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ADITYA BIRLA



July 23, 2012

**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 Sir,

**Sub: Publication of Un-audited Results for the first quarter ended
30th June, 2012 (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 first quarter ended 30th June, 2012 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 just concluded meeting.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited

A handwritten signature in black ink, appearing to read "Pankaj Kapdeo", written over a horizontal line.

**Pankaj Kapdeo
Company Secretary**

Encl: As above



Idea Cellular Ltd,
5th Floor "Windsor", Off C.S.T. Road, Kalina,
Santacruz (East), Mumbai 400 098, India

Telephone: + 91 95940 04000
Fax + 91 95940 03182

Website www.ideacellular.com
E mail info@idea.adityabirla.com

LIMITED REVIEW REPORT

The Board of Directors,
Idea Cellular Limited

1. We have reviewed the accompanying statement of "Unaudited Financial Results for the Quarter ended 30-June-2012" (the Statement) of **Idea Cellular Limited** ("the Company") for the quarter ended June 30, 2012. 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 provide less assurance than an audit. We have not performed an audit and accordingly we do not express an opinion.
3. As explained in Note 2 to the statements, the Hon'ble Supreme Court of India, vide judgment dated February 02, 2012 has quashed the Press Release dated January 10, 2008 issued by the Department of Telecommunications (DoT) and consequent grant of licenses. The company and erstwhile Spice have been issued 9 and 4 licenses respectively in January 2008 which have been cancelled due to the above mentioned order of the Hon'ble Supreme Court.

Of the 13 licenses, 7 licenses are being operated by the Company and balance 6 overlapping licenses have been impaired in previous financial years. Vide a further order dated April 24, 2012 the Supreme Court has allowed the affected license holders to operate these licenses upto September 07, 2012.

The impact, if any, on the operations of the Company in the said service areas and on the carrying values of the licenses amounting to Rs. 27,333 Lakhs, is dependent upon the outcome of the auction.

4. As explained in Note 3 to the statements, the Appellate Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 4, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Appellate Bench of the Hon'ble High Court of Delhi has also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation within a period of three months and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to TDSAT for resolution.

The impact, if any, on Company is dependent upon the steps taken by DOT in this regard.



Deloitte Haskins & Sells

5. Read with our comments in Para 3 and 4 above and based on our review, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with Accounting Standards referred to in Section 211 (3C) of the Companies Act, 1956 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. Further, we also report that we have traced the number of shares as well as the percentage of shareholdings in respect of the aggregate amount of public shareholdings 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 from the details furnished by the Management and the particulars relating to the undisputed investor complaints from the details furnished by the Registrars.

For Deloitte Haskins & Sells
Chartered Accountants
(Registration No. 117 366W)

Hemant M Joshi
Partner
Membership No: 38019
Mumbai: July 23, 2012

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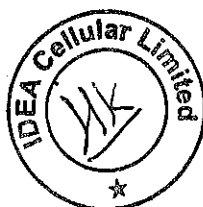
Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011

Unaudited Financial Results for the Quarter ended 30-June-2012

(₹ in Lacs, except per share data)

