



October 25, 2010

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 second quarter and half year ended 30th September 2010 (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 second quarter and half year ended 30th September 2010 together with the Limited Review Report of the Statutory Auditors thereon.

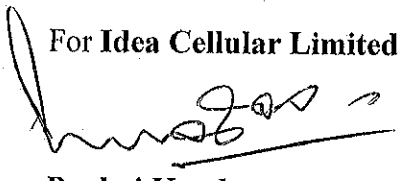
The aforesaid results have been taken on record by the Board of Directors of the Company at their meeting concluded just now.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited


Pankaj Kapdeo
Company Secretary

Encl: As above



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

Telephone: + 91 95940 04000
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Website www.ideacellular.com
E mail Info@Idea.adityabirla.com

LIMITED REVIEW REPORT

The Board of Directors,
Idea Cellular Limited

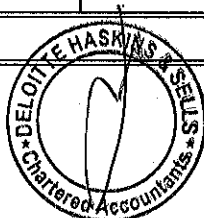
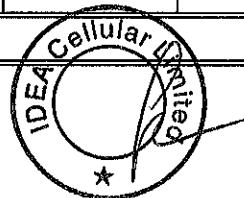
1. We have reviewed the financial results for the quarter and six months ended September 30, 2010, which are incorporated in the accompanying Statement of "Unaudited Financial Results for the Quarter ended 30-September-2010" (the Statement) of **Idea Cellular Limited** ("the Company"). This Statement 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 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 financial results are free of material misstatement.
3. 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.
4. We have traced the figures of the Assets and Liabilities as at September 30, 2009 mentioned in Note 3 to the Statement from the unaudited financial statements for the six months ended September 30, 2009 without reviewing them.
5. Based on our review, nothing has come to our attention that causes us to believe that the 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 in respect of the aggregate amount of promoter and promoter group 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 Management / Registrars.

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

Hemant M. Joshi
Partner
Membership No: 38019
Mumbai: October 25, 2010

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<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the Quarter ended 30-September-2010 (₹ Lacs, except per share data) </div>					
Particulars	Quarter ended		Six months ended		Year Ended
	30-Sep-10 Unaudited	30-Sep-09 Unaudited	30-Sep-10 Unaudited	30-Sep-09 Unaudited	31-Mar-10 Audited
Net Sales / Income from Operations	361,217	282,121	723,858	565,132	1,185,024
Other Operating Income	1,675	489	1,995	580	4,553
TOTAL REVENUE	362,892	282,610	725,853	565,712	1,189,577
Increase / (Decrease) in stock in trade *	-	-	-	-	-
Consumption of raw material *	-	-	-	-	-
Cost of Trading Goods	-	1	-	3	3
Personnel Expenditure	19,584	14,747	35,053	27,449	56,989
Network Operating Expenditure	117,665	82,177	233,369	164,131	343,942
Licence & WPC charges	41,775	31,832	84,197	64,123	129,448
Roaming & Access Charges	58,248	40,685	115,860	81,491	174,529
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	41,588	34,229	84,887	66,668	154,107
Depreciation & Amortisation	47,646	37,013	94,149	72,067	155,120
Other Expenditure	12,881	10,685	26,567	21,427	44,565
TOTAL EXPENDITURE	339,387	251,369	674,082	497,359	1,058,703
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	23,505	31,241	51,771	68,353	130,874
Other Income	-	3,169	-	3,169	6,631
PROFIT BEFORE FINANCE CHARGES AND TAX	23,505	34,410	51,771	71,522	137,505
Finance and Treasury Charges (Net)	6,648	4,820	14,294	8,263	20,632
PROFIT BEFORE TAX	16,857	29,590	37,477	63,259	116,873
Provision for Taxation (Net of MAT credit)	259	3,601	716	5,157	11,507
NET PROFIT AFTER TAX	16,598	25,989	36,761	58,102	105,366
Paid up Equity Share Capital (Face value Rs. 10 per share)	330,098	310,010	330,098	310,010	329,984
Reserves excluding Revaluation Reserve					811,295
EPS for the period (Rupees)					
- Basic	0.50	0.84	1.11	1.87	3.39
- Diluted	0.50	0.84	1.11	1.87	3.38
Public Shareholding					
- Number of Shares			1,750,527,891	1,579,634,854	1,749,382,404
- Percentage of Shareholdings			53.03%	50.95%	53.01%
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%
- Percentage of shares (as a % of the total share capital of the Company)			0.00%	0.00%	0.00%
b) Non-encumbered					
- No. of shares			1,550,455,388	1,520,445,714	1,550,455,388
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)			46.97%	49.05%	46.99%
* These items are not applicable					



