



September 19, 2016

**National Stock Exchange of India Limited**  
"Exchange Plaza",  
Bandra - Kurla Complex,  
Bandra (E),  
Mumbai – 400 051

**Bombay Stock Exchange Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

Dear Sirs,

**Sub: Investor Presentation / Intimation of investor conference**

**Ref: "Idea Cellular Limited" (IDEA / 532822)**

Pursuant to regulation 30 and 46 of the SEBI (LODR) Regulations, 2015, we wish to inform you that the Company representative(s) are attending the 'CLSA Investor Forum 2016' at Hong Kong being held on 19<sup>th</sup> - 20<sup>th</sup> September, 2016.

The presentation being made by the Company to the investors at the aforesaid conference is enclosed.

Thanking you,

Yours truly,

For Idea Cellular Limited

A handwritten signature in blue ink, appearing to read "Pankaj Kapdeo", with a horizontal line underneath.

**Pankaj Kapdeo**  
**Company Secretary**

Encl: As above





# Idea Cellular Limited



# Presentation Segments

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

# Presentation Segments



## ❖ Indian Mobile Telecom

- *Industry & Idea Performance Snapshot*

## ❖ The Emerging Mobile Data Opportunity

- *Spectrum Auctions 2016*

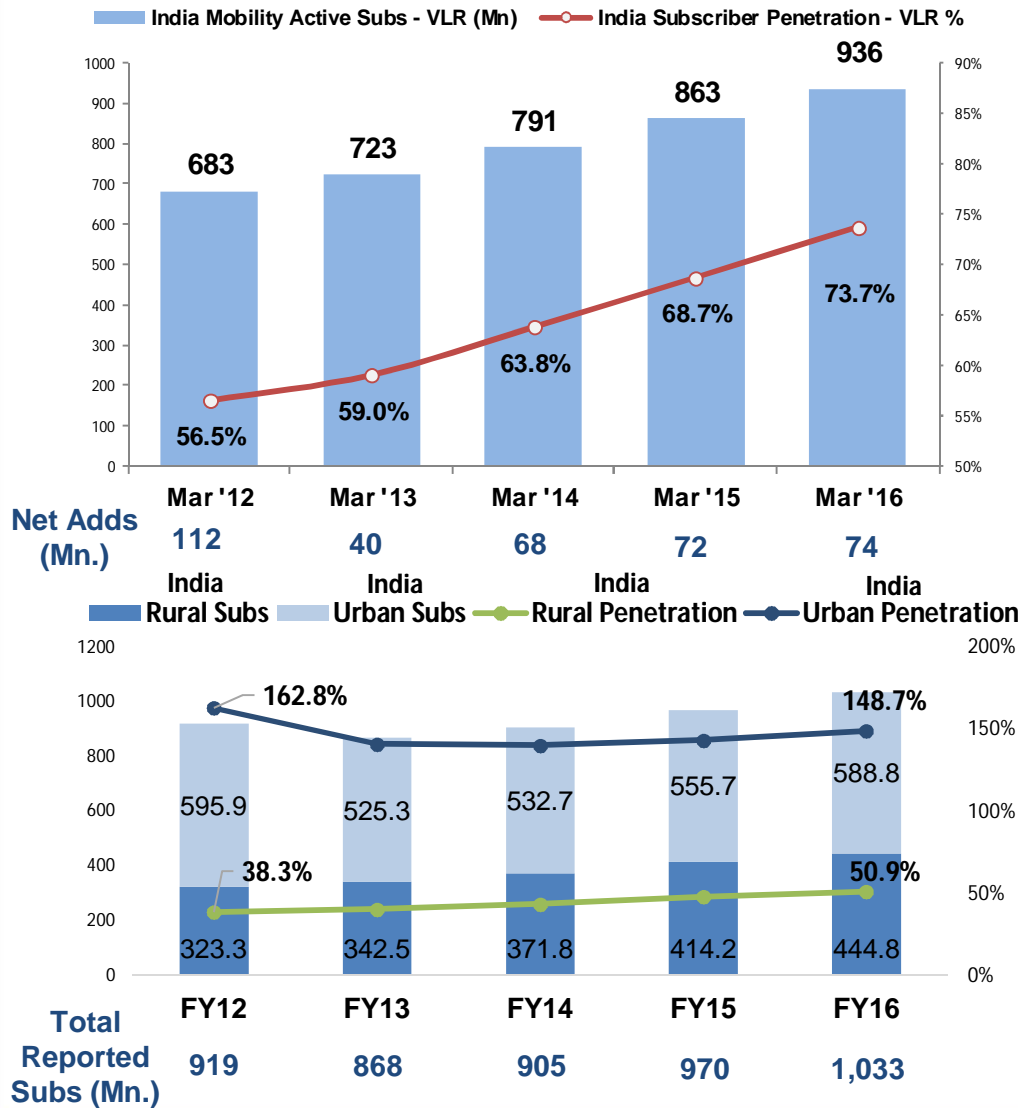
## ❖ Industry Projections

## ❖ Idea Digital Services

## ❖ Indian Tower Industry & Opportunities

# India Subscriber Penetration

*Large headroom for new subscribers addition in India*



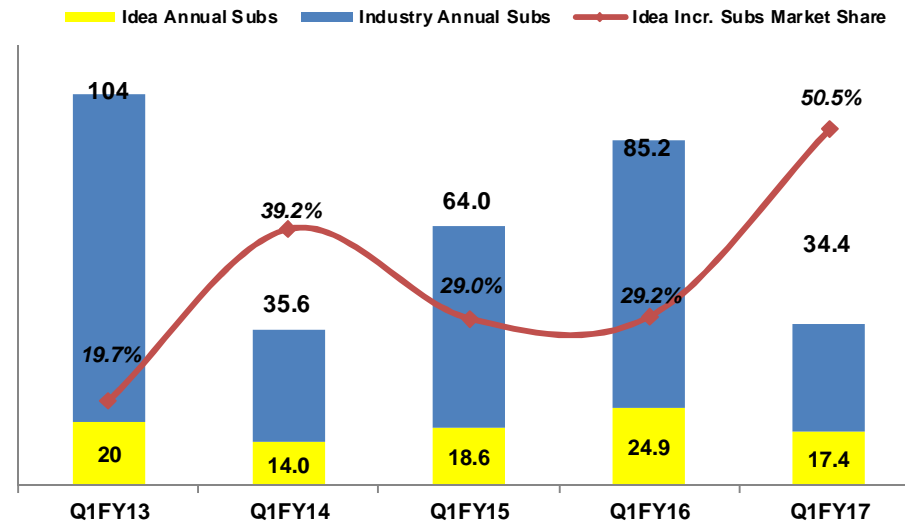
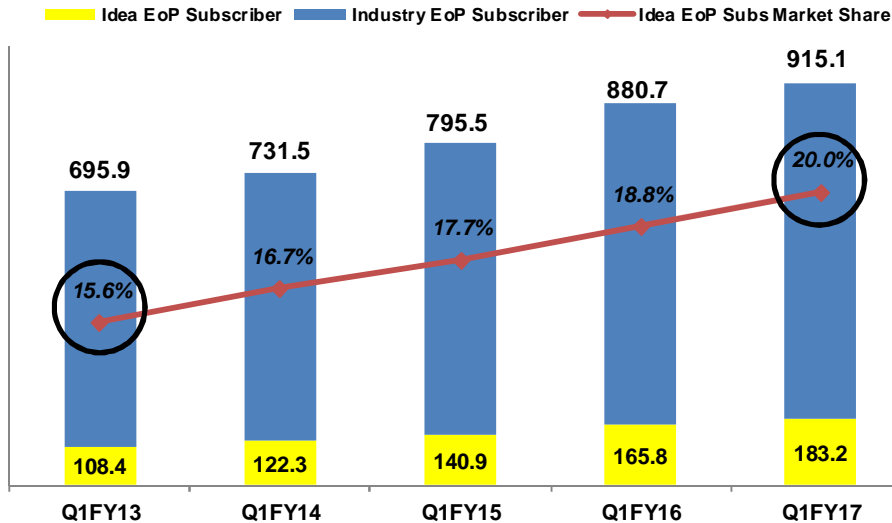
- India subscribers on VLR penetration remains low @ 73.7% v/s Global average @ 92.1% (Global subs: 7.3 Bn, Active: 6.8 Bn)^
- Indian Industry adding ~70 Mn active subscribers per annum consistently for the last 3 years
- Idea subscribers on VLR v/s reported subs highest @ 105% against Indian Industry's 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

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



**Industry & Idea EoP Subscriber trend (in Mn.)**

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



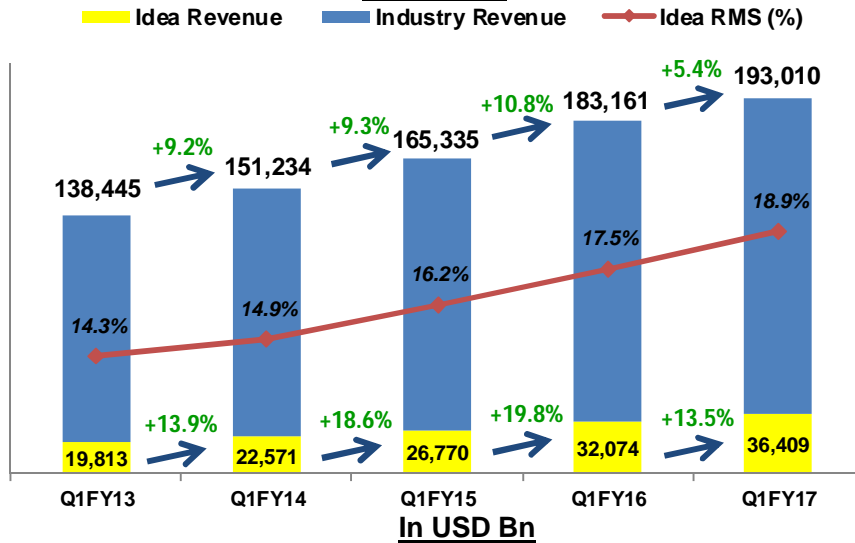
Operator	EoP Subscribers (Mn.)			EoP Subscriber Share			EoP Subscriber Share change		Net Subscriber Adds		Net Subs Add Share		iCMS - CMS
	Q1FY13	Q1FY16	Q1FY17	Q1FY13	Q1FY16	Q1FY17	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	108.4	165.8	183.2	15.6%	18.8%	20.0%	4.4%	1.2%	74.8	17.4	34.1%	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%
<b>Total</b>	<b>695.9</b>	<b>880.7</b>	<b>915.1</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>219.2</b>	<b>34.4</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>
No. 2 Gap	28.9	10.4	6.4	4.1%	1.2%	0.7%							

