
Andhra Pradesh	-	-	-	10.0	-	-	-	680	680
Assam	5.0	-	-	10.0	200	-	-	20	220
Bihar	5.0	5.0	-	10.0	310	430	-	60	800
Gujarat	8.4	-	-	10.0	1,999	-	-	390	2,389
Haryana	4.8	-	-	10.0	237	-	-	80	317
Himachal Pradesh	0.6	-	-	10.0	10	-	-	10	20
Jammu & Kashmir	5.0	-	-	10.0	65	-	-	10	75
Kerala	-	-	10.0	10.0	-	-	176	161	336
Madhya Pradesh	4.6	-	10.0	20.0	382	-	82	160	624
Maharashtra	2.0	-	10.0	10.0	636	-	631	580	1,847
Mumbai	-	5.0	-	-	-	2,305	-	-	2,305
North East	-	-	-	10.0	-	-	-	10	10
Orissa	-	-	-	10.0	-	-	-	40	40
Punjab	2.0	-	-	-	154	-	-	-	154
Rajasthan	5.0	5.0	-	10.0	460	700	-	60	1,220
Uttar Pradesh (East)	-	5.0	-	10.0	-	550	-	90	640
Uttar Pradesh (West)	7.2	-	-	10.0	722	-	-	120	842
West Bengal	5.0	-	-	10.0	230	-	-	50	280
Total	**54.6**	**20.0**	**30.0**	**170.0**	**5,404**	**3,985**	**888**	**2,521**	**12,798**

*Total payout towards Spectrum acquisition is less than 1% over the DoT set reserve price.

Band wise ownership of spectrum

Idea overall spectrum share @ 13%

Operator	Quantum (MHz)							Spectrum Share %
	FDD				TDD		Total (FDD x 2) + TDD	
	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz		
Bharti		116.4	225.9	125.0	450.0		1,384.5	20%
RJio	107.5		146.4		600.0		1,107.8	16%
BSNL/MTNL	45.0	138.2	66.2	110.0		280.0	998.8	15%
Vodafone		83.6	179.8	115.0		200.0	956.7	14%
Idea		59.0	206.3	80.0	30.0	170.0	890.6	13%
RCom	66.3	10.0	80.8	65.0			444.1	7%
Aircel		21.0	103.4	65.0	20.0		398.8	6%
Tata	67.5		81.0	45.0			387.0	6%
Tikona					100.0		100.0	1%
Uninor			43.4				86.8	1%
MTS	30.0						60.0	1%
Industry	**316.3**	**428.2**	**1,133.1**	**605.0**	**1,200.0**	**650.0**	**6,815.1**	**100%**
Idea as a % of Ind.	**0%**	**14%**	**18%**	**13%**	**3%**	**26%**	**13%**	

For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum

Board Members

Mr. Kumar Mangalam Birla – Chairman (Non-Executive)

- Mr. Kumar Mangalam Birla is the Chairman of Idea and Aditya Birla Group. He chairs the Boards of the major Group Companies in India and globally. Mr. Birla took over as Chairman of the Group in 1995. As Chairman, Mr. Birla has taken the Aditya Birla Group to an altogether higher growth trajectory. In the 17 years that he has been at the helm of the Group, he has accelerated growth, built a meritocracy and enhanced stakeholder value.
- Holds an MBA and is a Chartered Accountant

Mrs. Rajashree Birla – Non-Executive Director

- Mrs. Rajashree Birla is the Chairperson of Aditya Birla Centre for Community Initiatives and Rural Development . She is also a Director on the Board of the major Group Companies. Mrs. Birla oversees the Groups social and welfare driven work across 30 companies. Mrs. Birla was conferred the Padma Bhushan by the Government of India for her exemplary contribution in the area of social work.
- Arts graduate from Loretto College at Calcutta

Mr. Himanshu Kapania - Managing Director

- Mr. Himanshu Kapania is a 18-year-veteran of Indian telecom industry and has over 30 years of rich experience across Automobile, Durables & Office Automation industries in Sales & Marketing, Operations and P&L Leadership roles. He is also the Chairman of the Cellular Operators Association of India.
- He is an Electronics & Electrical Engineer and a Post Graduate in Management, from India Institute of Management, Banglore.

Ms. Madhabi Puri Buch – Independent Director

- Ms. Madhabi Puri Buch is currently the Chairperson of InnoVen Capital India, an Indian Venture debt arm of Temasek Holdings. She also served as Director Operations at Greater Pacific Capital LLP. Previously, she was the CEO of ICICI Securities and prior to that she was a director on the Board of ICICI Bank, looking after its Global Markets business covering treasury solutions as well as the Bank's operations and credit committees. She has a wide experience in Finance and Banking.
- Holds B.Sc. (Hons) in Mathematics and Economics and an M.B.A

Mr. Arun Thiagarajan – Independent Director

- Mr. Arun Thiagarajan is served as part-time Non-Executive Independent Chairman of ING Vysya Bank Limited. Mr. Thiagarajan was the Managing Director of Asea Brown Boveri Ltd. from 1994 till 1998. He was also the Vice Chairman of Wipro Ltd. in 1999 and had also held the position of President of Hewlett-Packard India Pvt. Ltd. in 2001-02. He sits as an Independent Director on the Board of various Companies in India.
- Holds a masters degree in Engineering and graduated in Business Administration & Information Systems

Ms. Tarjani Vakil – Independent Director

- Ms. Tarjani Vakil retired as the Chairperson and Managing Director of Export Import Bank of India. She was the first lady to head a Financial Institution in India. Ms. Vakil has 40 years of experience in the field of Finance and Banking. She sits as an Independent Non-Executive Director on the Board of various Companies in India.
- Holds a Masters Degree in Arts

Mr. Mohan Gyani – Independent Director

- Mr. Mohan Gyani has a considerable telecommunication and GSM-based industry experience. He was earlier President and CEO of AT&T Wireless Mobility Group. He was also the CFO of AirTouch Communications. Mr. Gyani serves on the Boards of Keynote Systems, Roamware Inc., Safeway Inc., Ruckus Wireless Inc.
- Holds a B.A. and M.B.A.

