

ADITYA BIRLA**IDEA Cellular**

January 27, 2015

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

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

Dear Sirs,

**Sub: Publication of Un-audited Results for the third quarter ended
31st December, 2014 (Clause 41)**

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

Pursuant to Clause 41 of the Listing Agreement, please find attached herewith Un-audited Financial Results of the Company for the third quarter ended 31st December, 2014, 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



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

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

1. We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of **IDEA CELLULAR LIMITED** ("the Company"), its subsidiaries and jointly controlled entity (the Company, its subsidiaries and jointly controlled entity constitute "the Group") for the quarter and nine months ended 31st December 2014 ("the Statement"), being submitted by the Company pursuant to the requirement of Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 7 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 provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
3. The Statement includes the results of the following entities:
 - a. Idea Cellular Limited (ICL) (Holding Company)
 - b. Idea Cellular Services Limited (100% subsidiary of ICL)
 - c. Idea Cellular Infrastructure Services Limited (100% subsidiary of ICL)
 - d. Aditya Birla Telecom Limited (ABTL) (100% subsidiary of ICL)
 - e. Idea Telesystems Limited (100% subsidiary of ICL)
 - f. Idea Mobile Commerce Services Limited (100% subsidiary of ICL)
 - g. Indus Towers Limited (Jointly controlled entity of ABTL)
4. We did not review the interim financial statements of Indus Towers Limited included in the consolidated financial results, whose interim financial statements reflect the Group's share of Income from Operations of Rs. 60,576 lakhs and Rs. 178,099 lakhs for the quarter and nine months ended 31st December 2014, respectively and profit after tax of Rs. 8,873 lakhs and Rs. 24,658 lakhs for the quarter and nine months ended 31st December 2014, respectively, as considered in the consolidated financial results. These interim financial statements have been audited by another auditor whose report has been furnished to us by the Management and our report on the Statement, in so far as it relates to the amounts and disclosures included in respect of this jointly controlled entity, is based solely on the report of the other auditor.
5. Based on our review conducted as stated above and based on the consideration of the report of the other auditor referred to in paragraph 4 above, nothing has come to our attention that causes us to



believe that the accompanying Statement, prepared in accordance with the Accounting Standards specified under the Companies Act, 1956 (which are deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014) and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the Stock Exchanges, including the manner in which it is to be disclosed, or that it contains any material misstatement.

6. We draw attention to Note 3 of the Statement. The Department of Telecommunication (DoT) had issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for the period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 lakhs and beyond 4.4 Mhz for the 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 has directed DoT not to take any coercive action until the matter is further heard.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by the 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.

Our conclusion is not qualified in respect of this matter.

7. 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 with the Stock Exchanges and the particulars relating to investor complaints disclosed in Part II - Select Information for the quarter and nine months ended 31st December 2014 of the Statement, from the details furnished by the Management.

