



1/14

August 1, 2013

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, 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 first quarter ended 30th June, 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 just concluded meeting.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited

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

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

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-2013

Part I

(₹ Lacs, except per share data)

Particulars	Quarter Ended			Year Ended
	30-Jun-13 Unaudited	31-Mar-13 Audited (refer note 7)	30-Jun-12 Unaudited	31-Mar-13 Audited
Net Sales / Income from Operations	653,437	602,696	550,149	2,240,744
Other Operating Income	440	3,442	220	5,021
TOTAL REVENUE	653,877	606,138	550,369	2,245,765
Cost of Trading Goods	3,496	6,134	5,320	23,184
Personnel Expenditure	30,734	29,757	27,401	112,253
Network Expense & IT Outsourcing Cost	154,357	142,980	134,055	553,606
Licence & WPC Charges	74,645	71,909	60,171	247,525
Roaming & Access Charges	109,513	107,697	96,869	401,453
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	58,777	64,862	71,014	251,876
Depreciation & Amortisation	113,532	90,916	83,246	347,777
Other Expenditure	14,721	15,493	11,985	55,414
TOTAL EXPENDITURE	559,775	529,748	490,061	1,993,088
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	94,102	76,390	60,308	252,677
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	94,102	76,390	60,308	252,677
Finance and Treasury Charges (Net)	22,106	22,444	26,701	94,945
PROFIT BEFORE TAX	71,996	53,946	33,607	157,732
Provision for Taxation (Net of MAT credit)	25,725	23,128	10,193	56,639
NET PROFIT AFTER TAX	46,271	30,818	23,414	101,093
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,557	331,432	330,975	331,432
Reserves excluding Revaluation Reserve				1,098,904
Earnings Per Share for the period (₹)				
- Basic	1.40	0.93	0.71	3.05
- Diluted	1.39	0.93	0.71	3.05

Part II - Select Information for the quarter ended 30-June-2013

A. Particulars of Share Holding

1. Public Shareholding				
-Number of Shares	1,794,892,089	1,793,642,719	1,789,071,837	1,793,642,719
-Percentage of Shareholdings	54.14%	54.12%	54.05%	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%
- 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)	45.86%	45.88%	45.95%	45.88%

B. Investor Complaints

Quarter Ended 30-June-13

Pending at the beginning of the quarter	0
Received during the quarter	35
Disposed off during the quarter	35
Remaining unresolved at the end of the quarter	0



7/14



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-2013

Segmental Reporting

₹ Lacs

Particulars	Quarter Ended			Year Ended
	30-Jun-13 Unaudited	31-Mar-13 Audited (refer note 7)	30-Jun-12 Unaudited	31-Mar-13 Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	644,772	595,253	546,289	2,214,796
International Long Distance	12,046	10,952	7,131	38,308
Passive Infrastructure	61,338	61,434	52,723	234,874
Total	718,156	667,639	606,143	2,487,978
Less: Inter Segment Eliminations	(64,719)	(64,943)	(55,994)	(247,234)
Net Sales / Income from Operations	653,437	602,696	550,149	2,240,744
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	77,844	64,691	50,130	207,790
International Long Distance	2,277	882	747	3,655
Passive Infrastructure	13,981	10,817	9,431	41,232
Profit before Finance Charges and Tax	94,102	76,390	60,308	252,677
Less: Finance & Treasury Charges (Net)	22,106	22,444	26,701	94,945
Profit before tax	71,996	53,946	33,607	157,732
Capital Employed (Segment Assets - Segment Liabilities)				
Mobility	2,282,585	2,340,523	2,188,631	2,340,523
International Long Distance	1,996	2,604	1,788	2,604
Passive Infrastructure	366,677	310,850	298,603	310,850
Unallocated	395,221	292,733	196,440	292,733
Total	3,046,479	2,946,710	2,685,462	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 1st August 2013. 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, 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 amounts 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. In the matter of transfer of licenses pursuant to amalgamation of erstwhile Spice Communications Limited (Spice) with the Company, the division bench of Hon'ble High Court of Delhi, vide its order passed on 17th October, 2012 had given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses. Thereafter, DoT again filed another application, to further extend the period by three months. The said application of DoT was disposed off by Hon'ble Delhi High Court vide order dated 11th December 2012, wherein DoT was directed to convey the final decision by 5th January 2013. The final decision of the DoT in the matter is awaited.
5. Unaudited financial results of Idea Cellular Limited (Standalone) :-

