ADITYA BIRLA

IDEA Cellular

October 20, 2014

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

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

Dear Sirs,

Sub: Publication of Un-audited Results for the second quarter and half year ended 30th September 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 second quarter and half year ended 30th September 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

Idea

Deloitte
Haskins & Sells LLP

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

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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 six months ended 30th September 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 total assets of Rs. 43,535 lakhs as at 30th September 2014, Income from Operations of Rs.59,603 lakhs and Rs. 117,523 lakhs for the quarter and six months ended 30th September 2014, respectively and profit after tax of Rs.7,908 lakhs and Rs.15,785 lakhs for the quarter and six months ended 30th September 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.

Deloitte
Haskins & Sells LLP

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.

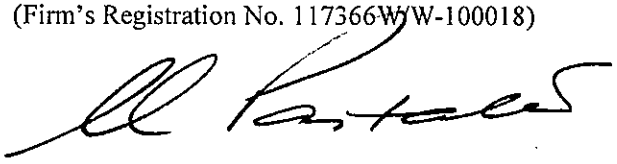
6. We draw attention to Note 4 of the Statement. The Department of Telecommunication (DoT) had issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for the period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 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 ended 30th September 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 : 20th October, 2014

Idea

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 six months ended 30-September-2014

Part I

(₹ Lacs, except per share data)

Particulars	Quarter ended			Six Months Ended		Year ended
	30-Sep-14 Unaudited	30-Jun-14 Unaudited	30-Sep-13 Unaudited	30-Sep-14 Unaudited	30-Sep-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	756,581	755,465	631,518	1,512,046	1,284,955	2,643,197
Other Operating Income	411	634	808	1,045	1,248	8,694
TOTAL REVENUE	756,992	756,099	632,326	1,513,091	1,286,203	2,651,891
Cost of Trading Goods	4,184	3,842	4,797	8,026	8,293	19,270
Personnel Expenditure	40,800	35,689	34,820	76,489	65,554	131,212
Network Expense & IT Outsourcing Cost	178,936	181,677	158,617	360,613	312,974	649,903
Licence & WPC Charges	84,666	83,523	69,590	168,189	144,235	292,380
Roaming & Access Charges	114,419	114,435	95,634	228,854	205,147	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	65,704	67,601	56,359	133,305	115,136	246,736
Depreciation & Amortisation	117,878	115,449	107,949	233,327	221,481	451,940
Other Expenditure	19,213	18,949	16,701	38,162	33,719	67,029
TOTAL EXPENDITURE	625,800	621,165	544,467	1,246,965	1,106,539	2,274,626
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	131,192	134,934	87,859	266,126	179,664	377,265
Other Income	11,656	3,409	6,265	15,065	10,737	22,681
PROFIT BEFORE FINANCE CHARGES AND TAX	142,848	138,343	94,124	281,191	190,401	399,946
Finance Charges	26,104	26,157	24,412	52,261	48,693	95,519
PROFIT BEFORE TAX	116,744	112,186	69,712	228,930	141,708	304,427
Provision for Taxation (Net of MAT credit)	41,156	39,366	24,951	80,522	50,676	107,645
NET PROFIT AFTER TAX	75,588	72,820	44,761	148,408	91,032	196,782
Paid up Equity Share Capital (Face value ₹ 10 per share)	359,655	354,406	331,698	359,655	331,698	331,963
Reserves excluding Revaluation Reserve						1,320,542
Earnings Per Share for the period (₹)						
- Basic	2.11	2.16	1.35	4.27	2.75	5.93
- Diluted	2.10	2.15	1.35	4.25	2.74	5.92
Part II - Select Information for the quarter and six months ended 30-September-2014						
A. Particulars of Share Holding						
1. Public Shareholding						
-Number of Shares	2,075,874,450	2,023,380,831	1,796,298,989	2,075,874,450	1,796,298,989	1,798,952,714
-Percentage of Shareholdings	57.72%	57.09%	54.15%	57.72%	54.15%	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)	42.28%	42.91%	45.85%	42.28%	45.85%	45.81%

B. Investor Complaints	Quarter ended 30-September-14
Pending at the beginning of the quarter	0
Received during the quarter	446
Disposed off during the quarter	446
Remaining unresolved at the end of the quarter	0