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



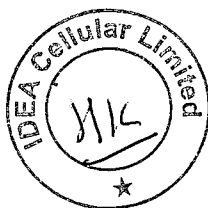
Khurshed Pastakia
Partner

Membership No:31544

Mumbai : 27th January, 2015

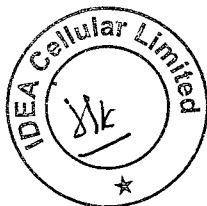
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IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976 Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2014						
Part I (₹ Lacs, except per share data)						
Particulars	Quarter ended			Nine Months Ended		Year ended
	31-Dec-14 Unaudited	30-Sep-14 Unaudited	31-Dec-13 Unaudited	31-Dec-14 Unaudited	31-Dec-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	800,919	756,581	660,770	2,312,965	1,945,725	2,643,197
Other Operating Income	828	411	536	1,873	1,784	8,694
TOTAL REVENUE	801,747	756,992	661,306	2,314,838	1,947,509	2,651,891
Cost of Trading Goods	4,119	4,184	5,467	12,145	13,760	19,270
Personnel Expenditure	37,899	40,800	34,452	114,388	100,006	131,212
Network Expense & IT Outsourcing Cost	179,803	178,936	164,227	540,416	477,201	649,903
Licence & WPC Charges	90,339	84,666	72,323	258,528	216,558	292,380
Roaming & Access Charges	120,427	114,419	100,895	349,281	306,042	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	73,771	65,704	63,429	207,076	178,565	246,736
Depreciation & Amortisation	148,264	117,878	116,658	381,591	338,139	451,940
Other Expenditure	20,125	19,213	15,282	58,287	49,001	67,029
TOTAL EXPENDITURE	674,747	625,800	572,733	1,921,712	1,679,272	2,274,626
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	127,000	131,192	88,573	393,126	268,237	377,265
Other Income	13,262	11,656	7,425	28,327	18,162	22,681
PROFIT BEFORE FINANCE CHARGES AND TAX	140,262	142,848	95,998	421,453	286,399	399,946
Finance Charges	23,093	26,104	22,838	75,354	71,531	95,519
PROFIT BEFORE TAX	117,169	116,744	73,160	346,099	214,868	304,427
Provision for Taxation (Net of MAT credit)	40,463	41,156	26,387	120,985	77,063	107,645
NET PROFIT AFTER TAX	76,706	75,588	46,773	225,114	137,805	196,782
Paid up Equity Share Capital (Face value ₹ 10 per share)	359,748	359,655	331,817	359,748	331,817	331,963
Reserves excluding Revaluation Reserve						1,320,542
Earnings Per Share for the period (₹)						
- Basic	2.13	2.11	1.41	6.40	4.16	5.93
- Diluted	2.12	2.10	1.41	6.37	4.15	5.92
Part II - Select Information for the quarter and nine months ended 31-December-2014						
A. Particulars of Share Holding						
1. Public Shareholding						
-Number of Shares	2,076,805,331	2,075,874,450	1,797,486,166	2,076,805,331	1,797,486,166	1,798,952,714
-Percentage of Shareholdings	57.73%	57.72%	54.17%	57.73%	54.17%	54.19%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	42.27%	42.28%	45.83%	42.27%	45.83%	45.81%
B. Investor Complaints						
Quarter ended 31-December-14						
Pending at the beginning of the quarter	0					
Received during the quarter	110					
Disposed off during the quarter	110					
Remaining unresolved at the end of the quarter	0					



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<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976 Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2014 </div>						
Segmental Reporting						₹ Lacs
Particulars	Quarter ended			Nine Months Ended		Year ended
	31-Dec-14 Unaudited	30-Sep-14 Unaudited	31-Dec-13 Unaudited	31-Dec-14 Unaudited	31-Dec-13 Unaudited	31-Mar-14 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	792,283	746,213	653,623	2,283,168	1,921,496	2,610,482
International Long Distance	13,416	15,238	10,367	43,464	34,288	47,256
Passive Infrastructure	66,286	65,297	61,820	195,250	184,232	246,866
Total	871,985	826,748	725,810	2,521,882	2,140,016	2,904,604
Less: Inter Segment Eliminations	(71,066)	(70,167)	(65,040)	(208,917)	(194,291)	(261,407)
Net Sales / Income from Operations	800,919	756,581	660,770	2,312,965	1,945,725	2,643,197
Segment Results						
Profit from Operations before Other Income, Finance Charges and Tax from each segment						
Mobility	108,463	113,216	72,447	337,820	219,436	312,263
International Long Distance	1,262	2,165	1,225	6,765	5,968	7,059
Passive Infrastructure	17,275	15,811	14,901	48,541	42,833	57,943
Profit from Operations before Other Income, Finance Charges and Tax	127,000	131,192	88,573	393,126	268,237	377,265
Add: Unallocable Income	13,262	11,656	7,425	28,327	18,162	22,681
Less: Finance Charges	23,093	26,104	22,838	75,354	71,531	95,519
Profit before Tax	117,169	116,744	73,160	346,099	214,868	304,427
Capital Employed (Segment Assets - Segment Liabilities)						
Mobility	3,098,955	3,118,798	2,217,408	3,098,955	2,217,408	3,302,303
International Long Distance	2,775	2,017	988	2,775	988	1,366
Passive Infrastructure	333,017	341,782	354,212	333,017	354,212	347,681
Unallocated	810,365	781,613	534,883	810,365	534,883	246,168
Total	4,245,112	4,244,210	3,107,491	4,245,112	3,107,491	3,897,518



Notes

1. The above unaudited consolidated financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 27th January 2015. 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 & its Joint Venture Indus Towers Limited, have been consolidated.
3. On 8th January 2013, Department of Telecommunications (DoT) issued demand notices towards one time spectrum charges:
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company had therefore, petitioned the Hon'ble High Court of Bombay, where the matter was admitted and is currently sub-judice. The Hon'ble High Court of Bombay has directed the DoT, not to take any coercive action until the matter is further heard.