# Idea – The fastest growing Indian Telco for straight 8 years

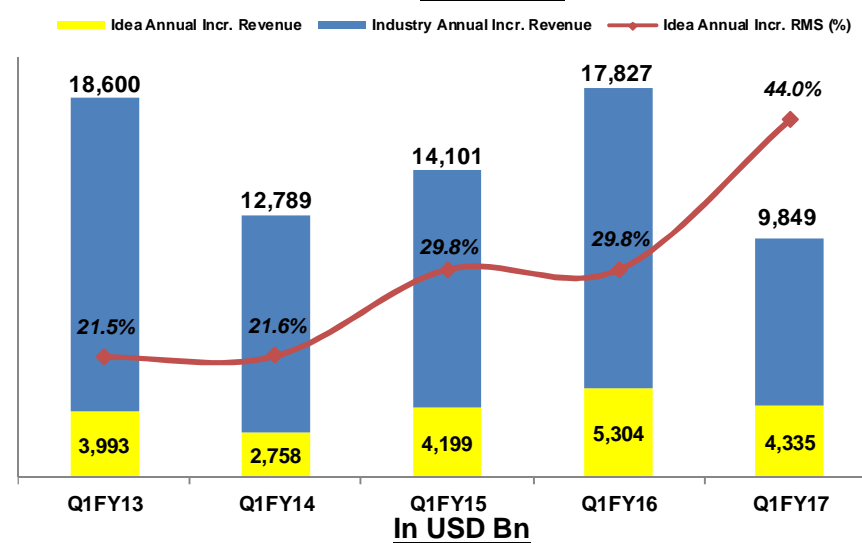
## Consistently growing at 2X the pace of industry



**Industry & Idea Revenue trend**  
(in Rs Cr)



**Industry & Idea Annual Incr. 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

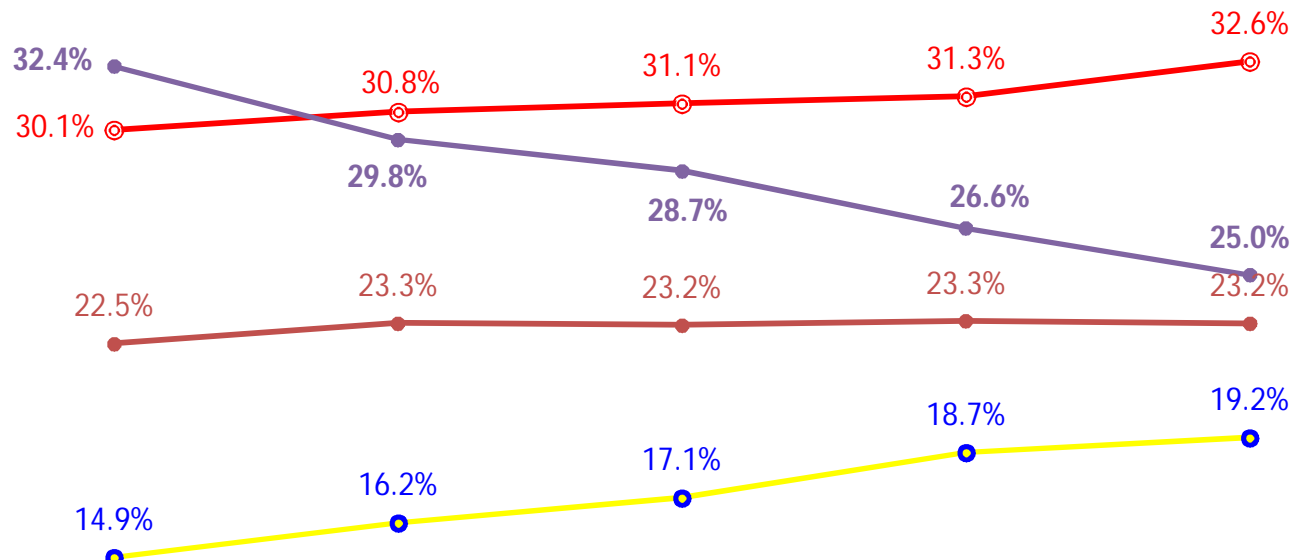
	In USD Bn				
Ind.	2.8	1.9	2.1	2.7	1.5
Idea	0.6	0.4	0.6	0.8	0.7

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%
<b>Total</b>	<b>138,445</b>	<b>183,161</b>	<b>193,010</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>8.7%</b>	<b>5.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>
No. 2 Gap	10,846	10,526	8,234	7.8%	5.7%	4.3%					



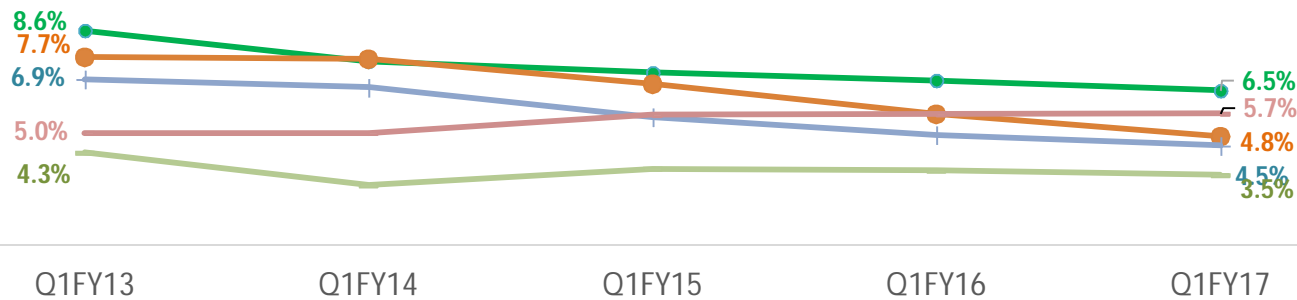
# Idea – The fastest growing Indian Telco for straight 8 years

## A Clear #2 in Incremental Revenue Market Share



	RMS	IRMS (Q1)	
	Q1 FY13-17	FY13-17	FY16-17
Airtel	30.1%	39.4%	53.4%
Rest of Ind.	32.4%	4.5%	-2.7%
Vodafone	22.5%	25.2%	21.7%
Idea	14.9%	30.9%	27.6%

### Details of Rest of Ind.



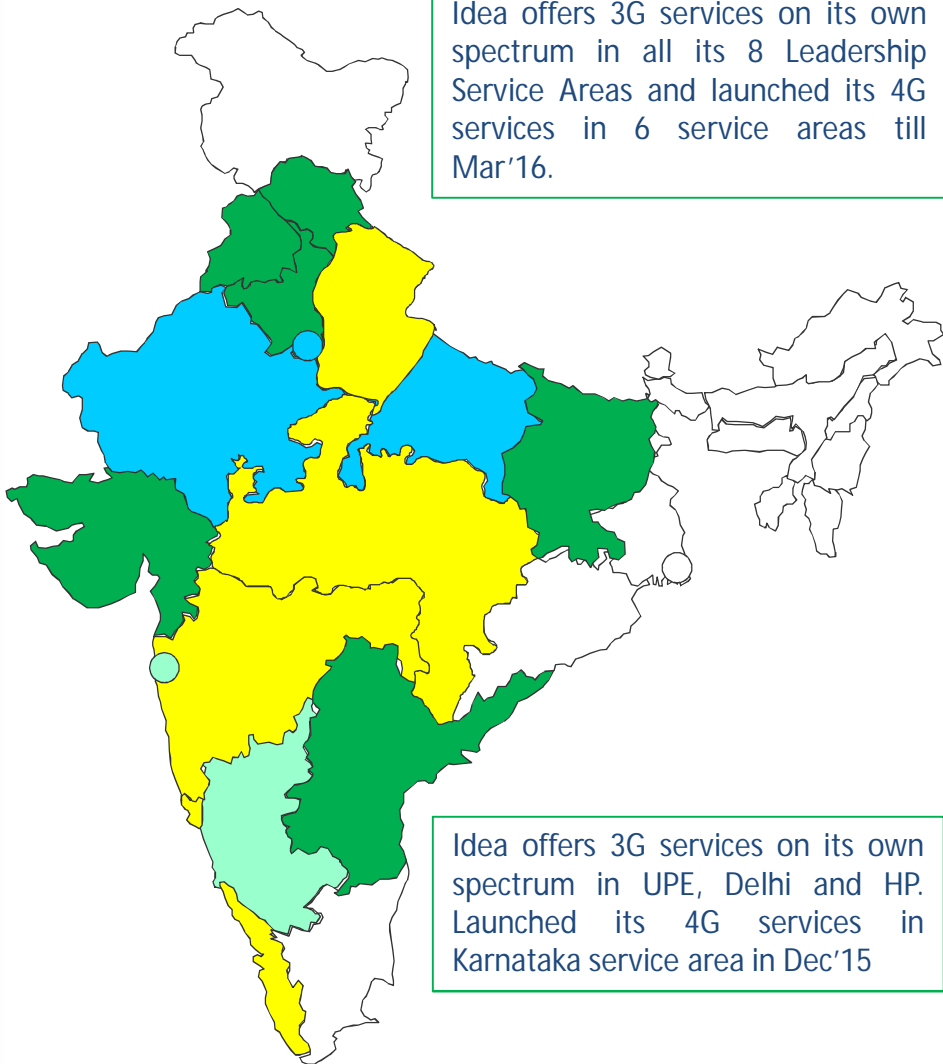
Tata	[-2.1%]
Aircel	[+0.7%]
BSNL	[-2.4%]
RCom	[-2.8%]
Others	[-0.8%]



# Idea 15 Service Areas – Core Strength



Idea offers 3G services on its own spectrum in all its 8 Leadership Service Areas and launched its 4G services in 6 service areas till Mar'16.



