

# Idea Cellular Limited

An Aditya Birla Group Company

Quarterly Report – Fourth Quarter Ended March 31, 2015



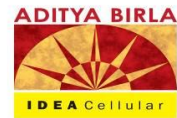
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## Supplemental Disclosures

Unless stated otherwise, the financial data in this report is derived from our un-audited / audited financial statements prepared in accordance with Indian GAAP. Our financial year ends on March 31 of each year, so all references to a particular financial year are to the twelve months ending March 31 of that year. In this report, any discrepancies in any table between the total and the sums of the amounts listed are due to rounding-off. There are significant differences between Indian GAAP, IFRS, and U.S. GAAP; accordingly, the degree to which the Indian GAAP financial statements will provide meaningful information is dependent on the reader's familiarity with Indian accounting practices. Any reliance by persons not familiar with Indian accounting practices on the financial information presented in this report should accordingly be limited. We have not attempted to explain such differences or quantify their impact on the financial data included herein.

Unless stated otherwise, industry data used throughout this report has been obtained from industry publications. Industry publications generally state that the information contained in those publications has been obtained from sources believed to be reliable but that their accuracy and completeness are not guaranteed and their reliability cannot be assured. Although we believe that industry data used in this report is reliable, it has not been independently verified.

Actual results may differ materially from those suggested by the forward-looking statements due to risks or uncertainties associated with our expectations with respect to, but not limited to, our ability to successfully implement our strategy, our growth and expansion, technological changes, our exposure to market risks, general economic and political conditions in India which have an impact on our business activities or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in the industry.

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## 1. Reporting Guidelines:

To facilitate an analytical perspective, the results have been formatted and grouped as under:

- a) **Standalone** – Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Indus.
- b) **Consolidated** – Idea, its 100% subsidiaries, and its JVs, grouped together. In addition to Idea Standalone, this covers the proportionate consolidation of Indus (16%). JV financials have been consolidated as jointly controlled entities as per “AS 27 - Financial reporting of Interests in Joint Ventures”. It may be noted that the consolidation of financials of two or more entities requires elimination of inter entity transactions. Illustratively, rentals paid by Idea to Indus, become expenses for Idea and revenues for Indus, on a standalone basis. However, upon consolidation, the proportionate revenue of Indus gets reduced to the extent contributed by Idea. The rental expenses of Idea also stand correspondingly reduced in the consolidated financials.



## 2. Performance at a glance – Idea Standalone

Particulars	Unit	For the Quarter		For the Year				
		Q4FY15	Q3FY15	FY 15	FY 14	FY 13	FY 12	FY 11
<b>Operating Highlights</b>								
Subscriber base (EoP)	mn	157.8	150.5	157.8	135.8	121.6	112.7	89.5
2G - Cell Sites (EoP)	nos.	1,12,367	1,09,931	1,12,367	1,04,778	90,094	83,190	73,668
3G - Cell Sites (EoP)	nos.	30,291	27,744	30,291	21,381	17,140	12,825	
<b>Financial Highlights</b>								
Gross Revenue	Rs mn	84,165	80,148	3,15,548	2,65,036	2,25,949	1,96,800	1,56,380
EBITDA <sup>1</sup>	Rs mn	27,828	24,860	97,679	73,467	53,516	44,658	33,339
PAT	Rs mn	10,077	6,783	34,772	17,932	10,080	6,036	8,378
Cash Profit	Rs mn	26,149	20,286	84,820	64,350	46,968	36,079	30,899
Gross Block + CWIP <sup>2</sup>	Rs mn	6,13,843	5,99,309	6,13,843	5,71,211	4,46,007	3,92,602	3,51,045
Net Worth	Rs mn	2,28,518	2,20,937	2,28,518	1,58,787	1,41,808	1,29,058	1,22,748
Loan Funds	Rs mn	2,58,754	1,73,264	2,58,754	1,93,616	1,26,688	1,20,957	1,05,575
Cash & Cash Equivalent	Rs mn	1,30,714	62,373	1,30,714	1,761	10,806	1,406	13,902
Net Debt	Rs mn	1,28,041	1,10,891	1,28,041	1,91,855	1,15,881	1,19,550	91,673
Net Debt to EBITDA <sup>3</sup>	unit	1.15	1.12	1.31	2.61	2.17	2.68	2.75
Net Debt to Net Worth	unit	0.56	0.50	0.56	1.21	0.82	0.93	0.75
ROCE	%	10.9%	8.7%	10.7%	7.1%	6.0%	5.2%	5.7%

<sup>1</sup>Forex Loss/Gain which was part of net interest & finance cost earlier, has been regrouped to Other Expenditure in Q2FY15 (impacting the EBITDA). Past period figures are restated.

<sup>2</sup>Includes:- Spectrum payout of Rs. 57,686 mn for 2100MHz band (FY11 onwards), Rs. 20,313 mn for 1800MHz band (FY13 onwards) and Rs. 104,242 mn for 900/1800 Mhz band (FY14 onwards). Excludes:- Gross Block value of 11,094 towers transferred to Indus from Q1FY14 onwards.

<sup>3</sup>Net Debt to EBITDA, for the quarter, is based on the annualised figure of quarterly EBITDA.

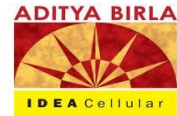
Note: Dividend received from Indus is considered while calculating standalone (Idea+ Subsidiaries) PAT, Cash Profit and ROCE.

## 3. Company Overview

Idea Cellular Limited (“Idea”) is the third largest wireless operator in India with a Revenue Market Share (RMS) of 17.5% (Q3FY15). In the 15 Established Service Areas, its RMS stands at a strong level of 20.6% (Q3FY15). The company carries around 2.06 billion minutes on a daily basis during the quarter Q4FY15. Idea is the sixth largest mobile telecommunications company (counted on operations in a single country) in the world based on number of subscribers (GSMA Intelligence, as of December 2014). Company is listed on National Stock Exchange and Bombay Stock Exchange in India with a market capitalization of Rs. 662 billion (as on March 31, 2015).

### A. Promoter Group

Idea is part of the Aditya Birla Group, which is one of the largest business groups in India. The Aditya Birla Group is a conglomerate with operations in more than 30 countries. The Aditya Birla group has a history of over 50 years and has



businesses in, among others, mobile telecommunications, metals and mining, cement, carbon black, textiles, garments, chemicals, fertilizers, life insurance and financial services industries. The Group currently has shareholding holding of 42.27% in Idea, through following entities;

Aditya Birla Nuvo Ltd.	23.28%
Birla TMT Holdings Pvt. Ltd.	7.88%
Hindalco Industries Ltd.	6.35%
Grasim Industries Ltd.	4.75%
Others	0.01%
Total	42.27%

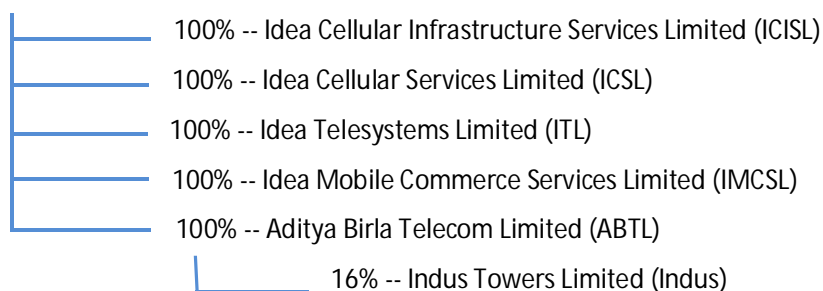
## B. Key Shareholders

**Axiata Group Berhad**, through its affiliates, has 19.79% shareholding in Idea Cellular. Axiata is one of the largest Asian telecommunication companies focused on high growth low penetration emerging markets. The Group currently has controlling interests in its mobile communications operations in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia as well as significant strategic stakes in India and Singapore through its various subsidiaries and affiliates. The Group, including its subsidiaries and associates, has over 250 million mobile subscribers in Asia and provides employment to 23,000 people across Asia.