4. Depreciation charge for the quarter and nine months ended 31st December 2014 includes ₹ 26,250 Lacs due to change in estimated useful life of core wireless assets from 10 to 9 years.
5. Unaudited financial results of Idea Cellular Limited (Standalone) :-

₹ Lacs

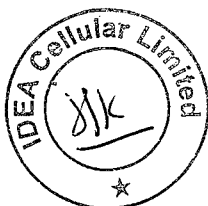
Particulars	Quarter ended			Nine Months ended		Year ended
	31-Dec-14 Unaudited	30-Sep-14 Unaudited	31-Dec-13 Unaudited	31-Dec-14 Unaudited	31-Dec-13 Unaudited	31-Mar-14 Audited
Total Revenue	794,282	749,403	652,364	2,292,165	1,922,937	2,617,947
Profit before Tax	101,963	102,864	61,844	303,993	183,564	260,528
Net Profit after Tax	66,544	66,460	39,323	197,258	118,497	168,931

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

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

Himanshu Kapania
Himanshu Kapania
Managing Director

Date : 27th January 2015
Place : Mumbai



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Deloitte Haskins & Sells LLP

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

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

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

1. We have reviewed the accompanying Statement of Standalone Unaudited Financial Results of **IDEA CELLULAR LIMITED** ("the Company") for the quarter and nine months ended 31st December 2014 ("the Statement"), being submitted by the Company pursuant to the requirement of Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 5 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 specified under the Companies Act, 1956 (which are deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014) and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the Stock Exchanges, including the manner in which it is to be disclosed, or that it contains any material misstatement.
4. We draw attention to Note 2 of the Statement. The Department of Telecommunication (DoT) had issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for the period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 lakhs and beyond 4.4 Mhz for the 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 has directed DoT not to take any coercive action until the matter is further heard.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by the 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.

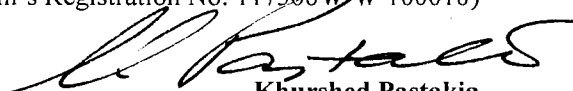
Our conclusion is not qualified in respect of this matter.

5. 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 with the Stock Exchanges and the particulars relating to investor complaints disclosed in Part II - Select Information for the quarter and nine months ended 31st December 2014 of the Statement, from the details furnished by the Management.

For DELOITTE HASKINS & SELLS LLP

Chartered Accountants

(Firm's Registration No. 117366W-W-100018)



Khurshed Pastakia

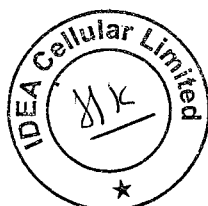
Partner

(Membership No. 31544)

