



September 22, 2017

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

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Investor Presentation

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

Pursuant to Regulation 30 and 46 of the SEBI (LODR) Regulations, 2015, enclosed is the investor presentation being uploaded on the Company's website.

The above is for your information and dissemination to the public.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary



Encl: As above





Idea Cellular Limited



- ❖ Indian Wireless Industry – Current Trends
- ❖ Idea Performance
- ❖ Way forward
- ❖ Idea – Vodafone (India) Merger

Indian Wireless Industry



Witnessing consolidation; 4-5 Large Pan India Operators

Year 2013 to 2016

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

Year 2016 to 2017 - Large scale disruption

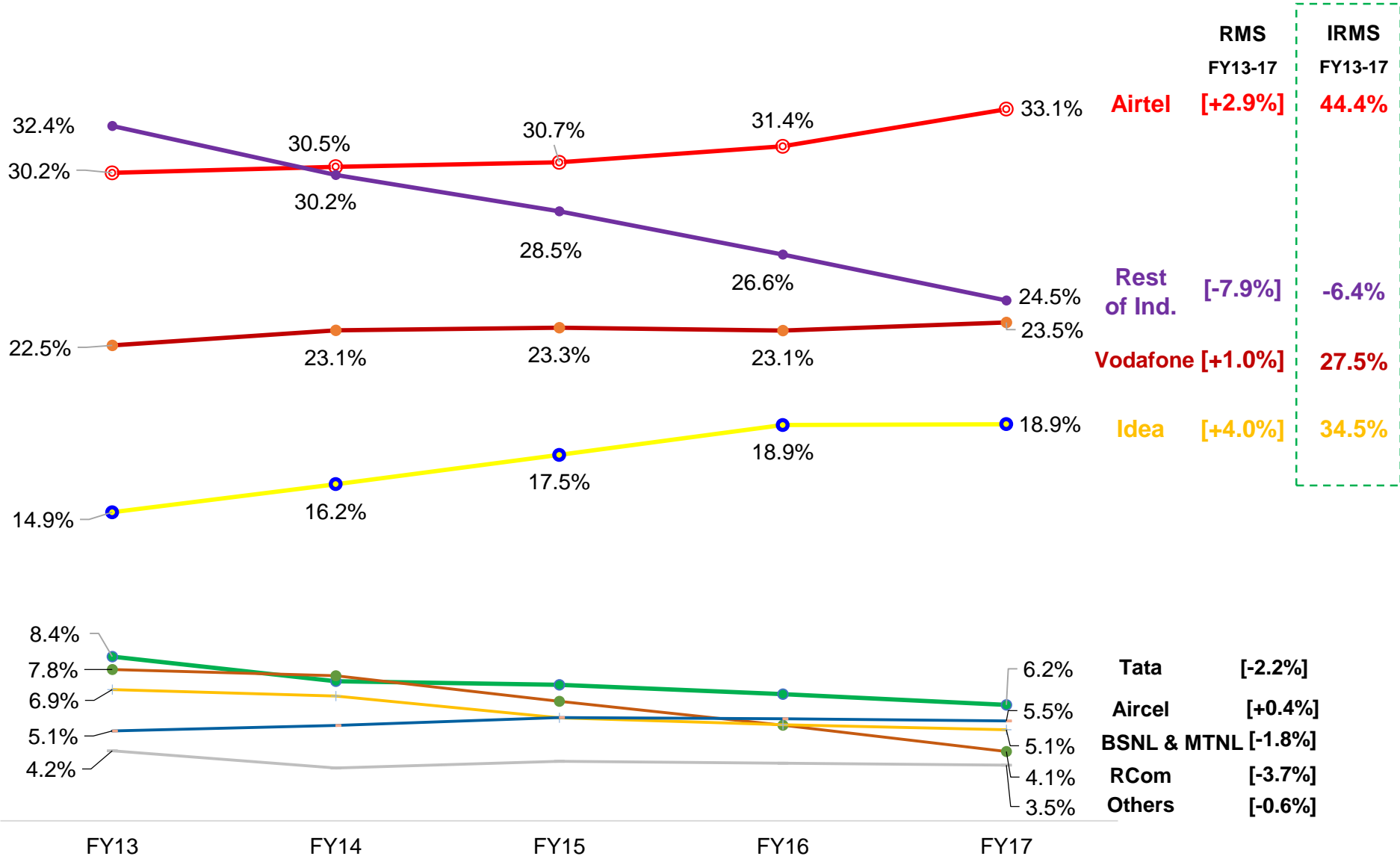
- Launch of free services by Jio for extended period of more than 7 months
- Free Service Impacted revenues of all operators, **Industry registered first ever annual revenue decline**
- **Operations of smaller-scale operators turn unviable, forcing them to exit or seek combination with other operators**
 - *Merger of RCom and MTS, followed by announcement to combine wireless business of RCom and Airtel*
 - *Telenor exits India by selling operations to Airtel*
 - *Videocon closes operations by selling its spectrum (1800 MHz) to Airtel*
 - *Airtel acquired spectrum (2300 MHz) from Tikona & Augere.*
- Idea and Vodafone announced merger

Year 2018 and beyond...

- Introduction of bundled, unlimited voice and data offerings – need for building large capacities
- Large scale investment needed to manage large voice and data volumes as **1.4 billion SIMs consolidate with only 4-5 operators**

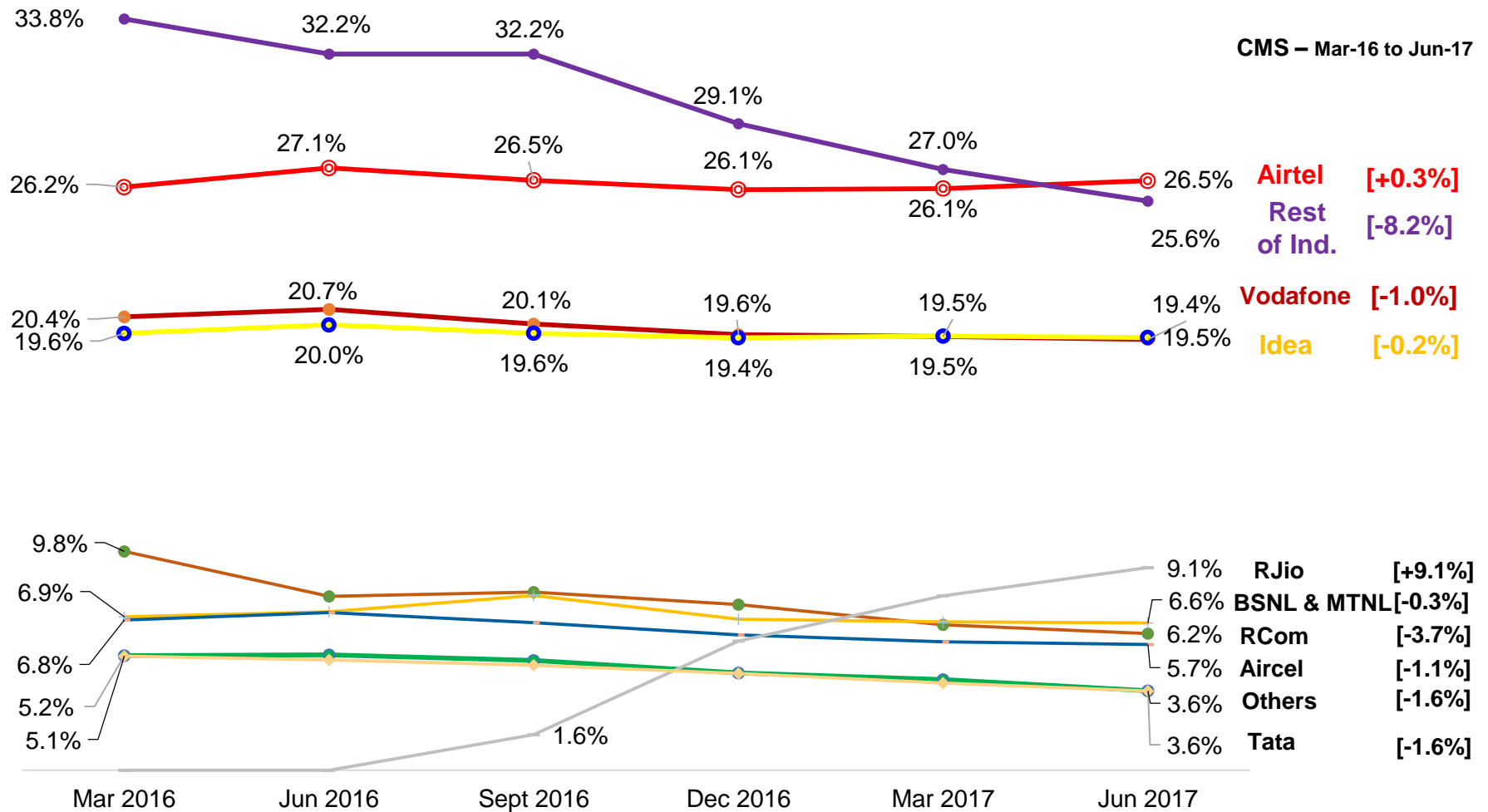
Industry Witnessing Consolidation

Revenue Market Share (GR)