Particulars	Quarter ended			Year ended
	30-Jun-12 Unaudited	31-Mar-12 Audited	30-Jun-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	542,643	527,299	447,968	1,927,532
Other Operating Income	101	2,163	443	4,701
TOTAL REVENUE	542,744	529,462	448,411	1,932,233
Personnel Expenditure	24,678	23,002	18,942	85,883
Network Expenses & IT Outsourcing Cost	154,032	146,356	137,167	565,925
Licence & WPC Charges	60,171	73,726	51,161	232,318
Roaming & Access Charges	96,869	91,436	73,214	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	72,587	69,624	56,338	247,515
Depreciation & Amortisation	72,836	68,130	59,606	256,277
Other Expenditure	10,771	9,772	9,898	41,320
TOTAL EXPENDITURE	491,944	482,046	406,326	1,757,226
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	50,800	47,416	42,085	175,007
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	50,800	47,416	42,085	175,007
Finance and Treasury Charges (Net)	23,667	19,539	20,618	90,781
PROFIT BEFORE TAX	27,133	27,877	21,467	84,226
Provision for Taxation (Net of MAT credit)	8,137	8,879	6,494	26,572
NET PROFIT AFTER TAX	18,996	18,998	14,973	57,654
Paid up Equity Share Capital (Face value ₹ 10 per share)	330,975	330,885	330,376	330,885
Reserves excluding Revaluation Reserve				962,569
Earnings Per Share for the period (₹)				
- Basic	0.57	0.57	0.45	1.74
- Diluted	0.57	0.57	0.45	1.74
Public Shareholding				
- Number of Shares	1,789,071,837	1,788,166,063	1,783,077,609	1,788,166,063
- Percentage of Shareholdings	54.05%	54.04%	53.97%	54.04%
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%
- Percentage of shares (as a % of the total share capital of the Company)	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
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.95%	45.96%	46.03%	45.96%
Investor Complaints	Quarter Ended 30-June-12			
Pending at the beginning of the quarter	2			
Received during the quarter	68			
Disposed of during the quarter	70			
Remaining unresolved at the end of the quarter	0			



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Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Financial Results for the Quarter ended 30-June-2012

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Year ended
	30-Jun-12	31-Mar-12	30-Jun-11	31-Mar-12
	Unaudited	Audited	Unaudited	Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	540,389	525,859	446,388	1,922,251
International Long Distance	7,131	6,922	6,459	25,908
Total	547,520	532,781	452,847	1,948,159
Less: Inter Segment Eliminations	(4,877)	(5,482)	(4,879)	(20,627)
Net sales / Income from operations	542,643	527,299	447,968	1,927,532
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	50,053	46,830	41,421	172,884
International Long Distance	747	586	664	2,123
Profit before Finance Charges and Tax	50,800	47,416	42,085	175,007
Less: Finance & Treasury Charges (Net)	23,667	19,539	20,618	90,781
Profit before tax	27,133	27,877	21,467	84,226
Capital Employed				
(Segment assets - Segment liabilities)				
Mobility	2,186,893		2,037,144	2,234,439
International Long Distance	1,788		1,967	2,307
Unallocated	347,171		287,685	321,547
Total	2,535,852		2,326,796	2,558,293



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 23rd July 2012. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the Department of Telecommunications and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 24th April 2012, the Hon'ble Supreme Court, further extended the timeline till 7th September, 2012 for grant of license and allocation of spectrum in 2G band by auction as was done for allocation of spectrum in 3G band and directed the DoT to ensure that the auction process is completed on or before 31st August, 2012. The Company is committed to take all necessary steps to safeguard its interests in this matter. As the impact, if any, on the operations in the said seven service areas and on the carrying values of these licenses as on 30th June 2012 amounting to Rs. 27,333 Lacs is dependent upon the outcome of the auction, operations in these seven service areas continue as it is and accordingly the financial results include the operational results of these service areas on a going concern basis.
3. The erstwhile Spice Communications Limited (Spice) was amalgamated with the Company effective 1st March 2010. Pursuant to an application filed by the DoT before Hon'ble Delhi High Court for recall of the said amalgamation, the judgment dated 4th July 2011, while rejecting the DoT's plea for recall of the amalgamation, had inter alia transferred to & vested in the DoT, six licenses granted to erstwhile Spice (including the two operational licenses for Punjab & Karnataka service areas). The Company had preferred an Appeal before the Appellate Bench of the Hon'ble High Court of Delhi (the Bench) against the said order of 4th July 2011. While pronouncing its judgment on 13th July 2012, the Bench has modified the said order dated 4th July 2011 by omitting the direction which had transferred to and vested in the DoT the aforesaid six licenses with a fresh direction to the DoT to decide on transfer of licenses with in a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution.
4. Previous period's figures have been regrouped and rearranged wherever necessary.