Idea offers 3G services on its own spectrum in UPE, Delhi and HP. Launched its 4G services in Karnataka service area in Dec'15

■ # 1 Player    ■ # 2 Player  
■ # 3 Player    ■ # 4 Player

## 8 Established Service Areas (Leadership)

Service Area	RMS Q1FY14 <sup>1</sup>	RMS Q1FY17 <sup>1</sup>	Rank <sup>2</sup>	Spectrum Profile
Kerala	35.7%	42.5%	1	2G/3G/4G
M.P.	35.3%	42.6%	1	2G/3G/4G
Maharashtra	29.0%	33.7%	1	2G/3G/4G
UP – W	29.2%	31.9%	1	2G/3G
Haryana	25.5%	28.2%	2	2G/3G/4G
Punjab	22.2%	25.9%	2	2G/3G/4G
A. P.	20.2%	24.5%	2	2G/3G/4G
Gujarat	19.5%	22.6%	2	2G/3G
<b>Total</b>	<b>26.7%</b>	<b>31.4%</b>	<b>1</b>	

- 41.1% of India Mobility Revenue and 67.3% of Idea Revenue
- Idea Incremental RMS @49.9%

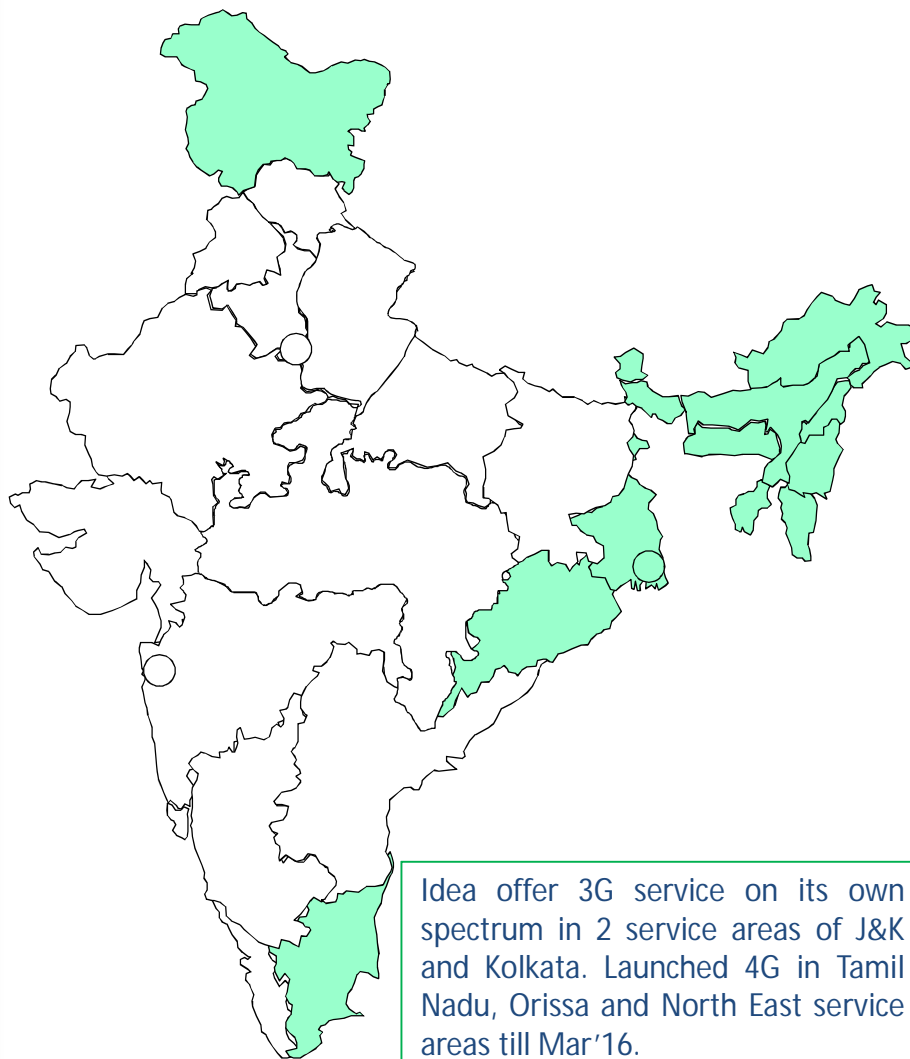
## 7 Other Established Service Areas

Service Area	RMS Q1FY14 <sup>1</sup>	RMS Q1FY17 <sup>1</sup>	Rank <sup>2</sup>	Spectrum Profile
Bihar	11.6%	14.2%	2	2G
Himachal Pradesh	10.2%	13.6%	2	2G/3G
UP - E	13.7%	14.3%	3	2G/3G
Rajasthan	12.9%	13.5%	3	2G
Delhi	11.6%	12.3%	3	2G/3G
Karnataka	10.3%	11.1%	4	2G/4G
Mumbai	9.4%	10.6%	4	2G
<b>Total</b>	<b>11.5%</b>	<b>12.5%</b>	<b>3</b>	

- 39.1% of India Mobility Revenue and 25.6% of Idea Revenue
- Idea Incremental RMS @16.8%

<sup>1</sup> Source: TRAI revenue for UAS and Mobile licenses only.  
<sup>2</sup> Based on Q1Y17 revenue market share from TRAI report

# Idea 7 New Service Areas - Emerging Opportunity



- Idea launched services during FY10 in 7 new service areas; combined RMS of 7.0%<sup>1</sup> 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 3G Spectrum (2100 MHz) in J&K (May 2010) and Kolkata (March 2015)
- Idea won 4G (on LTE platform) capable 1800 MHz spectrum) for Northeast circle in Feb'14 auction and for Tamil Nadu and Orissa circles in Mar'15 auction
- Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common Network & IT elements
- Q1FY17 EBITDA loss at Rs. 1.1bn.

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

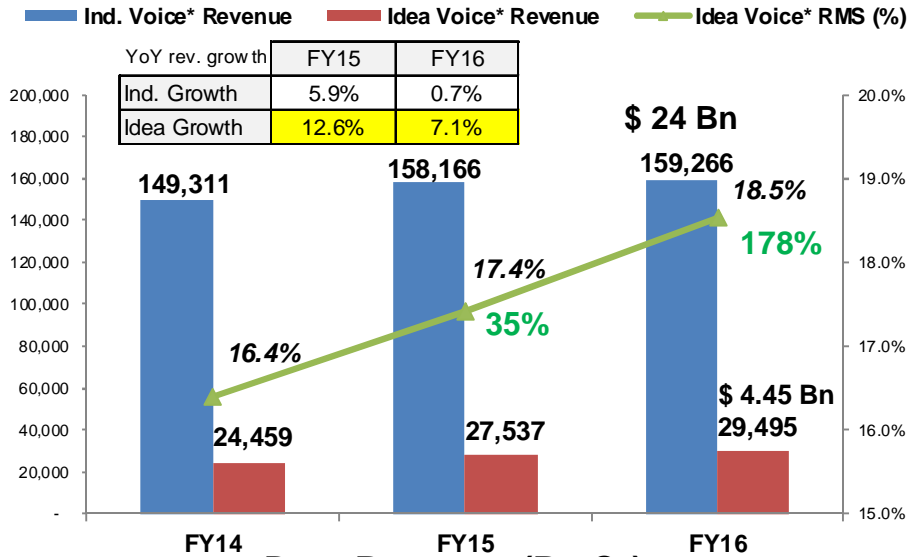
- 19.8% of India Mobility Revenue and 7.2% of Idea Revenue
- Idea Incremental RMS @20.9%

# Idea Mobile Voice & Data Segment Performance

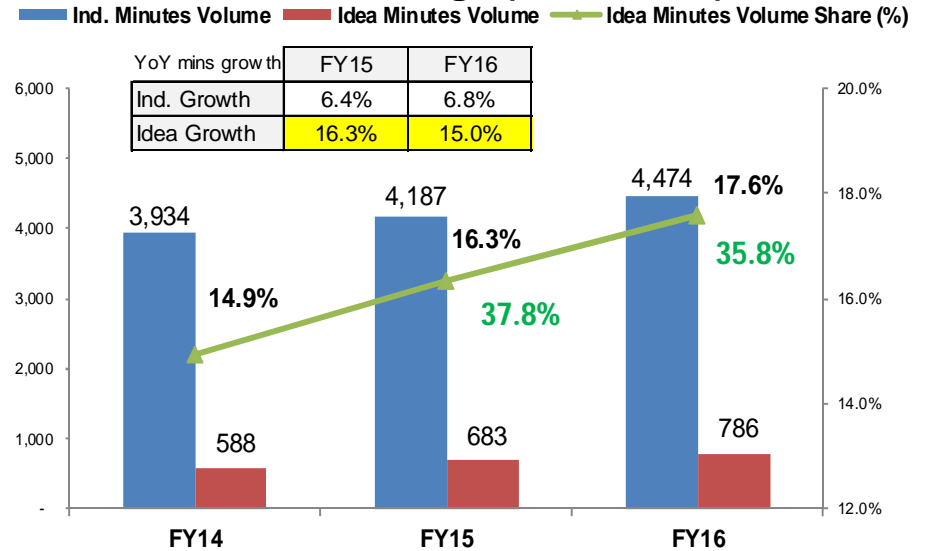
## Gaining both Revenue and Traffic share