**Providence Equity Partners**, through its affiliates has a 6.81% shareholding in Idea, and has also invested INR 20,982 mn in ABTL through Compulsorily Convertible Preference Shares.

## C. Corporate Structure

Idea Cellular Limited (Idea)



ICISL – A tower company owning towers in Bihar and Orissa service areas.

ICSL – Provides manpower services to Idea.

ITL – Engaged in the business of sale and purchase of communication devices.

IMCSL – To promote mobile banking related initiatives.

ABTL – Holds 16% shareholding in Indus and engaged in the business of sale and purchase of communication devices.

Indus – A joint venture between Bharti Infratel, Vodafone Essar and Idea (through ABTL), to provide passive infrastructure services in 15 service areas.



## D. Business Segments

### 1. Mobile Operations –

- **Voice Business** - Idea provides Pan India GSM mobile services in all 22 service areas of India. In the recently concluded spectrum Idea has successfully secured the spectrum in all nine service areas due for license expiry in December 2015/April 2016, ensuring continuity of existing business for its 107.6 mn subscribers (68% of the customer base)

Including 7 New licenses spectrum acquired in 2012, Idea has achieved amongst the highest renewal of 16 out of 22 Indian telecom licenses, laying solid foundation for growth of business till year 2035 (2032 for 7 licenses). For the purpose of reporting the mobile business of Idea is segregated as 15 Established Service Areas (evolved with time in terms of profitability) and 7 New Service Areas (launched in FY10 and gestating in terms of profitability).

Below table provides the details of spectrum expiry

Year of Expiry	Spectrum Band	No. of Circles	Name of Circles	Remaining Period of Spectrum
2021	1800 MHz	4	Delhi, Rajasthan, UPE, H.P.	~6 years
2026	1800 MHz	2	Mumbai, Bihar	~ 11 years
2032	1800 MHz	7	Kolkata, West Bengal, TN, Orissa, Assam, J&K, NESAs	~18 years
2035/36	900 MHz	9	Kerala, MP, Maharashtra, UPW, AP, Haryana, Gujarat, Punjab, Karnataka	20 years

- **Data Business**

**3G Service and Spectrum Profile** - Idea provides 3G services in 21 service areas of India (except Orissa), including through Intra-Circle Roaming (ICR) arrangements with other operators for 9 service areas. Idea's own 3G Spectrum in 12 service areas covers ~79% of Idea's revenue and accounts for ~57% of national mobile industry revenue. In the month of March 2015, Idea launched 3G service in Delhi service area on 900 MHz spectrum band. Further, in March 2015 auction Idea won 5 MHz spectrum in 2100 MHz frequency band in Kolkata service area. Post Kolkata 3G service launch, the 3G foot-print of Idea's own 3G spectrum will cover 13 service areas, ~80% of its revenue, 75% of subscribers and ~60% of national mobile industry revenue.

**LTE (4G) Spectrum Profile** – In February 2014 auction, Idea won 60.2 MHz spectrum in 1800 band including LTE compatible contiguous block of 5/10MHz in 8 service areas along with top-up GSM spectrum in 7 service areas. The 45 MHz contiguous spectrum in 1800 MHz (out of 60.2 MHz it won in 1800 MHz) in the 8 service areas of Kerala (10 MHz), Maharashtra & Goa, Andhra Pradesh, Karnataka, Madhya Pradesh & Chhattisgarh, Punjab, Haryana and North East (5 MHz in each) provides opportunity to offer 4G LTE services in these service areas. For the service areas of Maharashtra, Punjab, Haryana and North East spectrum won is currently for partial service area.



In March 2015 spectrum auction, Idea won 20.4 MHz spectrum in 1800 band including LTE compatible contiguous block of 5MHz in 2 additional service areas along with top-up GSM spectrum in 4 service areas. The 10 MHz contiguous spectrum in 1800 MHz (out of 20.4 MHz it won in 1800 MHz) in the 2 service areas of Tamil Nadu and Orissa provides opportunity to offer 4G LTE services in these service areas and expands LTE spectrum footprint to 10 service areas.

The company is carefully monitoring the global evolution of 4G technology & availability of affordable 4G devices, based on current adoption analysis & competition moves, Idea expects to introduce its LTE services starting from calendar year 2016 in a phased manner. These 10 service areas represent ~61% of Idea revenue and ~50% of national mobile industry revenue and an opportunity to offer LTE services to existing 89.8 million Idea subscribers.

**2. Long Distance Services and ISP** – Idea holds licenses for NLD, ILD, ISP and IP-1 services. Idea NLD currently carries around 98% of its captive NLD minutes. Idea ILD services now handle around 99% of captive ILD outgoing minutes, besides bringing large volume of incoming minutes from top international carriers across the globe. In FY12 Idea launched its ISP services to cater to the captive requirement of its mobile business. Now, it has also started offering ISP services to external customers like small ISP and enterprise customers for their wholesale Internet backhaul needs. Idea ISP currently handles more than 99% of captive subscriber traffic requirements.

Idea is consistently investing in optical fibre cable (OFC) transmission network to tap the future potential of wireless broadband and currently has laid and energised over 93,400 km OFC, in comparison to over 74,000 km two years back (Q4FY13). Idea has over 5,000 OFC PoPs (3G & 2G) in all its Circles. The fibre backhaul network of the company optimally serves our 2G/ 3G/ NLD/ ILD/ ISP/Wireless Broadband needs. Idea has also introduced worlds' latest high capacity 100G DWDM network technology to cater to rising data demand.

Details with reference to NLD & ILD traffic and ISP & OFC capacity are as follows –

	Unit	For the Quarter					Growth		For the Year		Growth
		Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14	QoQ	YoY	FY15	FY14	
Total NLD Minutes	mn	15,946	15,017	14,872	14,662	14,753	6.2%	8.1%	60,497	53,638	12.8%
Total ILD Minutes	mn	2,175	2,089	2,206	1,776	1,855	4.1%	17.3%	8,246	5,544	48.7%
ISP Capacity*	Gbps	124.0	94.1	76.1	61.6	54.7	31.8%	126.7%	124.0	54.70	126.7%
Optical Fibre Cable (OFC)*	KM	93,400	90,200	87,600	84,000	82,000	3.5%	13.9%	93,400	82,000	13.9%

\*Approx capacity



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### 3. Idea Mobile Banking Services

- **Bank led Model**

- a) **Business correspondent business with Axis Bank**

Idea entered into a BC relationship with Axis Bank for the purpose of acquiring and servicing customers for savings account of Axis Bank through Idea retailers in August 2012. The service enables Customers who do not have access to banking services to open a bank account and avail basic services like cash deposit, withdrawal, remittances, utility payments etc. through mobile. Company is evaluating the existing business model in line with development of regulation.

- b) **NEFT and IMPS (Money Transfer Service)**

National Electronic Funds Transfer (NEFT) and Immediate Payment Service (IMPS) is a facility through which the customers can transfer funds to any Bank account across India at their own convenience by visiting any of our NEFT/ IMPS retailers and avail the services as Over the Counter (OTC) service. NEFT money transfer over the counter services were launched in November, 2013 and later IMPS services were added in April, 2014. Delhi and Mumbai are the 'originating' and leading circles in the space of 'Money Transfer' business. Idea plans to increase the coverage of the service in existing locations and expand to new geographies later.

- **Prepaid Payment Instrument (PPI)**

PPI is commonly known as semi closed wallet. RBI granted Idea Certificate of Authorisation for PPI in November 2013. Idea has recently commenced PPI services in Mumbai in July 2014 and in Lucknow in December 2014. We currently offer both cash and web loading (through net banking) into the wallets. With wallet balance one can recharge mobile of Idea and other operator's prepaid accounts, recharge DTH accounts, pay bills and make wallet to wallet and wallet to bank account transfers. These wallet accounts can be opened with minimum KYC for balance up to Rs. 10,000/-. Idea is expanding coverage of these services to other cities in a phased manner.