Industry Witnessing Consolidation

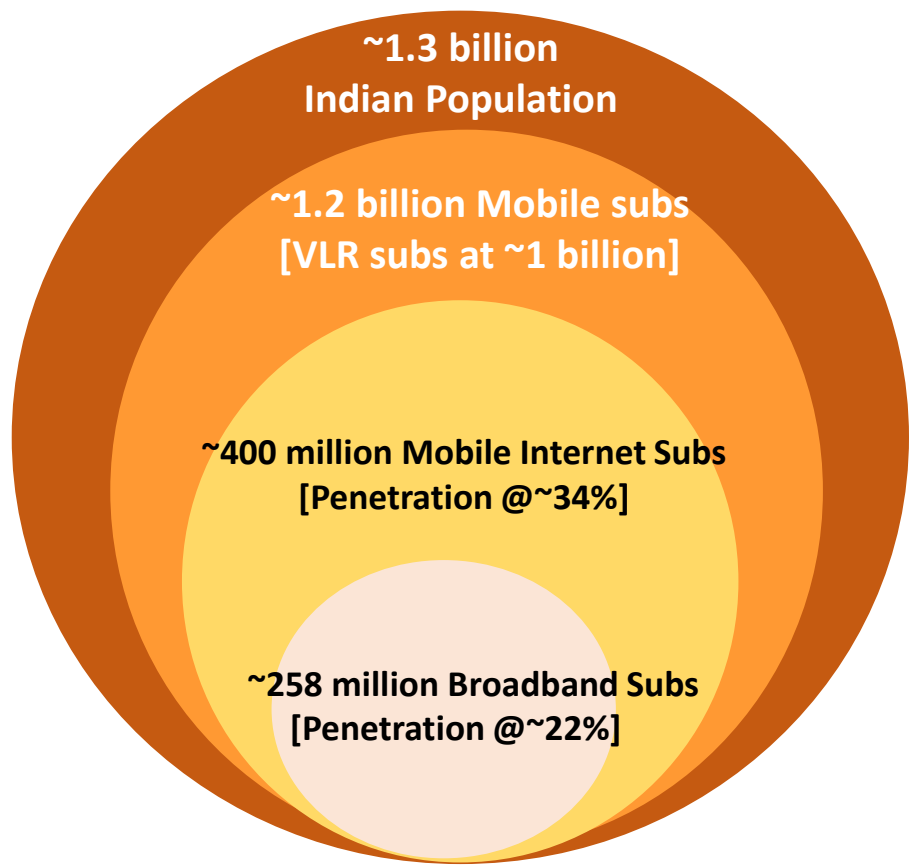
Subscriber Market Share (VLR)



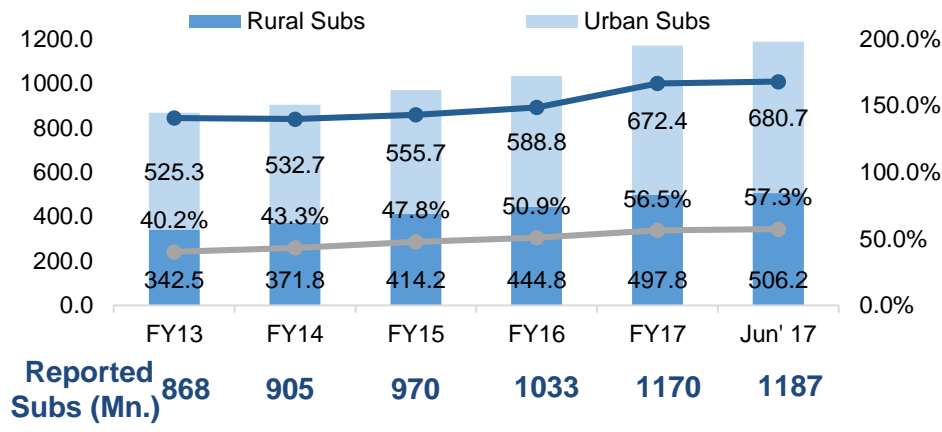
Rest of Ind. denotes operators except Idea, Bharti, Vodafone and Rjio

Large Untapped Opportunity

For Both Voice & Data

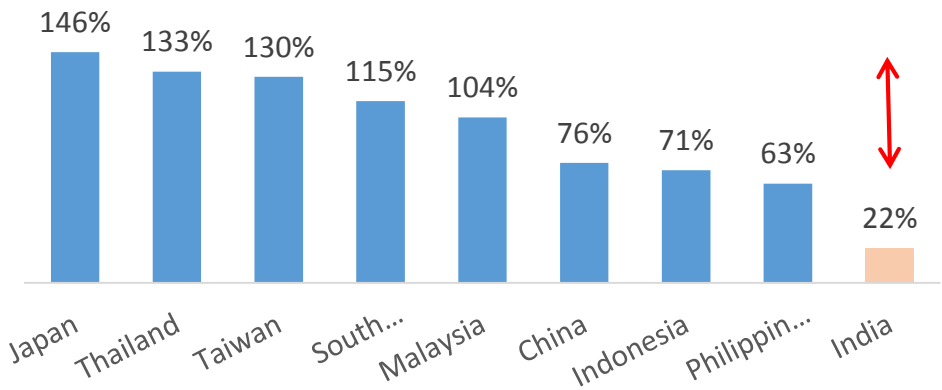


While the subscriber Penetration at ~91%, however, low Rural Penetration of ~57% provides large opportunity going forward



Huge Data opportunity as

- Broadband Data subs penetration is only at ~22%
- Blended monthly data usage/ data subs is ~ 3 GB



Source: TRAI PI Report (March'17), GSMA Intelligence

- ❖ Indian Wireless Industry – Current Trends
- ❖ **Idea Performance**
- ❖ Way forward
- ❖ Idea – Vodafone (India) Merger



Since Inception, as Idea Grew & Evolved

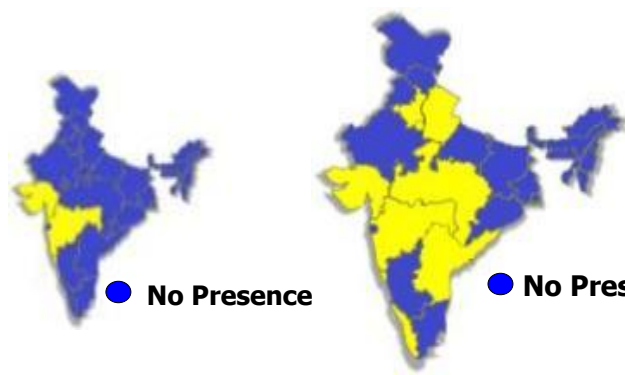
It Re-invented itself Thrice

1997
Started with 2 Service Areas

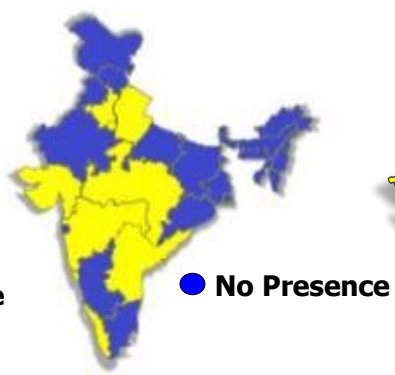
1998 – 2005
Expanded to 8 Service Areas
3-Way JV

2006 – 2010
Single Promoter
Became a Pan India Mobile Service Provider

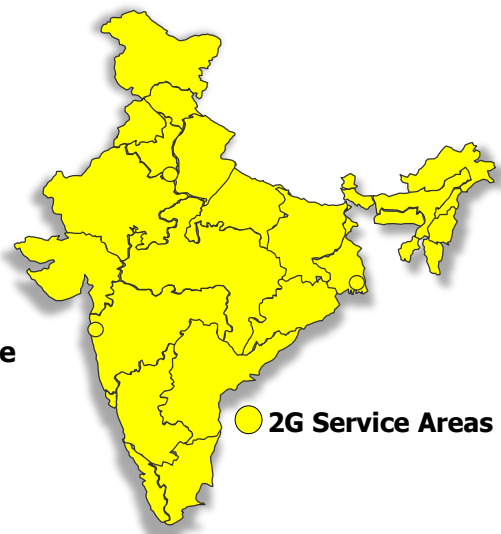
2011 – 2017
Launched 3G, 4G & Digital Services.
Became a Pan India Mobile Broadband Service Provider*
Announced Merger with Vodafone India (Mobility)



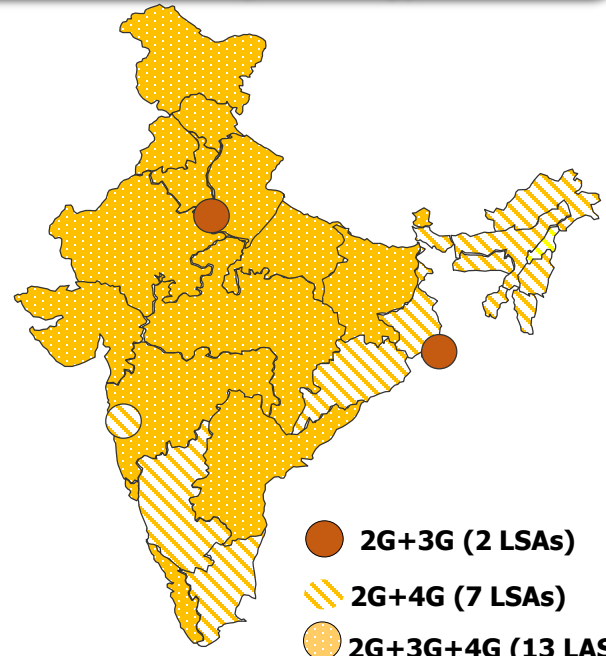
● No Presence



● No Presence



● 2G Service Areas



● 2G+3G (2 LSAs)

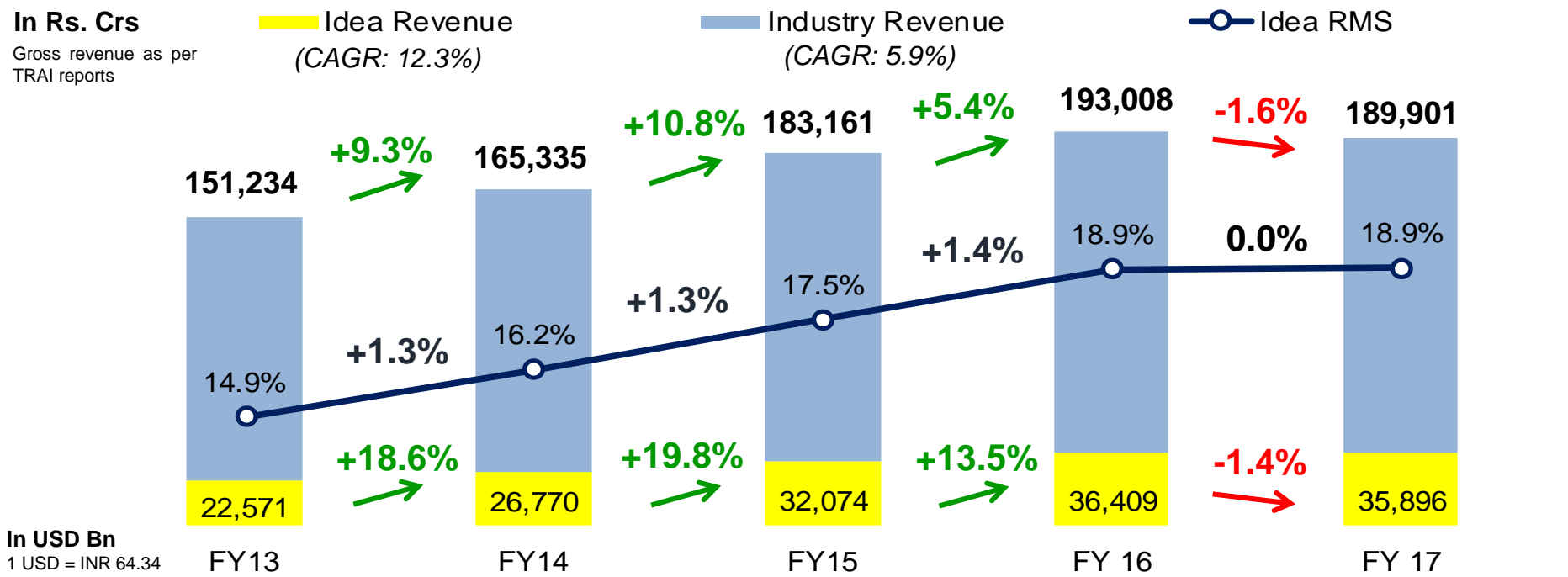
● 2G+4G (7 LSAs)