Particulars	Quarter ended			Year ended
	30-Jun-13 Unaudited	31-Mar-13 Audited	30-Jun-12 Unaudited	31-Mar-13 Audited
Total Revenues	647,093	596,546	542,744	2,208,687
Profit before Tax	62,776	45,412	27,133	128,864
Net Profit after Tax	40,438	25,416	18,996	81,826

6. The scheme of arrangement for merger of Idea Cellular Towers Infrastructure Limited (erstwhile subsidiary of ABTL) and certain other companies with Indus Towers Limited (Indus) with an appointed date of 1st April 2009 was approved by the Hon'ble High Court of Delhi on 18th April 2013 and became effective on 11th June 2013 being the date of last filing of the certified copy of the judgment with the relevant Registrar of Companies. Pursuant to the Scheme, Indus has recorded assets of the transferor companies at their fair values and liabilities & reserves at their respective book values and the resultant difference has been credited to General Reserve, which is treated as free reserve. The Scheme also provides specified purposes for which this General Reserve can be utilised.

The group's share in General Reserve so created by Indus is ₹ 237,517 lacs and the utilization from this as referred above for the period upto 31st March 2013 and for the quarter ended 30th June 2013 is ₹ 39,064 lacs and ₹ 5,083 lacs respectively.

7. The financial results for the quarter ended 31st March 2013 are balancing figures between audited results for the full financial year and the published year to date figures upto the third quarter of the relevant financial year.
8. 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 : 1st August 2013
Place : Mumbai



Himanshu Kapania
Himanshu Kapania
Managing Director

3/14

<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the quarter ended 30-June-2013 </div>				
Part I (₹ in Lacs, except per share data)				
Particulars	Quarter ended			Year ended
	30-Jun-13 Unaudited	31-Mar-13 Audited (refer note 4)	30-Jun-12 Unaudited	31-Mar-13 Audited
Net Sales / Income from Operations	646,980	593,345	542,643	2,204,343
Other Operating Income	113	3,201	101	4,344
TOTAL REVENUE	647,093	596,546	542,744	2,208,687
Personnel Expenditure	27,234	26,248	24,678	100,383
Network Expenses & IT Outsourcing Cost	178,427	164,494	154,032	635,520
Licence & WPC Charges	74,645	71,909	60,171	247,525
Roaming & Access Charges	109,513	107,697	96,869	401,453
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	60,038	67,437	72,587	258,599
Depreciation & Amortisation	103,130	79,944	72,836	305,436
Other Expenditure	13,153	14,116	10,771	49,562
TOTAL EXPENDITURE	566,140	531,845	491,944	1,998,478
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	80,953	64,701	50,800	210,209
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	80,953	64,701	50,800	210,209
Finance and Treasury Charges (Net)	18,177	19,289	23,667	81,345
PROFIT BEFORE TAX	62,776	45,412	27,133	128,864
Provision for Taxation (Net of MAT credit)	22,338	19,996	8,137	47,038
NET PROFIT AFTER TAX	40,438	25,416	18,996	81,826
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,557	331,432	330,975	331,432
Reserves excluding Revaluation Reserve				1,070,558
Earnings Per Share for the period (₹)				
- Basic	1.22	0.77	0.57	2.47
- Diluted	1.22	0.77	0.57	2.47
Part II - Select Information for the quarter ended 30-June-2013				
A. Particulars of Share Holding				
1. Public Shareholding				
- Number of Shares	1,794,892,089	1,793,642,719	1,789,071,837	1,793,642,719
- Percentage of Shareholdings	54.14%	54.12%	54.05%	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%
- 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)	45.86%	45.88%	45.95%	45.88%
B. Investor Complaints				
	Quarter Ended 30-Jun-13			
Pending at the beginning of the quarter	0			
Received during the quarter	35			
Disposed off during the quarter	35			
Remaining unresolved at the end of the quarter	0			