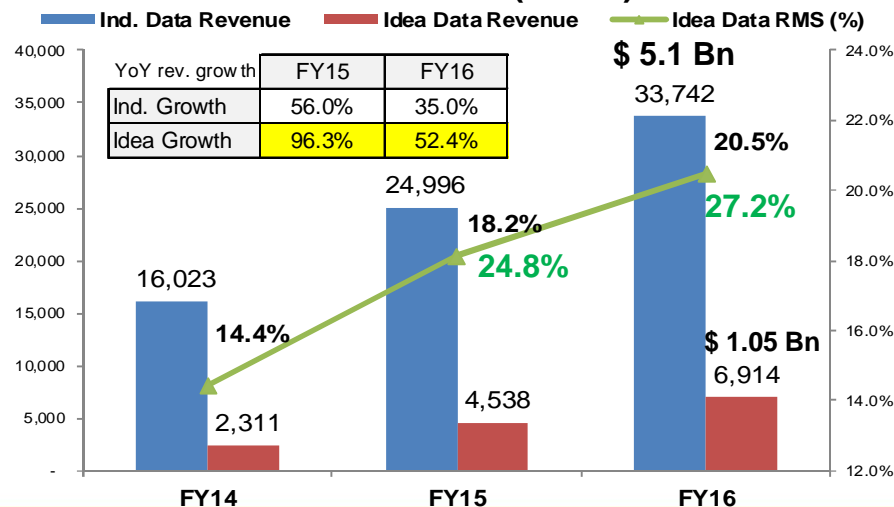
### Voice\* Revenue (Rs Cr)



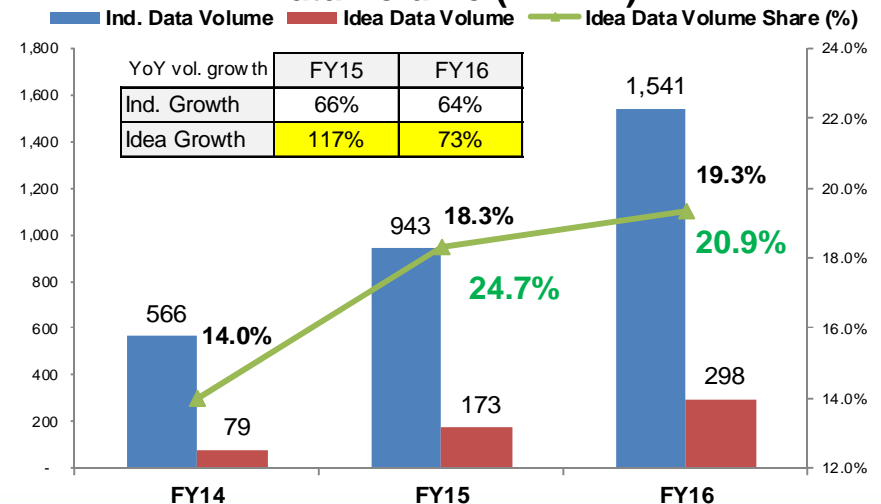
### Minutes of Usage (Bn Minutes)



### Data Revenue (Rs Cr)

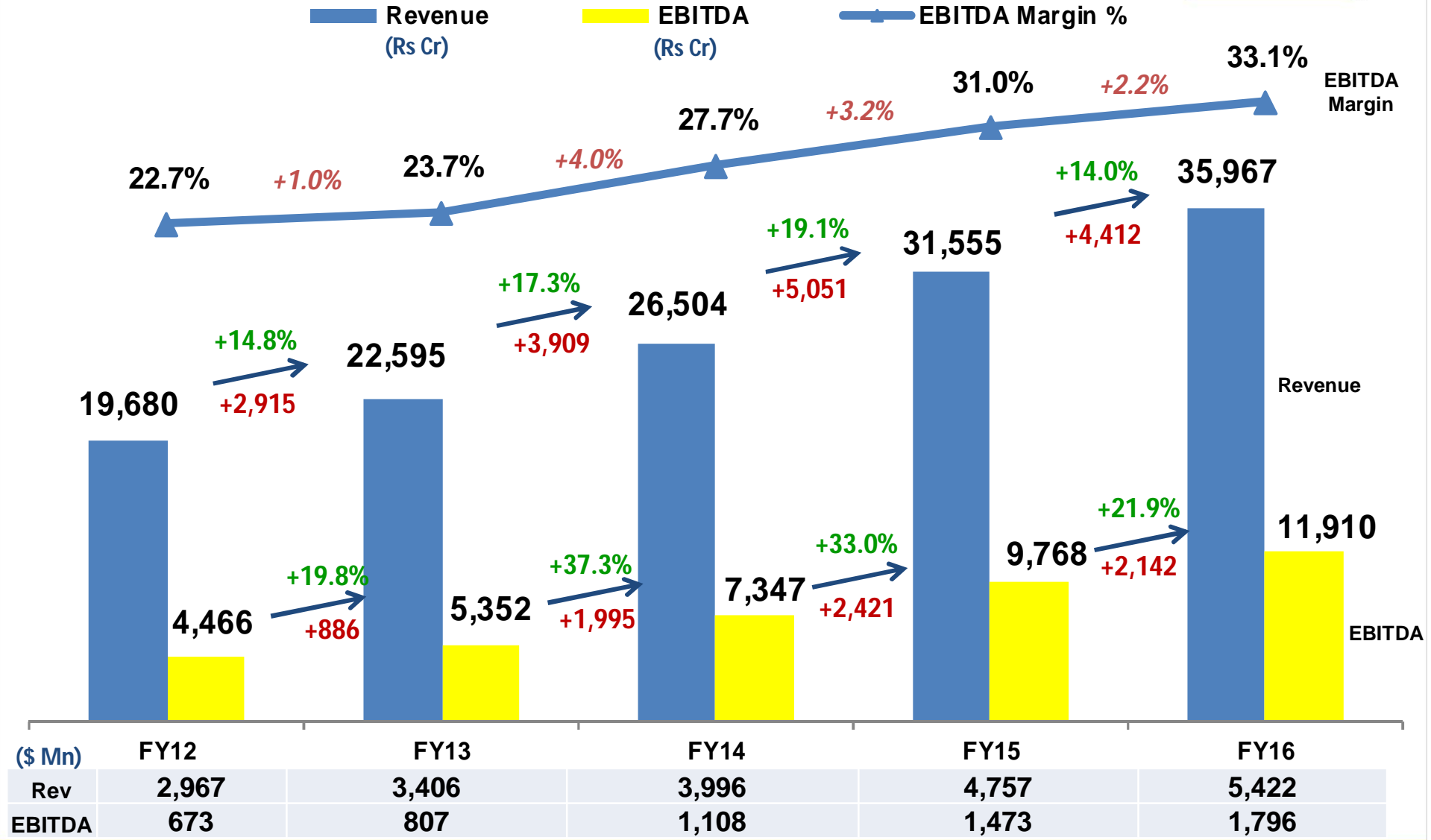


### Data Volume (Bn MB)



# Idea delivering consistent Revenue & EBITDA growth

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



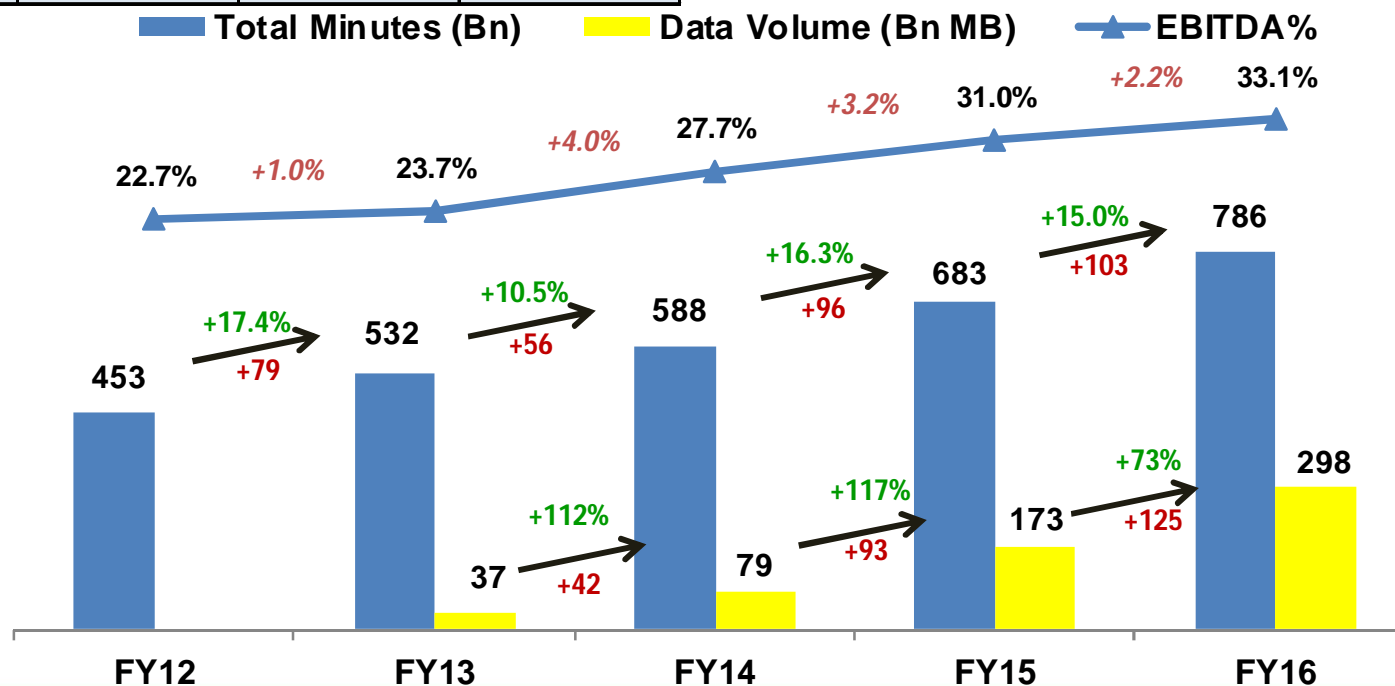
# Idea – Revenue growth & scale benefit translating into Margin improvement; Closing gap with No. 2