● 2G+3G+4G (13 LSAs)

Pan India broadband offerings with availability of 4G services in 20 circles

*Owns 3G spectrum in 15 LSAs Owns spectrum to offer 4G services in 20 LSAs

Idea growth > 1.5x Industry until FY16, Now holding fort

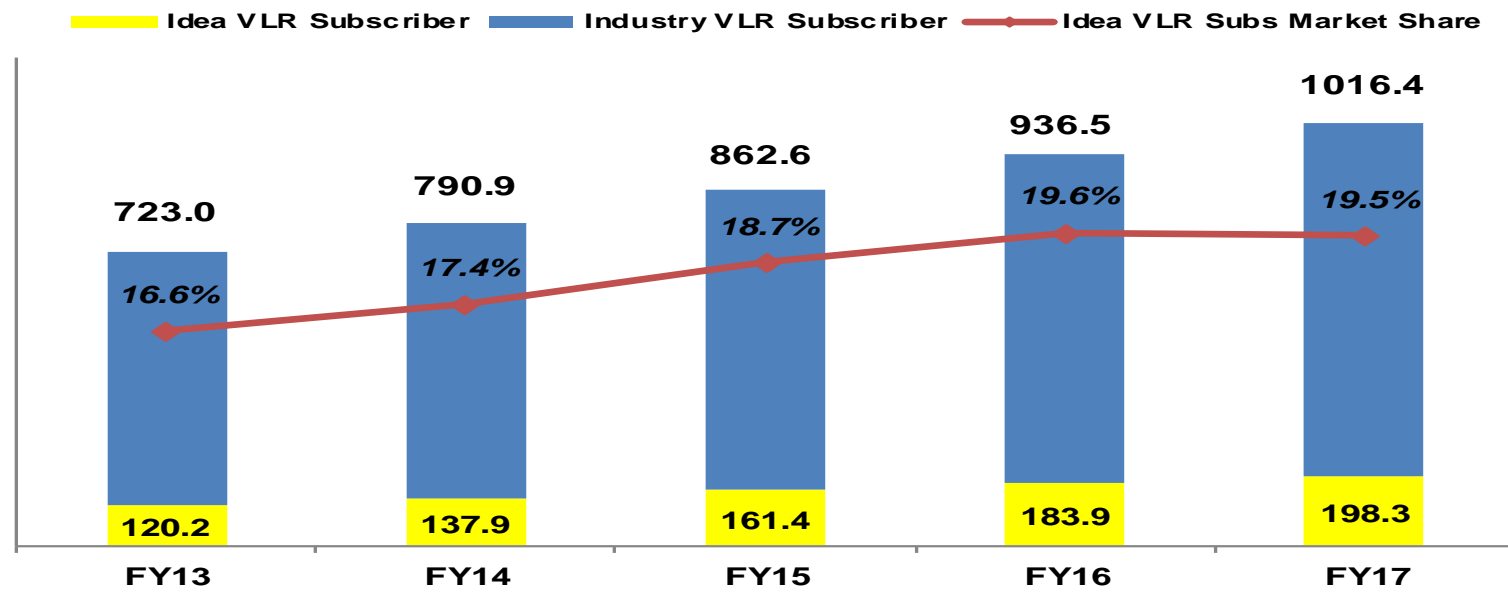


In USD Bn
1 USD = INR 64.34

	FY13	FY14	FY15	FY16	FY17
Industry	23.5	25.7	28.5	30.0	29.5
Idea	3.5	4.2	5.0	5.7	5.6

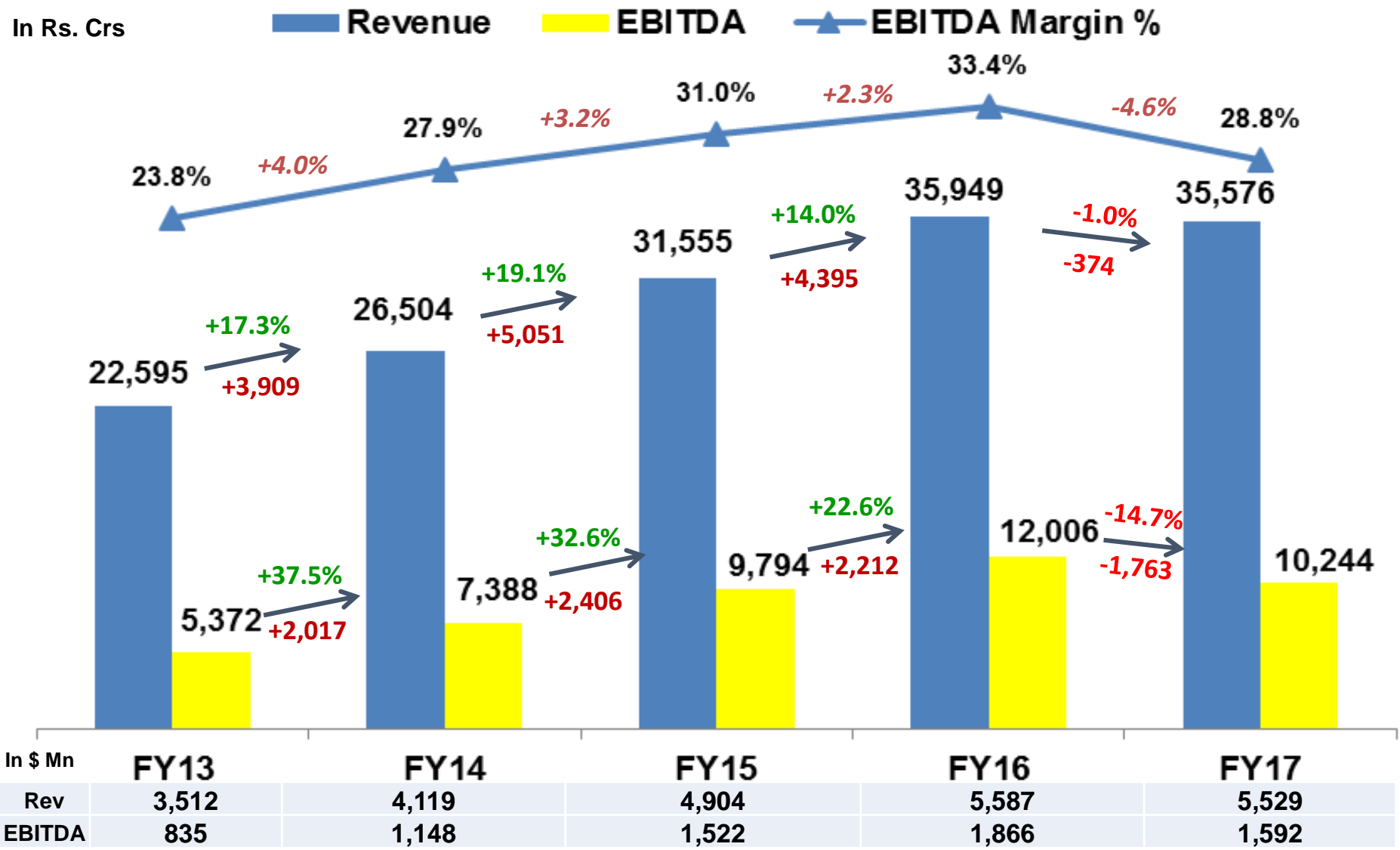
Operator	Revenue (in Rs. Cr)			RMS %			RMS Change		Incr. Revenue (in Rs. Cr)		Annual Incr. RMS		iRMS - RMS
	FY13	FY16	FY17	FY13	FY16	FY17	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	22,571	36,409	35,896	14.9%	18.9%	18.9%	4.0%	0.0%	13,325	-513	34.5%		15.6%
Bharti	45,745	60,687	62,897	30.2%	31.4%	33.1%	2.9%	1.7%	17,152	2,210	44.4%		11.2%
Voda	33,964	44,643	44,614	22.5%	23.1%	23.5%	1.0%	0.4%	10,650	-28	27.5%		4.0%
Jio	0	15	512	0.0%	0.0%	0.3%	0.3%	0.3%	512	497	1.3%		1.1%
Rest of Ind.	48,953	51,254	45,982	32.4%	26.6%	24.2%	-8.2%	-2.3%	-2,971	-5,272	-7.7%		-31.9%
RCom	11,843	10,260	7,843	7.8%	5.3%	4.1%	-3.7%	-1.2%	-4,000	-2,418	-10.3%		-14.5%
Aircel	7,646	10,824	10,454	5.1%	5.6%	5.5%	0.4%	-0.1%	2,808	-370	7.3%		1.8%
Tata	12,712	12,966	11,831	8.4%	6.7%	6.2%	-2.2%	-0.5%	-881	-1,135	-2.3%		-8.5%
Others	16,752	17,204	15,853	11.1%	8.9%	8.3%	-2.7%	-0.6%	-899	-1,350	-2.3%		-10.7%
Total	151,234	193,008	189,901	100.0%	100.0%	100.0%	0.0%	0.0%	38,667	-3,107	100.0%		0.0%