MUMBAI: 27th January 2015

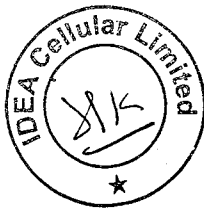
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IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976 Unaudited Financial Results for the quarter and nine months ended 31-December-2014						
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Part I (₹ in Lacs, except per share data)						
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-14 Unaudited	30-Sep-14 Unaudited	31-Dec-13 Unaudited	31-Dec-14 Unaudited	31-Dec-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	793,735	749,263	652,094	2,291,323	1,922,398	2,611,040
Other Operating Income	547	140	270	842	539	6,907
TOTAL REVENUE	794,282	749,403	652,364	2,292,165	1,922,937	2,617,947
Personnel Expenditure	33,696	36,502	30,607	101,681	88,892	116,101
Network Expenses & IT Outsourcing Cost	207,623	205,267	188,899	619,815	549,604	747,455
Licence & WPC Charges	90,339	84,666	72,323	258,528	216,558	292,380
Roaming & Access Charges	120,427	114,419	100,895	349,281	306,042	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	76,687	69,143	65,528	216,115	184,505	255,221
Depreciation & Amortisation	136,978	106,741	105,818	348,694	306,161	409,324
Other Expenditure	18,963	17,945	14,612	54,474	45,280	62,066
TOTAL EXPENDITURE	684,713	634,683	578,682	1,948,588	1,697,042	2,298,703
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	109,569	114,720	73,682	343,577	225,895	319,244
Other Income	12,799	11,268	7,280	26,890	18,186	22,396
PROFIT BEFORE FINANCE CHARGES AND TAX	122,368	125,988	80,962	370,467	244,081	341,640
Finance Charges	20,405	23,124	19,118	66,474	60,517	81,112
PROFIT BEFORE TAX	101,963	102,864	61,844	303,993	183,564	260,528
Provision for Taxation (Net of MAT credit)	35,419	36,404	22,521	106,735	65,067	91,597
NET PROFIT AFTER TAX	66,544	66,460	39,323	197,258	118,497	168,931
Paid up Equity Share Capital (Face value ₹ 10 per share)	359,748	359,655	331,817	359,748	331,817	331,963
Reserves excluding Revaluation Reserve						1,226,472
Earnings Per Share for the period (₹)						
- Basic	1.85	1.85	1.19	5.61	3.57	5.09
- Diluted	1.84	1.85	1.18	5.58	3.57	5.08
Part II - Select Information for the quarter and nine months ended 31-December-2014						
A. Particulars of Share Holding						
1. Public Shareholding						
- Number of Shares	2,076,805,331	2,075,874,450	1,797,486,166	2,076,805,331	1,797,486,166	1,798,952,714
- Percentage of Shareholdings	57.73%	57.72%	54.17%	57.73%	54.17%	54.19%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	42.27%	42.28%	45.83%	42.27%	45.83%	45.81%
B. Investor Complaints						
Quarter ended 31-December-14						
Pending at the beginning of the quarter	0					
Received during the quarter	110					
Disposed off during the quarter	110					
Remaining unresolved at the end of the quarter	0					



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IDEA CELLULAR LIMITED						
Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976						
Unaudited Financial Results for the quarter and nine months ended 31-December-2014						
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Segmental Reporting						
₹ in Lacs						
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-14 Unaudited	30-Sep-14 Unaudited	31-Dec-13 Unaudited	31-Dec-14 Unaudited	31-Dec-13 Unaudited	31-Mar-14 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	787,524	741,305	647,370	2,268,744	1,905,445	2,588,015
International Long Distance	13,416	15,238	10,367	43,464	34,288	47,256
Total	800,940	756,543	657,737	2,312,208	1,939,733	2,635,271
Less: Inter Segment Eliminations	(7,205)	(7,280)	(5,643)	(20,885)	(17,335)	(24,231)
Net sales / Income from operations	793,735	749,263	652,094	2,291,323	1,922,398	2,611,040
Segment Results						
Profit from Operations before Other Income, Finance Charges and Tax from each segment						
Mobility	108,307	112,555	72,457	336,812	219,927	312,185
International Long Distance	1,262	2,165	1,225	6,765	5,968	7,059
Profit from Operations before Other Income, Finance Charges and Tax	109,569	114,720	73,682	343,577	225,895	319,244
Add: Unallocable Income	12,799	11,268	7,280	26,890	18,186	22,396
Less: Finance Charges	20,405	23,124	19,118	66,474	60,517	81,112
Profit before tax	101,963	102,864	61,844	303,993	183,564	260,528
Capital Employed (Segment assets - Segment liabilities)						
Mobility	3,098,799	3,120,291	2,235,150	3,098,799	2,235,150	3,304,714
International Long Distance	2,775	2,017	988	2,775	988	1,366
Unallocated	900,608	881,107	623,527	900,608	623,527	341,625
Total	4,002,182	4,003,415	2,859,665	4,002,182	2,859,665	3,647,705



Notes

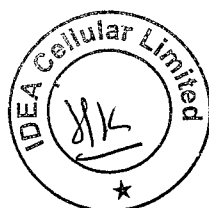
1. The above unaudited financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 27th January 2015. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. On 8th January 2013, Department of Telecommunications (DoT) issued demand notices towards one time spectrum charges:
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company had therefore, petitioned the Hon'ble High Court of Bombay, where the matter was admitted and is currently sub-judice. The Hon'ble High Court of Bombay has directed the DoT, not to take any coercive action until the matter is further heard.
3. Depreciation charge for the quarter and nine months ended 31st December 2014 includes ₹ 26,250 Lacs due to change in estimated useful life of core wireless assets from 10 to 9 years.
4. Previous periods' figures have been regrouped and rearranged wherever necessary.

