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January 27, 2014

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

Fax No. 022-26598237/38/8347/8348

Dear Sirs,

**Sub: Publication of Un-audited Results for the third quarter ended
31st December, 2013 (Clause 41)**

Ref: "Idea Cellular Limited" (Symbol: IDEA)

Pursuant to Clause 41 of the Listing Agreement, please find attached herewith Un-audited Financial Results of the Company for the third quarter ended 31st December, 2013, together with the Limited Review Report of the Statutory Auditors' thereon.

The aforesaid results have been taken on record by the Board of Directors of the Company at their meeting concluded just now.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above



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Santacruz (East), Mumbai 400 098, India

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E mail info@idea.adityabirla.com

Chartered Accountants
Indiabulls Finance Centre
Tower 3, 27th - 32nd Floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai - 400 013
Maharashtra, India

**INDEPENDENT AUDITORS' REVIEW REPORT
TO THE BOARD OF DIRECTORS OF
IDEA CELLULAR LIMITED**

Tel: +91 (022) 6185 4000
Fax: +91 (022) 6185 4501/4601

1. We have reviewed the accompanying statement of "Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2013" (the Statement) of **Idea Cellular Limited** (the Company), its **Subsidiaries** and **Jointly controlled entity** (collectively referred as "the Group") for the quarter and nine months ended 31st December 2013 being submitted by the Company pursuant to Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 8 below. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the statement is free of material misstatements. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
3. The Statement includes the results of the following entities:
 - a. Idea Cellular Limited (ICL) (Holding Company)
 - b. Idea Cellular Services Limited (100% subsidiary of ICL)
 - c. Idea Cellular Infrastructure Services Limited (100% subsidiary of ICL)
 - d. Aditya Birla Telecom Limited (ABTL) (100% subsidiary of ICL)
 - e. Idea Telesystems Limited (100% subsidiary of ICL)
 - f. Idea Mobile Commerce Services Limited (100% subsidiary of ICL)
 - g. Indus Towers Limited (Jointly controlled entity of ABTL)
4. We did not review the interim financial statements of Indus Towers Limited included in the consolidated financial results, whose interim financial statements reflect the Group's share of Income from operations of Rs. 56,155 lakhs and Rs. 165,832 lakhs for the quarter and nine months ended 31st December 2013, respectively and profit after tax of Rs. 6,963 lakhs and Rs. 17,078 lakhs for the quarter and nine months ended 31st December 2013, respectively, as considered in the consolidated financial results. These interim financial statements have been audited by another auditor whose report has been furnished to us by the Management, and our report on the Statement, in so far as it relates to the amounts and disclosures included in respect of this jointly controlled entity is based solely on the report of such other auditor.
5. Based on our review conducted as stated above and based on the consideration of the report of the other auditor referred to in paragraph 4, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the Accounting Standards notified



under the Companies Act, 1956 (which continue to be applicable in respect of Section 133 of the Companies Act, 2013 in terms of General Circular 15/2013 dated 13 September 2013 of the Ministry of Corporate Affairs) and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the Stock Exchanges including, the manner in which it is to be disclosed, or that it contains any material misstatement.

6. We draw attention to Note 3 to the Statement. The Department of Telecommunications (DoT) has issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 Lakhs and beyond 4.4 Mhz for period from 1st January 2013 till the expiry of the license amounting to Rs. 174,437 Lakhs in the respective telecom service areas. In the opinion of the Company, inter-alia, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore filed a petition before the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by Company in the Hon'ble High Court of Bombay and therefore no effect for the one time spectrum charges has been given in the Statement. Our conclusion is not qualified in respect of this matter.

7. We draw attention to Note 4 to the Statement. The Division Bench of the Hon'ble High Court of Delhi on 13th July 2012 reaffirmed High Court Order dated 5th February 2010 and 4th July 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Division Bench of the Hon'ble High Court of Delhi also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

On 29th November 2013, DoT issued a demand notice for Rs. 60,000 Lakhs on account of alleged violations of license conditions and informed that the transfer of licenses will be taken on record if the Company pays all pending dues including the aforesaid demand and one time spectrum charges. The Company aggrieved by the said demand notice approached the Hon'ble TDSAT, which restrained DoT from taking any coercive action in the matter and has scheduled the next date of hearing for 26th February 2014.