!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-2013

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Year ended
	30-Jun-13 Unaudited	31-Mar-13 Audited (refer note 4)	30-Jun-12 Unaudited	31-Mar-13 Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	640,621	588,307	540,389	2,188,148
International Long Distance	12,046	10,952	7,131	38,308
Total	652,667	599,259	547,520	2,226,456
Less: Inter Segment Eliminations	(5,687)	(5,914)	(4,877)	(22,113)
Net sales / Income from operations	646,980	593,345	542,643	2,204,343
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	78,676	63,819	50,053	206,554
International Long Distance	2,277	882	747	3,655
Profit before Finance Charges and Tax	80,953	64,701	50,800	210,209
Less: Finance & Treasury Charges (Net)	18,177	19,289	23,667	81,345
Profit before tax	62,776	45,412	27,133	128,864
Capital Employed (Segment assets - Segment liabilities)				
Mobility	2,299,048	2,373,294	2,186,893	2,373,294
International Long Distance	1,996	2,604	1,788	2,604
Unallocated	500,802	423,218	347,171	423,218
Total	2,801,846	2,799,116	2,535,852	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 1st August 2013. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. On 8th January 2013, 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.

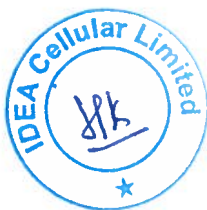
In the opinion of Company, *inter-alia*, the above demands amounts to alteration of financial terms of the licenses issued in the past. The Company therefore, petitioned the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing.

3. In the matter of transfer of licenses pursuant to amalgamation of erstwhile Spice Communications Limited (Spice) with the Company, the division bench of Hon'ble High Court of Delhi, vide its order passed on 17th October, 2012 had given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses. Thereafter, DoT again filed another application, to further extend the period by three months. The said application of DoT was disposed off by Hon'ble Delhi High Court vide order dated 11th December 2012, wherein DoT was directed to convey the final decision by 5th January 2013. The final decision of the DoT in the matter is awaited.
4. The financial results for the quarter ended 31st March 2013 are balancing figures between audited results for the full financial year and the published year to date figures upto the third quarter of the relevant financial year.
5. 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 : 1st August 2013
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director



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

1. We have reviewed the accompanying statement of "Unaudited Consolidated Financial Results for the quarter ended 30-June-2013" (the Statement) of **Idea Cellular Limited** ("the Company"), **its subsidiaries and joint venture** (collectively referred as "the Group") for the quarter ended 30th June 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 (Joint Venture of ABTL)
4. We did not review the interim financial results of Indus Towers Limited included in the consolidated financial results, whose interim financial results reflect the Group's share of Income from operations of Rs. 54,482 lakhs and profit after tax of Rs. 5,202 lakhs for the quarter ended 30th June 2013. These interim financial results 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 another auditor.
5. Based on our review conducted as stated above and based on the consideration of the report of the another 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 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. Without qualifying our opinion, we draw attention to Note 3 to the statement. The 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 above mentioned 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 these Financial Results.

7. Without qualifying our opinion, we draw attention to Note 4 to the statement. The Division Bench of the Hon'ble High Court of Delhi on 13th July 2012 has 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 has also pronounced that the Department of Telecommunications (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 (which had been extended to 5th January 2013 vide order dated 11th December 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

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

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 undisputed investor complaints disclosed in Part II - Select Information for the quarter ended 30th June 2013 from the details furnished by the Management and the Registrars respectively.