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

Date : 27th January 2015
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director





Media Release

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Mumbai –January 27, 2015

Idea Cellular announces un-audited results for the Third Quarter (Q3) and Nine Months ended December 31, 2014

Highlights – Q3 FY15

- Idea – Standalone¹ – Revenue Rs. 80,148mn, EBITDA Rs. 24,860mn, PAT Rs. 6,783mn
- Idea – Consolidated² – Revenue Rs. 80,175mn, EBITDA Rs. 27,527mn, PAT Rs. 7,671mn

	Idea Standalone ¹				Idea Consolidated ²			
	INR mn							
	Q3FY15	Q2FY15	YTD Q3FY15	YTD Q3FY14	Q3FY15	Q2FY15	YTD Q3FY15	YTD Q3FY14
Revenue - Established Service Areas ³	75,543	71,437	2,18,526	1,84,597				
Revenue - New Service Areas ⁴	4,605	4,236	12,857	10,033				
Total Revenue	80,148	75,673	2,31,383	1,94,630	80,175	75,699	2,31,484	1,94,751
EBITDA - Established Service Areas ³	26,741	24,192	75,258	57,813				
EBITDA - New Service Area ⁴	(1,881)	(1,798)	(5,407)	(4,209)				
Total EBITDA	24,860	22,394	69,851	53,604	27,527	24,907	77,473	60,638
EBITDA% - Established Service Areas ³	35.4%	33.9%	34.4%	31.3%				
EBITDA% - New Service Areas ⁴	-40.8%	-42.4%	-42.1%	-41.9%				
Total EBITDA%	31.0%	29.6%	30.2%	27.5%	34.3%	32.9%	33.5%	31.1%
Depreciation & Amortisation	13,792	10,774	35,152	30,888	14,826	11,788	38,159	33,814
EBIT	11,068	11,621	34,699	22,716	12,700	13,119	39,314	26,824
Interest and Financing Cost (Net)	720	1,176	3,901	4,223	983	1,445	4,703	5,337
Dividend from Indus	-	1,026	4,648	838			-	-
PBT	10,348	11,470	35,446	19,331	11,717	11,675	34,611	21,487
PAT	6,783	7,794	24,695	12,794	7,671	7,559	22,512	13,780
Cash Profit ⁵	20,286	18,155	58,671	47,656	22,216	18,971	59,560	51,865

Note: Forex Loss/Gain which was part of net interest & finance cost earlier, has been regrouped to Other Expenditure (impacting the EBITDA). Past period figures are restated.

Idea Cellular is pleased to join a select club of top global Operators with over 150 million quality subscribers, providing company a unique platform for future growth in Mobile Voice, Wireless Broadband and Mobile banking services etc.

In the Calendar year (CY) 2014, Idea added 22.2 million subscribers (VLR net adds); the highest addition in the Industry. '1 out of 6' Indian prefer brand Idea for their mobile services as company's subscriber market share raced past 18.1% (TRAI November 2014 VLR Report). In spite of huge 17% incremental new customer addition in year 2014, the customer mobile spend (ARPU) on Idea network increased by Rs. 10 to Rs. 179 (Q3FY15 over Q3FY14), a clear testimony to growing power of brand Idea.

The Company maintained its long term growth trajectory with 5.9% sequential quarterly revenue growth, helping Idea reach 31.0% EBITDA margin in Q3FY15. The standalone quarterly revenue of Rs. 80,148 million @21.2% YoY increase (over Q3FY14) was a balanced growth with voice minutes expansion by 18.1% (YoY) and 'Average Realisation per Minute' (ARPM) improvement by 3.2%. Idea continued its journey of strengthening its competitive market standing with Q2FY15 Revenue Market Share (RMS) @17.2%, an increase of 1.4% compared to Q2FY14.