## 4. Spectrum Auction Update

Idea cellular participated in the four (4) Spectrum auctions since 2010 and prudently acquired spectrum to improve its competitive standing in the market. Company won 3G spectrum in 11 service areas in 2010 spectrum auction including all 8 of its established service areas. In November 2012 spectrum auction Idea reacquired its 7 cancelled licenses and ensured that its pan India presence continues. In Feb 2014 auction Idea won 65.2 MHz spectrum including 900 MHz spectrum for 3G in Delhi service area, expanding its 3G footprint to 12 service areas and 45 MHz of 1800 MHz LTE spectrum in 8 service areas.

In the recently concluded March 2015 Spectrum Auction, Idea won 79.4 MHz of spectrum, including 54 MHz in 900 MHz band ensuring continuity of services in 9 service areas where license are due for expiry in December 2015/April 2016. Idea also expanded its 3G spectrum footprint to 13th service area; Kolkata Metro, covering 80% of Idea revenue base and acquired 1800 MHz LTE spectrum in service areas of Tamil Nadu (incl. Chennai) and Orissa, expanding LTE spectrum to 10 service areas covering 61% of its Revenue base.

Idea, post allocation of the spectrum won in March 2015 auction, will have 237.1 MHz of spectrum acquired in auction i.e 87.6% spectrum out of total spectrum holding of 270.7 MHz. Idea now have auction acquired spectrum for running its operations in 16 out of 22 service areas of India being the highest number of circles for any incumbent operator. The spectrum acquired through auction provides flexibility to offer any service (2G, 3G or 4G), based on the consumer demand and development of eco-system. The following table summarizes capability of Idea to offer GSM, 3G and 4G services

Circles	Capability to offer (No. of Circles)		
	2G	3G	4G
8 Established Circles	8	8	6
7 Emerging Circles	7	3	1
7 New Circles	7	2	3
<b>Total</b>	<b>22</b>	<b>13</b>	<b>10</b>
% of Revenue Covered – Idea / Industry	100%/ 100%	80% / 60%	61% / 50%
% of Subscriber Covered – Idea / Industry	100%/ 100%	75% / 59%	57% / 49%



## 5. Strength Areas

### A. Competitive Spectrum Profile

Following table provides the details regarding spectrum holding of Idea across all 22 service areas

Circles	Current Spectrum Profile (in MHz)					Capability to Offer		
	900	1800 GSM	1800 LTE	2100	Total	GSM	3G	LTE
Maharashtra	9.0	4.0	5.0*	5.0	23.0	✓	✓✓	✓
Kerala	6.0		10.0	5.0	21.0	✓	✓	✓✓
M.P.	7.4	2.0	5.0	5.0	19.4	✓	✓	✓
Punjab	5.6	3.0	5.0*	5.0	18.6	✓	✓	✓
Haryana	6.0	1.0	5.0*	5.0	17.0	✓	✓	✓
Andhra Pradesh	5.0	1.0	5.0	5.0	16.0	✓	✓	✓
HP		9.2**		5.0	14.2	✓	✓	✗
Delhi	5.0	8.6			13.6	✓	✓	✗
UP (W)	5.0	2.2**		5.0	12.2	✓	✓	✗
Gujarat	5.0	1.6		5.0	11.6	✓	✓	✗
Tamil Nadu		6.4	5.0		11.4	✓	✗	✓
UP (E)		6.2		5.0	11.2	✓	✓	✗
Karnataka	5.0	1.0	5.0		11.0	✓	✗	✓
North East		6.0**	5.0*		11.0	✓	✗	✓
J&K		5.0		5.0	10.0	✓	✓	✗
Kolkata		5.0		5.0	10.0	✓	✓	✗
Orissa		5.0	5.0		10.0	✓	✗	✓
Mumbai		6.4			6.4	✓	✗	✗
West Bengal		6.25			6.25	✓	✗	✗
Rajasthan		6.2			6.2	✓	✗	✗
Bihar		5.65			5.65	✓	✗	✗
Assam		5.0			5.0	✓	✗	✗
<b>Total Spectrum</b>	<b>59.0</b>	<b>96.7</b>	<b>55.0</b>	<b>60.0</b>	<b>270.7</b>			
Number of markets where Idea can deploy						22	13+1 <sup>#</sup>	10+1 <sup>#</sup>
Industry Revenue Contribution %						100%	60%	50%
Idea Revenue Contribution %						100%	80%	61%

\*Contiguous block of 5 MHz (1800 MHz) spectrum is not available in Pune and Nasik for Maharashtra, Amritsar & Ludhiana for Punjab, Sirsa for Haryana and Khasi Hill & Tawang for North East Service Area

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

# Second Carrier

### B. Idea's Eight Leadership Geographies (~41% of National Mobile Industry Revenue)

The incumbency advantage coupled with the benefit of 900 MHz GSM spectrum and 3G services gives Idea an absolute leadership status in eight service areas with combined RMS of 29.0%. These 'service areas' contribute ~41% of national mobile industry revenue and ~68% of Idea's revenue. In spite of intense market competition, Idea has improved its revenue market share by 2.2% in these 8 service areas over last one year to 29.0% (Q3FY14 RMS 26.8%) delivering 46.7% incremental RMS on YoY basis in Q3FY15.



Service Area	RMS Q3FY15*	RMS Rank	Spectrum Profile
Kerala	38.8%	1	2G/3G/4G
M.P.	38.7%	1	2G/3G/4G
Maharashtra	31.4%	1	2G/3G/4G
UP (W)	31.3%	1	2G/3G
Haryana	27.1%	2	2G/3G/4G
Punjab	23.5%	2	2G/3G/4G
A.P.	21.8%	2	2G/3G/4G
Gujarat	21.8%	2	2G/3G
<b>Total</b>	<b>29.0%</b>	<b>1</b>	

Incremental RMS @ 46.7% - vs Q3FY15 vs Q3FY14

\*Gross Revenue for Mobile & UAS Licenses released by TRAI

Idea has rolled out 3G services in all these 8 strategically important service areas including launch of 3G services in Punjab service area during first quarter of this financial year. Idea's GSM, 3G and 4G spectrum footprint in these 8 service areas (6 for LTE) places the company in an advantageous competitive position to continue its march of strengthening its competitive market standing both in subscribers and revenue terms.

### C. Idea's Seven Emerging Geographies (~39% of National Mobile Industry Revenue)

Over the last few years, Idea has strengthened its position in 7 emerging service areas, where it was a late entrant with 1800 MHz spectrum (except Karnataka service area with 900 MHz spectrum). The emergence of Idea as a significant player in these 7 service areas reaffirms Idea's intrinsic competitive capabilities.

Idea provides 3G services in 3 of these service areas i.e. UP (E), H.P. and Delhi (on 900 MHz spectrum won in Feb'14) and has capability to launch 4G in Karnataka. These 7 emerging service areas with high growth potential contribute ~26% of Idea's revenue and represent ~39% of national mobile industry revenue. Idea has improved its revenue market share (RMS) by 0.6% in these service areas over last one year to 11.8% in Q3FY15 (Q3FY14 RMS 11.2%) delivering 16.4% incremental RMS on YoY basis v/s Q3FY14.

SERVICE AREA	RMS Q3FY15*	RMS RANK	SPECTRUM PROFILE
Rajasthan	13.1%	3	2G
UP (E)	13.0%	3	2G/3G
Delhi	12.3%	3	2G/3G
Bihar	11.8%	3	2G
H.P.	11.7%	4	2G/3G
Karnataka	11.0%	4	2G/4G
Mumbai	10.1%	5	2G
<b>Total</b>	<b>11.8%</b>	<b>3</b>	

Incremental RMS @ 16.4% - vs Q3FY15 vs Q3FY14

\*Gross Revenue for Mobile & UAS Licenses released by TRAI



## D. Idea's Seven New Growth Geographies (~20% of National Mobile Industry Revenue)

Idea was among the last entrant for GSM services in 7 New Service Areas namely; Tamil Nadu, Kolkata, West Bengal, Orissa, J&K, Assam and North East using 1800 MHz spectrum acquired in November 2012 auction. These seven new growth geographies represent ~20% of Indian Mobility Market but currently contribute only ~6% of Idea revenue.