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



Operator	VLR Subscribers (Mn.)			VLR Subscriber Share			VLR Subscriber Share change		Net Subscriber Adds		Net Subs Add Share		iCMS - CMS
	FY13	FY16	FY17	FY13	FY16	FY17	4 years	1 year	4 years	1 year	4 years	1 year	Avg 4 yrs
Idea	120.2	183.9	198.3	16.6%	19.6%	19.5%	2.9%	-0.1%	78.1	14.4	26.6%	18.1%	7.1%
Bharti	178.8	245.4	265.7	24.7%	26.2%	26.1%	1.4%	-0.1%	86.9	20.3	29.6%	25.4%	3.5%
Voda	145.7	190.9	198.1	20.1%	20.4%	19.5%	-0.7%	-0.9%	52.4	7.2	17.9%	9.0%	-1.6%
Jio	-	-	79.7	0.0%	0.0%	7.8%	7.8%	7.8%	79.7	79.7	27.2%	99.8%	19.3%
Rest of Ind	278.3	316.3	274.5	38.5%	33.8%	27.0%	-11.5%	-6.8%	-3.9	-41.8	-1.3%	-52.3%	-28.3%
RCom	106.7	92.16	66.5	14.8%	9.8%	6.5%	-8.2%	-3.3%	-40.2	-25.7	-13.7%	-32.1%	-20.3%
Aircel	38.8	63.3	58.7	5.4%	6.8%	5.8%	0.4%	-1.0%	19.9	-4.5	6.8%	-5.7%	1.0%
Tata	46.0	48.26	41.5	6.4%	5.2%	4.1%	-2.3%	-1.1%	-4.4	-6.7	-1.5%	-8.4%	-5.6%
Others	86.8	112.6	107.7	12.0%	12.0%	10.6%	-1.4%	-1.4%	20.9	-4.9	7.1%	-6.1%	-3.5%
Total	723.0	936.5	1,016.4	100.0%	100.0%	100.0%	0.0%	0.0%	293.4	79.9	100.0%	100.0%	0.0%

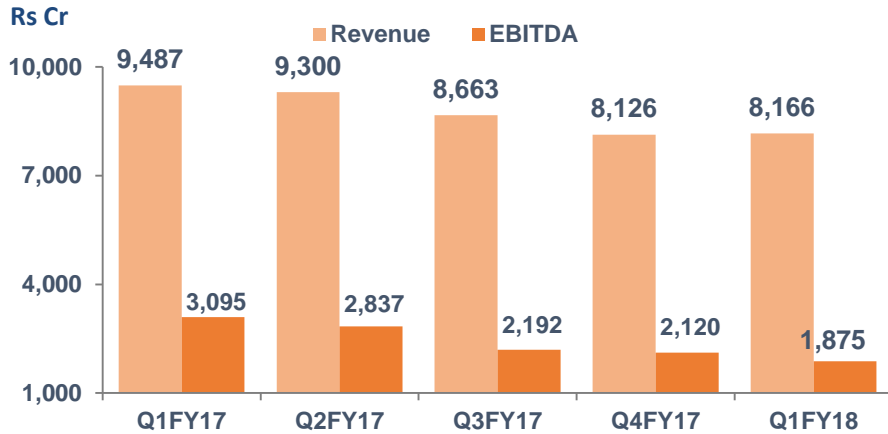
Idea Revenue & EBITDA trends



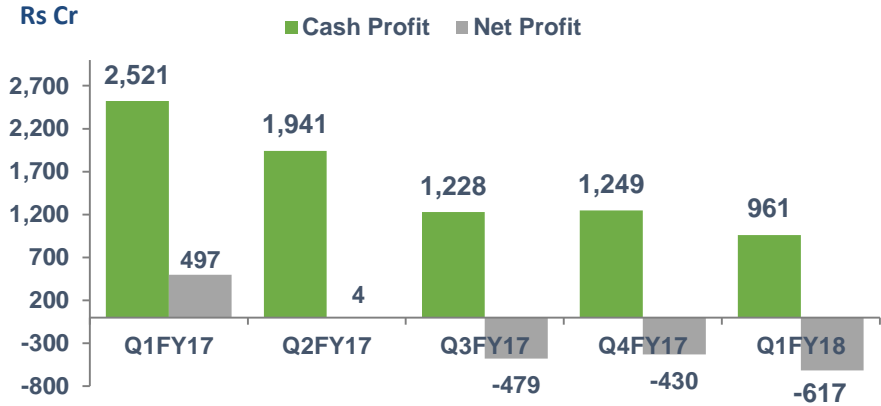
Based on Idea standalone + 100% subsidiaries financials (FY16 & FY17 based on Ind AS)

1 USD = INR 64.34

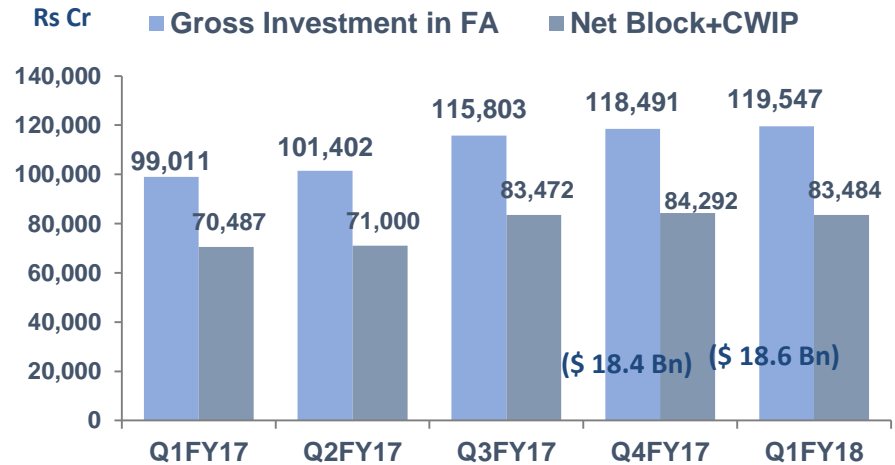
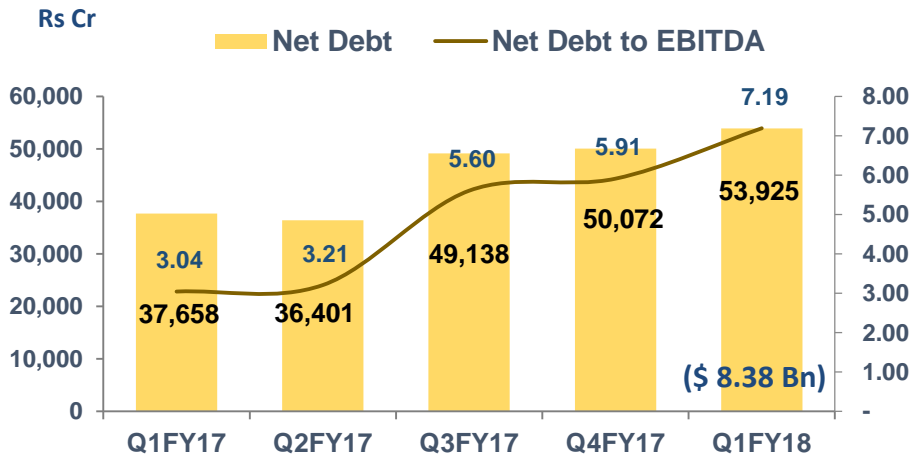
Idea – Recent Financial Trending



(\$ Mn)	Rev	1,474	1,445	1,346	1,263	1,269
	EBITDA	481	441	341	329	291

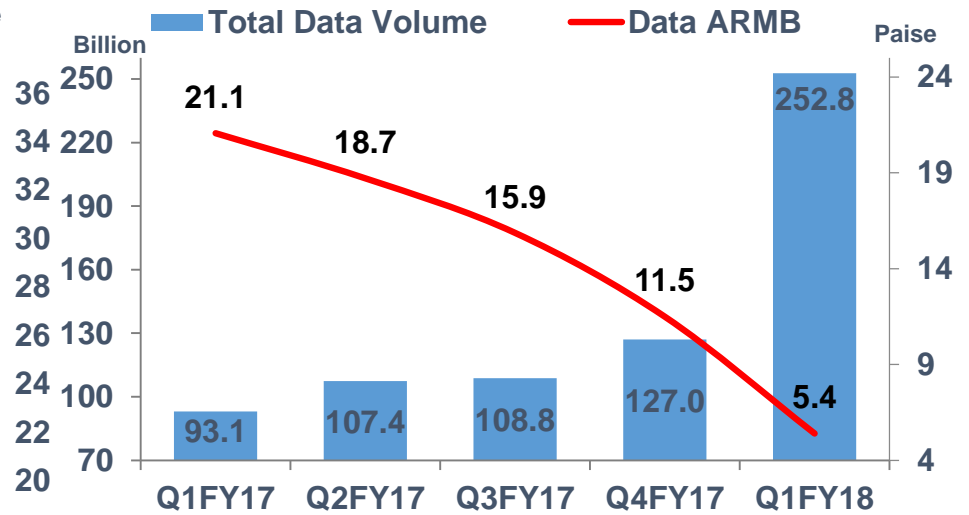
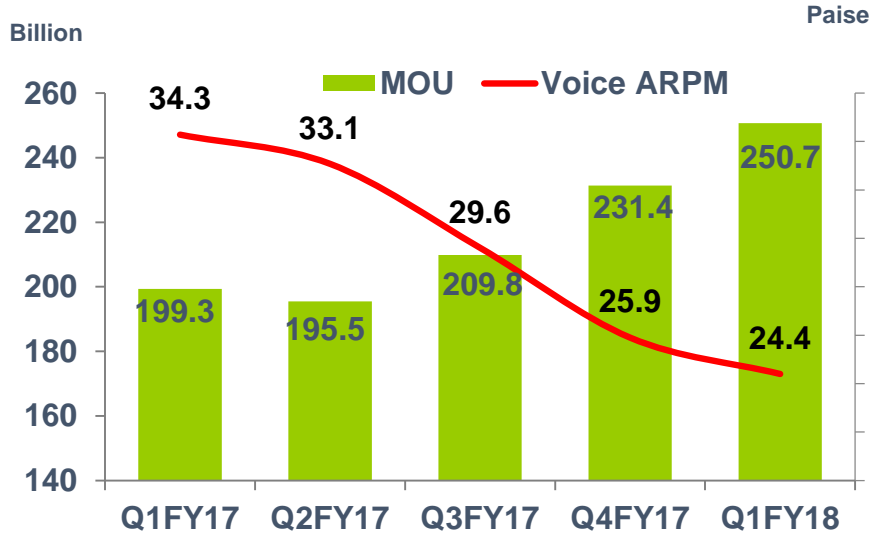


	Cash	392	302	191	194	149
	Net	77	1	(74)	(67)	(96)