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During the quarter, Idea carried 170.7 billion minutes on its network, registering 5.1% sequential quarterly growth and 46.1 billion Megabytes of Mobile data on its 2G+3G platform, @16.9% quarterly expansion, with both lines of business delivering strong performance. The 'Value Added Service' (VAS) contribution has improved sharply to 23.1% of service revenue, an unprecedented gain of 7% in last one year.

Due to competitive pressures and increased contribution from New service areas, the Voice realisation remained under pressure and has fallen sequentially by 0.6 paisa to 35.6p/minute in Q3FY15. However, 18.4% quarterly jump in Mobile Data revenue, contributing 15.7% to service revenue, helped Idea improve its 'ARPM' at 46.3p in Q3FY15 (vs 45.9p in Q2FY15).

The standalone quarterly EBITDA of Rs. 24,860 million, grew annually by 37.3% due to multiple drivers including robust subscriber addition, consistent voice minutes growth, explosion of Data volume, scale benefit and better cost management. Idea during last one year has improved its EBITDA margin by 3.6% to 31% from 27.4% in Q3FY14, on the back of 4.2% EBITDA margin improvement between Q3FY13 (23.1%) to Q3FY14.

As the technology cycle shortens, the company on prudent basis reviewed and reduced the estimated useful life of core network equipment from present 10 to 9 years. Consequently, this quarter the depreciation charge has risen by Rs. 2,625 million. In spite of accounting for this higher charge, Idea has delivered 'Profit After Tax' (PAT) at Rs. 6,783 million, 70.4% higher compared to Q3FY14 PAT at Rs. 3,981 million.

The strong Cash Profit of Rs. 20,286 million in Q3FY15 (YoY Growth of 29.5%) has helped company reduce Net Debt to Rs. 110,891 million. The Net Debt to Annualised EBITDA ratio now stands at 1.12, lowest in the industry, providing company sufficient head room to participate in the forthcoming license renewal spectrum auction.

The Mobile data subscriber base on 2G+3G platform has risen by 8.6 million in CY 2014 to 34.2 million. This quarter Idea held on its data rates (banded 2G+3G) – 'Average Realisation per MB' (ARMB) at 26.9p (vs 26.5p in Q2FY15). The blended Data ARPU (2G+3G) has improved by Rs. 35 in CY2014 to Rs. 126 as 'Usages per Data Subscriber' has grown to 470 MB per user in Q3FY15 from 309 MB in Q3FY14. The 3G (Voice+Data) customers have grown steadily this quarter to 16.1 million but still represents only 10.7% of Idea's total subscriber base. Idea continued to expand its 3G footprint with incremental investment of 7,840 3G sites in CY2014 taking the overall 3G sites count to 27,744.

For Q3FY15, on consolidated basis including Indus 16% contribution, Idea revenue grew by 21.2%, an incremental YoY revenue growth of Rs. 14,044 million. During same period EBITDA rose by 34.1%, driving the absolute EBITDA for this quarter to Rs. 27,527 million at 34.3% margin (3.3% YoY margin increase). The consolidated PAT at Rs. 7,671 million in Q3FY15 has grown sharply by 64% from Rs. 4,677 million in Q3FY14.

As mobility market services expand, Indian Telecom business offers exciting growth opportunities in Mobile broadband & rural voice telephony. Brand Idea with growing consumer affinity, strong cash flows, expanding 2G & 3G network footprint and competitive spectrum profile, reaffirms its ability to overcome current short term uncertainties, emerge stronger and consolidate its market position to tap emerging telecom and mobile banking opportunities.



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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, Mumbai and Bihar service areas.
4. New Service Areas represent 7 service areas of 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.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 17.2% (Q2FY15). 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, which is one of the largest business groups in India. The Aditya Birla Group is a conglomerate with operations in more than 30 countries. The Aditya Birla group has a history of over 50 years and has businesses in, among others, mobile telecommunications, metals and mining, cement, carbon black, textiles, garments, chemicals, fertilizers, life insurance and financial services industries.

Idea Cellular Limited - CIN L32100GJ1996PLC030976

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