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

Date : 23rd July 2012
 Place : Mumbai

Himanshu Kapania
Himanshu Kapania
 Managing Director



LIMITED REVIEW REPORT ON CONSOLIDATED FINANCIAL RESULTS

The Board of Directors,
Idea Cellular Limited

1. We have reviewed the accompanying statement of "Unaudited Consolidated Financial Results for the Quarter ended 30-June-2012" (the Statement) of **Idea Cellular Limited** ("the Company"), **its subsidiaries and joint venture** (collectively referred as "the Group") for the quarter ended June 30, 2012. 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 provide less assurance than an audit. We have not performed an audit and, accordingly, we do not express an 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. Idea Cellular Towers Infrastructure Limited (100% subsidiary of ABTL)
 - h. Indus Towers Limited (Joint Venture of ABTL)
4. As explained in Note 3 to the statements, the Hon'ble Supreme Court of India, vide judgment dated February 02, 2012 has quashed the Press Release dated January 10, 2008 issued by the Department of Telecommunications (DoT) and consequent grant of licenses. The company and erstwhile Spice have been issued 9 and 4 licenses respectively in January 2008 which have been cancelled due to the above mentioned order of the Hon'ble Supreme Court.

Of the 13 licenses, 7 licenses are being operated by the Company and balance 6 overlapping licenses have been impaired in previous financial years. Vide a further order dated April 24, 2012 the Supreme Court has allowed the affected license holders to operate these licenses upto September 07, 2012.



Deloitte Haskins & Sells

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The impact, if any, on the operations of the Company in the said service areas and on the carrying values of the licenses amounting to Rs. 27,333 Lakhs, is dependent upon the outcome of the auction.

5. As explained in Note 4 to the statements, the Appellate Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 4, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Appellate Bench of the Hon'ble High Court of Delhi has also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation within a period of three months and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to TDSAT for resolution.

The impact, if any, on Company is dependent upon the steps taken by DOT in this regard.

6. We did not review the financial results of Indus Towers Limited, whose financial results reflect the Group's share of Income from operations of Rs. 49,462 lakhs and profit after tax of Rs. 3,278 lakhs for the quarter ended June 30, 2012. These financial results and other financial information have been audited by another auditor whose report has been furnished to us, and our report on the quarterly financial results, to the extent they have been derived from such interim financial statements is based solely on the report of such another auditor.
7. Read with our comments in Para 4, 5 and 6 above and based on our review, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with Accounting Standards referred to in Section 211 (3C) of the Companies Act, 1956 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.
8. Further, we also report that we have traced the number of shares as well as the percentage of shareholdings in respect of the aggregate amount of public shareholdings 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 from the details furnished by the Management and the particulars relating to the undisputed investor complaints from the details furnished by the Registrars.

For Deloitte Haskins & Sells
Chartered Accountants
(Registration No. 117 366W)

Hemant M Joshi
Partner
Membership No. 38019

Mumbai: July 23rd, 2012

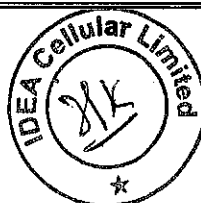
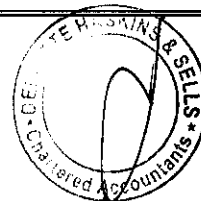
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Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Consolidated Financial Results for the quarter ended 30-June-2012

(₹ Lacs, except per share data)