The impact, if any, on the Company is dependent upon the outcome of the petition filed by Company with the Hon'ble TDSAT and therefore no effect for the demand has been given in the Statement. Our conclusion is not qualified in respect of this matter.

8. Further, we also report that we have traced the number of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding and the number of shares as well as the percentage of shares pledged/encumbered and non-encumbered in respect of the aggregate amount of promoters and promoter group shareholding in terms of Clause 35 of the Listing Agreements and the particulars relating to the investor complaints disclosed in Part II - Select



Information for the quarter ended 31st December 2013 from the details furnished by the Management and the Registrars respectively.

For **DELOITTE HASKINS & SELLS LLP**
Chartered Accountants
(Firm Registration No. 117366W/W-100018)



Khurshed Pastakia
Partner
Membership No:31544

Mumbai: 27th January, 2014

IDEA CELLULAR LIMITED						
Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011						
Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2013						
(₹ Lacs, except per share data)						
Part I						
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-13 Unaudited	30-Sep-13 Unaudited	31-Dec-12 Unaudited	31-Dec-13 Unaudited	31-Dec-12 Unaudited	31-Mar-13 Audited
Net Sales / Income from Operations	660,770	631,518	557,216	1,945,725	1,638,048	2,240,744
Other Operating Income	536	808	642	1,784	1,579	5,021
TOTAL REVENUE	661,306	632,326	557,858	1,947,509	1,639,627	2,245,765
Cost of Trading Goods	5,467	4,797	5,537	13,760	17,050	23,184
Personnel Expenditure	34,452	34,820	27,310	100,006	82,496	112,253
Network Expense & IT Outsourcing Cost	164,227	158,617	142,085	477,201	410,626	553,606
Licence & WPC Charges	72,323	69,590	58,972	216,558	175,616	247,525
Roaming & Access Charges	100,895	95,634	101,825	306,042	293,756	401,453
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	63,429	56,359	59,932	178,565	187,014	251,876
Depreciation & Amortisation	116,658	107,949	88,360	338,139	256,861	347,777
Other Expenditure	14,945	15,358	14,856	45,024	39,921	55,414
TOTAL EXPENDITURE	572,396	543,124	498,877	1,675,295	1,463,340	1,993,088
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	88,910	89,202	58,981	272,214	176,287	252,677
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	88,910	89,202	58,981	272,214	176,287	252,677
Finance and Treasury Charges (Net)	15,750	19,490	24,162	57,346	72,501	94,945
PROFIT BEFORE TAX	73,160	69,712	34,819	214,868	103,786	157,732
Provision for Taxation (Net of MAT credit)	26,387	24,951	11,962	77,063	33,511	56,639
NET PROFIT AFTER TAX	46,773	44,761	22,857	137,805	70,275	101,093
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,817	331,698	331,191	331,817	331,191	331,432
Reserves excluding Revaluation Reserve						1,098,904
Earnings Per Share for the period (₹)						
- Basic	1.41	1.35	0.69	4.16	2.12	3.05
- Diluted	1.41	1.35	0.69	4.15	2.12	3.05
Part II - Select Information for the quarter and nine months ended 31-December-2013						
A. Particulars of Share Holding						
1. Public Shareholding						
-Number of Shares	1,797,486,166	1,796,298,989	1,791,229,773	1,797,486,166	1,791,229,773	1,793,642,719
-Percentage of Shareholdings	54.17%	54.15%	54.08%	54.17%	54.08%	54.12%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.83%	45.85%	45.92%	45.83%	45.92%	45.88%
B. Investor Complaints						
Quarter ended 31-December-13						
Pending at the beginning of the quarter	0					
Received during the quarter	127					
Disposed off during the quarter	127					
Remaining unresolved at the end of the quarter	0					