Operators	EBITDA (Rs. Cr)			EBITDA Margin %			Incr. EBITDA (4 Years)
	FY12	FY15	FY16	FY12	FY15	FY16	
Idea <sup>1</sup>	4,466	9,768	11,910	22.7%	31.0%	33.1%	45.7%
Bharti <sup>2</sup>	13,669	19,474	21,903	33.9%	37.5%	39.1%	52.2%
Voda <sup>3</sup>	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	-621	-429	-183
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(\$ Mn)



<sup>1</sup> Based on Idea + 100% subsidiaries financials as per IGAAP financials

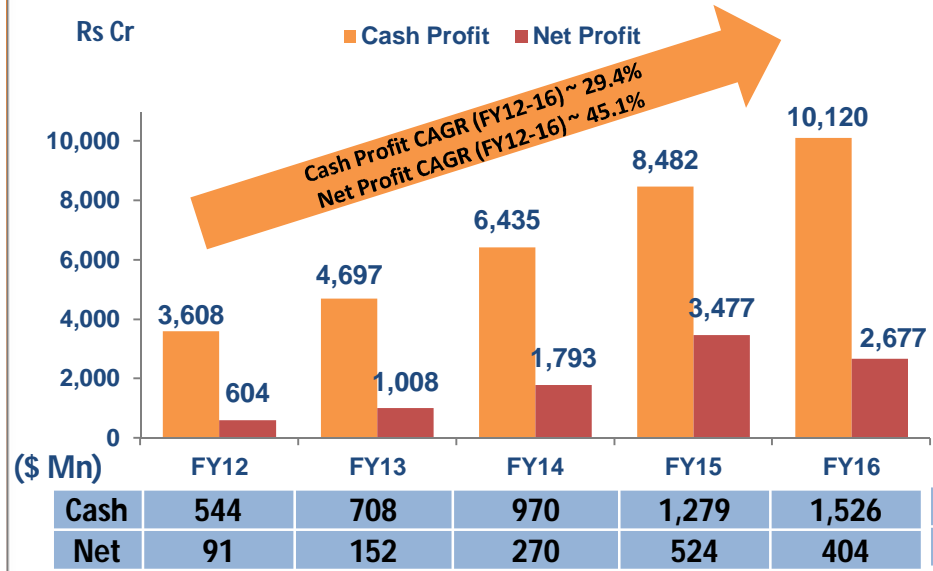
<sup>2</sup> India Mobility business

<sup>3</sup> As per quarterly disclosures by Vodafone PLC

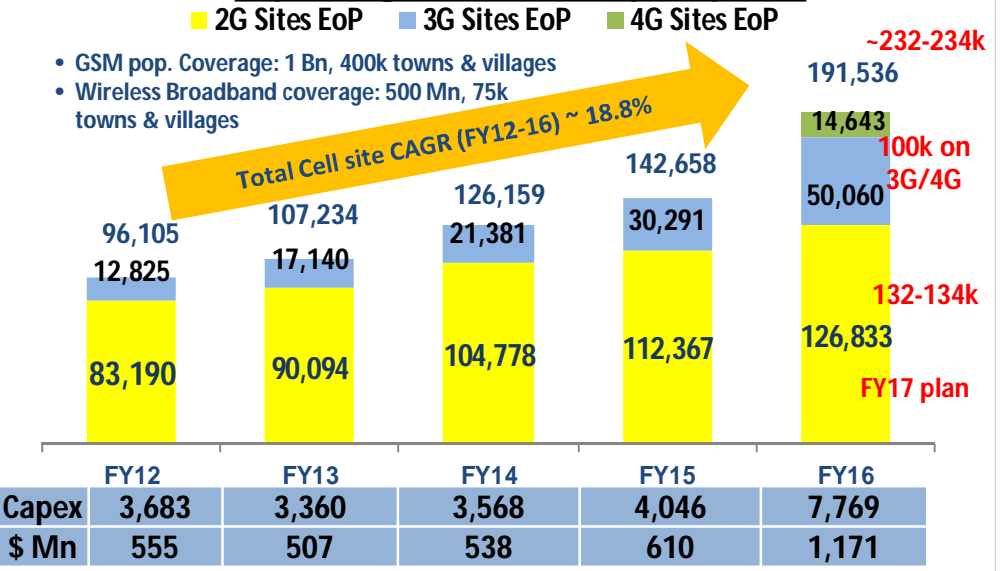
# Idea Financial Trending



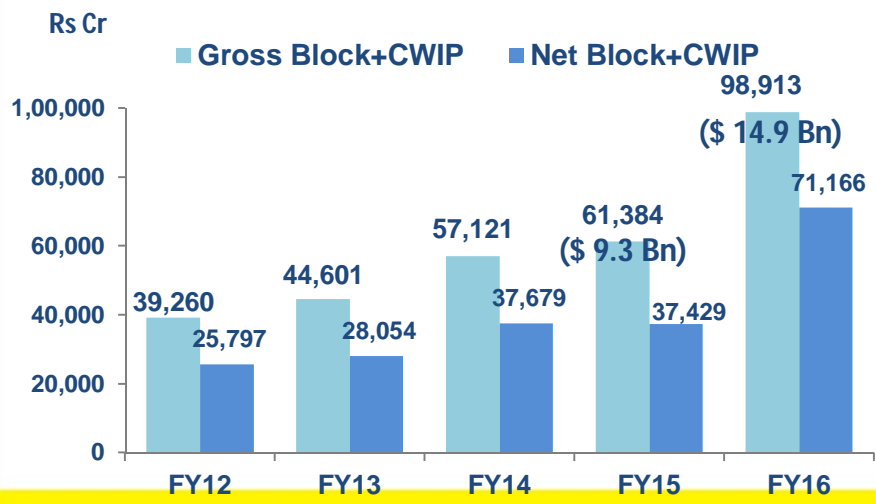
## Growth in Cash Profits & Net Profits



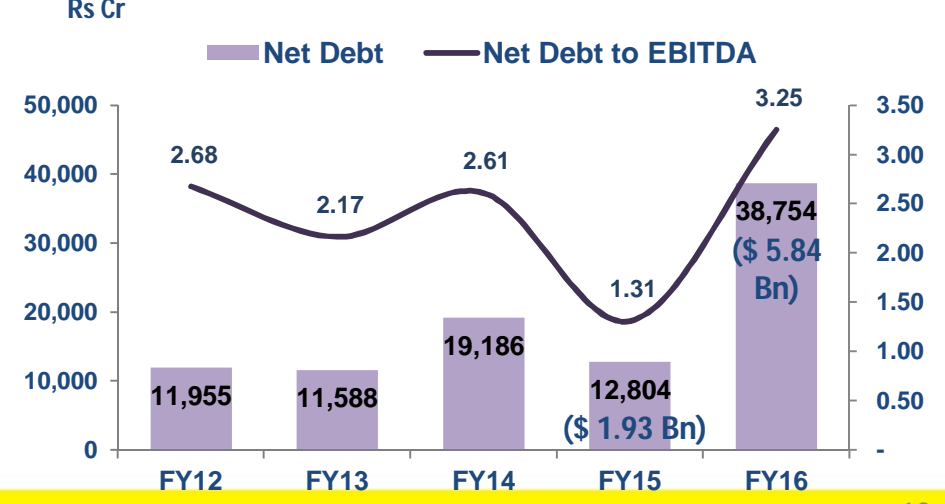
## Expanding Cell sites & Capex spends



## Gross Block & Net Block



## Net Debt & Net Debt to EBITDA



# Idea building a Competitive Spectrum Profile



Circles	Current Spectrum Profile (in MHz)					Capability to Offer		
	900	1800 GSM	1800 LTE	2100	Total	GSM	3G	LTE
Maharashtra	9	4	5.0*	5	23	✓	✓✓	✓
Kerala	6		10	5	21	✓	✓	✓✓
M.P.	7.4	2	5	5	19.4	✓	✓✓	✓
Punjab	5.6	3	5.0*	5	18.6	✓	✓	✓
Haryana	6	1	5.0*	5	17	✓	✓	✓
Andhra Pradesh	5	1	5	5	16	✓	✓	✓
HP		4.4	4.8**	5	14.2	✓	✓	✓***
Delhi	5	8.6			13.6	✓	✓	✗
UP (W)	5	2.2**		5	12.2	✓	✓	✗
Gujarat	5	1.6		5	11.6	✓	✓	✗
Tamil Nadu		6.4	5		11.4	✓	✗	✓
UP (E)		6.2		5	11.2	✓	✓	✗
Karnataka	5	1	5		11	✓	✗	✓
North East		6.0**	5.0*		11	✓	✗	✓
J&K		5		5	10	✓	✓	✗
Kolkata		5		5	10	✓	✓	✗
Orissa		5	5		10	✓	✗	✓
Mumbai		6.4			6.4	✓	✗	✗
West Bengal		6.25			6.25	✓	✗	✗
Rajasthan		6.2			6.2	✓	✗	✗
Bihar		5.65			5.65	✓	✗	✗
Assam		5			5	✓	✗	✗
<b>Total Spectrum</b>	<b>59</b>	<b>91.9</b>	<b>59.8</b>	<b>60</b>	<b>270.7</b>			
Number of markets where Idea can deploy						22	13+2 <sup>#</sup>	11+1 <sup>#</sup>
Industry Revenue Contribution %						100%	60%	51%
Idea Revenue Contribution %						100%	79%	62%

- Competitive portfolio of 3G and 4G capable spectrum - **Strong in our established markets**
- Currently offers 3G services in 21 service areas including ICR arrangement
- Idea currently covers ~ 87% of revenue on its own 3G / 4G spectrum in 17 service areas
- Idea Mobile Broadband spectrum share for coverage<sup>^</sup> @ ~14%
- Idea Mobile Voice spectrum share @ ~11% (incl. CDMA)