Particulars	Quarter Ended			Year Ended
	30-Jun-12 Unaudited	31-Mar-12 Audited	30-Jun-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	550,149	534,466	451,583	1,948,868
Other Operating Income	220	2,503	489	5,248
TOTAL REVENUE	550,369	536,969	452,072	1,954,116
Cost of Trading Goods	5,320	5,304	1,869	14,137
Personnel Expenditure	27,401	25,479	21,104	94,992
Network Expense & IT Outsourcing Cost	134,055	125,792	117,826	486,084
Licence & WPC Charges	60,171	73,726	51,161	232,318
Roaming & Access Charges	96,869	91,436	73,214	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	71,014	68,052	54,920	241,502
Depreciation & Amortisation	83,246	78,438	70,261	298,134
Other Expenditure	11,985	11,469	11,578	47,861
TOTAL EXPENDITURE	490,061	479,696	401,933	1,743,016
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	60,308	57,273	50,139	211,100
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	60,308	57,273	50,139	211,100
Finance and Treasury Charges (Net)	26,701	22,747	24,634	105,573
PROFIT BEFORE TAX	33,607	34,526	25,505	105,527
Provision for Taxation (Net of MAT credit)	10,193	10,628	7,779	33,228
NET PROFIT AFTER TAX	23,414	23,898	17,726	72,299
Paid up Equity Share Capital (Face value ₹ 10 per share)	330,975	330,885	330,376	330,885
Reserves excluding Revaluation Reserve				973,945
Earnings Per Share for the period (₹)				
- Basic	0.71	0.72	0.54	2.19
- Diluted	0.71	0.72	0.54	2.18
Public Shareholding				
-Number of Shares	1,789,071,837	1,788,166,063	1,783,077,609	1,788,166,063
-Percentage of Shareholdings	54.05%	54.04%	53.97%	54.04%
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%
- Percentage of shares (as a % of the total share capital of the Company)	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
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.95%	45.96%	46.03%	45.96%
Investor Complaints	Quarter Ended 30-June-12			
Pending at the beginning of the quarter	2			
Received during the quarter	68			
Disposed of during the quarter	70			
Remaining unresolved at the end of the quarter	0			



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Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Consolidated Financial Results for the quarter ended 30-June-2012

Segmental Reporting

₹ In Lacs

Particulars	Quarter Ended			Year Ended
	30-Jun-12 Unaudited	31-Mar-12 Audited	30-Jun-11 Unaudited	31-Mar-12 Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	546,289	531,462	448,431	1,937,301
International Long Distance	7,131	6,922	6,459	25,908
Passive Infrastructure	52,723	35,750	33,445	137,596
Total	606,143	574,134	488,335	2,100,805
Less: Inter Segment Eliminations	(55,994)	(39,668)	(36,752)	(151,937)
Net Sales / Income from Operations	550,149	534,466	451,583	1,948,868
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	50,130	46,766	41,416	172,994
International Long Distance	747	586	664	2,123
Passive Infrastructure	9,431	9,921	8,059	35,983
Profit before Finance Charges and Tax	60,308	57,273	50,139	211,100
Less: Finance & Treasury Charges (Net)	26,701	22,747	24,634	105,573
Profit before tax	33,607	34,526	25,505	105,527
Capital Employed (Segment Assets - Segment Liabilities)				
Mobility	2,188,631		2,037,324	2,234,609
International Long Distance	1,788		1,967	2,307
Passive Infrastructure	298,603		325,171	307,892
Unallocated	196,440		119,138	156,661
Total	2,685,462		2,483,600	2,701,469