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

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 six months ended 30-September-2014

Segmental Reporting ₹ Lacs

Particulars	Quarter ended			Six Months Ended		Year ended
	30-Sep-14 Unaudited	30-Jun-14 Unaudited	30-Sep-13 Unaudited	30-Sep-14 Unaudited	30-Sep-13 Unaudited	31-Mar-14 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	746,213	744,672	623,101	1,490,885	1,267,873	2,610,482
International Long Distance	15,238	14,810	11,875	30,048	23,921	47,256
Passive Infrastructure	65,297	63,667	61,074	128,964	122,412	246,866
Total	**826,748**	**823,149**	**696,050**	**1,649,897**	**1,414,206**	**2,904,604**
Less: Inter Segment Eliminations	(70,167)	(67,684)	(64,532)	(137,851)	(129,251)	(261,407)
Net Sales / Income from Operations	**756,581**	**755,465**	**631,518**	**1,512,046**	**1,284,955**	**2,643,197**
Segment Results						
Profit from Operations before Other Income, Finance Charges and Tax from each segment						
Mobility	113,216	116,141	71,419	229,357	146,989	312,263
International Long Distance	2,165	3,338	2,487	5,503	4,743	7,059
Passive Infrastructure	15,811	15,455	13,953	31,266	27,932	57,943
Profit from Operations before Other Income, Finance Charges and Tax	**131,192**	**134,934**	**87,859**	**266,126**	**179,664**	**377,265**
Add: Unallocable Income	11,656	3,409	6,265	15,065	10,737	22,681
Less: Finance Charges	26,104	26,157	24,412	52,261	48,693	95,519
Profit before Tax	**116,744**	**112,186**	**69,712**	**228,930**	**141,708**	**304,427**
Capital Employed						
(Segment Assets - Segment Liabilities)						
Mobility	3,118,798	3,171,041	2,220,107	3,118,798	2,220,107	3,302,303
International Long Distance	2,017	1,730	2,249	2,017	2,249	1,366
Passive Infrastructure	341,782	341,585	358,109	341,782	358,109	347,681
Unallocated	781,613	616,546	490,309	781,613	490,309	246,168
Total	**4,244,210**	**4,130,902**	**3,070,774**	**4,244,210**	**3,070,774**	**3,897,518**

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

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 20th October 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.

2. The consolidated financial results have been prepared in accordance with Accounting Standard – 21 on "Consolidated Financial Statements" and Accounting Standard – 27 on "Financial Reporting of Interests in Joint Ventures". Financial results of the following subsidiaries viz. Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited, Idea Mobile Commerce Services Limited and Aditya Birla Telecom Limited & its Joint Venture Indus Towers Limited, have been consolidated.

3. The Securities Allotment Committee of the Board of Directors of the Company has at its meeting held on 24th July 2014, issued and allotted 51,838,540 Equity Shares of face value of ₹ 10/- each to Axiata Investments 2 (India) Limited on a preferential basis at a price of ₹ 144.68 per Equity Share, including a premium of ₹ 134.68 per Equity Share, aggregating ₹ 75,000 Lacs in accordance with the applicable provisions of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 and Companies Act, 2013.

4. 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.

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

₹ Lacs

Particulars	Quarter ended			Six Months ended		Year ended
	30-Sep-14 Unaudited	30-Jun-14 Unaudited	30-Sep-13 Unaudited	30-Sep-14 Unaudited	30-Sep-13 Unaudited	31-Mar-14 Audited
Total Revenues	749,403	748,480	623,480	1,497,883	1,270,573	2,617,947
Profit before Tax	102,864	99,166	58,944	202,030	121,720	260,528
Net Profit after Tax	66,460	64,254	38,736	130,714	79,174	168,931

