



Welcome to the 4G way of life

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**Idea Cellular welcomes you to launch
of the next revolution in
mobile broadband**

Welcome to the 4G way of life



Idea launches latest 4G LTE Services in 4 Telecom service areas, covering 5 South India states

*Andhra Pradesh, Telangana,
Karnataka, Kerala,
Tamil Nadu*

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**Covering 75 South India towns in
first phase of December 2015
launch**

Andhra Pradesh & Telangana

- **Total of 15 towns in first phase**
 - *Vishakhapatnam, Vijayawada, Rajahmundry, Kadapa among towns going live today*
 - *Guntur, Kakinada, Nalgonda to follow by 31st Dec '15*
- **First operator to offer latest 4G LTE services in 10 towns**
- **Covering 8 DHQs and 7 THQs**

Karnataka

- **Total of 32 towns in first phase**
 - *Mysore, Madikeri, Chikmagalur among towns going live today*
 - *Belgaum, Chitradurga and Karwar to follow by 31st Dec '15*
- **First operator to offer latest 4G LTE services in 14 towns**
- **Covering 6 DHQs and 29 THQs**

Kerala

- **4 large towns in first phase**
 - *Kochi and Malappuram going live today*
 - *Calicut and Trichur to follow by 31st Dec '15*
- **First operator to offer latest 4G LTE services in Malappuram**
- **Covering 4 DHQs and 10 THQs**

Tamil Nadu

- **24 towns in first phase**
 - *Madurai, Tiruppur, Trichy, Hosur, Tirunelveli among towns going live today*
 - *Cuddalore, Kancheepuram to follow by 31st Dec '15*
- **First operator to offer latest 4G LTE services in 16 towns**
- **Covering 9 DHQs and 19 THQs**

Summary

- **75 towns in first phase**
- **First operator to offer latest 4G LTE services in 41 towns**
- **Covering 27 DHQs and 65 THQs**

South India Metros and other large towns latest by March 2016

Bengaluru, Chennai, Hyderabad, Mangalore, Trivandrum, Coimbatore, Salem, etc.

**Launch across Idea's other key telecom markets
between January and March 2016, including**

*Madhya Pradesh & Chhattisgarh,
Maharashtra & Goa,
Punjab, Haryana,
North East & Orissa*



Reach 750 towns by June 2016 in a phased manner



- **Idea's 4G footprint: 750 cities in 10 circles by June '16**
- **10 Circles cover 50% of telecom market & over 60% of Idea's Gross Revenues**

Expansion to 12 Telecom Circles

Spectrum Trading Agreement



- **Agreement** with Videocon Telecommunications Limited for **Gujarat and Uttar Pradesh (West)** for acquiring 'Right to Use' **1800 MHz spectrum**
- Will extend **4G services to 12 circles in FY17, cover 75% of company's revenue**



4G LTE

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Idea's Latest 4G Technology



- **Latest 4G LTE services on popular 1800 MHz spectrum band using FDD platform**
- **All 4G equipment on state-of-the-art 'Single RAN' – provides additional 2G capacity with GSM spectrum**

- **4G Network overlay to existing Idea's 2G & 3G Networks**
- **'Fast Return' feature**
 - Seamless and quick toggle for consumers across Idea's 4G, 3G and 2G networks
 - *4G and 3G network for high speed mobile data services*
 - *Voice fall back on existing 2G and 3G networks to provide superior experience*
- **Possess VoLTE capability**
 - *Deployment at later stage once device ecosystem ready*



- Southern India 4G Launch part of existing Idea FY16 Capex guidance of Rs. 6,500 Crores
- Overall FY16 Capex plan include
 - 2G/3G/4G Site roll outs: **40-45,000** v/s 15,000 in past years
 - Optical fibre cable to **reach 111,000 kms** cumulative
 - Mobile broadband (3G & 4G) population coverage to reach nearly **450 Million** - incremental addition of 200 million pop.

Roll out of 4G services and overall capex financed through Internal accruals

- **H1 FY16 EBITDA:** *Rs. 5,739 crores, +27.6% YoY*
- **H1 FY16 Cash profits:** *Rs. 5,085 crores, +32.5% YoY*



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Idea's 4G Tariffs & Promotions

- **Complimentary 4G SIM card upgrade**
 - *Available at Company Showrooms and leading Retail outlets across 750 towns*
- **Non 4G circles & towns**
 - *4G SIMs available from 15th February 2016*

Attractive 4G data tariffs

- *Consumer friendly pricing, current 3G = 4G tariffs*
- *Applicable for both Prepaid & Postpaid plans*
- *4G Trial packs starting @ Rs. 29/-*

Special offer for consumers upgrading to new 4G Smartphones

- *Double Data benefit on >1 GB packs*
- *Promotional additional data can only be used on Idea's 4G LTE Networks*
- *Limited promotional offer: 31st March 2016*

- **Bundled 4G Data, Unlimited Voice and Content**

Postpaid Monthly Plans

Ultimate 999	Ultimate 1499	Ultimate 2999
Unlimited Idea to Idea Local Calls 3 GB - 4G Data Unlimited Music Unlimited Movies	Unlimited Local Calls 5 GB - 4G Data Unlimited Music Unlimited Movies	Unlimited Local Calls Unlimited STD & Roaming 15 GB 4G Data Unlimited Music Unlimited Movies