\*Contiguous block of 5 MHz is now available in Pune and Nasik (Maharashtra), Amritsar & Ludhiana (Punjab), Sirsa (Haryana), Khasi Hill & Tawang (NESA). Awaiting the DoT approval post necessary spectrum payment to convert partial spectrum to full circle

\*\*4.0 MHz in HP, 1.8MHz in UPW and 1 MHz in North East is partially available. Expect to convert partial spectrum to full circle post expected DoT approval, shortly

# Represents 2<sup>nd</sup> carrier

\*\*\*LTE services to be launched post completion harmonization by DoT

<sup>^</sup> Spectrum bands excluding 2300 / 2500 MHz

# Consolidation in process in Mobile Voice, while emerging competition in high growth Wireless Broadband Indian Mobility Sector



## 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)

- Feb '14 and Mar '15 spectrum auction ~91% of spectrum by Value (total industry spent of \$26 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; Loop could not renew license in Mumbai circle
- 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 from 2016 to 2024
- 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





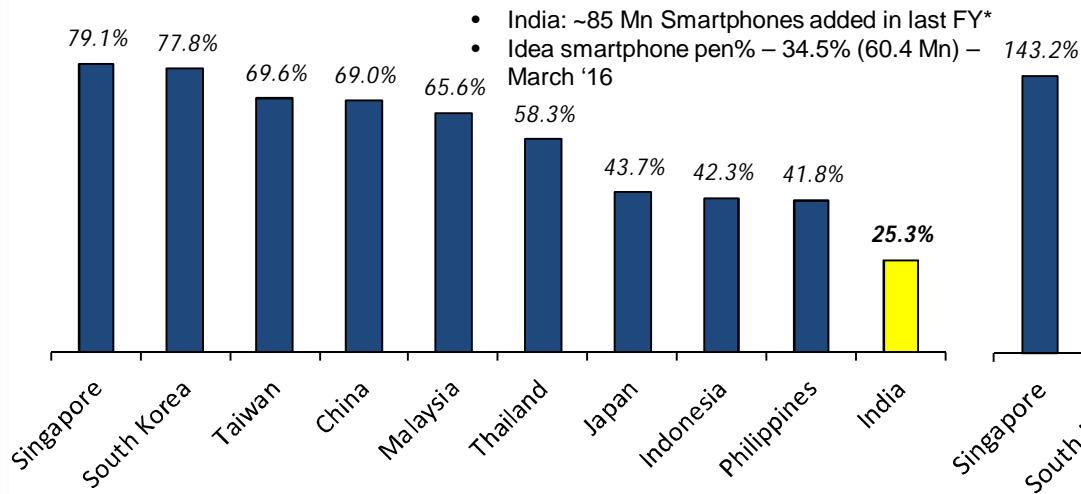
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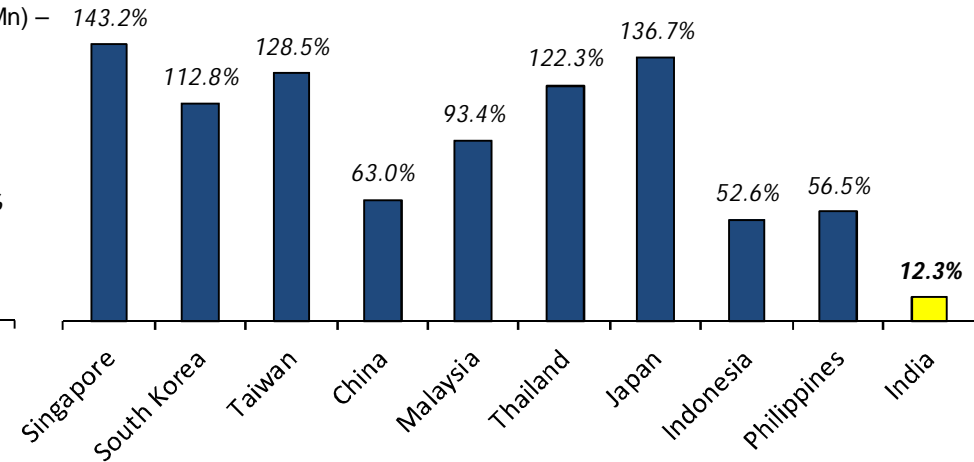
# Large Potential for Data Penetration in India



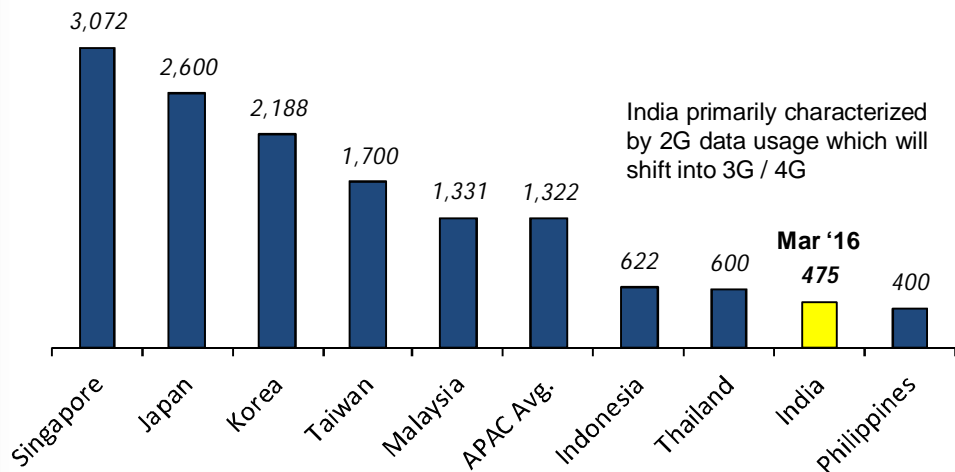
Smartphone Penetration - as a % of Connections\*



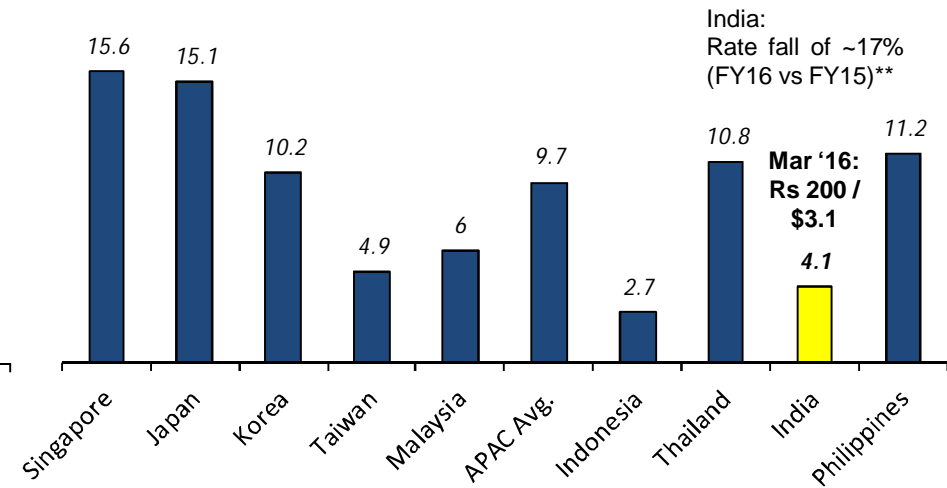
(3G+4G) Market Penetration (Connections)\*



Usage/Sub (MB)^



Price/GB (USD)^



# 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\*



## 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



## 3G & 4G Network Rollout

### 3X roll out

- FY15: 40k (EoP: 120k)
- FY16: 120k (EoP: 240k)
- FY17\*\*\*: ~400k (EoP: 640k) (including entry of new operator)



## Massive Capacity creation\*\*\*

### 700k sites

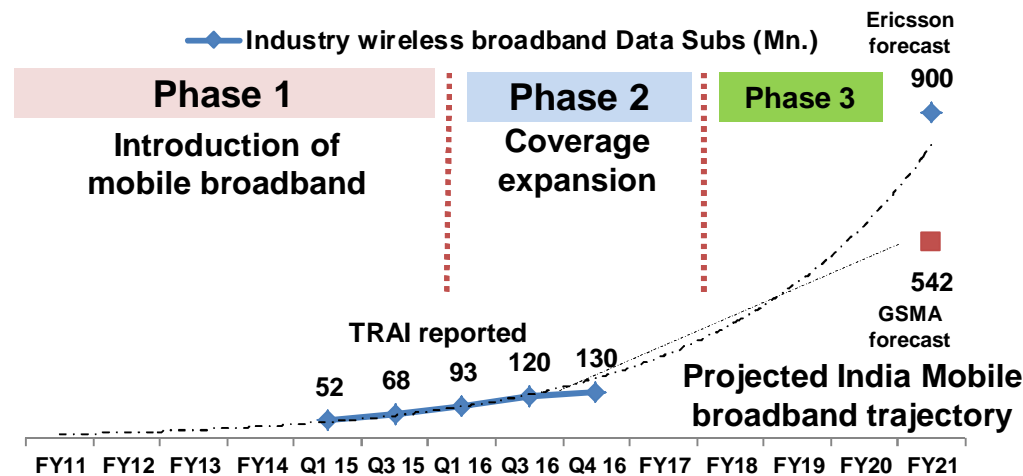
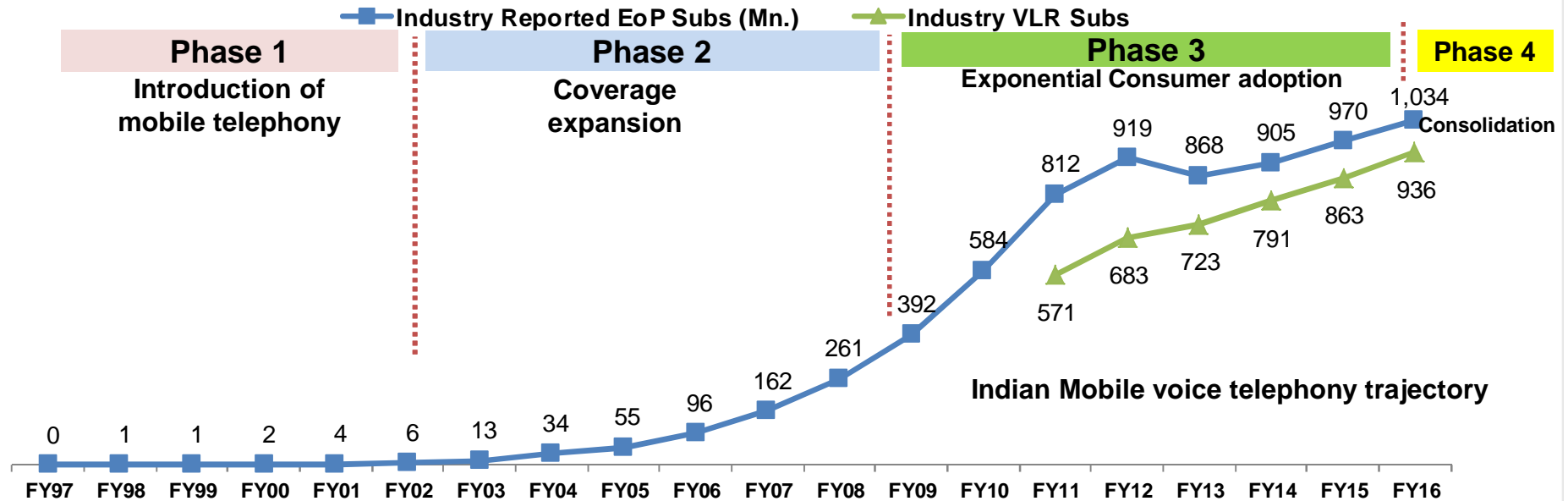
Cumulative on 3G / 4G platform by FY2018