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IDEA CELLULAR LIMITED

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

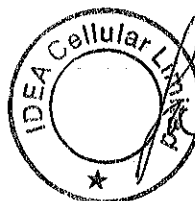
Unaudited Financial Results for the Quarter ended 30-September-2010

Idea

Segmental Reporting

(₹ Lacs)

Particulars	Quarter ended		Six months ended		Year Ended
	30-Sep-10 Unaudited	30-Sep-09 Unaudited	30-Sep-10 Unaudited	30-Sep-09 Unaudited	31-Mar-10 Audited
Segment Revenue					
Net Sales / Income from each segment					
Mobility	362,651	282,633	727,139	566,413	1,186,701
Long distance	47,653	25,331	91,686	46,888	121,487
Total	410,304	307,964	818,825	613,301	1,308,188
Less: Inter Segment Eliminations	(49,087)	(25,843)	(94,967)	(48,169)	(123,164)
Net sales / Income from operations	361,217	282,121	723,858	565,132	1,185,024
Segment Results					
Profit / (Loss) before Finance Charges and Tax from each segment					
Mobility	2,104	24,489	11,603	54,279	82,723
Long distance	21,401	9,921	40,168	17,243	51,320
Profit before Finance Charges and Tax	23,505	34,410	51,771	71,522	134,043
Add: Unallocable Income					3,462
Less: Finance & Treasury Charges (Net)	6,648	4,820	14,294	8,263	20,632
Profit before tax	16,857	29,590	37,477	63,259	116,873
Capital Employed					
(Segment assets - Segment liabilities)					
Mobility			1,703,891	1,137,806	1,254,891
Long distance			112,085	37,717	71,906
Unallocated			366,492	828,169	494,131
Total	-	-	2,182,468	2,003,692	1,820,928



Notes

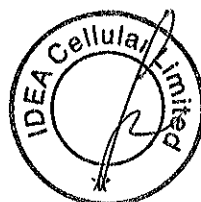
1. The above unaudited financial results, as reviewed by the Audit Committee, were approved and taken on record by the Board of Directors at their meeting held on 25th October, 2010. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The Company has received 3G spectrum allotment letters in respect of ten service areas during the quarter.
3. Statement of Assets and Liabilities :-

₹ Lacs		
Particulars	As at 30-Sep-10 Unaudited	As at 30-Sep-09 Unaudited
SHAREHOLDERS FUND:		
(a) Share Capital	330,098	310,010
(b) Reserves and Surplus	851,667	1,082,657
(c) Outstanding ESOP's	4,896	2,241
LOAN FUNDS	975,408	590,854
Deferred Tax Liability (Net)	23,275	17,930
TOTAL	2,185,344	2,003,692
FIXED ASSETS	2,113,769	1,400,843
INVESTMENTS	203,605	557,118
CURRENT ASSETS, LOANS AND ADVANCES		
(a) Inventories	4,044	4,213
(b) Sundry Debtors	51,300	38,366
(c) Cash and Bank balances	9,921	58,209
(d) Other Current Assets	9,499	12,789
(e) Loans and Advances	259,114	327,428
Less: Current Liabilities and Provisions		
(a) Current Liabilities	456,412	382,639
(b) Provisions	12,372	12,635
PROFIT AND LOSS ACCOUNT	2,876	-
TOTAL	2,185,344	2,003,692

4. The status of investors' complaints is as under:
Opening – 0, Received – 59, Resolved – 59, Closing – 0
5. Results for the corresponding periods have been restated to include the effects of the scheme of Arrangement for merger into the Company, of the de-merged telecom operations including Unified Access Services License of Bihar (including Jharkhand) Service area of Aditya Birla Telecom Limited (ABTL), a wholly owned subsidiary along with certain assets and liabilities without any consideration, with an appointed date of 1st April 2009, which became effective in March 2010.
6. Figures for the current period are not comparable with that of the corresponding period due to the merger of Spice Communications Limited effective 1st March 2010.
7. Previous period's figures have been regrouped and rearranged wherever necessary.