Prepaid at Rs. 1098

Prepaid at Rs. 1749

Prepaid at Rs. 3249



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Idea's Digital Content Services

**Idea announces foray into
Digital Content Services -
Movies & Videos
Music
Games...
and more to follow**

In partnership with EROS NOW

- *With the largest library of*
 - Bollywood, Hollywood and Regional films
 - Premium Television shows
 - Music videos
 - Audio tracks
 - Premieres of latest movies, Original drama series

For Idea Subscribers @ Rs 49/- per month

**Special offer for Idea 4G subscribers Rs 29/- per month
till 31st Mar'16.**

In partnership with Hungama Digital

- 3.5 Mn+ HD Songs & Music Videos across genres - Bollywood, Pop, Rock, Devotional, Bhajans, Ghazals among others
- 12+ Languages
- Exclusive Releases, On-demand and live radio stations
- Free Music Streaming

For Idea Subscribers @ Rs 99/- per month

**Special offer for Idea 4G subscribers Rs 29/- per month
till 31st Mar'16.**

In partnership with Opera*

For the first time in India , Idea launches a Gaming destination where consumers can play & download games including marquee options on a subscription based model *e.g. Cut the Rope, Dead Space, Need4Speed, Battlefields...*

For Idea Subscribers @ Rs 150/- per month

Special offer for Idea 4G subscribers Rs 29/- per month till 31st Mar'16.



4G LTE

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4G Smartphone and Devices





Tie-up with leading handset companies

**Attractive introductory bundled 4G offers
for Existing and New Subscribers**

**India's largest e-commerce market place
for bundled 4G offers with Smartphones**

The logo for Snapdeal.com, with "snapdeal" in blue and red lowercase letters and ".com" in black lowercase letters to the right.

Launching Idea Branded 4G Devices



Idea 4G LTE Netsetter

- Download speed up to 150 Mbps , Upload speed up to 50 Mbps
- MoP – Rs. 2,599/-



Idea 4G LTE Smart Mi-Fi

- Connects up to 10 connected devices
- Battery: 2000 mAh
- MoP– Rs. 3,699/-

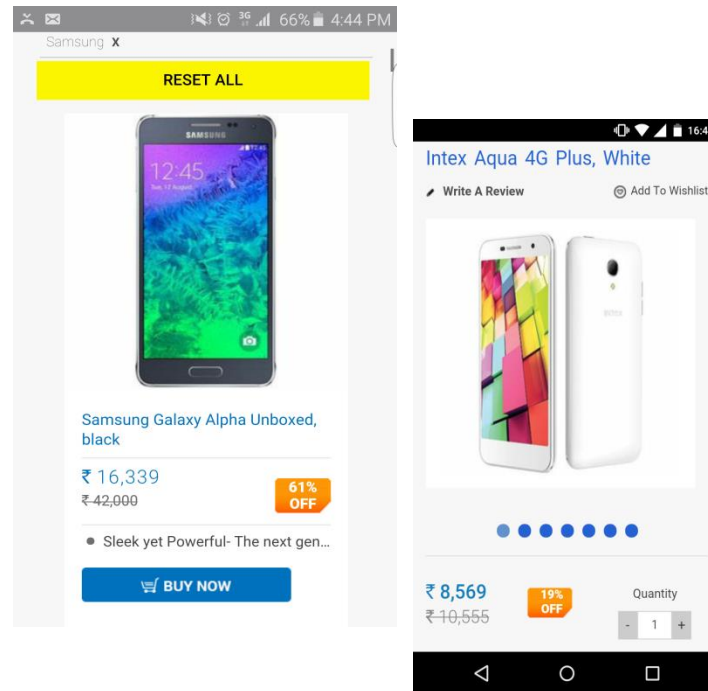


Idea 4G LTE Home Wi-Fi

- Connects up to 32 connected devices
- Up to 200 Meters Wi-Fi coverage
- MoP – Rs. 4,999/-

Bundled with exciting 4G Data offers

Latest range of 4G LTE smartphones and 4G devices on Idea website (www.ideacellular.com)





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Re-launched Website

- *Integrated 4G website*
- *Reimagined mapping consumer journeys*
- *Responsive across mobiles, tablets & desktops*
- *Comprehensive information on Rate Plans, Content Offers, Smartphones, Devices, 4G Coverage, Stores*
- *One stop shop for digital sales, service and devices*

Idea's New Responsive 4G Website



4G LTE

<http://www.ideacellular.com/4g>





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Creating Buzz in the Marketplace



Array of Idea 4G branding elements



Market Storming



In Stores



Devices



Confidential

Storming the South Markets

Andhra Pradesh & Telangana | Tamil Nadu



Tadepalligudem



Rajahmundry



Tiruppur

Trichy



Storming the South Markets

Karnataka | Kerala



Kochi



Mallappuram



Mysore



Chikmagalur

Confidential



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Q&A