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

6. Statement of Assets and Liabilities :-

₹ In Lacs

Particulars	As at 30-Sep-14 Unaudited	As at 31-Mar-14 Audited
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share Capital	359,655	331,963
(b) Reserves and Surplus	1,802,858	1,320,542
Sub-total Shareholders' funds	**2,162,513**	**1,652,505**
Compulsorily Convertible Preference Shares (issued by Subsidiary Company)	193	193
2 Non-current liabilities		
(a) Long-term borrowings	1,647,257	1,812,841
(b) Deferred tax liabilities (net)	171,464	181,328
(c) Other long-term liabilities	137,020	92,291
(d) Long-term provisions	53,794	49,860
Sub-total non-current liabilities	**2,009,535**	**2,136,320**
3 Current liabilities		
(a) Short-term borrowings	520	64,716
(b) Trade Payables	291,399	278,800
(c) Other current liabilities	663,590	504,444
(d) Short-term provisions	22,545	18,769
Sub-total current liabilities	**978,054**	**866,729**
TOTAL - EQUITY AND LIABILITIES	**5,150,295**	**4,655,747**
B ASSETS		
1 Non-current assets		
(a) Fixed assets	4,053,334	4,101,526
(b) Goodwill	612	612
(c) Long-term loans and advances	233,475	289,707
(d) Other non-current assets	9,167	14,484
Sub-total non-current assets	**4,296,588**	**4,406,329**
2 Current assets		
(a) Current investments	446,505	21,553
(b) Inventories	9,769	6,831
(c) Trade receivables	94,742	80,062
(d) Cash and cash equivalents	181,830	18,810
(e) Short-term loans and advances	117,310	121,815
(f) Other current assets	3,551	347
Sub-total current assets	**853,707**	**249,418**
TOTAL - ASSETS	**5,150,295**	**4,655,747**

7. 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 : 20th October 2014
Place : Mumbai

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

8/16

Deloitte
Haskins & Sells LLP

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Fax: +91 (022) 6185 4501/4601

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

1. We have reviewed the accompanying Statement of Standalone Unaudited Financial Results of **IDEA CELLULAR LIMITED** ("the Company") for the quarter and six months ended 30th September 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 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.

Deloitte
Haskins & Sells LLP

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 ended 30th September 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: 20th October 2014

IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976

Unaudited Financial Results for the quarter and six months ended 30-September-2014

Part I

(₹ in Lacs, except per share data)

Particulars	Quarter ended			Six months ended		Year ended
	30-Sep-14 Unaudited	30-Jun-14 Unaudited	30-Sep-13 Unaudited	30-Sep-14 Unaudited	30-Sep-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	749,263	748,325	623,324	1,497,588	1,270,304	2,611,040
Other Operating Income	140	155	156	295	269	6,907
TOTAL REVENUE	**749,403**	**748,480**	**623,480**	**1,497,883**	**1,270,573**	**2,617,947**
Personnel Expenditure	36,502	31,483	31,051	67,985	58,285	116,101
Network Expenses & IT Outsourcing Cost	205,267	206,925	182,278	412,192	360,705	747,455
Licence & WPC Charges	84,666	83,523	69,590	168,189	144,235	292,380
Roaming & Access Charges	114,419	114,435	95,634	228,854	205,147	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	69,143	70,285	58,939	139,428	118,977	255,221
Depreciation & Amortisation	106,741	104,975	97,213	211,716	200,343	409,324
Other Expenditure	17,945	17,566	15,404	35,511	30,668	62,066
TOTAL EXPENDITURE	**634,683**	**629,192**	**550,109**	**1,263,875**	**1,118,360**	**2,298,703**
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	**114,720**	**119,288**	**73,371**	**234,008**	**152,213**	**319,244**
Other Income	11,268	2,823	6,165	14,091	10,906	22,396
PROFIT BEFORE FINANCE CHARGES AND TAX	**125,988**	**122,111**	**79,536**	**248,099**	**163,119**	**341,640**
Finance Charges	23,124	22,945	20,592	46,069	41,399	81,112
PROFIT BEFORE TAX	**102,864**	**99,166**	**58,944**	**202,030**	**121,720**	**260,528**
Provision for Taxation (Net of MAT credit)	36,404	34,912	20,208	71,316	42,546	91,597
NET PROFIT AFTER TAX	**66,460**	**64,254**	**38,736**	**130,714**	**79,174**	**168,931**
Paid up Equity Share Capital (Face value ₹ 10 per share)	359,655	354,406	331,698	359,655	331,698	331,963
Reserves excluding Revaluation Reserve						1,226,472
Earnings Per Share for the period (₹)						
- Basic	1.85	1.91	1.17	3.76	2.39	5.09
- Diluted	1.85	1.90	1.17	3.74	2.38	5.08
Debt Service Coverage Ratio (DSCR) *				**3.10**	**2.42**	**2.54**
Interest Service Coverage Ratio (ISCR) **				**8.43**	**7.75**	**8.13**