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 23rd July 2012. 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. Aditya Birla Telecom Limited (ABTL) (including its subsidiary Idea Cellular Towers Infrastructure Limited (ICTIL) and its Joint Venture Indus Towers Limited), Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited and Idea Mobile Commerce Services Limited have been consolidated.
3. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the Department of Telecommunications and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 24th April 2012, the Hon'ble Supreme Court, further extended the timeline till 7th September, 2012 for grant of license and allocation of spectrum in 2G band by auction as was done for allocation of spectrum in 3G band and directed the DoT to ensure that the auction process is completed on or before 31st August, 2012. The Company is committed to take all necessary steps to safeguard its interests in this matter. As the impact, if any, on the operations in the said seven service areas and on the carrying values of these licenses as on 30th June 2012 amounting to Rs. 27,333 Lacs is dependent upon the outcome of the auction, operations in these seven service areas continue as it is and accordingly the financial results include the operational results of these service areas on a going concern basis.
4. The erstwhile Spice Communications Limited (Spice) was amalgamated with the Company effective 1st March 2010. Pursuant to an application filed by the DoT before Hon'ble Delhi High Court for recall of the said amalgamation, the judgment dated 4th July 2011, while rejecting the DoT's plea for recall of the amalgamation, had inter alia transferred to & vested in the DoT, six licenses granted to erstwhile Spice (including the two operational licenses for Punjab & Karnataka service areas). The Company had preferred an Appeal before the Appellate Bench of the Hon'ble High Court of Delhi (the Bench) against the said order of 4th July 2011. While pronouncing its judgment on 13th July 2012, the Bench has modified the said order dated 4th July 2011 by omitting the direction which had transferred to and vested in the DoT the aforesaid six licenses with a fresh direction to the DoT to decide on transfer of licenses with in a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution.

5. Unaudited financial results of Idea Cellular Limited (Standalone) :-

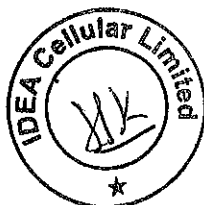
Particulars	₹ Lacs			
	Quarter ended		Year ended	
	30-Jun-12	31-Mar-12	30-Jun-11	31-Mar-12
	Unaudited	Audited	Unaudited	Audited
Total Revenues	542,744	529,462	448,411	1,932,233
Profit before Tax	27,133	27,877	21,467	84,226
Net Profit after Tax	18,996	18,998	14,973	57,654

6. ICTIL's scheme of arrangement for merger with Indus Towers Limited with an appointed date of 1st April 2009 is pending before the Hon'ble High Court of Delhi. Effects of the scheme on the consolidated financials will be given in the accounting period in which the scheme is sanctioned and made effective.
7. Previous period's figures have been regrouped and rearranged wherever necessary.

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

Date : 23rd July 2012
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director





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Media Release

Mumbai –July 23, 2012 Idea Cellular announces un-audited results for the First Quarter (Q1) ended June 30, 2012

Highlights – Q1 FY13

- Idea – Standalone¹ – Revenue Rs. 55,382 mn, EBITDA Rs. 12,889 mn, PAT Rs. 1,981 mn
- Idea – Consolidated² – Revenue Rs. 55,037 mn, EBITDA Rs. 14,355 mn, PAT Rs. 2,341 mn

	Idea Standalone ¹			Idea Consolidated ²		
	Q1FY13	Q4FY12	Q1FY12	Q1FY13	Q4FY12	Q1FY12
Revenue - Established Service Areas ³	48,814	47,784	40,746			
Revenue - New Service Areas ⁴	6,568	6,251	4,814			
Total Revenue	55,382	54,035	45,559	55,037	53,697	45,207
EBITDA - Established Service Areas ³	14,575	13,671	12,064			
EBITDA - New Service Areas ⁴	(1,687)	(1,601)	(1,397)			
Total EBITDA	12,889	12,070	10,666	14,355	13,571	12,040
EBITDA% - Established Service Areas ³	29.9%	28.6%	29.6%			
EBITDA% - New Service Areas ⁴	-25.7%	-25.6%	-29.0%			
Total EBITDA%	23.3%	22.3%	23.4%	26.1%	25.3%	26.6%
Depreciation & Amortisation	7,685	7,211	6,389	8,325	7,844	7,026
EBIT	5,203	4,860	4,278	6,031	5,728	5,014
Interest and Financing Cost (Net)	2,376	1,960	2,061	2,670	2,275	2,463
PBT	2,828	2,900	2,217	3,361	3,453	2,551
PAT	1,981	2,016	1,541	2,341	2,390	1,773
Cash Profit ⁵	10,502	10,135	8,609	11,522	11,203	9,580

Due to introduction of 'Telecom Consumer Protection Regulation' by TRAI w.e.f. March 22, 2012 and grim market battle for supremacy, Idea's strong revenue performance of last two quarters has slowed down on sequential quarterly basis to only 2.5% revenue growth. The above is primarily due to slide in 'Average Realisation Per Minute' (ARPM) by 2.3% to 41.2p in comparison to 42.2p in Q4FY12, suggesting the industry growth is likely to be muted in the first half of this financial year. The annual revenue growth for the company is 21.6% on standalone basis (Q1FY13 vs Q1FY12).