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

Date: 25th October 2010
Place: Mumbai



Sanjeev Aga
Sanjeev Aga
Managing Director

LIMITED REVIEW REPORT ON CONSOLIDATED FINANCIAL RESULTS

The Board of Directors,
Idea Cellular Limited

1. We have reviewed the consolidated financial results for the quarter and six months ended September 30, 2010, which are incorporated in the accompanying Statement of "Unaudited Consolidated Financial Results for the Quarter ended 30-September-2010" (the Statement) of **Idea Cellular Limited** ("the Company"), **its subsidiaries** and **joint venture** (collectively referred as "the Group"). 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 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 financial results are free of material misstatement.
3. 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 opinion.
4. We have traced the figures of the Assets and Liabilities as at September 30, 2009 mentioned in Note 4 to the Statement from the unaudited consolidated financial statements for the six months ended September 30, 2009 without reviewing them.
5. We did not review the financial results of Indus Towers Limited, joint venture of Aditya Birla Telecom Limited (subsidiary of the Company), whose financial results reflect the Group's share of Income from operations of Rs. 27,191 lakhs and profit after tax of Rs.1,677 lakhs for the quarter ended September 30, 2010 and Income from operations of Rs. 52,730 lakhs and profit after tax of Rs.2,178 lakhs for the six months ended September 30, 2010. 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.
6. Based on our review and read with what has been stated in paragraph 5 above, nothing has come to our attention that causes us to believe that the 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.



Deloitte Haskins & Sells

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7. 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 in respect of the aggregate amount of promoter and promoter group 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 Management / Registrars.

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

Hemant M Joshi
Partner
Membership No: 38019

Mumbai: October 25, 2010

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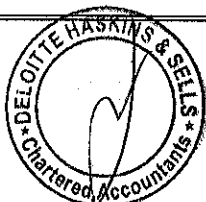
Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Consolidated Financial Results for the Quarter ended 30-September-2010

(₹ Lacs, except per share data)

Particulars	Quarter Ended		Six Months Ended		Year Ended
	30-Sep-10 Unaudited	30-Sep-09 Unaudited	30-Sep-10 Unaudited	30-Sep-09 Unaudited	31-Mar-10 Audited
Net Sales / Income from Operations	363,665	296,824	728,710	594,307	1,239,788
Other Operating Income	2,254	567	2,579	674	4,920
TOTAL REVENUE	365,919	297,391	731,289	594,981	1,244,708
Increase / (Decrease) in stock in trade *	-	-	-	-	-
Consumption of raw material *	-	-	-	-	-
Cost of Trading Goods	975	743	1,837	1,474	3,048
Personnel Expenditure	21,551	16,626	38,698	31,085	64,507
Network Operating Expenditure	100,910	76,138	202,498	151,196	312,697
Licence & WPC charges	41,775	33,196	84,197	66,882	134,681
Roaming & Access Charges	58,248	41,840	115,860	84,045	180,013
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	40,147	35,674	82,387	68,994	158,175
Depreciation & Amortisation	58,201	47,965	114,759	93,519	201,491
Other Expenditure	14,430	12,220	29,091	24,360	50,872
TOTAL EXPENDITURE	336,237	264,402	669,327	521,555	1,105,484
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	29,682	32,989	61,962	73,426	139,224
Other Income	-	3,169	-	3,169	8,363
PROFIT BEFORE FINANCE CHARGES AND TAX	29,682	36,158	61,962	76,595	147,587
Finance and Treasury Charges (Net)	10,279	10,572	21,694	19,264	40,052
PROFIT BEFORE TAX	19,403	25,586	40,268	57,331	107,535
Provision for Taxation (Net of MAT credit)	1,429	3,571	2,154	5,609	12,141
NET PROFIT AFTER TAX	17,974	22,015	38,114	51,722	95,394
Paid up Equity Share Capital (Face value Rs. 10 per share)	330,098	310,010	330,098	310,010	329,984
Reserves excluding Revaluation Reserve					802,615
EPS for the period (Rupees)					
- Basic	0.54	0.71	1.15	1.67	3.07
- Diluted	0.54	0.71	1.15	1.67	3.06
Public Shareholding					
-Number of Shares			1,750,527,891	1,579,634,854	1,749,382,404
-Percentage of Shareholdings			53.03%	50.95%	53.01%
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%
- Percentage of shares (as a % of the total share capital of the Company)			0.00%	0.00%	0.00%
b) Non-encumbered					
- No. of shares			1,550,455,388	1,520,445,714	1,550,455,388
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)			46.97%	49.05%	46.99%

* These items are not applicable



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Idea**IDEA CELLULAR LIMITED**

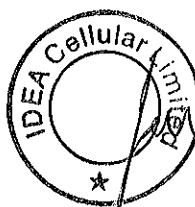
Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011

Unaudited Consolidated Financial Results for the Quarter ended 30-September-2010

Segmental Reporting

(₹ Lacs)