As we build our network and brand presence in these new geographies, due to front loading of investments, the company as per planned business model, has a quarterly, EBITDA loss at Rs. 1,749 million in Q4FY15. The present combined 'Revenue Market Share' (RMS) in these 7 service areas is at 5.1% in Q3FY15 and Idea has increased its RMS by 1.1% in last one year (vs Q3FY14). Idea remains committed to increase its competitive strength. The incremental RMS in these 7 new service areas between Q3FY15 to Q3FY14 is 17.3%, indicating good potential of improving Idea presence in these service areas.

SERVICE AREA	RMS Q3FY15*	RMS RANK	SPECTRUM PROFILE
W.B.	7.8%	5	2G
J&K	5.4%	5	2G/3G
Kolkata	5.6%	6	2G/3G
NESA	4.3%	6	2G/4G
Assam	3.8%	6	2G
Orissa	4.8%	7	2G/4G
TN	4.3%	7	2G/4G
<b>Total</b>	<b>5.1%</b>	<b>7</b>	

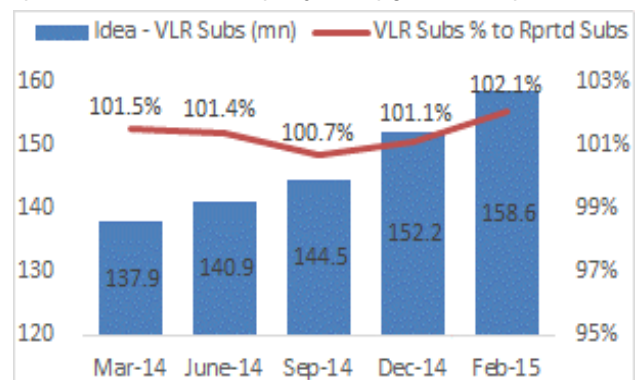
Incremental RMS @ **17.3%** -Q3FY15 vs Q3FY14

\*Gross Revenue for Mobile & UAS Licenses released by TRAI

## E. 161 million Quality Subscriber Base

Idea is the sixth largest mobile telecommunications company (counted on operations in a single country) in the world based on number of subscribers (GSMA Intelligence, as of December 2014) currently servicing over 161 million VLR subscribers. This large base of subscribers provides a great platform to the company to upgrade the pure voice customers to wireless data services in future.

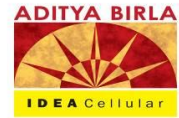
Idea has always been vigilant in monitoring the quality of its subscriber base. The latest (February 2015) data released by the TRAI for active subscribers (VLR subscribers), reaffirms quality of Idea's subscriber base as among the best in terms of percentage of active subscribers. As of February 2015, Idea has 102.1% of reported subscribers as VLR subscribers, which is highest in the industry. Idea's EoP subscriber market



Source: TRAI

share (on VLR) at the end of February, 2015 stands at 18.6% (as against a reported subscriber markets share @ 16.2%) an improvement of 1.3% on YoY basis.

In last 12 months from March'14 to February'15 Idea has added highest industry net VLR subscribers of 23.6 million against overall industry annual VLR subscriber growth at 71.7 million. The company is pleased to consistently add over 30% of industry Active Subscriber base. Today, nearly 1 out of 5 Indian who use mobile service, prefer Idea and 160 million subscribers milestone for the company opens multiple new vistas for growth.



Another indicator to the quality subscriber growth is, inspite high 23.6 million incremental subscriber net addition (17.4% increase) in last one year (Mar'14 vs Feb'15), the company has managed to increase the ARPU by Rs. 6 to Rs. 179 in Q4FY15 (~3.7% improvement) from Rs. 173 in Q4FY14.

#### **F. Leader in Mobile Number Portability Net Adds**

The Mobile Number Portability (MNP) was implemented nation-wide on 20th January, 2011 and nearly 124 million customers have availed of the MNP facility offered by Indian Mobile Industry. The trends emerging from MNP are clearly distinguishing the strong operators in terms of customers' preference for better quality of services and brand value. In a see-saw battle over the last 51 months for supremacy in the MNP space, Idea has maintained leadership position for over 4 years on overall MNP Net Adds. As on March 31, 2015 Idea has a net MNP gain of 13.4 million customers from other existing telecom operators with one out of every four existing mobile customers, who chooses to port out from their existing mobile operator prefer to shift and stay with world class Idea services.

#### **G. Tower Investment**

Indus towers, a joint venture between Bharti Infratel, Vodafone India and Idea Cellular (thru ABTL), is one of the world's leading tower company with 115,942 towers and tenancy ratio of 2.19 as of March 31, 2015. Idea (thru ABTL) holds 16% equity stake in Indus towers. Providence Equity Partners, through its entity P5 Asia Holding Investments (Mauritius) Limited, beneficially holds 1,925,000 compulsorily convertible preference shares, convertible into equity shares representing 30.3% of the total equity share capital post conversion of these preference shares of ABTL, which in turn reflects Providence Equity Partners' beneficial equity interest in Indus Towers of 4.85% (assuming no other change in the equity share capital of Indus Towers). The consolidated financial includes 16% consolidation from Indus Towers. Besides investment in Indus Tower, Idea along with its subsidiary ICISL, owns 9,557 towers as on March 31, 2015. There are more than 15,300 tenants on these towers, resulting in tenancy ratio of 1.60.



## 6. Financial Highlights

### A. Standalone Profit & Loss Account (Rs mn)

	For the Quarter				
	Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14
Gross Revenue	84,165	80,148	75,673	75,562	70,406
Opex	56,337	55,288	53,279	52,966	50,543
EBITDA	27,828	24,860	22,394	22,596	19,862
<b>EBITDA Margin</b>	<b>33.1%</b>	<b>31.0%</b>	<b>29.6%</b>	<b>29.9%</b>	<b>28.2%</b>
Depreciation & Amortisation	13,837	13,792	10,774	10,586	10,402
EBIT	13,991	11,068	11,621	12,010	9,460
Interest and Financing Cost (net)	816	720	1,176	2,005	1,635
Dividend from Indus*	1,602	-	1,026	3,623	-
PBT	14,777	10,348	11,470	13,628	7,825
Tax	4,700	3,565	3,676	3,511	2,687
<b>PAT</b>	<b>10,077</b>	<b>6,783</b>	<b>7,794</b>	<b>10,117</b>	<b>5,138</b>
<b>Cash Profit</b>	<b>26,149</b>	<b>20,286</b>	<b>18,155</b>	<b>20,230</b>	<b>16,694</b>

### B. Consolidated Profit & Loss Account (Rs mn)

	For the Quarter				
	Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14
Gross Revenue	84,225	80,175	75,699	75,610	70,438
Opex	53,580	52,648	50,792	50,571	48,155
EBITDA	30,645	27,527	24,907	25,039	22,283
<b>EBITDA Margin</b>	<b>36.4%</b>	<b>34.3%</b>	<b>32.9%</b>	<b>33.1%</b>	<b>31.6%</b>
Depreciation & Amortisation	14,877	14,826	11,788	11,545	11,380
EBIT	15,768	12,700	13,119	13,494	10,903
Interest and Financing Cost (net)	1,052	983	1,445	2,275	1,947
PBT	14,715	11,717	11,675	11,219	8,956
Tax	5,298	4,046	4,116	3,937	3,058
<b>PAT</b>	<b>9,418</b>	<b>7,671</b>	<b>7,559</b>	<b>7,282</b>	<b>5,898</b>
<b>Cash Profit</b>	<b>26,602</b>	<b>22,216</b>	<b>18,971</b>	<b>18,373</b>	<b>18,505</b>

\*Dividend received from Indus is reflected in 'Standalone' PAT and Cash Profit. However, this dividend income gets eliminated in the 'Consolidated' financials.