* DSCR=Profit after Tax + Depreciation & Amortisation + Gross Finance Costs/(Gross Finance Costs+scheduled long term principal repayments excluding prepayments)
** ISCR=Profit after Tax + Depreciation & Amortisation + Gross Finance Costs/(Gross Finance Costs)

Part II - Select Information for the quarter and six months ended 30-September-2014
A. Particulars of Share Holding

1. Public Shareholding						
- Number of Shares	2,075,874,450	2,023,380,831	1,796,298,989	2,075,874,450	1,796,298,989	1,798,952,714
- Percentage of Shareholdings	57.72%	57.09%	54.15%	57.72%	54.15%	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%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	42.28%	42.91%	45.85%	42.28%	45.85%	45.81%

B. Investor Complaints	Quarter Ended 30-Sep-14
Pending at the beginning of the quarter	0
Received during the quarter	446
Disposed off during the quarter	446
Remaining unresolved at the end of the quarter	0

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976

Unaudited Financial Results for the quarter and six months ended 30-September-2014

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Six months ended		Year ended
	30-Sep-14 Unaudited	30-Jun-14 Unaudited	30-Sep-13 Unaudited	30-Sep-14 Unaudited	30-Sep-13 Unaudited	31-Mar-14 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	741,305	739,915	617,454	1,481,220	1,258,075	2,588,015
International Long Distance	15,238	14,810	11,875	30,048	23,921	47,256
Total	756,543	754,725	629,329	1,511,268	1,281,996	2,635,271
Less: Inter Segment Eliminations	(7,280)	(6,400)	(6,005)	(13,680)	(11,692)	(24,231)
Net sales / Income from operations	749,263	748,325	623,324	1,497,588	1,270,304	2,611,040
Segment Results						
Profit from Operations before Other Income, Finance Charges and Tax from each segment						
Mobility	112,555	115,950	70,884	228,505	147,470	312,185
International Long Distance	2,165	3,338	2,487	5,503	4,743	7,059
Profit from Operations before Other Income, Finance Charges and Tax	114,720	119,288	73,371	234,008	152,213	319,244
Add: Unallocable Income	11,268	2,823	6,165	14,091	10,906	22,396
Less: Finance Charges	23,124	22,945	20,592	46,069	41,399	81,112
Profit before tax	102,864	99,166	58,944	202,030	121,720	260,528
Capital Employed						
(Segment assets - Segment liabilities)						
Mobility	3,120,291	3,173,936	2,236,655	3,120,291	2,236,655	3,304,714
International Long Distance	2,017	1,730	2,249	2,017	2,249	1,366
Unallocated	881,107	717,113	588,196	881,107	588,196	341,625
Total	4,003,415	3,892,779	2,827,100	4,003,415	2,827,100	3,647,705

IDEA Cellular Limited

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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 20th October 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.

2. The Securities Allotment Committee of the Board of Directors of the Company has at its meeting held on 24th July 2014, issued and allotted 51,838,540 Equity Shares of face value of ₹ 10/- each to Axiata Investments 2 (India) Limited on a preferential basis at a price of ₹ 144.68 per Equity Share, including a premium of ₹ 134.68 per Equity Share, aggregating ₹ 75,000 Lacs in accordance with the applicable provisions of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 and Companies Act, 2013.