IDEA CELLULAR LIMITED
 Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2013

Segmental Reporting						₹ Lacs
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-13 Unaudited	30-Sep-13 Unaudited	31-Dec-12 Unaudited	31-Dec-13 Unaudited	31-Dec-12 Unaudited	31-Mar-13 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	653,623	623,101	547,618	1,921,496	1,619,543	2,214,796
International Long Distance	10,367	11,875	11,376	34,288	27,356	38,308
Passive Infrastructure	61,820	61,074	64,695	184,232	173,440	234,874
Total	725,810	696,050	623,689	2,140,016	1,820,339	2,487,978
Less: Inter Segment Eliminations	(65,040)	(64,532)	(66,473)	(194,291)	(182,291)	(247,234)
Net Sales / Income from Operations	660,770	631,518	557,216	1,945,725	1,638,048	2,240,744
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	72,713	72,830	47,721	223,387	143,099	207,790
International Long Distance	1,296	2,419	1,196	5,992	2,773	3,655
Passive Infrastructure	14,901	13,953	10,064	42,835	30,415	41,232
Profit before Finance Charges and Tax	88,910	89,202	58,981	272,214	176,287	252,677
Less: Finance & Treasury Charges (Net)	15,750	19,490	24,162	57,346	72,501	94,945
Profit before tax	73,160	69,712	34,819	214,868	103,786	157,732
Capital Employed (Segment Assets - Segment Liabilities)						
Mobility	2,217,408	2,220,107	2,301,230	2,217,408	2,301,230	2,340,523
International Long Distance	988	2,249	1,774	988	1,774	2,604
Passive Infrastructure	354,212	358,109	323,167	354,212	323,167	310,850
Unallocated	534,883	490,309	367,764	534,883	367,764	292,733
Total	3,107,491	3,070,774	2,993,935	3,107,491	2,993,935	2,946,710



Notes

1. The above unaudited consolidated financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 27th January 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The consolidated financial results have been prepared in accordance with Accounting Standard – 21 on "Consolidated Financial Statements" and Accounting Standard – 27 on "Financial Reporting of Interests in Joint Ventures". Financial results of the following subsidiaries viz. Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited, Idea Mobile Commerce Services Limited and Aditya Birla Telecom Limited (ABTL) & its Joint Venture Indus Towers Limited, have been consolidated.
3. On 8th January 2013, Department of Telecommunications (DoT) issued demand notices towards one time spectrum charges:
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company therefore, petitioned the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing.

4. Pursuant to amalgamation of erstwhile Spice Communications Limited (Spice) with the Company, the division bench of Hon'ble High Court of Delhi, vide its various orders passed in 2012, had directed DoT to take a final decision on transfer of licenses. On 29th November 2013, DoT issued a communication demanding ₹ 60,000 Lacs for alleged violations of license terms & conditions and merger & acquisition guidelines in connection with amalgamation of Spice and agreeing to take on record the transfer of licenses provided the company pays this demand and dues including one time spectrum charges. The Company aggrieved by the said demand has approached the Hon'ble TDSAT as also on seeking direction for transfer of licenses. Vide its order dated 10th December 2013, Hon'ble TDSAT restrained DoT from taking any coercive action in the matter and scheduled the next date of hearing for 26th February 2014.
5. Unaudited financial results of Idea Cellular Limited (Standalone) :-

₹ Lacs

Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-13 Unaudited	30-Sep-13 Unaudited	31-Dec-12 Unaudited	31-Dec-13 Unaudited	31-Dec-12 Unaudited	31-Mar-13 Audited
Total Revenues	652,364	623,480	546,740	1,922,937	1,612,141	2,208,687
Profit before Tax	61,844	58,944	28,079	183,564	83,452	128,864
Net Profit after Tax	39,323	38,736	18,269	118,497	56,410	81,826