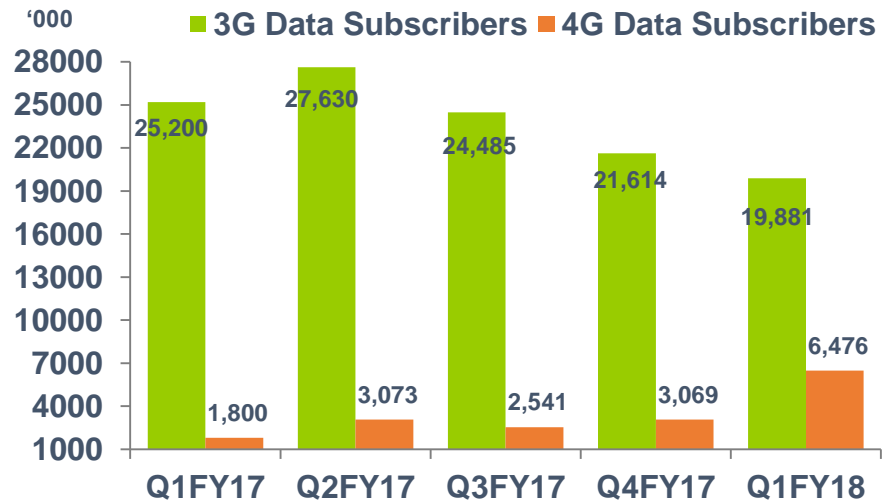
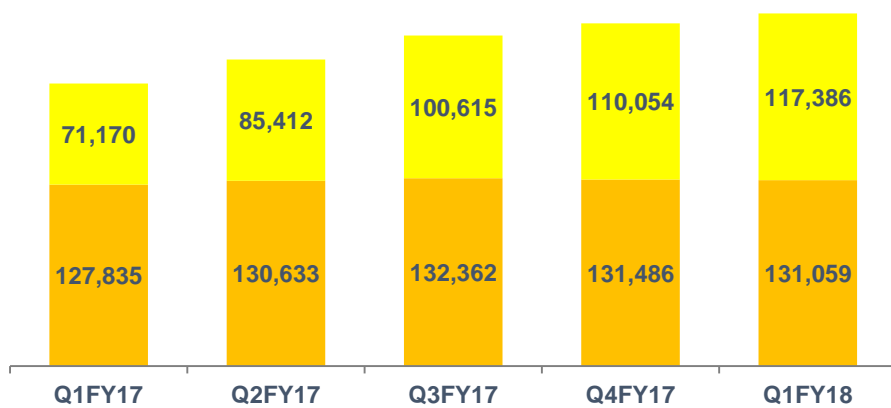
Capex	1,079	2,000	2,004	2,767	1,169
\$ Mn	168	311	311	430	182

Idea - Key Operating Trends



2G Sites Broad Band Sites

- GSM pop. Coverage: 1 Bn, 400k towns & villages
- Wireless Broadband coverage: 524 Mn, 106k towns & villages



- ❖ Indian Wireless Industry – Current Trends
- ❖ Idea Performance
- ❖ **Way forward**
- ❖ Idea – Vodafone (India) Merger

Competitive Spectrum Footprint

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

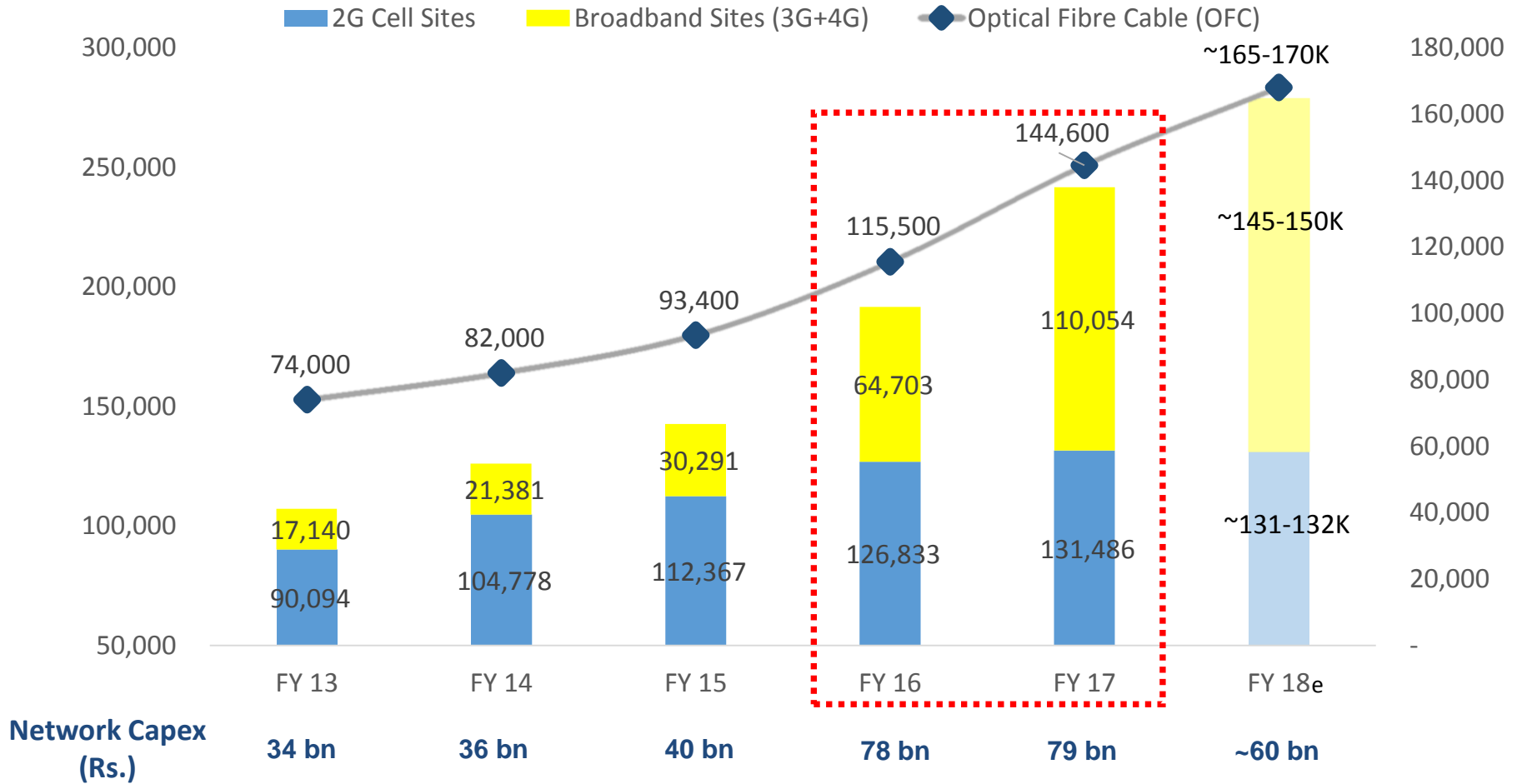


Service Areas	FDD				TDD			FDD (2x)* +TDD	GSM (2G) services	Broadband Carrier		
	900	1800	2100	Total	2300	2500	Total			3G	4G	Total
Maharashtra	9.0	11.0	5.0	25.0	10.0	10.0	20.0	70.0	√	2	5	7
Kerala	6.0	10.0	5.0	21.0	10.0	10.0	20.0	62.0	√	1	5	6
Madhya Pradesh	7.4	11.6	5.0	24.0	10.0	20.0	30.0	78.0	√	2	7	9
Uttar Pradesh (West)	5.0	9.4	5.0	19.4		10.0	10.0	48.8	√	1	4	5
Gujarat	5.0	10.0	5.0	20.0		10.0	10.0	50.0	√	1	4	5
Andhra Pradesh	5.0	6.0	5.0	16.0		10.0	10.0	42.0	√	1	3	4
Punjab	5.6	10.0	5.0	20.6				41.2	√	1	2	3
Haryana	6.0	10.8	5.0	21.8		10.0	10.0	53.6	√	1	4	5
8 Leadership Circle (Sub Total)	49.0	78.8	40.0	167.8	30.0	80.0	110.0	445.6		10	32	42
Uttar Pradesh (East)		6.2	10.0	16.2		10.0	10.0	42.4	√	1	3	4
Rajasthan		11.2	5.0	16.2		10.0	10.0	42.4	√	1	3	4
Bihar		10.80	5.0	15.8		10.0	10.0	41.6	√	1	3	4
Himachal Pradesh		9.8	5.0	14.8		10.0	10.0	39.6	√	1	3	4
Delhi	5.0	8.6		13.6				27.2	√	1		1
Mumbai		6.4	5.0	11.4				22.8	√		1	1
Karnataka	5.0	6.0		11.0				22.0	√		1	1
7 Emerging Circle (Sub Total)	10.0	59.0	30.0	99.0		40.0	40.0	238.0		5	12	17
Tamil nadu		11.4		11.4				22.8	√		1	1
Kolkata		5.0	5.0	10.0				20.0	√	1		1
West Bengal		11.40		11.4		10.0	10.0	32.8	√		3	3
Orissa		10.0		10.0		10.0	10.0	30.0	√		3	3
Assam		10.0		10.0		10.0	10.0	30.0	√		3	3
North East		11.0		11.0		10.0	10.0	32.0	√		3	3
Jammu & Kashmir		10.0	5.0	15.0		10.0	10.0	40.0	√	1	3	4
7 New Circle (Sub Total)		68.8	10.0	78.8		50.0	50.0	207.6		2	14	16
Total 22 Circle	59.0	206.6	80.0	345.6	30.0	170.0	200.0	891.2	22	17	57	74