Dr. Shridhir Sariputta Hansa Wijayasuriya – Non-Executive Director

- Dr. Shridhir Sariputta Hansa Wijayasuriya is the Group Chief Executive of Dialog Axiata Srilanka. He has over 17 years of experience in technology related business management. He also serves on the Boards of various subsidiaries of the Axiata Group. Dr. Wijayasuriya is a past Chairman of GSM Asia Pacific – the regional interest group of the GSM Association .
- Holds an Engineering Degree (Electrical and Electronics), M.B.A. and Ph.D. in Digital Mobile Communications

Board Members

Mr. Akshay Moondra - Whole Time Director & CFO

- CA and Licentiate CS with over 27 years of industry experience
- Joined ABG in August 1986 at Grasim. Worked with ABG in Thailand in Pulp & Fibre, Chemicals and Acrylic Fibre Businesses from 1989 to June 2008. Joined Idea in July 2008; telecom experience of around 7 yrs

Mr. Sanjeev Aga – Non -Executive Director

- Mr. Sanjeev Aga served as the Managing Director of Idea for the period November 1, 2006 to March 31, 2011. Mr. Aga earlier held position of Managing Director of Aditya Birla Nuvo Ltd. and has held senior positions in Asian Paints Ltd., Chellarams (Nigeria) and Jenson & Nicholson. He has also held position of CEO of Mattel Toys and position of Managing Director of Blow Plast Ltd. He sits as an Independent Director on the Board of various Companies in India
- Holds B.Sc. (Hons) in Physics and M.B.A

Mr. P. Murari – Independent Director

- Mr. P. Murari has served in Indian Administrative Service and held several senior positions with the Government of India, the last being Secretary to the President of India until August, 1992. Mr. Murari currently serves as an Advisor to the President of FICCI. He has vast experience in Administrative Services and General Management. He sits as an Independent Director on several Boards in India.
- Holds M.A. in Economics and is an IAS (Retd.)

Management Team

Ambrish Jain

- Deputy Managing Director, aged 60 years
  - B.Tech. from IIT Delhi and Post Graduation from Indian Institute of Management Ahmedabad with over 34 years of industry experience across Sales, Marketing and P&L Leadership roles
  - Joined Idea in October 2001 ; telecom experience of over 19 yrs

Anil K Tandan

- Chief Technology Officer, aged 67 years
  - Served in the Indian Army in the Corps of Signals for 30 years before joining the industry. Has an M.Tech from IIT Kharagpur, Post Graduate in Management from AIMA and has attended the Advanced Management Program at Harvard Business School.
  - Joined Idea in January 2001; telecom experience of around 15 yrs

Prakash K Paranjape

- Chief Information Technology Officer, aged 58 years
  - Engineering graduate from Pune University with around 33 years of industry experience
  - Joined Idea in Sept. 2005 ; telecom experience of around 18 yrs

Rajat Mukarji

- Chief Corp Affairs Officer, aged 63 years
  - Graduate from St Stephen's College, Delhi and Diploma in International Marketing Management from Delhi with around 29 years of industry experience.
  - Joined Idea in Jan. 1996 ; telecom experience of around 20 yrs

Rajesh Srivastava

- Chief Commercial Officer, aged 61 years
  - B.Sc.(Hons) from Delhi University & Engineering graduate from Indian Institute of Science, Bangalore with around 38 years of experience across Telecom, FMCG, Hospitality, Manufacturing and Consulting.
  - Joined Idea in Nov. 2006 ; telecom experience of around 12 yrs

P Lakshminarayana

- Chief Operating Officer, aged 56 years
  - around 29 years of experience spanning FMCG and Telecom. Held senior positions in Sales, Marketing and General Management in organizations like ITC and Pepsi.
  - Joined Idea in Feb 2004 ; telecom experience of around 12 yrs

Sashi Shankar

- Chief Marketing Officer, aged 57 years
  - Chemical Engineering graduate and Management postgraduate in Marketing from S.P. Jain Institute of Management Research, Mumbai. Wide experience of 30 years across Sales , Marketing and P&L roles in FMCG, Durables and Telecom industries
  - Joined Idea in Sept. 2001; telecom experience of around 15 yrs

Navanit Narayan

- Chief Service Delivery Officer, aged 51 years
  - around 25 years experience in key positions at Indian & global organizations like Tata Steel, NSN and Wipro BPO. Held P&L positions and managed business turnaround & global start-ups. B.Sc. in Engg. followed by an MS from Northwestern University, USA and MBA from XLRI, Jamshedpur
  - .Joined Idea in Jan. 2008; telecom experience of around 8 yrs

Vinay Razdan

- Chief Human Resources Officer, aged 50 years
  - Commerce graduate from Delhi University and postgraduate degree in PM&IR from the XLRI, Jamshedpur with around 25 years of industry experience across organizations like ITC and HCL.
  - Joined Idea in Jan. 2006 ; telecom experience of around 10 yrs

Age as on 30th June, 2016