Particulars	Quarter Ended		Six Months Ended		Year Ended
	30-Sep-10 Unaudited	30-Sep-09 Unaudited	30-Sep-10 Unaudited	30-Sep-09 Unaudited	31-Mar-10 Audited
Segment Revenue					
Net Sales / Income from each segment					
Mobility	363,559	292,614	728,915	592,392	1,235,897
Long Distance	47,653	26,903	91,686	49,416	127,310
Passive Infrastructure	30,027	22,465	57,925	44,465	95,159
Total	441,239	341,982	878,526	686,273	1,458,366
Less: Inter Segment Eliminations	(77,574)	(45,158)	(149,816)	(91,966)	(218,578)
Net Sales / Income from Operations	363,665	296,824	728,710	594,307	1,239,788
Segment Results					
Profit/(Loss) before Finance Charges and Tax from each segment					
Mobility	2,056	25,101	11,537	53,351	79,315
Long Distance	21,400	9,750	40,168	17,713	51,909
Passive Infrastructure	6,226	1,307	10,257	5,531	11,169
Profit before Finance Charges and Tax	29,682	36,158	61,962	76,595	142,393
Add: Unallocable Income	-	-	-	-	5,194
Less: Finance & Treasury Charges (Net)	10,279	10,572	21,694	19,264	40,052
Profit before tax	19,403	25,586	40,268	57,331	107,535
Capital Employed (Segment Assets - Segment Liabilities)					
Mobility			1,705,897	1,400,842	1,256,263
Long Distance			112,085	38,966	71,906
Passive Infrastructure			325,626	323,467	339,714
Unallocated			176,168	352,925	276,703
Total	-	-	2,319,776	2,116,200	1,944,586



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Notes

1. The above unaudited consolidated financial results, as reviewed by the Audit Committee, were approved and taken on record by the Board of Directors at their meeting held on 25th October, 2010. 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 Statement" and Accounting Standard - 27 on "Financial Reporting of Interests in Joint Ventures". Financial results of 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, Swinder Singh Satara & Company Limited and Carlos Towers Limited have been consolidated.
3. The Company has received 3G spectrum allotment letters in respect of ten service areas during the quarter.
4. Statement of Assets and Liabilities :-

₹ Lacs

Particulars	As at 30-Sep-10 Unaudited	As at 30-Sep-09 Unaudited
SHAREHOLDERS FUND:		
(a) Share Capital	330,098	310,010
(b) Reserves and Surplus	853,725	1,067,140
(c) Outstanding ESOP's	4,896	2,260
CCPS issued by wholly owned Subsidiary	193	193
LOAN FUNDS	1,119,682	720,625
Deferred Tax Liability (Net)	23,443	16,886
TOTAL	2,332,037	2,117,112
FIXED ASSETS	2,449,917	1,791,247
Goodwill on Consolidation	612	224,574
INVESTMENTS	41,145	173,240
CURRENT ASSETS, LOANS AND ADVANCES		
(a) Inventories	4,794	5,347
(b) Sundry Debtors	54,634	43,142
(c) Cash and Bank balances	10,907	61,462
(d) Other Current Assets	30,444	28,392
(e) Loans and Advances	222,309	223,596
Less: Current Liabilities and Provisions		
(a) Current Liabilities	478,057	411,525
(b) Provisions	16,929	23,274
PROFIT AND LOSS ACCOUNT	12,261	912
TOTAL	2,332,037	2,117,112

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

₹ Lacs

	Quarter ended		Six months ended		Year ended
	30-Sep-10	30-Sep-09	30-Sep-10	30-Sep-09	31-Mar-10
Total Revenues	362,892	282,610	725,853	565,712	1,189,577
Profit before Tax	16,857	29,590	37,477	63,259	116,873
Net Profit after Tax	16,598	25,989	36,761	58,102	105,366



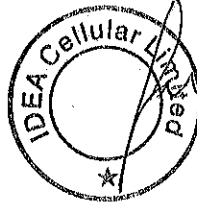
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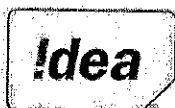
6. The status of investors' complaints is as under:
Opening – 0, Received – 59, Resolved – 59, Closing – 0
7. Figures for the current period are not comparable with that of the corresponding period due to the merger of Spice Communications Limited effective 1st March 2010, prior to which it was a joint venture.
8. Previous period's figures have been regrouped and rearranged wherever necessary.