Large broadband/4G spectrum capacity in leadership circles

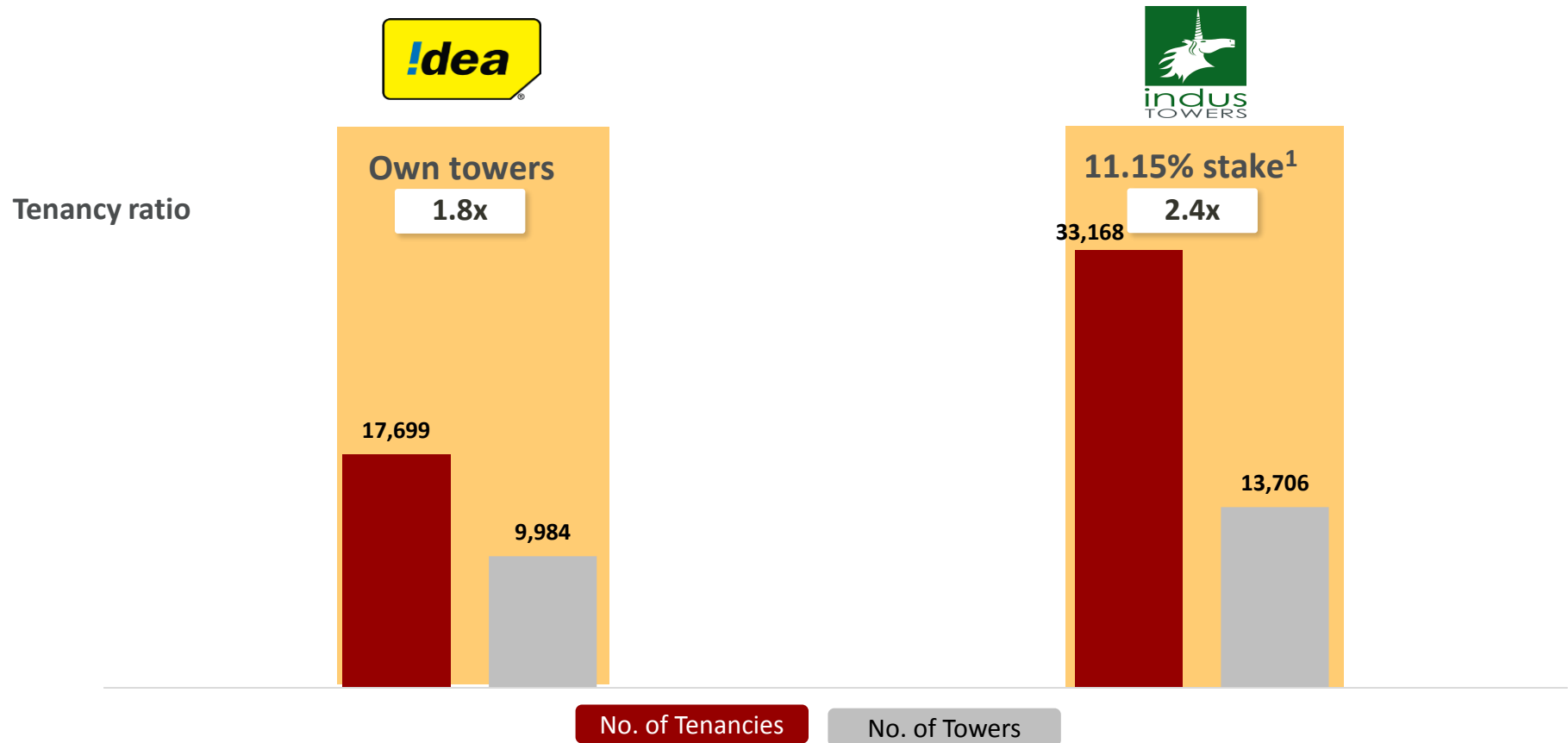
- For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum
- 5 MHz of paired FDD spectrum = 1 carrier , 10 MHz of unpaired TDD spectrum =1.5 carrier.

Building Capacity for Future



- FY16 & FY17 Capex of Rs. 157 billion enabled Idea to expand - Network sites by ~99k and OFC network by 51,000 kms
- Similar level of network sites expansion will enable Idea to support 15 -20 times of FY17 data volume, indicating that peak Capex phase is over.

Unlocking further value through tower assets



Strong monetisation potential from captive towers & Idea's 11.15% Indus stake

1. Proportionate number of tenancies based on Idea's 11.15% stake in Indus Towers

Idea – Getting stronger in Digital Services



Own range of Digital Services

Launched in FY17



Music



Games



Movies & TV

Scheduled launch in FY18



Idea TV



Idea News & Magazines



Idea Storage



Idea Chat

Play in Payments space

Digital Wallet



- Existing service
- 11 Mn+ subscribers

Payments Bank

- Aditya Birla Idea Payment Bank Ltd. received final banking license from RBI.
- Expected Launch in FY18

- ❖ Indian Wireless Industry – Current Trends
- ❖ Idea Performance
- ❖ Way forward
- ❖ **Idea – Vodafone (India) Merger**

Creating the leading Indian mobile operator (cont'd)



Subs (mn)	196.3	211.9	408.2	328.0	123.4
Revenue** (bn)	332.1	424.3	756.4	641.4	44.5
RMS (Q1FY18)	18.9%	24.1%	43.0%	36.5%	2.5%
CMS (Jun 2017)	16.5%	17.9%	34.4%	27.6%	10.4%
# 3G / 4G circles	15 / 20	16 / 17	22 / 22	22 / 22	NA / 22
GSM / BB sites ('000s)	131 / 117	141 / 114	272 / 231	187 / 204	NA / 335
OFC ('000s KM)	148	175	250*	231	250
Total Spectrum (MHz)	891	958	1850	1,589	1235^
GSM spectrum (MHz)	252	328	421	349	NA
Broadband spectrum (MHz)	639	630	1,429	1,240	1,235^
# 3G / 4G BB carriers	17 / 57	17 / 56	34 / 129	33 / 112	NA / 150
# of BB carriers	74	73	163	145	150

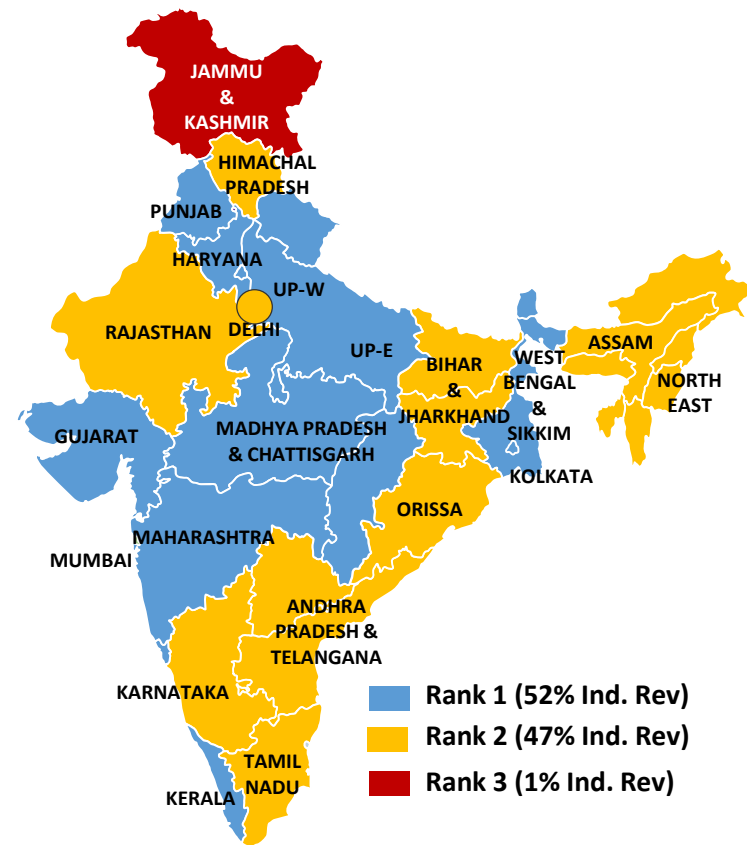
Notes:

- Cell Site & subscriber information is as of Jun 30, 2017. Sites and OFC data for other operators is based on company estimates. Current site count for Idea & Vodafone is shown, site nos. likely to fall post completion due to rationalization
- For calculating total quantum of spectrum, FDD quantum has been multiplied by 2 for equivalence with TDD quantum. 5 MHz of FDD spectrum (paired) = 1 Carrier / 10 MHz of TDD Spectrum (unpaired) = 1.5 carrier
- Spectrum quantity for combined entity is based on summation of Idea and Vodafone current holding and may get reduced in compliance with M&A guidelines
- For Combined Entity, maximum of 2 carriers are considered under 3G for (except Maharashtra), extra 3G carriers are considered as deployed towards 4G. Considering additional carrier on 1800 MHz in 12 markets post combination and additional carrier in 4 markets of Delhi, UPE, Rajasthan and HP post liberalisation/renewal of Idea 1800 MHz spectrum. Deployment of 900 MHz in GSM assumed to remain same
- Spectrum Deployment for other operators based on company estimates & may differ from actuals
- *Based on preliminary company estimates ^ Quantum shown includes spectrum sharing
- ** Revenue numbers as reported by TRAI for Q1FY18 (Annualised)

Competitive revenue position across 21 circles



Circles	Circle share in Industry Revenue	Idea RMS	Vodafone RMS	Combined RMS	Idea RMS Rank	Vodafone RMS Rank	Combined Rank
Maharashtra	8%	33.7%	26.0%	59.7%	1	2	1
Mumbai	6%	9.4%	37.6%	47.0%	4	1	1
Uttar Pradesh (East)	7%	14.0%	30.6%	44.6%	3	2	1
Gujarat	6%	22.4%	38.5%	60.9%	2	1	1
Kerala	4%	38.4%	24.8%	63.3%	1	2	1
Madhya Pradesh	5%	43.8%	9.9%	53.6%	1	3	1
Uttar Pradesh (West)	5%	31.6%	24.3%	55.9%	1	2	1
Punjab	4%	26.5%	16.6%	43.1%	2	3	1
West Bengal	4%	9.6%	40.0%	49.6%	3	1	1
Kolkata	2%	8.1%	34.8%	42.9%	3	1	1
Haryana	2%	27.1%	31.2%	58.3%	2	1	1
Delhi	8%	12.0%	28.4%	40.4%	3	2	2
Tamil Nadu	8%	6.1%	25.0%	31.1%	4	2	2
Karnataka	7%	11.7%	15.8%	27.6%	3	2	2
Andhra Pradesh	7%	24.2%	9.9%	34.0%	2	3	2
Bihar	6%	14.9%	14.5%	29.4%	2	3	2
Rajasthan	5%	13.3%	23.6%	37.0%	3	2	2
Orissa	2%	6.4%	18.1%	24.6%	5	2	2
Assam	2%	5.4%	22.2%	27.6%	5	3	2
North East	1%	4.1%	19.2%	23.3%	5	2	2
Himachal Pradesh	1%	12.1%	10.2%	22.3%	2	3	2
Jammu and Kashmir	1%	7.0%	9.8%	16.8%	5	4	3
Total	100%	18.9%	24.1%	43.0%	3	2	1