Note: Forex Loss/Gain which was part of net interest & finance cost earlier, has been regrouped to Other Expenditure in Q2FY15 (impacting the EBITDA). Past period figures are restated.



### C. Revenue & Profitability Break-up (Rs mn)

Revenue Break-up	For the Quarter	
	Q4FY15	Q3FY15
Gross Revenue - Established Service Areas	78,995	75,543
Gross Revenue - New Service Areas	5,170	4,605
<b>Revenue - Idea Standalone</b>	<b>84,165</b>	<b>80,148</b>
Revenue Contribution - Indus (@16.00%)	6,189	6,098
Consolidation Eliminations	(6,129)	(6,071)
<b>Revenue - Idea Consolidated</b>	<b>84,225</b>	<b>80,175</b>

EBITDA Break-up	For the Quarter	
	Q4FY15	Q3FY15
EBITDA - Established Service Areas	29,577	26,741
EBITDA - New Service Areas	(1,749)	(1,881)
<b>EBITDA - Idea Standalone</b>	<b>27,828</b>	<b>24,860</b>
EBITDA Contribution - Indus (@16.00%)	2,816	2,667
<b>EBITDA - Idea Consolidated</b>	<b>30,645</b>	<b>27,527</b>

EBITDA Margin	For the Quarter	
	Q4FY15	Q3FY15
EBITDA % - Established Service Areas	37.4%	35.4%
EBITDA % - New Service Areas	-33.8%	-40.8%
<b>EBITDA % - Idea Standalone</b>	<b>33.1%</b>	<b>31.0%</b>
Derived EBITDA % Indus	45.5%	43.7%
<b>EBITDA % - Idea Consolidated</b>	<b>36.4%</b>	<b>34.3%</b>

Dep. & Amort. Break-up	For the Quarter	
	Q4FY15	Q3FY15
Dep & Amort. - Idea Standalone	13,837	13,792
Dep. & Amort. Cost from Indus (@16.00%)	1,040	1,034
<b>Dep. &amp; Amort. - Idea Consolidated</b>	<b>14,877</b>	<b>14,826</b>

EBIT Break-up	For the Quarter	
	Q4FY15	Q3FY15
EBIT - Idea Standalone	13,991	11,068
EBIT Contribution - Indus (@16.00%)	1,776	1,632
<b>EBIT - Idea Consolidated</b>	<b>15,768</b>	<b>12,700</b>

Interest & Finance Cost Break-up	For the Quarter	
	Q4FY15	Q3FY15
Gross Interest Cost - Idea Standalone	2,670	2,041
Gross Interest Income - Idea Standalone	(1,854)	(1,321)
<b>Int. &amp; Fin. Cost (net) - Idea Standalone</b>	<b>816</b>	<b>720</b>
Int. & Fin. Cost (net) from Indus (@16.00%)	236	263
<b>Int &amp; Fin Cost (net) - Idea Consolidated</b>	<b>1,052</b>	<b>983</b>

Dividend from Indus	1,602	-
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Tax Break-up	For the Quarter	
	Q4FY15	Q3FY15
Tax - Idea Standalone	4,700	3,565
Tax - Indus (@16.00%)	598	482
<b>Tax - Idea Consolidated</b>	<b>5,298</b>	<b>4,046</b>

PAT Break-up	For the Quarter	
	Q4FY15	Q3FY15
PAT - Idea Standalone	10,077	6,783
PAT Contribution - Indus (@16.00%)	942	887
Indus Dividend Elimination	(1,602)	-
<b>PAT - Idea Consolidated</b>	<b>9,418</b>	<b>7,671</b>

**Note 1:** Impact of the joint venture is presented to provide a perspective to Idea's consolidated financials. Due to differences in accounting treatment, these may not be representative of the financial statements of joint ventures.



## D. Balance Sheet (Rs mn)

Particulars	Idea Standalone - As on		Idea Consolidated - As on	
	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14
<b>EQUITY AND LIABILITIES</b>				
<b>Shareholders' Funds</b>				
Equity Share Capital	35,978	33,196	35,978	33,196
Reserves & Surplus	1,92,540	1,25,591	1,94,295	1,32,054
	<b>2,28,518</b>	<b>1,58,787</b>	<b>2,30,273</b>	<b>1,65,250</b>
Compulsorily Convertible Preference Shares	19	19	19	19
<b>Non-Current Liabilities</b>				
Long-Term Borrowings	1,60,065	1,71,439	1,66,032	1,81,284
Deferred Tax Liabilities (Net)	16,243	15,497	19,015	18,133
Other Long-Term Liabilities	11,719	13,974	9,633	9,229
Long-Term Provisions	2,843	2,182	5,735	4,986
	<b>1,90,870</b>	<b>2,03,092</b>	<b>2,00,415</b>	<b>2,13,632</b>
<b>Current Liabilities</b>				
Short-Term Borrowings	1,514	6,094	2,073	6,472
Trade Payables	29,952	26,975	30,974	27,880
Current maturities of long term debt	97,175	16,084	1,00,486	18,594
Other Current Liabilities	35,843	30,877	37,406	31,851
Short-Term Provisions	2,994	1,869	3,021	1,877
	<b>1,67,478</b>	<b>81,898</b>	<b>1,73,960</b>	<b>86,673</b>
<b>Total</b>	<b>5,86,885</b>	<b>4,43,796</b>	<b>6,04,668</b>	<b>4,65,575</b>
<b>ASSETS</b>				
<b>Non-Current Assets</b>				
<b>Fixed Assets</b>				
Tangible Assets	1,81,328	1,85,707	2,13,136	2,18,632
Intangible Assets	1,42,159	77,274	1,42,200	77,326
Capital Work-in-Progress	50,804	1,13,811	51,405	1,14,194
	<b>3,74,290</b>	<b>3,76,792</b>	<b>4,06,741</b>	<b>4,10,153</b>
Goodwill	17,799	17,799	61	61
Long-Term Loans and Advances	41,324	27,747	42,752	28,971
Other Non-Current Assets	89		458	1,448
	<b>4,33,503</b>	<b>4,22,339</b>	<b>4,50,013</b>	<b>4,40,633</b>
<b>Current Assets</b>				
Current Investments	1,15,267	330	1,15,267	2,155
Inventories	710	683	710	683
Trade receivables	9,440	7,809	9,789	8,006
Cash and Bank Balance	15,446	1,431	15,537	1,881
Short-term loans and advances	11,456	11,170	12,290	12,182
Other current assets	1,062	34	1,062	35
	<b>1,53,382</b>	<b>21,458</b>	<b>1,54,656</b>	<b>24,942</b>
<b>Total</b>	<b>5,86,885</b>	<b>4,43,796</b>	<b>6,04,668</b>	<b>4,65,575</b>





## 7. Key Performance Indicators

### A. Financial Indicators – Idea Standalone

Parameters	Unit	For the Quarter				
		Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14
Gross Revenue	INR Mn	84,165	80,148	75,673	75,562	70,406
Growth QoQ	%	5.0%	5.9%	0.1%	7.3%	6.5%
EBITDA	INR Mn	27,828	24,860	22,394	22,596	19,862
EBITDA	%	33.1%	31.0%	29.6%	29.9%	28.2%
EBIT	INR Mn	13,991	11,068	11,621	12,010	9,460
EBIT	%	16.6%	13.8%	15.4%	15.9%	13.4%
Gross Revenue/min	paisa	45.5	47.0	46.6	45.7	44.8
EBIT/min	paisa	7.6	6.5	7.2	7.3	6.0
Gross Fixed Assets	INR Mn	5,63,037	5,12,646	4,74,603	4,66,276	4,57,400
Annualised Revenue/Gross Fixed Assets	%	59.8%	62.5%	63.8%	64.8%	61.6%
Gross Revenue per 2G Site/Month (INR)	INR	2,52,410	2,45,622	2,35,991	2,38,804	2,27,433

Note: Forex Loss/Gain which was part of net interest & finance cost earlier, has been regrouped to Other Expenditure (impacting the EBITDA). Past period figures are restated.