The long term business outlook for the company remains positive, with growing consumer affinity for brand Idea, now serving 117 million subscribers. The minutes' growth is stable @5.3% generating 131 billion minutes compared to 124 billion minutes in Q4FY12, strengthening Idea's minutes' market share. This volume expansion was supported by 3.1 million VLR subscriber additions during the quarter.

Over the last one year, the absolute EBITDA for the company on a standalone basis has grown by 20.8% to Rs. 12,889 million from Rs. 10,666 million in Q1FY12.

With technology cycles becoming shorter, we have revised the useful life of certain fixed assets during the quarter, thereby increasing the depreciation charge by Rs. 480 million. Also the impact of sharp currency depreciation is reflected in interest and finance cost with a forex loss of Rs. 245 million in this quarter compared to a forex gain of Rs. 135 million in Q4FY12.



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Overall, the above has translated in standalone PAT at Rs. 1,981 million for the quarter, almost flat compared to last quarter PAT of Rs. 2,016 million.

Despite these challenges, the company is happy to improve last two quarters trend of Free Cash Flow (after Capex). This quarter Idea has generated Cash Profit of Rs. 10,502 mn, providing the company a strong hedge to respond to any uncertain regulatory interventions.

Further, the company is pleased to report that it has strengthened its competitive standing to 15% Revenue Market Share (RMS) in Q4FY12, an astounding improvement of 1.4% during last one year.

Idea continues to extend its MNP leadership with cumulative net gain of 3.5 mn customers (as on July 10, 2012) from other operators. The company's active 3G subscriber base has now expanded to 3.1 million, while it traversing its journey to extend high speed broadband coverage and introducing new exciting range of Idea branded smart phones. The company remains committed to grow share of 'Non-Voice Revenue' which now contributes to 14.5% of total service revenue.

The company is confident to overcome the current uncertain regulatory phase, emerge stronger, consolidate its position in the telecom voice market and participate aggressively in the evolving wireless broadband business.

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 13 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh East, Rajasthan and Himachal Pradesh, Punjab and Karnataka service areas.
4. New Service Areas represent 9 service areas of Mumbai, Bihar, Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and North East.
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.
7. The erstwhile Spice Communications Limited (Spice) was amalgamated with the Company effective 1st March 2010. Pursuant to an application filed by the DoT before Hon'ble Delhi High Court for recall of the said amalgamation, the judgment dated 4th July 2011, while rejecting the DoT's plea for recall of the amalgamation, had inter alia transferred to & vested in the DoT, six licenses granted to erstwhile Spice (including the two operational licenses for Punjab & Karnataka service areas). The Company had preferred an Appeal before the Appellate Bench of the Hon'ble High Court of Delhi (the Bench) against the said order of 4th July 2011. While pronouncing its judgment on 13th July 2012, the Bench has modified the said order dated 4th July 2011 by omitting the direction which had transferred to and vested in the DoT the aforesaid six licenses with a fresh direction to the DoT to decide on transfer of licenses within a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution.
8. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the DoT and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 24th April 2012, the Hon'ble Supreme Court, further extended the timeline till 7th September, 2012 for grant of license and allocation of spectrum in 2G band by auction as was done for allocation of spectrum in 3G band and directed the DoT to ensure that the auction process is completed on or before 31st August, 2012.



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About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 15.0% (Q4FY12). 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 in 36 countries, is anchored by an extraordinary force of over 133,000 employees belonging to 42 nationalities, and derives over 53% of its revenues from operations outside India.