- Estimated Capacity (Jun'16) @ ~32 PB/day
- Current demand: ~5 PB/day
- Utilisation ~ 14%



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

*History to repeat itself*



- 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 3G/4G Pan India provider but procure data capacity carrier as & when needed

## Spectrum:

- **3G/4G Coverage: 133.4 MHz (900/1800/2100) 17 circles**
  - 1800 MHz: 60 MHz across 11 circles
  - 900/2100 MHz: 13.4 + 60 MHz in 13 circles (3G)
  - 3 carriers (3G/4G) – 3 markets
  - 2 carriers (3G/4G) – 4 markets
  - 1 carrier (3G/4G) – 10 markets
- GSM spectrum – **137.3 MHz**
  - 900/1800: 45.6 + 91.7 MHz
- **Timing of spectrum acquisition calibrated to market evolution & concomitant data capacity demand rather than block capital ahead of time**
- **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
- **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



- Existing service
- 3.5 Mn+ subscribers

### Payments Bank

- ABNL got in principle approval from RBI, Idea holds 49% stake in Aditya Birla Idea Payment Bank Ltd. (ABIPBL)
- Launch in FY17-18

# Spectrum Auction – October 2016 & beyond



- Historically, India has been a spectrum starved country. Overall allocation by Govt. of India over last 2 decades for 22 circles is

Quantum in MHz	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total*
Current Allocation		343	428	990	520	1,160		2,860

- Indian Mobile Industry's commitment in 5 spectrum auctions till date (Year 2010 – 2015) - **Rs. 2.78 lac cr** (USD 42 Bn), Net debt of Industry – **Rs. 3.5 lac cr** (USD 50 Bn).
- Witnessing success of last 5 auctions, Government has released new bands (700 & 2500 MHz) and harmonized existing band with Defence – thereby now offering to Telecom operators 1,893 MHz spectrum (equivalent to 66% of currently allocated spectrum). Industry now transitioning from an era of limited spectrum availability to a phase of oversupply.

Quantum in MHz	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total*
Fresh - for Oct 2016 Auction	770	73.8	9.4	221.4	360	320	600	1,895

- However, unreasonable spectrum pricing (linked to year 2015 prices) to be a major constraint

	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	Total
Pricing (Rs. Cr)	4,01,975	26,126	5,414	24,588	63,345	15,200	30,680	5,67,328

- As a result, demand unlikely for 700 MHz spectrum band
- Possible inability to renew 800 MHz & linked 1800 MHz spectrum (coming up due to expiry) may drive operators like RCom (Gujarat), Tata (Maharashtra, Mumbai & AP), MTS (Rajasthan) & Videocon (HFCL – Punjab) out of market



# Presentation Segments



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

# Financials Projections for Industry by Analysts



In Rs Cr

	FY17	FY18	FY19	FY20	FY21
<b>Gross Revenue</b>					
<b>Market Consensus</b>	2,10,506	2,28,035	2,48,469	2,70,570	2,92,341
<i>Growth</i>	9.1%	8.3%	9.0%	8.9%	8.0%
<b>Data Revenue</b>					
<b>Average</b>	48,079	62,990	82,117	1,01,523	1,23,441
<i>Growth</i>	42.5%	31.0%	30.4%	23.6%	21.6%

Based on Projection information shared by 3 – 4 analysts

- Industry gross revenue forecasted to grow at 8.7% CAGR over next 5 years
- Mobile Data revenue growth to be faster @ ~ 30.0% CAGR over the same period



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# Rising Digital Opportunity



## Growing World of Apps & Content



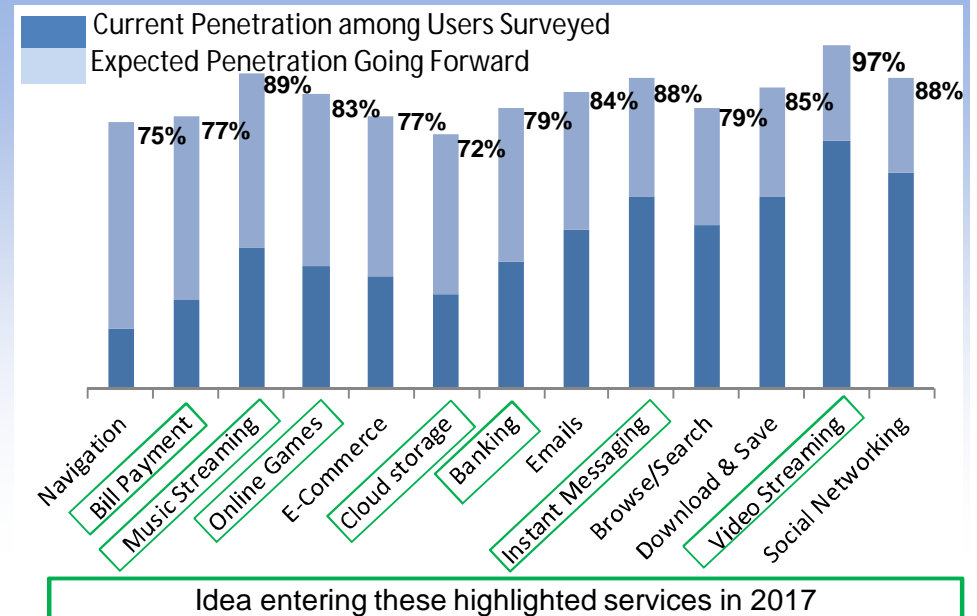
**322 Mn** Internet users\*  
**112 Mn** Rural Internet users\* (25% Subscriber penetration)

## 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 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)	Jio Chat	Wynk (Airtel)	Jio Beats	Wynk Movies (Airtel)	Jio Play (TV)	Wynk Games (Airtel)
	Est: 2012 Users: 100 Mn* Val: \$1.4 Bn	Est: 2015 Users: 2 Mn	Est: 2014 Users: 12 Mn		Est: 2015		Est: 2015

OTT Apps	WhatsApp	Gaana	Saavn	Hotstar	Gamesbond
	Est: 2010 Users: 100 Mn (India) Val: \$19 Bn (when sold)	Owned by Times Internet Est: 2010	Est: 2007 Users: 13 Mn Val: \$400 Mn	Owned by Star Network Est: 2015	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

# Presentation Segments



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# Idea Tower Infrastructure Business



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

Particulars	Count		Tenancy Ratio
	Towers	Tenancies	
Total Industry	4,15,000	7,60,000	1.83
Idea**	23,111	46,274	2.00
Market Share	5.6%	6.1%	

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

Particulars	ICISL	11.15% Indus share	Combined Tower Entity
No. of Towers	9,744	13,367	23,111
No. of Tenancies	16,168	30,106	46,274
<b>Tenancy Ratio</b>	<b>1.66</b>	<b>2.25</b>	<b>2.00</b>

## 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 64:36
- Growth opportunity from data growth

## Consolidating Idea's tower portfolio in ICISL

- Idea Cellular 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



**Thank you**



# Annexures



# Idea – The fastest growing Indian Telco for straight 8 years

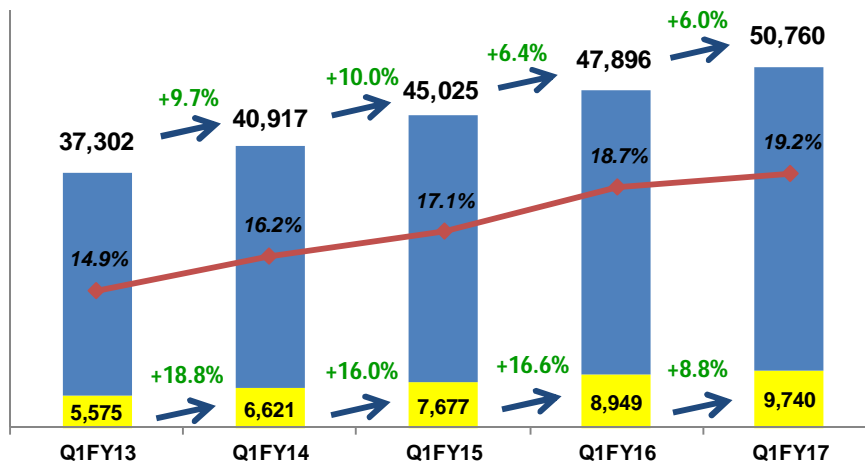
## Consistently outpacing industry growth