### B. Operational Indicators – Idea Standalone

Overall Business	Unit	For the Quarter				
		Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14
Subscriber Base (EoP) (2G+3G)	mn	157.8	150.5	143.6	139.0	135.8
VLR Subscribers (EoP)	mn	161.4	152.2	144.5	140.9	137.9
Net VLR Subscriber addition	mn	9.2	7.7	3.6	3.1	7.9
Pre-paid Subs (% of EoP subscribers)	%	95.6%	95.7%	95.7%	95.8%	95.7%
3G Device Penetration (on EoP Subscribers)	%	23.1%	18.7%	17.0%	15.1%	12.7%
3G Subscribers (Voice+Data) (EoP)	mn	18.7	16.1	13.3	10.6	10.2
2G Coverage - No. of Census Towns	no.	7,475	7,422	7,417	7,417	7,394
2G Coverage - No. of Villages	no.	3,57,321	3,54,011	3,49,856	3,47,691	3,44,108
Average Revenue per User (ARPU)	INR	179	179	176	181	173
Average Voice Revenue Per User (Voice ARPU)	INR	135	138	139	149	145
Average Minutes of Use per User (MoU)	min	400	388	384	401	397
Average Realisation per Minute (ARPM)	paisa	44.8	46.3	45.9	45.1	43.6
Average Realisation per Minute (Voice ARPM)	paisa	33.9	35.6	36.2	37.1	36.5

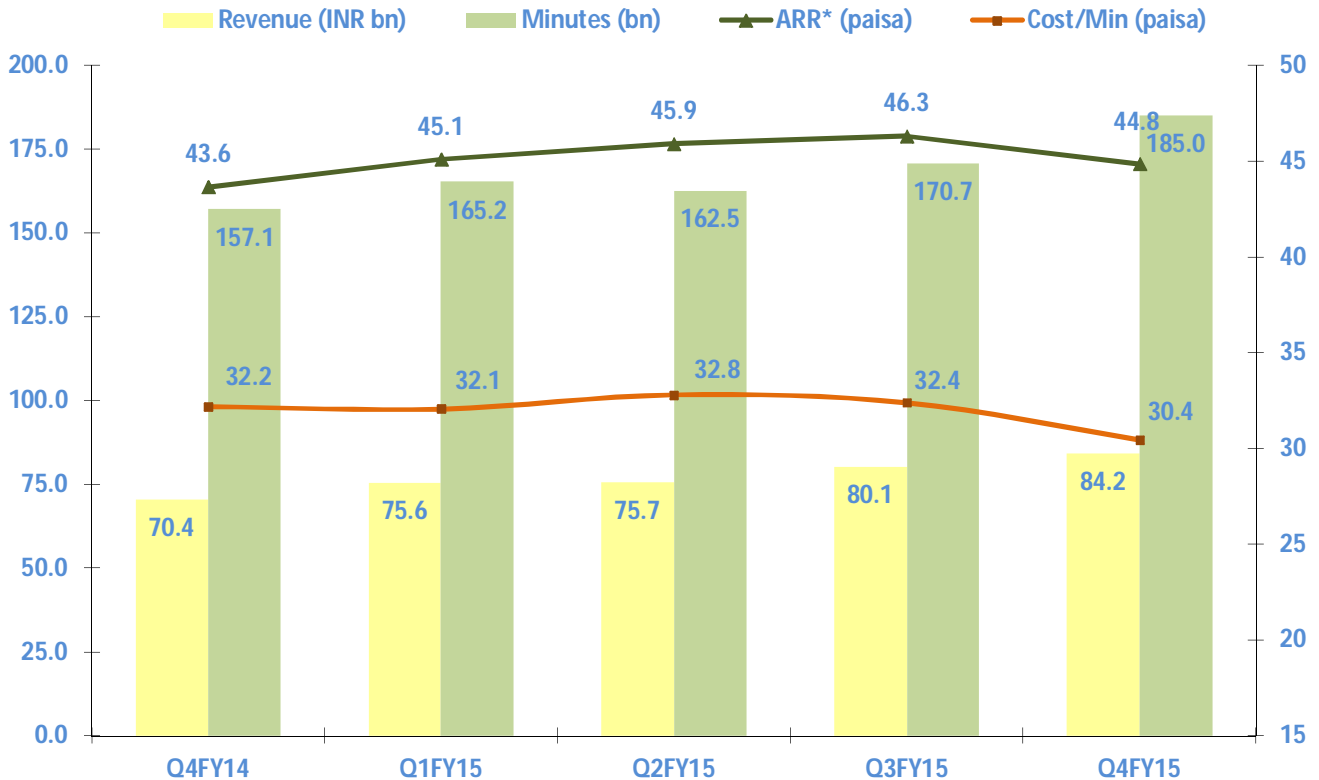


Overall Business	Unit	For the Quarter				
		Q4FY15	Q3FY15	Q2FY15	Q1FY15	Q4FY14
Post-paid Churn	%	2.6%	2.7%	2.7%	4.9%	2.5%
Pre-paid Churn	%	4.7%	4.3%	5.1%	4.6%	4.3%
Blended Churn	%	4.6%	4.2%	5.0%	4.6%	4.2%
Total Minutes of Use	mn	1,85,028	1,70,706	1,62,454	1,65,239	1,57,055
Total 3G Cell Sites (EoP)	no.	30,291	27,744	25,164	22,516	21,381
Total 2G Cell Sites (EoP)	no.	1,12,367	1,09,931	1,07,605	1,06,169	1,04,778
Towers - Rented Indus (EoP)	no.	60,161	58,799	57,320	56,327	55,213
Towers - Rented Others (EoP)	no.	42,709	41,665	40,852	40,396	40,167
Owned Towers (EoP)	no.	9,557	9,521	9,488	9,495	9,446
Tenancy Ratio - Owned Towers	times	1.60	1.59	1.58	1.57	1.57
Manpower on Rolls (EoP)	no.	15,470	15,088	14,978	15,009	14,988
<b>Non-Voice and Data Business (2G+3G)</b>						
VAS as a % of Service Revenue	%	24.5%	23.1%	21.1%	17.8%	16.5%
Data as a % of Service Revenue	%	16.9%	15.7%	14.0%	11.5%	10.1%
Non-Data VAS as a % of Service Revenue	%	7.6%	7.4%	7.1%	6.4%	6.4%
Total Data Subscribers (2G+3G)*	000	33,424	34,155	30,927	27,874	25,256
Total Data Volume (2G+3G)	Mn MB	54,510	46,077	39,428	32,516	27,299
Blended Data ARMB	paisa	25.7	26.9	26.5	26.3	25.3
Data ARPU for Data Subscriber (2G+3G)	INR	150	126	119	108	104
Data Usage by Data Subscriber (2G+3G)	MB	586	470	447	409	410
3G Data Subscribers	000	14,512	12,945	10,521	8,775	7,224
3G Data Volume	Mn MB	30,680	24,977	19,786	15,719	13,084
3G Data ARPU for 3G Data Subscriber	INR	209	197	195	177	164
3G Data Uages by 3G Data Subscribers	MB	777	705	693	666	681

\*Refer revised definition for Data Subscriber

## 8. Management Discussion & Analysis

### A. Global Scale of Operations



\*Calculated by dividing service revenue (excl. infrastructure and device revenue) by total Minutes of Use

Idea's global scale of operations, serving over 161 million quality subscribers, generating around 2.06 billion minutes per day, place the company in a strong competitive position.

Idea stays on the path to strengthen its competitive standing and continues to invest in long term value creators of the wireless business and emerging streams. Company has expanded its reach by launching 2,436 2G sites & 2,547 3G sites in this quarter. It has also increased the optical fibre network to 93,200 km while strengthening its presence in NLD, ILD, ISP, Data Services and Smartphone Device business. Idea is the biggest net gainer nationally in the Mobile Number Portability program, a strong indicator of the popular appeal of Idea mobile services.