For Deloitte Haskins & Sells
Chartered Accountants
(Firm Registration No. 117366W)



Khurshed Pastakia
Partner
Membership No:31544

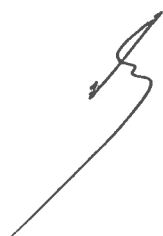
Mumbai: 1st August, 2013

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

1. We have reviewed the accompanying statement of "Unaudited Financial Results for the quarter ended 30-June-2013" ("the Statement") of **IDEA CELLULAR LIMITED** ("the Company") for the quarter ended 30th June 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 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.
4. Without qualifying our opinion, we draw attention to Note 2 to the statement. The 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 above mentioned 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 these Financial Results.

5. Without qualifying our opinion, we draw attention to Note 3 to the statement. The Division Bench of the Hon'ble High Court of Delhi on 13th July 2012 has 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

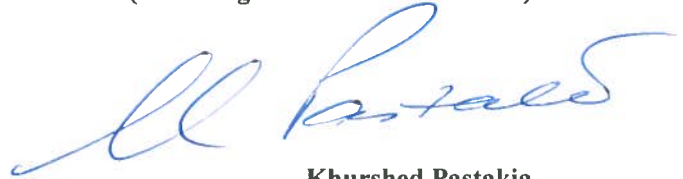


High Court of Delhi has also pronounced that the Department of Telecommunications (DoT) has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation within a period of three months (which had been extended to 5th January 2013 vide order dated 11th December 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

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

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 30th June 2013, from the details furnished by the Management and the Registrars respectively.

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



Khurshed Pastakia
Partner
(Membership No: 31544)

Mumbai: 1st August 2013

Media Release

Mumbai –August 01, 2013

Idea Cellular announces un-audited results for the First Quarter (Q1) ended June 30, 2013

Highlights – Q1 FY14

- Idea – Standalone¹ – Revenue Rs. 65,355 mn, EBITDA Rs. 18,436 mn, PAT Rs. 4,829 mn
- Idea – Consolidated² – Revenue Rs. 65,388 mn, EBITDA Rs. 20,763 mn, PAT Rs. 4,627 mn

	Idea Standalone ¹			Idea Consolidated ²		
	Q1FY14	Q4FY13	Q1FY13	Q1FY14	Q4FY13	Q1FY13
Revenue - Established Service Areas ³	61,965	53,272	48,814			
Revenue - New Service Areas ⁴	3,390	7,679	6,568			
Total Revenue	65,355	60,951	55,382	65,388	60,614	55,037
EBITDA - Established Service Areas ³	19,750	16,702	14,575			
EBITDA - New Service Areas ⁴	(1,314)	(1,665)	(1,687)			
Total EBITDA	18,436	15,037	12,889	20,763	16,731	14,355
EBITDA% - Established Service Areas ³	31.9%	31.4%	29.9%			
EBITDA% - New Service Areas ⁴	-38.8%	-21.7%	-25.7%			
Total EBITDA%	28.2%	24.7%	23.3%	31.8%	27.6%	26.1%
Depreciation & Amortisation	10,407	8,386	7,685	11,353	9,092	8,325
EBIT	8,030	6,652	5,203	9,410	7,639	6,031
Interest and Financing Cost (Net)	1,832	1,927	2,376	2,211	2,244	2,670
Dividend from Indus	838	-	-	-	-	-
PBT	7,036	4,724	2,828	7,200	5,395	3,361
PAT	4,829	2,670	1,981	4,627	3,082	2,341
Cash Profit ⁵	17,438	13,067	10,502	18,264	14,274	11,522

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

In line with Company's long term mission of consistent, competitive, responsible and profitable growth, Idea is pleased to report YoY standalone Revenue growth of 18% (Q1FY14 vs Q1FY13). Consistent as Idea sequential standalone quarterly revenue growth is 7.2% in Q1FY14 on the back of 8.6% QoQ growth in Q4FY13. Competitive as company strengthened its 'Revenue Market Share' position by 0.9% to 15.7% in Q4FY13 over Q3FY13 as per latest TRAI report. Responsible as Idea continues its journey of deep interior rural expansion, now covering over 300,000 villages and offering the worlds' lowest voice and data tariffs for bottom of pyramid customers. Profitable with robust YoY standalone EBITDA growth of 43%.