6. Previous periods' figures have been regrouped and rearranged wherever necessary.

For and on behalf of the Board of Directors of
IDEA CELLULAR LIMITED

Himanshu Kapania
Himanshu Kapania
Managing Director

Date : 27th January 2014
Place : Mumbai



Deloitte Haskins & Sells LLP

Chartered Accountants
Indiabulls Finance Centre
Tower 3, 27th - 32nd Floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai - 400 013
Maharashtra, India

INDEPENDENT AUDITORS' REVIEW REPORT TO THE BOARD OF DIRECTORS OF IDEA CELLULAR LIMITED

Tel: +91 (022) 6185 4000
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1. We have reviewed the accompanying statement of "Unaudited Financial Results for the quarter and nine months ended 31-December-2013" ("the Statement") of **Idea Cellular Limited** ("the Company") for the quarter and nine months ended 31st December 2013, being submitted by the Company pursuant to Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 6 below. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity', issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
3. Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the Accounting Standards notified under the Companies Act, 1956 (which continue to be applicable in respect of Section 133 of the Companies Act, 2013 in terms of General Circular 15/2013 dated 13 September 2013 of the Ministry of Corporate Affairs) and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the Stock Exchanges, including the manner in which it is to be disclosed, or that it contains any material misstatement.
4. We draw attention to Note 2 to the Statement. The Department of Telecommunications (DoT) has issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 Lakhs and beyond 4.4 Mhz for period from 1st January 2013 till the expiry of the license amounting to Rs. 174,437 Lakhs in the respective telecom service areas. In the opinion of the Company, inter-alia, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore filed a petition before the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by Company in the Hon'ble High Court of Bombay and therefore no effect for the one time spectrum charges has been given in the Statement. Our conclusion is not qualified in respect of this matter.

5. We draw attention to Note 3 to the Statement. The Division Bench of the Hon'ble High Court of Delhi on 13th July 2012 reaffirmed High Court Order dated 5th February 2010 and 4th July 2011

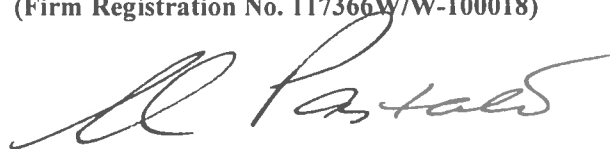
sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Division Bench of the Hon'ble High Court of Delhi also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

On 29th November 2013, DoT issued a demand notice for Rs. 60,000 Lakhs on account of alleged violations of license conditions and informed that the transfer of licenses will be taken on record if the Company pays all pending dues including the aforesaid demand and one time spectrum charges. The Company aggrieved by the said demand notice approached the Hon'ble TDSAT, which restrained DoT from taking any coercive action in the matter and has scheduled the next date of hearing for 26th February 2014.

The impact, if any, on the Company is dependent upon the outcome of the petition filed by Company with the Hon'ble TDSAT and therefore no effect for the demand has been given in the Statement. Our conclusion is not qualified in respect of this matter.

6. Further, we also report that we have traced the number of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding and the number of shares as well as the percentage of shares pledged / encumbered and non-encumbered in respect of the aggregate amount of promoter and promoter group shareholding in terms of Clause 35 of the Listing Agreements and the particulars relating to investor complaints disclosed in Part II - Select Information for the quarter ended 31st December 2013, from the details furnished by the Management and the Registrars respectively.

For **DELOITTE HASKINS & SELLS LLP**
Chartered Accountants
(Firm Registration No. 117366W/W-100018)



Khurshed Pastakia
Partner
(Membership No: 31544)