The strong consumer demand & brand association, expanding 2G & 3G network footprint, competitive spectrum portfolio with steady Cash flows from Operations affirm Idea's ability to deliver consistent, competitive, responsible and profitable growth. As mobility market services expand, Indian Telecom business offers exciting growth opportunities in Mobile broadband & rural voice telephony. Brand Idea with growing consumer affinity, strong cash flows, expanding 2G & 3G network footprint, competitive & multiband spectrum profile; reaffirms its ability to strengthen its market position and improve presence across new and emerging opportunities.



## B. Strong Operating Performance

Due to the changes in the TRAI Interconnect (IUC) regulations (Amendment XI<sup>th</sup> and XII<sup>th</sup>) effective March 01, 2015, the results for this quarter and financial year 2014-15 are not comparable to earlier quarters & financial years. The gross revenue both for the quarter Q4FY15 and for FY15 is negatively impacted by ~Rs. 1050 million, though the impact on EBITDA is minimal.

Idea continues its enviable track record of being amongst the fastest growing large Indian Mobile operators with 19.1% growth in gross revenue in FY15 at Rs. 3,15,548 million, nearly 1.8 times the wireless industry revenue growth rate (CY14). In spite of TRAI reducing the Termination Charge from earlier 20p/minute to 14p/minute from other telecom operators (and no IUC charge on the calls originating or terminating to Wireline networks), the sequential quarterly revenue has grown by 5% in Q4FY15 (normalized QoQ revenue growth of 6.3%) driven by a) 9.2 million Active Subscriber addition (VLR Adds), b) sharp expansion of voice minutes @8.4% to 185 billion minutes and c) 18.3% Mobile data volume (2G+3G) growth to 54.5 billion Megabytes v/s Q3FY15; a clear testimony of strong consumer demand for Idea Mobile services.

Idea has clocked 23.5 million net VLR subscriber addition in FY15 against 17.7 million net VLR addition in FY14, now servicing a strong 161.4 million quality consumers across India. Competitively, the company has improved its standing with customer Market share (on VLR) @ 18.6% (Feb'15) and 'Revenue Market Share' (RMS) @17.5% in Q3FY15, an RMS improvement of over 1.4% compared to Q3FY14. In spite of large subscriber additions, the quality of Idea overall consumer base improved its ARPU to Rs. 179 (v/s Rs. 173 in Q4FY14) and Voice usage per subscriber increased to 400 minutes (v/s 397 in Q4FY14).

The voice rate realisation remained under pressure for the third successive quarter; fell sharply by 7.1% to 33.9p/minute from 36.5p/minute (Q4FY14) but the elasticity of demand compensated rate decline with 16.3% minute growth in FY15 v/s FY14. Additionally, faster Mobile data growth compensated the voice rate decline and consequently the 'Average Realisation Per Minute' (ARPM) improved by 2.7% to 44.8p/minute in Q4FY15 from 43.6p/minute (Q4FY14) and 'Non Voice' Revenue share increased to 24.5% this quarter (16.5% in Q4FY14).

Idea further revised Mobile Data Subscriber definition, eliminating from its reporting all incidental data users of less than 10 Megabytes/Month. The Mobile data user (2G+3G) penetration in overall base is now 21.2% at 33.4 million data subscribers with blended Mobile data ARPU (2G+3G) at Rs. 150 in Q4FY15 (v/s Rs. 104 in Q4FY14). The data 'Average Realisation Per MB' (ARMB) has remained largely flat at 25.7p/minute (25.3p/minute in Q4FY14).

The company doubled its 3G data subscriber base, adding 7.3 million new 3G users in last one year, servicing overall 14.5 million 3G data consumers. During the year, 3G Data volume exploded by nearly 2.3 times; from 13.1 billion Megabyte in Q4FY14 to 30.7 billion Megabyte in Q4FY15. To support the exponential Voice and Mobile Data growth,



Idea capex spend for FY15 is Rs. 40.5 billion (excluding spectrum); adding 7,589 GSM sites and 8,910 3G cell sites and over 11,000 Km of high capacity optical fibre.

In spite of higher network expansion and cost inflationary pressures, Idea standalone EBITDA grew faster in FY15 at 33% and stands at Rs. 97,679 million, helping margin improve by 3.2% to 31%. Similarly, the strong revenue growth this quarter translated into Q4FY15 standalone EBITDA margin improvement of 2.1% at 33.1% (vs Q3FY15) and sequential quarterly growth of 11.9%.

The double bottom line drivers of Voice and Data business, scale benefits and optimization of cost has helped Idea improve its standalone Profit After Tax (PAT) by 93.9% from Rs. 17,932 million (Incl. Indus dividend of Rs. 838 million) in FY14 to Rs. 34,772 million (Incl. Indus dividend of Rs. 6,250 million) this financial year.

At consolidated level including Indus contribution of 16%, the company revenue in FY15 has grown by 19.1%, consolidated annual EBITDA grew by 30.4% to Rs. 108,118 million, EBITDA margin improved to 34.2% and annual PAT is at Rs. 31,929 million, an annual growth of 62.3%.

With strong performance, the board of Idea is pleased to recommend increased dividend @ 6%, an overall payment of Rs. 2,598 million (including dividend distribution tax).

In March 2015 auction, on overall basis, Idea has won 54 MHz of efficient 900 MHz band, 20.4 MHz in 1800 MHz band and 5 MHz in 2100 MHz band, a total quantum of 79.4 MHz spectrum, across 14 circles for a total bid value of Rs. 301,375 million. The company has opted for DoT's deferred payment option. The company has made upfront payment of Rs. 77,342 million including payment of Rs. 19,350 million on March 31, 2015 and the remaining amount on April 09, 2015.

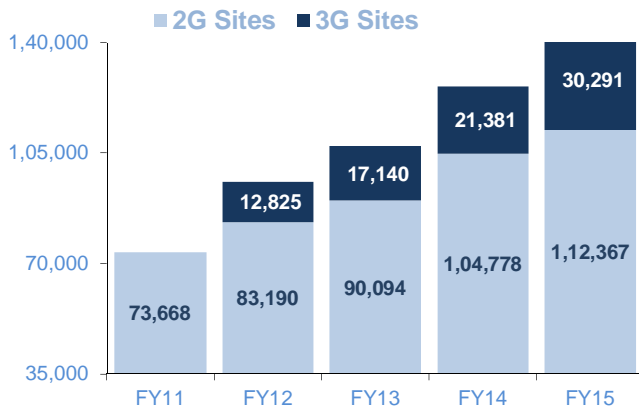
### **C. Impact of Forex and Balance Sheet**

The capex and net debt amounts reflecting in our balance sheet are lower by around Rs. 349 million each due to de-capitalisation of amount relating to foreign exchange difference during the quarter on long term loans taken for acquiring fixed assets.

The Net Debt to Annualised EBITDA ratio stands at 1.15. The Net-Worth of Rs. 228,518 million combined with an average (current and preceding three quarters) Cash Profit of -Rs. 21,200 million per quarter provides a solid foundation to support the company's growth plan.



## D. Capex



Idea rolled out 2,436 2G cell sites and 2,547 3G cell sites during the quarter, taking Network EoP site count for 2G to 112,367 and 30,291 for 3G sites.