Market leadership in 11 markets contributing 52% of industry revenue

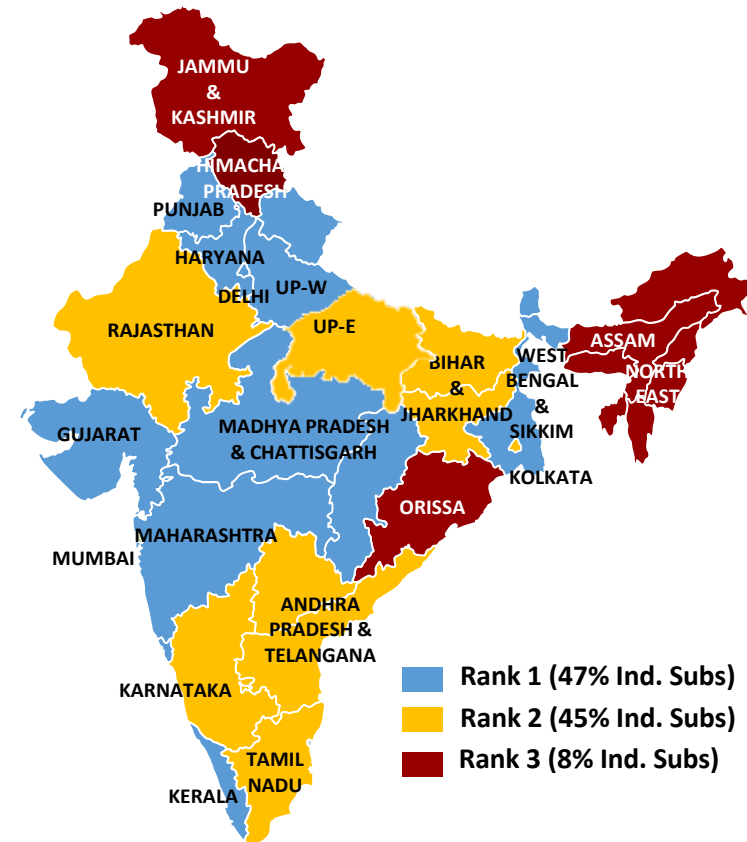
Notes:

Source: TRAI and company estimates based on Q1FY18 reporting. Rankings determined considering combination of - Bharti & Uninor operations and RCOM, MTS & Aircel operations
 Combined RMS is a summation of RMS and does not take into account market share cap as per M&A guidelines and revenue elimination on merger

World's 2nd largest mobile telecom operator[^]: servicing ~400mn subscribers



Circles	Circle share in Industry Subscribers	Idea CMS	Vodafone CMS	Combined EoP (Mn.)	Combined CMS	Idea CMS Rank	Vodafone CMS Rank	Combined Rank
Maharashtra	8%	28.6%	21.0%	47.2	49.7%	1	2	1
Gujarat	6%	18.0%	28.0%	33.3	46.0%	2	1	1
Madhya Pradesh	6%	34.4%	9.5%	31.2	43.9%	1	5	1
Uttar Pradesh (West)	6%	24.6%	18.8%	29.3	43.3%	1	2	1
West Bengal	5%	10.6%	35.1%	26.9	45.7%	3	1	1
Delhi	5%	12.0%	20.2%	17.5	32.1%	5	2	1
Kerala	3%	27.9%	19.3%	18.8	47.2%	1	3	1
Punjab	3%	19.4%	14.7%	12.7	34.1%	2	4	1
Mumbai	3%	11.6%	24.3%	13.2	36.0%	5	1	1
Haryana	2%	20.2%	23.9%	11.3	44.1%	2	1	1
Uttar Pradesh (East)	9%	11.9%	20.2%	34.1	32.1%	3	2	2
Tamil Nadu	8%	6.7%	18.1%	22.4	24.8%	6	3	2
Bihar	7%	14.9%	11.5%	22.7	26.4%	2	3	2
Andhra Pradesh	7%	20.2%	8.1%	24.3	28.3%	2	5	2
Karnataka	6%	13.6%	11.1%	17.2	24.7%	2	4	2
Rajasthan	6%	12.2%	18.0%	20.6	30.3%	3	2	2
Kolkata	2%	8.8%	19.6%	8.4	28.4%	6	1	2
Orissa	3%	5.5%	13.3%	6.5	18.8%	7	3	3
Assam	2%	5.8%	17.7%	5.2	23.5%	6	3	3
North East	1%	4.4%	12.5%	2.2	17.0%	6	3	3
Jammu and Kashmir	1%	5.5%	8.2%	1.7	13.8%	7	5	3
Himachal Pradesh	1%	7.7%	6.7%	1.5	14.4%	6	7	3
Total	100%	16.5%	17.9%	408.2	34.4%	3	2	1



Market leadership in 10 markets contributing 47% of industry subscribers

Notes: ^ Source: GSMA

Source: TRAI based on Jun 2017 reporting. Rankings determined considering combination of - Bharti & Uninor operations and RCOM, MTS & Aircel operations

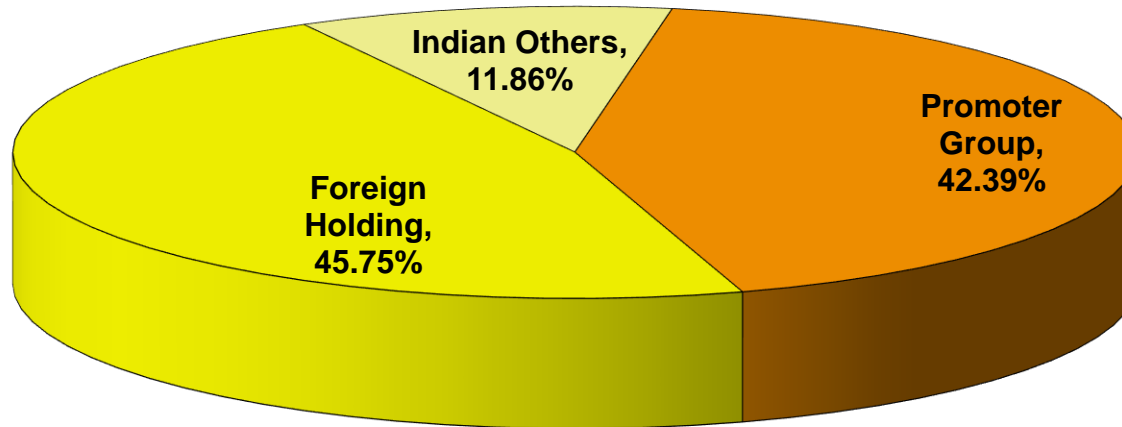
Combined CMS is a summation of CMS

- Received unconditional approval from Competition commission of India on July 24, 2017.
- Received conditional approval from Stock Exchanges/ SEBI on August 04, 2017.
- Filled an application before National Company Law Tribunal for approval of merger on August 08, 2017.
- Shareholders & Creditors meeting to be conducted on October 12, 2017.

Annexures

Shareholding

As on 30 June 2017



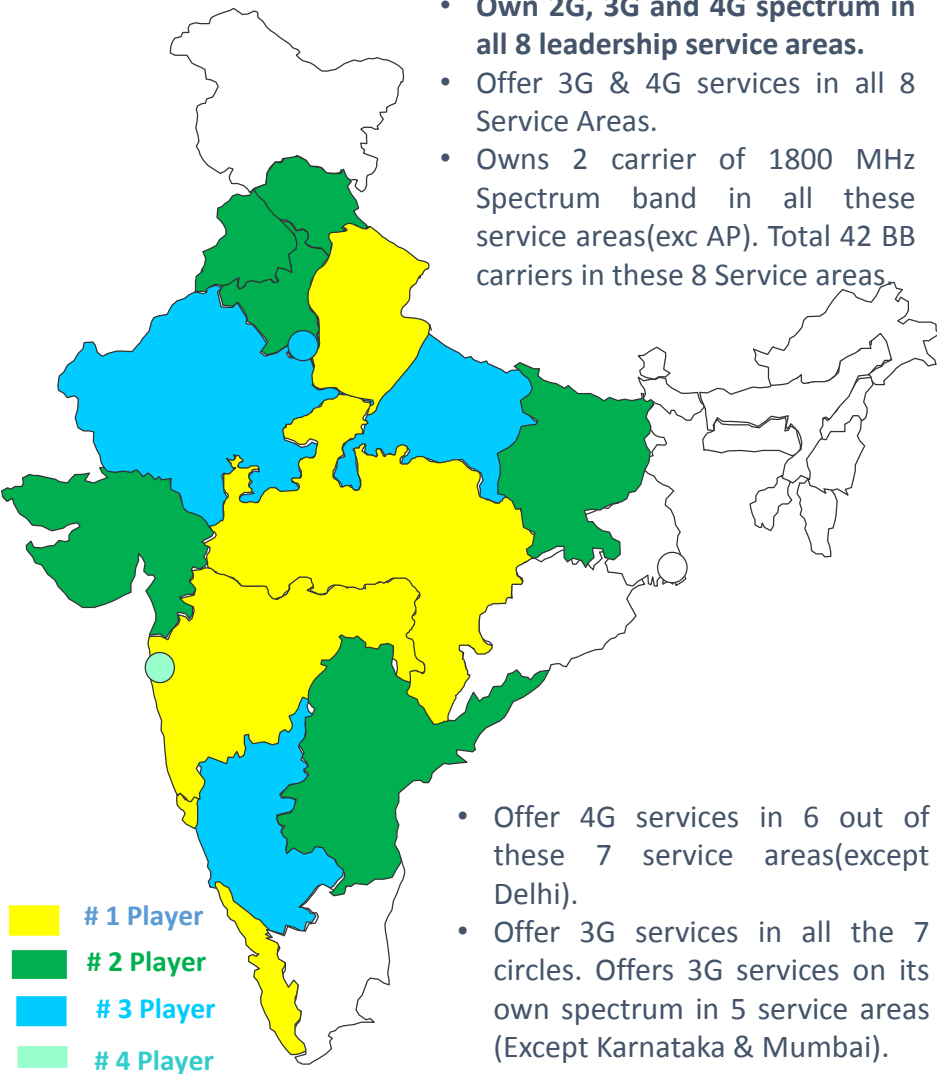
PROMOTERS' HOLDING

ADITYA BIRLA NUVO LIMITED	23.22%
BIRLA TMT HOLDINGS PRIVATE LIMITED	7.86%
HINDALCO INDUSTRIES LIMITED	6.33%
GRASIM INDUSTRIES LTD	4.74%
OTHERS	0.24%