Mumbai: 27th January 2014

10/14

IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the quarter and nine months ended 31-December-2013 (₹ in Lacs, except per share data)						
Part I						
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-13 Unaudited	30-Sep-13 Unaudited	31-Dec-12 Unaudited	31-Dec-13 Unaudited	31-Dec-12 Unaudited	31-Mar-13 Audited
Net Sales / Income from Operations	652,094	623,324	546,168	1,922,398	1,610,998	2,204,343
Other Operating Income	270	156	572	539	1,143	4,344
TOTAL REVENUE	652,364	623,480	546,740	1,922,937	1,612,141	2,208,687
Personnel Expenditure	30,607	31,051	24,268	88,892	74,135	100,383
Network Expenses & IT Outsourcing Cost	188,899	182,278	160,961	549,604	471,026	635,520
Licence & WPC Charges	72,323	69,590	58,972	216,558	175,616	247,525
Roaming & Access Charges	100,895	95,634	101,825	306,042	293,756	401,453
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	65,528	58,939	61,328	184,505	191,162	258,599
Depreciation & Amortisation	105,818	97,213	77,879	306,161	225,492	305,436
Other Expenditure	14,336	14,161	12,935	41,650	35,446	49,562
TOTAL EXPENDITURE	578,406	548,866	498,168	1,693,412	1,466,633	1,998,478
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	73,958	74,614	48,572	229,525	145,508	210,209
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	73,958	74,614	48,572	229,525	145,508	210,209
Finance and Treasury Charges (Net)	12,114	15,670	20,493	45,961	62,056	81,345
PROFIT BEFORE TAX	61,844	58,944	28,079	183,564	83,452	128,864
Provision for Taxation (Net of MAT credit)	22,521	20,208	9,810	65,067	27,042	47,038
NET PROFIT AFTER TAX	39,323	38,736	18,269	118,497	56,410	81,826
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,817	331,698	331,191	331,817	331,191	331,432
Reserves excluding Revaluation Reserve						1,070,558
Earnings Per Share for the period (₹)						
- Basic	1.19	1.17	0.55	3.57	1.70	2.47
- Diluted	1.18	1.17	0.55	3.57	1.70	2.47
Part II - Select Information for the quarter and nine months ended 31-December-2013						
A. Particulars of Share Holding						
1. Public Shareholding						
- Number of Shares	1,797,486,166	1,796,298,989	1,791,229,773	1,797,486,166	1,791,229,773	1,793,642,719
- Percentage of Shareholdings	54.17%	54.15%	54.08%	54.17%	54.08%	54.12%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.83%	45.85%	45.92%	45.83%	45.92%	45.88%
B. Investor Complaints						
Quarter Ended 31-December-13						
Pending at the beginning of the quarter	0					
Received during the quarter	127					
Disposed off during the quarter	127					
Remaining unresolved at the end of the quarter	0					



11/14



IDEA CELLULAR LIMITED
 Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Financial Results for the quarter and nine months ended 31-December-2013

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-13 Unaudited	30-Sep-13 Unaudited	31-Dec-12 Unaudited	31-Dec-13 Unaudited	31-Dec-12 Unaudited	31-Mar-13 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	647,370	617,454	540,790	1,905,445	1,599,841	2,188,148
International Long Distance	10,367	11,875	11,376	34,288	27,356	38,308
Total	657,737	629,329	552,166	1,939,733	1,627,197	2,226,456
Less: Inter Segment Eliminations	(5,643)	(6,005)	(5,998)	(17,335)	(16,199)	(22,113)
Net sales / Income from operations	652,094	623,324	546,168	1,922,398	1,610,998	2,204,343
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	72,662	72,195	47,376	223,533	142,735	206,554
International Long Distance	1,296	2,419	1,196	5,992	2,773	3,655
Profit before Finance Charges and Tax	73,958	74,614	48,572	229,525	145,508	210,209
Less: Finance & Treasury Charges (Net)	12,114	15,670	20,493	45,961	62,056	81,345
Profit before tax	61,844	58,944	28,079	183,564	83,452	128,864
Capital Employed (Segment assets - Segment liabilities)						
Mobility	2,235,150	2,236,655	2,332,726	2,235,150	2,332,726	2,373,294
International Long Distance	988	2,249	1,774	988	1,774	2,604
Unallocated	623,527	588,196	508,397	623,527	508,397	423,218
Total	2,859,665	2,827,100	2,842,897	2,859,665	2,842,897	2,799,116