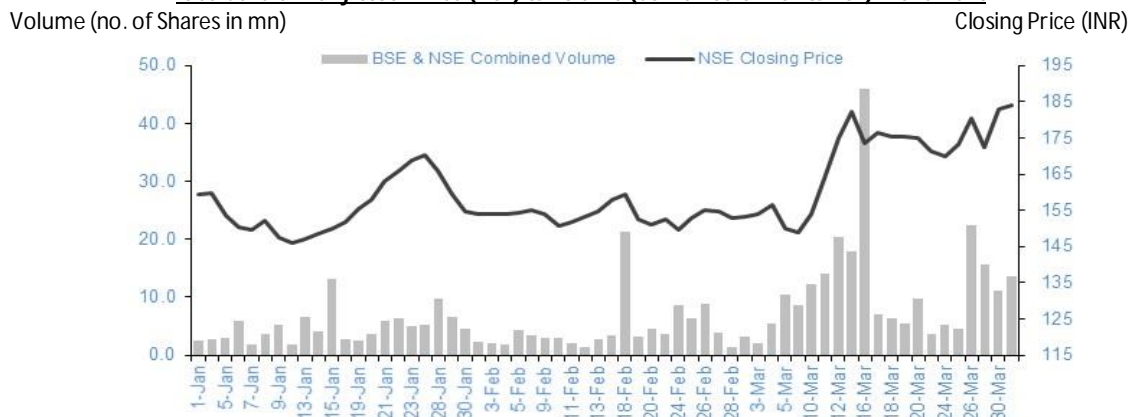
The total addition to the Gross Block including CWIP (excluding de-capitalised forex fluctuation of Rs. 349 million and capitalised interest of Rs. 1,270 million) for the quarter was Rs. 17 billion. Capex for FY15 stands at Rs. 40.5 billion (excluding capitalised forex fluctuation of Rs. 1,182 million and interest capitalisation of Rs. 5,232 million).

The Capex guidance for FY16 stands at Rs. 50 – Rs. 55 billion excluding any spectrum related payments.

## 9. Stock Market Highlights

General Information		
BSE Code		532817
NSE Symbol		IDEA
Reuters		IDEA.BO/IDEA.NS
No of Shares Outstanding (31/03/2015)	mn	3597.84
Closing Market Price - NSE (31/03/2015)	INR/share	184.00
Combined Volume (NSE & BSE) (01/01/2015 to 31/03/2015)	mn/day	7.1
Combined Value (NSE & BSE) (01/01/2015 to 31/03/2015)	INR mn/day	1164.4
Market Capitalisation (31/03/2015)	INR bn	662
EPS for the Quarter (Annualised)	INR/share	10.47
Enterprise Value (31/03/2015)	INR bn	800
Price to Earning	times	17.6
Price to Cash Earning	times	6.2
Price to Book Value	times	2.9
EV/Annualised EBITDA	times	6.5

### Idea Cellular Daily Stock Price (NSE) & Volume (Combined of BSE & NSE) Movement



## 10. Shareholding Pattern as on March 31, 2015:

Particulars	Idea Cellular Ltd.	
	No. of Shares	% holding
<b>Promoter and Promoter Group</b>		
Indian	1,52,06,79,047	42.27%
Foreign	-	
<b>Public Shareholding</b>		
Foreign Holding	1,84,35,65,925	51.24%
Indian Institutions	16,34,88,277	4.54%
Others	7,01,11,178	1.95%
<b>Total</b>	<b>3,59,78,44,427</b>	<b>100.00%</b>

## 11. Glossary

Definitions/Abbreviation	Description/Full Form
3G	Third Generation of Mobile Telephony
3G Subscriber	Any Subscriber with any usage event on 3G network, during last 30 days
Established service areas	represent 15 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh East, Rajasthan, Himachal Pradesh, Punjab, Karnataka as well as Mumbai and Bihar service areas from Q1FY14 onwards. For FY13 and Established Service Areas were 13, not including Mumbai and Bihar
Annualized EBITDA	Annualised figure of quarterly EBITDA
ARPU (Average Revenue Per User)	Is calculated by dividing services revenue (exclusive of infrastructure and device revenues) for the relevant period by the average number of subscribers during the period. The result obtained is divided by the number of months in that period to arrive at the ARPU per month figure
AS	Accounting Standards as issued by the Institute of Chartered Accountants of India
ARPM (Average realisation per Minute)	ARPM is calculated as ARPU divided by MoUs/Subscriber
Average Subscribers	Average number of subscribers during the period is calculated as average of average subscribers for each month.
Book Value/Share	Is calculated as Net Worth divided by the number of outstanding equity shares
BSE	Bombay Stock Exchange
Churn	Churn relates to subscribers who are removed from the EoP base for no usages/usage of services below a threshold level.
Cash Profit	Is calculated as the summation of PAT, Depreciation, charge on account of ESOPs and Deferred Tax, for the relevant period.
Cash Earning / Share	Is calculated by dividing the cash profit for the period by weighted average number of outstanding equity shares.
Data Subscriber	Any Subscriber with data usage of more than 1MB in last 30 days from Q4FY14 onwards Any Subscriber with data usage of more than 10MB in last 30 days from Q4FY15 onwards
Data Revenue	Revenue from the use of data services including Blackberry services
Data Usage	Data consumed by Idea subscribers
Data ARPU	Is calculated by dividing data revenue for the relevant period by the average number of data subscribers during the period. The result





Definitions/Abbreviation	Description/Full Form
	obtained is divided by the number of months in that period to arrive at the Data ARPU per month figure
Data ARMB	Is calculated by dividing data revenue for the relevant period by the Data usage in MB during the period
DoT	Department of Telecommunications
EBIT	Earnings Before Interest and Tax
EBITDA (Earnings before interest, tax, depreciation and amortisation)	This is the amount after deducting operating expenditure from total income. Total income is comprised of service revenue, sales of trading goods and other income. Operating expenditure is comprised of cost of trading goods, personnel expenditure, network operating expenditure, license and WPC charges, roaming and access charges, subscriber acquisition and servicing expenditure, advertisement and business promotion expenditure and administration & other expenses
Effective Tax Rate	Is calculated as tax charged to Profit and Loss Account divided by PBT (excluding Indus Dividend)
Enterprise Value	Is the summation of Market Capitalisation and Net Debt
EPS	Earning per share, is calculated by dividing the Profit after Tax for the period by the weighted average number of outstanding equity shares
EoP	End of period
FY	Financial year ending March 31
GSM	Global System for Mobile communications, the most popular standard for mobile telephony in the world
Gross Revenue	Is the summation of service revenue, revenue from sale of trading goods and other income.
Indian GAAP	Indian Generally Accepted Accounting Principles
IRU	Indefeasible right of use
Incremental Revenue Market Share	Is calculated as change in absolute revenue for Idea divided by change in absolute revenue for mobile Industry during the relevant period
Market Capitalisation	Number of outstanding shares at end of the period multiplied by closing market price (NSE) at end of the period.
MoUs/Sub (Average Minutes of Usages per Subs)	Is calculated as, total Minutes of Use by mobile subscriber during the period divided by the average of subscribers during the period
Net Adds	Refers to net customer additions which is calculated as the difference between the closing and the opening customers for the period
Net Debt	Total loan funds reduced by cash and cash equivalents
Net Worth	calculated as the summation of Share Capital and Reserves & Surplus reduced by debit balance of Profit & Loss account (if any)



Definitions/Abbreviation	Description/Full Form
New Service Areas	represent 7 service areas of Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and North East from Q1FY14 onwards. For FY13 New Service Areas were 9, including Mumbai and Bihar.
NSE	National Stock Exchange
PBT	Profit before Tax
PAT	Profit after Tax
Price to Book Value	Is calculated by dividing the closing market price at the end of the period (NSE) by the Book Value/ Share
Price to Cash Earning	Is calculated by dividing the closing market price at the end of the period (NSE) by the annualised Cash Earning/Share
Price to Earning	Is calculated by dividing the closing market price (NSE) at the end of the period by the annualised EPS
ROCE	ROCE is calculated as a) for the year PAT plus net Interest and Finance Cost Less Tax at effective rate divided by average capital employed for the year, b) for the quarter : PAT (excluding non-recurring income) net Interest and Finance Cost Less Tax at effective rate for the quarter is annualised and increased by non-recurring income and then divided by average capital employed for the quarter. Capital employed is taken as the average of opening and closing of Shareholders Funds and Net Debt reduced by the debit balance of P&L account (If any), for the respective period
SIM	Subscriber Identity Module
Service Area	Unless otherwise specifically mentioned, means telecom service areas in India as defined by the DoT.
TRAI	Telecom Regulatory Authority of India