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. Statement of Assets and Liabilities :-

₹ In Lacs

Particulars	As at 30-Sep-14 Unaudited	As at 31-Mar-14 Audited
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share Capital	359,655	331,963
(b) Reserves and Surplus	1,702,833	1,226,472
Sub-total Shareholders' funds	**2,062,488**	**1,558,435**
2 Non-current liabilities		
(a) Long-term borrowings	1,565,406	1,714,388
(b) Deferred tax liabilities (net)	142,780	153,105
(c) Other long-term liabilities	153,115	139,727
(d) Long-term provisions	25,132	21,670
Sub-total non-current liabilities	**1,886,433**	**2,028,890**
3 Current liabilities		
(a) Short-term borrowings	520	60,936
(b) Trade Payables	275,085	263,437
(c) Other current liabilities	617,505	468,487
(d) Short-term provisions	22,122	18,650
Sub-total current liabilities	**915,232**	**811,510**
TOTAL - EQUITY AND LIABILITIES	**4,864,153**	**4,398,835**
B ASSETS		
1 Non-current assets		
(a) Fixed assets	3,700,743	3,740,423
(b) Non-Current Investments	164,661	164,121
(c) Long-term loans and advances	194,234	282,923
Sub-total non-current assets	**4,059,638**	**4,187,467**
2 Current assets		
(a) Current investments	426,924	-
(b) Inventories	5,515	4,874
(c) Trade receivables	90,844	76,969
(d) Cash and cash equivalents	170,412	13,953
(e) Short-term loans and advances	107,261	115,226
(f) Other current assets	3,559	346
Sub-total current assets	**804,515**	**211,368**
TOTAL - ASSETS	**4,864,153**	**4,398,835**

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP Chartered Accountants MUMBAI

5. 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 : 20th October 2014
Place : Mumbai

IDEA Cellular Limited

DELOITTE HASKINS & SELLS LLP MUMBAI Chartered Accountants

Media Release

Mumbai –October 20, 2014

Idea Cellular announces un-audited results for the Second Quarter (Q2) and Half Year ended September 30, 2014

Highlights – Q2 FY15

- Idea – Standalone[1] – Revenue Rs. 75,673mn, EBITDA Rs. 22,394mn, PAT Rs. 7,794mn
- Idea – Consolidated[2] – Revenue Rs. 75,699mn, EBITDA Rs. 24,907mn, PAT Rs. 7,559mn

INR mn

	Idea Standalone[1]				Idea Consolidated[2]			
	Q2FY15	Q1FY15	H1FY15	H1FY14	Q2FY15	Q1FY15	H1FY15	H1FY14
Revenue - Established Service Areas[3]	71,437	71,547	1,42,984	1,21,818				
Revenue - New Service Areas[4]	4,236	4,015	8,252	6,707				
Total Revenue	75,673	75,562	1,51,236	1,28,525	75,699	75,610	1,51,309	1,28,620
EBITDA - Established Service Areas[3]	24,192	24,325	48,517	38,119				
EBITDA - New Service Area[4]	(1,798)	(1,729)	(3,527)	(2,616)				
Total EBITDA	22,394	22,596	44,990	35,503	24,907	25,038	49,945	40,115
EBITDA% - Established Service Areas[3]	33.9%	34.0%	33.9%	31.3%				
EBITDA% - New Service Areas[4]	-42.4%	-43.1%	-42.7%	-39.0%				
Total EBITDA%	29.6%	29.9%	29.7%	27.6%	32.9%	33.1%	33.0%	31.2%
Depreciation & Amortisation	10,774	10,586	21,360	20,218	11,788	11,545	23,333	22,148
EBIT	11,621	12,010	23,631	15,285	13,119	13,493	26,612	17,967
Interest and Financing Cost (Net)	1,176	2,005	3,181	3,043	1,445	2,275	3,720	3,796
Dividend from Indus	1,026	3,623	4,648	838		-	-	-
PBT	11,470	13,628	25,098	13,080	11,674	11,219	22,893	14,171
PAT	7,794	10,117	17,911	8,813	7,559	7,282	14,841	9,103
Cash Profit[5]	18,155	20,230	38,385	31,994	18,971	18,372	37,343	34,429

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 reverse the last 2 years trend of sequential revenue decline during the seasonally weak 'July to September' quarter due to contraction in 'Voice Minutes of Use', with an absolute revenue growth of Rs. 111 million. Idea standalone Q2FY15 revenue at Rs. 75,673 million has robust YoY growth @ 19.8% on back of 17% annual increase in Voice MoUs and 125.9% growth in 'Mobile Data Volume'.