**Industry & Idea Revenue trend**

(in Rs Cr)

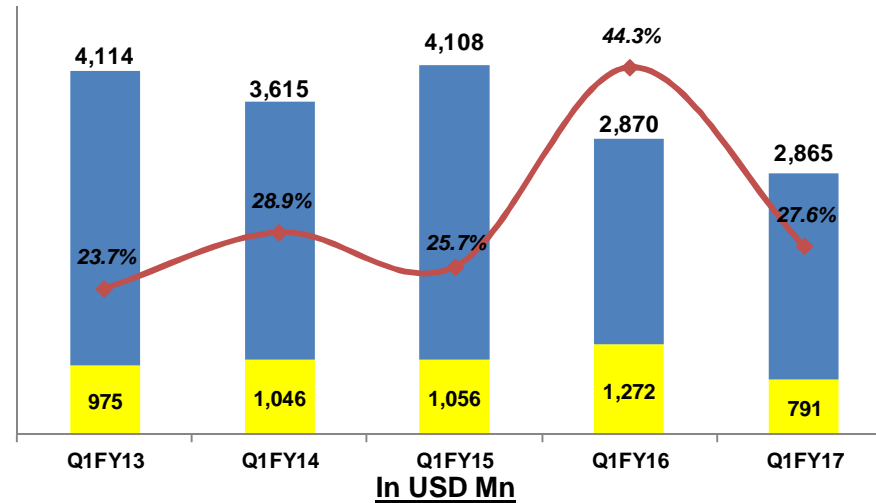
Idea Revenue Industry Revenue Idea RMS (%)



**Industry & Idea Annual Incr. Revenue trend**

(in Rs Cr)

Idea Annual Incr. Revenue Industry Annual Incr. Revenue Idea Annual Incr. RMS (%)



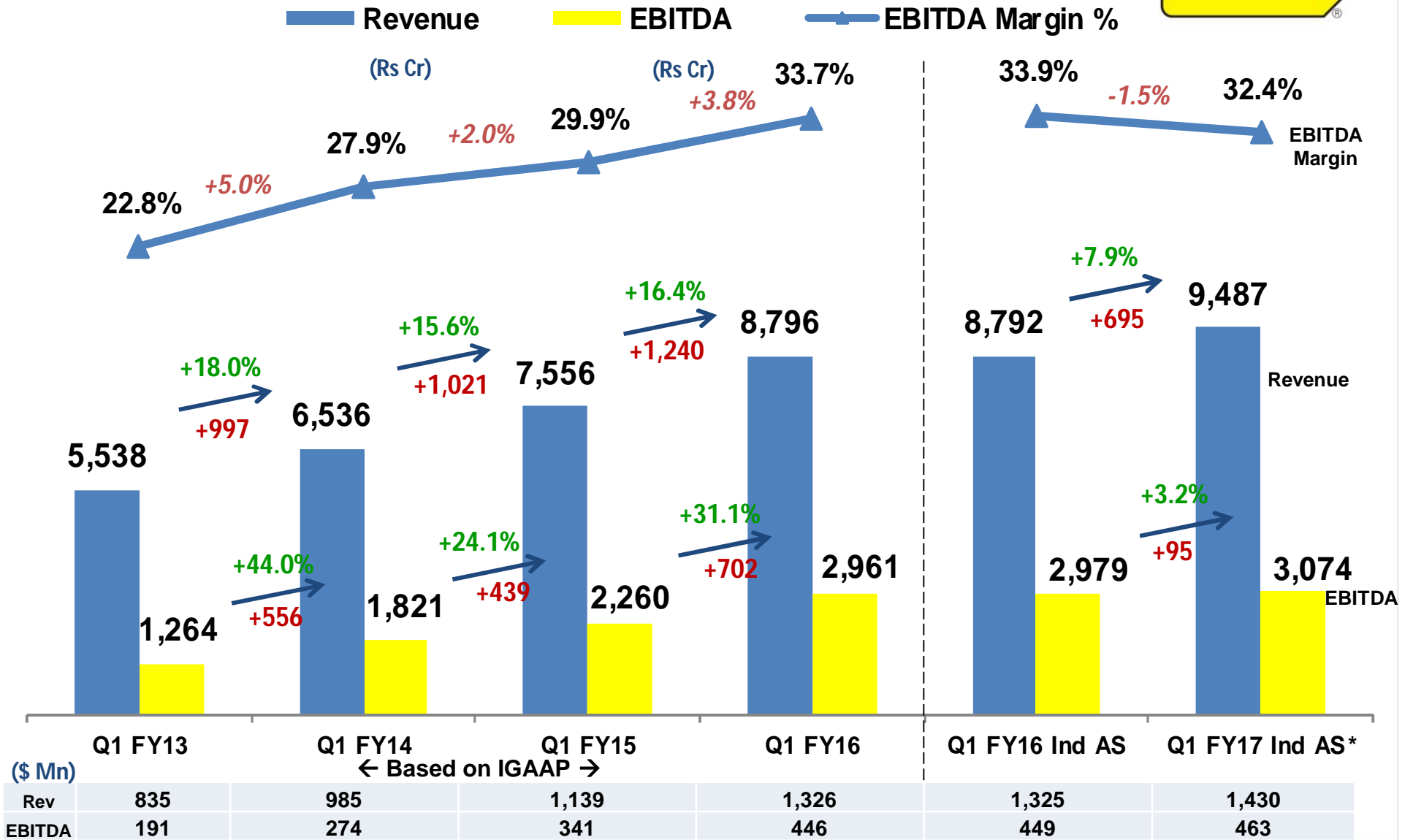
	In USD Bn				
Ind.	5.6	6.2	6.8	7.2	7.7
Idea	0.8	1.0	1.2	1.3	1.5

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

Operator	Revenue (in Rs Cr)			RMS (%)			Revenue Growth (%)		Annual Incr. RMS		iRMS - RMS
	Q1FY13	Q1FY16	Q1FY17	Q1FY13	Q1FY16	Q1FY17	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	5,575	8,949	9,740	14.9%	18.7%	19.2%	15.0%	8.8%	30.9%	27.6%	11.8%
Bharti	11,238	15,006	16,536	30.1%	31.3%	32.6%	10.1%	10.2%	39.4%	53.4%	6.8%
Vodafone	8,406	11,179	11,801	22.5%	23.3%	23.2%	8.8%	5.6%	25.2%	21.7%	2.0%
Rest of Ind.	12,082	12,762	12,683	32.4%	26.6%	25.0%	1.2%	-0.6%	4.5%	-2.7%	-20.5%
<b>Total</b>	<b>37,302</b>	<b>47,896</b>	<b>50,760</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>8.0%</b>	<b>6.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>
No. 2 Gap	2,831	2,230	2,061	7.6%	4.7%	4.1%					

# Idea delivering consistent Revenue & EBITDA growth

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



# Spectrum Auctions 2016 – Availability

More than 2,300 MHz of spectrum available but unreasonably priced



Circle	Total Spectrum Availability (MHz)							Total
	700 MHz	800 MHz	900 MHz	1800 MHz	2100 MHz	2300 MHz	2500 MHz	
Andhra Pradesh	35.0	7.50	-	4.4	20.0	20.0	40.0	127
Assam	35.0	-	-	19.8	15.0	20.0	20.0	110
Bihar	35.0	2.50	4.6	12.2	20.0	20.0	20.0	114
Delhi	35.0	2.50	-	12.8	20.0	20.0	40.0	130
Gujarat	35.0	6.25	3.0	13.0	15.0	20.0	40.0	132
Haryana	35.0	1.25	-	7.4	15.0	-	20.0	79
Himachal Pradesh	35.0	3.75	-	11.4	20.0	20.0	20.0	110
Jammu and Kashmir	35.0	-	-	32.0	15.0	-	20.0	102
Karnataka	35.0	2.50	-	4.2	15.0	20.0	40.0	117
Kerala	35.0	2.50	-	2.0	15.0	20.0	20.0	95
Kolkata	35.0	2.50	-	4.0	15.0	20.0	40.0	117
Madhya Pradesh	35.0	2.50	-	4.6	15.0	20.0	20.0	97
Maharashtra	35.0	7.50	-	13.4	15.0	20.0	40.0	131
Mumbai	35.0	5.00	-	4.8	20.0	20.0	40.0	125
North East	35.0	-	-	9.2	15.0	20.0	20.0	99
Orissa	35.0	3.75	-	1.4	20.0	20.0	20.0	100
Punjab	35.0	6.25	-	15.4	15.0	-	20.0	92
Rajasthan	35.0	7.50	-	11.0	15.0	-	20.0	89
Tamil Nadu	35.0	2.50	-	-	15.0	20.0	40.0	113
Uttar Pradesh (East)	35.0	3.75	0.6	5.4	15.0	-	20.0	80
Uttar Pradesh (West)	35.0	2.50	1.2	14.6	15.0	-	20.0	88
West Bengal	35.0	1.25	-	18.4	15.0	20.0	20.0	110
<b>Total</b>	<b>770.0</b>	<b>73.75</b>	<b>9.4</b>	<b>221.4</b>	<b>360.0</b>	<b>320.0</b>	<b>600.0</b>	<b>2,355</b>
<b>Total Price (Rs. Cr)</b>	<b>4,01,975</b>	<b>26,126</b>	<b>5,414</b>	<b>24,588</b>	<b>63,345</b>	<b>15,200</b>	<b>30,680</b>	<b>5,67,328</b>
<b>Total Price (USD Bn.)</b>	<b>60.6</b>	<b>3.9</b>	<b>0.8</b>	<b>3.7</b>	<b>9.5</b>	<b>2.3</b>	<b>4.6</b>	<b>85.5</b>

- Value as per TRAI recommended price is **INR 5.7 lac crores (US\$ 85 Bn)**