The multiple drivers of this sharp profitable growth have been robust 'Voice' & 'Mobile Data' revenue coupled with scale benefits and better cost management.

The Voice minutes expanded by 12.5% on YoY basis to 147.3 billion in Q1FY14 supported by net annual new customer addition of 7.8 million, cumulative subscriber base reaching 125 million as on 30th June 2013.

The Q1FY14 also has the highest 'Mobile Data' adoption with incremental annual data customer addition of 12.6 million, as EoP of Data subscribers swell to 30.9 million. The data volume growth exploded @ 92.2% to 13.8 billion

Megabytes usages in Q1FY14 on YoY basis. The Data as a % of 'Service Revenue' improved by 2.7% in one year; mobile data now contributing 7.2% to 'Service Revenue'.

With company clamping down on promotional free/discounted minutes for 'New & Existing Customers' and higher contribution from VAS services, the ARPM (Average Realised rate Per Minute) improved by 2.5 paisa per minute (6.0%) to 43.7p/min. Nevertheless, even improved 'Voice Realised Rate' for the company is still below Q3FY12 level. The 'Value Added Service' contribution increased to 16% (15.2% in Q4FY13), further helping improvement in overall ARPM.

The company remained focused on better cost management, delivering blended subscriber churn of 5.1% in Q1FY14; a reduction of 4.8% in last one year. The overall 'Subscriber Acquisition & Marketing cost' has fallen by ~3.8% in Q1FY14 vs Q1FY13.

The revenue growth trajectory and cost efficiency has translated into healthy standalone 28.2% EBITDA margin, a YoY margin improvement of 4.9%. This quarter one off regulatory charge of ~Rs. 250 million is included in 'License and WPC charges'.

In this quarter the life of some fixed assets have been revised from 13 years to 10 years. All Idea active network assets now have a useful life of up to 10 years. This change has resulted in a higher depreciation of ~Rs 1,800 mn in this quarter; total impact of this change for the entire FY14 will be ~ Rs 4,500 mn.

The 'Interest & Finance Cost (net)' was lower by Rs. 95 million, even after accounting for foreign currency exchange rate loss of Rs. 230 million. Company's Net Debt reduced from Rs. 115,881 million in Q4FY13 to Rs. 102,199 million in Q1FY14. Net Debt to Annualised EBITDA level now is at an enviable 1.39, by far lowest in the industry.

The standalone PAT with double bottom line drivers of "Voice and Data" improved by 143.8% on YoY basis to Rs. 4,829 million in Q1FY14, including boost from Indus dividend of Rs. 838 million. The company generated healthy Cash Profit of Rs. 17,438 million, a growth of 66% over Q1FY13 further strengthening Idea's Balance Sheet.

Consequent to Hon'ble High Court approval of merger of 'Idea Cellular Tower Infrastructure Limited' (ICTIL) with Indus, the ownership of 11,094 Idea towers has vested unto Indus w.e.f. April 01, 2009 and ICTIL has ceased to exist. The standalone Idea reporting does not include these towers IRU income and linked depreciation.

Idea consolidated revenue including 16% Indus contribution has grown by 18.8% and consolidated EBITDA by 44.6% on YoY basis to Rs. 20,763 million in Q1FY14.

Idea with consistent network Investment, market place agility, Customer centricity & emphasis on building World Class Indian brand remains on course for performance driven leadership in the mobile business. The company strong Balance Sheet gives Idea confidence to overcome the current volatile and uncertain phase of Indian wireless business and benefit from emerging triple play telecom opportunities in Voice, Data and Video.

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.
7. The merger of ICTIL with Indus towers is effective on June 11, 2013 post filling of the scheme with RoC. Accordingly from Q1FY14 onwards standalone financials does not include the IRU income and the depreciation on the towers transferred to Indus under IRU. However, there is no significant change in consolidated financials.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 15.7% (Q4FY13). 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 136,000 employees belonging to 42 nationalities, and derives over 50% of its revenues from operations outside India.