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

Sanjeev Aga
Sanjeev Aga
Managing Director

Date : 25th October 2010
Place : Mumbai





Media Release

Mumbai – Oct 25, 2010

Idea Cellular announces un-audited results for the second quarter (Q2) and half year ended September 30, 2010

Highlights – Q2 FY11

- Idea – Standalone¹ – Revenue Rs. 36,891mn, EBITDA Rs. 7,618mn, PAT Rs. 1,630mn
- Idea – Consolidated² – Revenue Rs. 36,592mn, EBITDA Rs. 8,788mn, PAT Rs. 1,797mn

	Idea Standalone ¹				Idea Consolidated ²			
	Q2 FY11	Q1 FY11	H1FY11	H1FY10	Q2 FY11	Q1 FY11	H1FY11	H1FY10
Revenue - Established Service Areas ³	33,507	33,833	67,340	54,543				
Revenue - New Service Areas ⁴	3,384	3,063	6,448	3,249				
Total Revenue	36,891	36,897	73,787	57,792	36,592	36,537	73,129	59,498
EBITDA - Established Service Areas ³	9,047	9,337	18,384	16,482				
EBITDA - New Service Areas ⁴	(1,429)	(1,401)	(2,829)	(1,474)				
Total EBITDA	7,618	7,937	15,554	15,007	8,788	8,884	17,672	16,694
EBITDA% - Established Service Areas ³	27.0%	27.6%	27.3%	30.2%				
EBITDA% - New Service Areas ⁴	-42.2%	-45.7%	-43.9%	-45.4%				
Total EBITDA%	20.7%	21.5%	21.1%	26.0%	24.0%	24.3%	24.2%	28.1%
Depreciation & Amortisation	5,265	5,160	10,425	8,264	5,820	5,656	11,476	9,352
Other Receipt	-	-	-	(317)	-	-	-	(317)
EBIT	2,353	2,776	5,129	7,060	2,968	3,228	6,196	7,660
Interest and Financing Cost (Net)	665	766	1,431	963	1,028	1,142	2,169	1,926
PBT	1,688	2,010	3,698	6,097	1,940	2,087	4,027	5,733
PAT	1,630	1,964	3,594	5,582	1,797	2,014	3,811	5,172
Cash Profit ⁵	6,982	7,213	14,194	14,401	7,789	7,785	15,574	15,126

Note: Spice Communications was amalgamated into Idea Cellular with an appointed date of March 01, 2010. Accordingly, previous year figures (H1FY10) for Idea Standalone exclude Spice Communications, and for Idea Consolidated include proportionate consolidation.

With the increasing contribution of rural India to the total subscriber base, the July-September quarter is expectedly a period of marked subdued seasonal demand. Notwithstanding this, total Minutes on Network for Q2 expanded by 3% over the previous quarter. The average realised rate per minute for Q2 was 42p, exhibiting a slowing rate of decline for the last two quarters, compared to the precipitate decline of earlier quarters. Revenue for Q2 was similar to Q1, with expanding Minutes neutralising the rate drop, although margins compressed marginally due to increased costs in the quarter (the decline in H1FY11 margin for Established Service Areas compared to the previous year is primarily due to the Spice amalgamation and the increase in spectrum charges). Essentially, other than the seasonality effect, results for Q2 and for the earlier Q1 both display the same trend of an abatement in the rate of price decline, and an improvement of revenue market share for stronger operators like Idea.



Interest of Rs. 1,207 mn was capitalised during the quarter against payment for 3G auction fee. The PAT for the quarter was Rs. 1,630 mn on a standalone basis, with Cash Profit staying healthy at Rs. 6,982 mn.

Idea was awarded 3G spectrum in 11 important service areas, where it is in the process of rolling out extensive 3G networks. Further, Idea is pursuing long-term arrangements with select quality operators for service areas where Idea was not awarded 3G spectrum. Together, these will enable Idea subscribers, throughout the country, to enjoy what will be the gold standard in 3G services, apart of course, from deriving the benefit of nation-wide roaming.

Based on its spectrum profile, its brand power, sophisticated processes, service area specific strategy and strong balance sheet, Idea is poised to translate sector opportunities, into enduring competitive advantage.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the JVs, Spice (till February 28, 2010) and Indus.
2. Idea Consolidated represents Idea, its 100% subsidiaries, and its JVs, grouped together. In addition to Idea Standalone, this covers the proportionate consolidation of Indus (16%), and Spice (41.09%, till February 28, 2010).
3. Established Service Areas represent Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh East, Rajasthan and the Himachal Pradesh service area, and also include the service areas of Punjab and Karnataka from March 01, 2010.
4. New Service Areas represent Mumbai, Bihar, Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and the North East service areas.
5. Cash Profit is calculated as the summation of PAT, Depreciation, 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.

A leading national GSM mobile services operator, Idea Cellular won 3G spectrum in 11 service areas. 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 26 countries, is anchored by an extraordinary force of over 130,600 employees belonging to 40 nationalities, and derives over 60% of its revenues from operations outside India.