TOP 5 PUBLIC SHAREHOLDERS

AXIATA INVESTMENTS 1 (INDIA) LTD.	12.89%
AXIATA INVESTMENTS 2 (INDIA) LTD.	6.86%
ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	3.35%
FIRST STATE INVESTMENTS ICVC- STEWART INVESTORS ASIA PACIFIC LEADERS FUND	3.24%
FIRST STATE INVESTMENTS ICVC- STEWART INVESTORS GLOBAL EMERGING MARKETS LEADERS FUND	1.28%

Idea 15 Service Areas – Core Strength



8 Established Service Areas (Leadership)				
Service Area	RMS Q1FY15 ¹	RMS Q1FY18 ¹	Rank ²	Spectrum Profile
M. P.	37.7%	43.8%	1	2G/3G/4G
Kerala	37.5%	38.4%	1	2G/3G/4G
Maharashtra	31.4%	33.7%	1	2G/3G/4G
UP – W	31.0%	31.6%	1	2G/3G/4G
Haryana	26.9%	27.1%	2	2G/3G/4G
Punjab	22.3%	26.5%	2	2G/3G/4G
A. P.	21.7%	24.2%	2	2G/3G/4G
Gujarat	20.2%	22.4%	2	2G/3G/4G
Total	28.4%	30.9%	1	

- ~41% of India Mobility Revenue and ~67% of Idea Revenue
- Idea gained RMS @ 2.6% in last 3 years.

7 Other Established Service Areas				
Service Area	RMS Q1FY15 ¹	RMS Q1FY18 ¹	Rank ²	Spectrum Profile
Bihar	11.7%	14.9%	2	2G/3G/4G
H.P.	11.3%	12.1%	2	2G/3G/4G
UP – E	13.0%	14.0%	3	2G/3G/4G
Rajasthan	13.3%	13.3%	3	2G/3G/4G
Delhi	12.3%	12.0%	3	2G/3G
Karnataka	10.9%	11.7%	3	2G/4G
Mumbai	9.6%	9.4%	4	2G/4G
Total	11.7%	12.5%	3	

- ~40% of India Mobility Revenue and ~26% of Idea Revenue
- Idea gained RMS @ 0.7% in last 3 years.

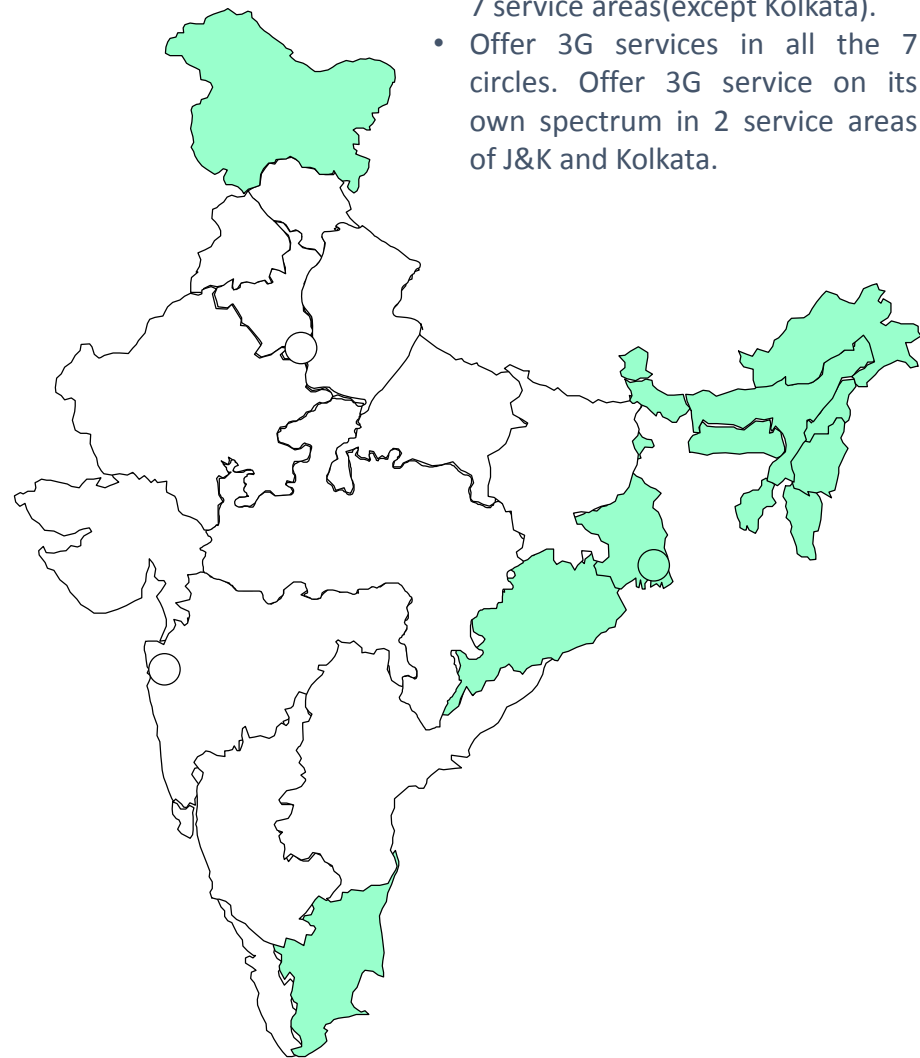
¹ Source: TRAI revenue for UAS and Mobile licenses only.

² Based on Q1Y18 revenue market share from TRAI report

Idea 7 New Service Areas - Emerging Opportunity



- Offer 4G services in 6 out of these 7 service areas(except Kolkata).
- Offer 3G services in all the 7 circles. Offer 3G service on its own spectrum in 2 service areas of J&K and Kolkata.



- 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
- Q1FY18 EBITDA loss at Rs. 1.42 bn.

7 New Service Areas				
Service Area	RMS Q1FY15 ¹	RMS Q1FY18 ¹	Rank ²	Spectrum Profile
West Bengal	7.1%	9.6%	3	2G/4G
Kolkata	5.2%	8.1%	3	2G/3G
Tamil Nadu	3.5%	6.1%	4	2G/4G
J & K	4.9%	7.0%	5	2G/3G/4G
Orissa	4.5%	6.4%	5	2G/4G
Assam	3.6%	5.4%	5	2G/4G
North East	4.1%	4.1%	5	2G/4G
Total	4.5%	6.9%	4	

- ~20% of India Mobility Revenue and ~7.4% of Idea Revenue
- Idea gained RMS @ 2.3% in last 3 years

¹ Source: TRAI revenue for UAS and Mobile licenses only.

² Based on Q1FY18 revenue market share from TRAI report

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 22 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



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



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. Akshaya Moondra - Whole Time Director & CFO

- 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 9 years
- CA and Licentiate CS with over 31 years of industry experience



Mr. Himanshu Kapania - Managing Director

- Mr. Himanshu Kapania is an 19-year-veteran of Indian telecom industry and has over 31 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, Bangalore.



Dr. Shridhir Sariputta Hansa Wijayasuriya – Non-Executive Director

- Dr. Shridhir Sariputta Hansa Wijayasuriya is the Group Chief Executive of Dialog Axiata Sri Lanka. He has over 20 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. Arun Thiagarajan – Independent Director

- Mr. Arun Thiagarajan has served as a 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



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.



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 over 43 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. 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 an M.A. in Economics and is an IAS (Retd.)



Mrs. Alka Marezban Bharucha – Independent Director

- Mrs. Bharucha has vast experience in mergers and acquisitions, private equity investments, joint ventures, banking and structured finance, capital markets and infrastructure. She is the co-founder of Bahrucha & Partners which is ranked as top fifteen firms by RSG Consulting, London. Mrs. Bharucha has been involved with the Company since its formation and has been advising the Company on all its restructurings, acquisitions, financing, refinancing as well as the Initial Public Offer (IPO) of the Company.
- She holds L.L.M from University of London



Mr. Baldev Raj Gupta – Independent Director

- Mr. Gupta was the former Executive Director of Life Insurance Corporation of India. Mr. Gupta has rich and varied experience in the fields of Insurance and management. Mr. Gupta is serving as an Independent Director on the Board of Aditya Birla Nuvo Limited. Mr. Gupta also serves as a Director on the Board of few other reputed Companies.
- Holds a Bachelor's degree in Arts and Law and is also a Fellow Graduate of Insurance Institute of India.



Management Team



Amrish Jain

- **Deputy Managing Director, aged 61 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 68 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 and has attended the Advanced Management Program at Harvard Business School.
- Joined Idea in January 2001; telecom experience of around 16 yrs



Prakash K Paranjape

- **Chief Information Technology Officer, aged 59 years**
- Engineering graduate from Pune University with around 33 years of industry experience
- Joined Idea in Sept. 2005 ; telecom experience of more than 20 yrs



Rajat Mukarji

- **Chief Corp Affairs Officer, aged 64 years**
- Graduate from St Stephen's College, Delhi and Diploma in International Marketing Management from Delhi with over 30 years of industry experience.
- Joined Idea in 1995 ; telecom experience of around 22 yrs



Rajesh Srivastava

- **Chief Commercial Officer, aged 62 years**
- B.Sc.(Hons) from Delhi University & Engineering graduate from Indian Institute of Science, Bangalore with 40 years of experience across Telecom, FMCG, Hospitality, Manufacturing and Consulting.
- Joined Idea in Nov. 2006 ; telecom experience of around 16 years.



P Lakshminarayana

- **Director-Operations, aged 57 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 58 years**
- Chemical Engineer (University of Madras) with Post Graduate qualifications in Management (S. P. Jain Institute of Management & Research).
- Work experience of 34 years primarily in Sales Management and Business Operations. It spans sectors like Paints, Consumer Durables, Industrial Chemicals, Consumer Products and Telecom.
- Joined Idea in Sept. 2001; telecom experience of around 16 yrs.



Navanit Narayan

- **Chief Service Delivery Officer, aged 52 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 9 yrs



Vinay Razdan

- **Chief Human Resources Officer, aged 51 years**
- Commerce graduate from Delhi University and postgraduate degree in PM&IR from the XLRI, Jamshedpur with more than 29 years of industry experience across organizations like ITC and HCL Technologies.
- Joined Idea in Jan. 2006 ; telecom experience of more than 11 years.



Thanks