Notes

1. The above unaudited financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 27th January 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. On 8th January 2013, Department of Telecommunications (DoT) issued demand notices towards one time spectrum charges:
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company therefore, petitioned the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing.
3. Pursuant to amalgamation of erstwhile Spice Communications Limited (Spice) with the Company, the division bench of Hon'ble High Court of Delhi, vide its various orders passed in 2012, had directed DoT to take a final decision on transfer of licenses. On 29th November 2013, DoT issued a communication demanding ₹ 60,000 Lacs for alleged violations of license terms & conditions and merger & acquisition guidelines in connection with amalgamation of Spice and agreeing to take on record the transfer of licenses provided the company pays this demand and dues including one time spectrum charges. The Company aggrieved by the said demand has approached the Hon'ble TDSAT as also on seeking direction for transfer of licenses. Vide its order dated 10th December 2013, Hon'ble TDSAT restrained DoT from taking any coercive action in the matter and scheduled the next date of hearing for 26th February 2014.
4. Previous periods' figures have been regrouped and rearranged wherever necessary.

For and on behalf of the Board of Directors of
IDEA CELLULAR LIMITED

Himanshu Kapania
Himanshu Kapania
Managing Director

Date : 27th January 2014
Place : Mumbai



[Media Release]

Mumbai – January 27, 2014

Idea Cellular announces un-audited results for the Third Quarter (Q3) and Nine Months ended December 31, 2013

Highlights – Q3 FY14

- Idea – Standalone¹ – Revenue Rs. 66,105mn, EBITDA Rs. 18,135mn, PAT Rs. 3,981mn
- Idea – Consolidated² – Revenue Rs. 66,131mn, EBITDA Rs. 20,557mn, PAT Rs. 4,677mn

	Idea Standalone ¹				Idea Consolidated ²			
	Q3FY14	Q2FY14	YTD Q3FY14	YTD Q3FY13	Q3FY14	Q2FY14	YTD Q3FY14	YTD Q3FY13
Revenue - Established Service Areas ³	62,779	59,853	184,597	145,187				
Revenue - New Service Areas ⁴	3,326	3,317	10,033	19,810				
Total Revenue	66,105	63,170	194,630	164,997	66,131	63,233	194,751	163,962
EBITDA - Established Service Areas ³	19,716	18,689	58,155	43,919				
EBITDA - New Service Areas ⁴	(1,581)	(1,259)	(4,154)	(5,241)				
Total EBITDA	18,135	17,430	54,001	38,677	20,557	19,715	61,035	43,315
EBITDA% - Established Service Areas ³	31.4%	31.2%	31.5%	30.2%				
EBITDA% - New Service Areas ⁴	-47.5%	-37.9%	-41.4%	-26.5%				
Total EBITDA%	27.4%	27.6%	27.7%	23.4%	31.1%	31.2%	31.3%	26.4%
Depreciation & Amortisation	10,671	9,811	30,888	23,757	11,666	10,795	33,814	25,686
EBIT	7,465	7,619	23,113	14,921	8,891	8,920	27,221	17,629
Interest and Financing Cost (Net)	1,213	1,575	4,621	6,257	1,575	1,949	5,735	7,250
Dividend from Indus	-	-	838	1,543	-	-	-	-
PBT	6,251	6,044	19,331	10,206	7,316	6,971	21,486	10,379
PAT	3,981	3,984	12,794	7,411	4,677	4,476	13,780	7,028
Cash Profit ⁵	15,663	14,555	47,656	33,901	17,435	16,164	51,864	35,521

Note: Mumbai and Bihar service areas have been included in Established Service Areas from Q1FY14, previous quarters figures have not been restated.

Continuing with its long term trajectory of expanding market share, Idea Q3FY14 standalone revenue grew by 17.8% from Rs. 56,135 million (Q3FY13) to Rs. 66,105 million (Q3FY14) on back of 9.4% annual growth in 'Total Minutes of Use' and 107.6% in data volume.