During this quarter, the company carried 162.5 billion minutes on its network, less pronounced seasonal quarterly decline of 1.7%, in comparison to 5.8% minute decline in Q2 vs Q1FY14. In line with the emerging digital connectivity demand, Mobile Data volume exploded to 39.4 billion MB on its 2G+3G platform @ 21.3% QoQ growth, reaffirming consumer preference for brand Idea.

While the Voice rate realisation was under pressure, but 22.5% quarterly jump in Mobile Data revenue, contributing 14.0% to service revenue, helped Idea improve 'Average Realisation per Minute' (ARPM) by 0.8paisa from 45.1p in Q1FY15 to 45.9p in Q2FY15. The 'Value Added Service' (VAS) contribution has improved sharply to 21.1% of service revenue, a gain of 4.9% over last one year.

The standalone EBITDA of Rs. 22,394 million grew by 29.5% on YoY basis due to multiple drivers including scale benefit, better cost management and robust net subscriber addition, voice minutes and data volume growth. Idea improved its EBITDA margin by 2.2% during last one year to 29.6%.

Including Indus dividend receipt of Rs. 1,026 million, the company has delivered excellent 'Profit After Tax' (PAT) at Rs. 7,794 million, nearly double the Q2FY14 PAT of Rs. 3,984 million.

Brand Idea continues its high subscriber growth momentum with 4.6 million net new customer additions in the quarter, now servicing 143.6 million EoP customer base as 'Average Revenue Per User' (ARPU) improved to Rs. 176 (Rs. 164 in Q2FY14) and MoU/Subscriber increased to 384 minutes (368 minutes in Q2FY14). The company continued its journey of strengthening its competitive market standing with VLR subscriber market share climbing to 17.8% (August 2014) and Revenue Market Share (RMS) in Q1FY15 @ 17.1%, an increase of 0.9% compared to Q1FY14.

Idea managed to maintain the mobile data 'Average Realisation per MB' (ARMB) at 26.5paisa (vs 26.3p in Q1FY15). The explosive Mobile Data volume growth and steady ARMB has helped Mobile data quarterly revenue cross Rs. 10 billion mark. The Mobile Data consumer base has risen in this quarter by 3.1 million to 30.9 million. The blended data ARPU (2G+3G) has also improved to Rs. 119 and 'Usage per data subscriber' is now at 447 MB. The 3G (Voice+Data) customer grew steadily to 13.3 million but still represents only 9.3% of Ideas' total subscriber base. In comparison, the 3G phone penetration among Idea subscribers is improving and over 17% of Idea users own high speed 3G devices.

In July 2014, company allotted 51.84 million equity shares at an issue price of Rs. 144.68 per Equity Share (including a premium of Rs. 134.68 per Equity Share), aggregating to approx. Rs. 7,500 million, on preferential basis to its telecom partner - Axiata Investments 2 (India) Limited, an affiliate of Axiata Group. With additional Equity infusion and strong Cash Profit of Rs. 18,155 million in the quarter, Idea has reduced its Net Debt by Rs. 21,500 million to Rs. 118,269 million. The Net Debt to Annualised EBITDA ratio stands at 1.32, providing the company sufficient headroom to participate in the forthcoming 900 MHz spectrum renewal auction.

For Q2FY15, on consolidated basis including Indus 16% contribution, Idea revenue grew by 19.7% against same quarter year ago and YoY EBITDA rose by 27.2%, driving the EBITDA margin to 32.9%. The consolidated PAT at Rs. 7,559 million has grown sharply by 68.9% from Rs. 4,476 million in Q2FY14.

The strong consumer demand & brand association, expanding 2G & 3G network footprint, competitive spectrum portfolio with steady Cash flows from Operations affirms Idea ability to deliver consistent, competitive, responsible and profitable growth. The company is well geared to meet all volatile, uncertain, complex and ambiguous developments and remains on course of its mission to improve its market standing both in Mobile voice and data business.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Joint Venture i.e. Indus.
2. Idea Consolidated represents Idea Standalone and proportionate consolidation of Indus (@16%).
3. Established Service Areas represent 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 17.1% (Q1FY15). 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.