Consumer preference for brand Idea continues to rise as company added 18 million incremental subscribers (on VLR) in calendar year 2013, now serving 129 million subscribers. Idea supported its consumer centricity vision by launching highest ever 18,297 new sites (2G+3G) during calendar year 2013 expanding Idea presence to over 344,000 towns and villages. The company maintains its enviable 5 years track record of 'fastest growing Indian mobile operator' with 'VLR Subscriber Market Share' @ 16.7% and 'Revenue Market Share' @ 15.8% in Q2FY14, an improvement of over 1% in last one year. The quality of Idea subscribers improved as ARPU increased to Rs. 169 (v/s Rs. 158 in Q3FY13) and subscriber churn fell by 1.2% to 5.6% (v/s Q3FY13).

In spite of higher network expansion and inflationary pressures, Idea continued its record of sharp YoY EBITDA growth @ 37.7%. During 2013, the company improved its EBITDA margin by 4.0% to 27.4% mainly on the strength of improved rate realisation (ARPM), cost optimisation and scale benefits.

The 'Value Added Services' (VAS) contribution increased to 16.1% of 'Service Revenue' (14.6% in Q3FY13), despite steep decline in 'Non Data VAS' service contribution from 8.9% (Q3FY13) to 6.6% in Q3FY14. The higher 'Mobile Data'



adoption has primarily led to VAS growth with Data revenue as % of 'Service Revenue' improving by 3.8% to 9.5% in last one year.

From this quarter, Company eliminated incidental data users reporting; thereby overall mobile data users base has fallen to 25.5 million (2G+3G), but the mobile data ARPU has improved to Rs. 91 in Q3FY14 (v/s Rs. 52 in Q3FY13). The blended mobile data usage per user grew to 309 MB (2G+3G) as total data volume exploded @ 107.6% to 20.8 bn MB in Q3FY14 (v/s 10.0 bn MB in FY13). However, with a grim battle for data supremacy, the 'Average Realised Rate per MB' (ARMB) fell sharply by 1.3 paisa from 31.0p/MB (Q3FY13) to 29.6p/MB (Q3FY14).

The company added 4.6 million new 3G users during 2013 with 3G EoP user base (Voice and/ Data) now at 8.7 million. The 3G user mobile data ARPU is steady at Rs.112 per month.

The double bottom line drivers of Voice and Data business helped Idea more than double its 'Profit After Tax' (PAT) from Rs. 1,911 million in Q3FY13 to Rs. 3,981 million in Q3FY14. The Cash Profit for the company remained healthy at Rs. 15,663 million a growth of 41.3% over Q3FY13, helping reduce Net Debt by Rs. 27,364 million during 2013 to Rs. 89,458 million.

At Consolidated level, including Indus 16% contribution, Idea revenue has grown by 18.5% on YoY basis and Consolidated EBITDA by 39.5%. The Consolidated EBITDA margin on YoY basis has improved by 4.7% to 31.1% in Q3FY14. The Consolidated Idea PAT at Rs. 4,677 million, including Rs. 696 million Indus contribution grew by 104.6% compared to Q3FY13 PAT at Rs. 2,286 million.

The growing consumer demand and brand affinity, expanding infrastructure and strong cash flows of Idea reaffirms company ability to remain on course with its stated mission of consistent, competitive, responsible and profitable growth and meet all volatile, uncertain, complex and ambiguous developments, as it consolidates its market standing both in mobile voice and data market.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Joint Venture i.e. Indus.
2. Idea Consolidated represents Idea Standalone and proportionate consolidation of Indus (@16%).
3. 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 Established Service Areas were 13, not including Mumbai and Bihar
4. 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.
5. Cash Profit is calculated as summation of PAT, Depreciation & Amortisation, charge on account of ESOPs and Deferred tax, for the relevant period.
6. Figures for past periods have been regrouped, wherever necessary.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 15.8% (Q2FY14). Idea is listed on the National Stock Exchange (NSE), and the Bombay Stock Exchange (BSE) in India. Idea is part of the Aditya Birla Group, India's first truly multinational group. The group operates more than 30 countries, is anchored by an extraordinary force of over 136,000 employees belonging to 42 nationalities, and derives over 50% of its revenues from operations outside India.