ADITYA BIRLA

IDEA Cellular

February 19, 2016

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

Email: cmlist@nse.co.in

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Email: corp.relations@bseindia.com

Dear Sirs,

Sub: Investor Presentation

Ref: "Idea Cellular Limited" (IDEA / 532822)

Pursuant to regulation 30 and 46 of the SEBI (LODR) Regulations, 2015, enclosed is the investor presentation uploaded on the Company's website.

The above is for your information and dissemination to the public at large.

Thanking you,

Yours truly,

For **Idea Cellular Limited**

Pankaj Kapdeo
Company Secretary

IDEA CELLULAR LIMITED

Encl: As above

Idea

IDEA CELLULAR LIMITED

INVESTOR PRESENTATION

ADITYA BIRLA GROUP

Restricted

Idea Cellular – An Overview

Pan India Pure Play Wireless Operator - Voice + Data (2G+3G*+4G**)

Holds 16%^ shareholding in Indus (thru ABTL). Additionally own 9,640 towers

No. 3 Operator in India with 18.5% RMS[1]

170,060 (2G+3G+4G) sites and ~105,600km of OFC capability

Serving ~ 182 million subscribers[2]

An Aditya Birla Group Company

YTD Q3FY16
Voice Minutes - 584.4bn
Data Traffic - 215.7bn MB

No.6 Ranked Operator in the World by Subscribers [3]

YTD Q3FY16 Consolidated Revenue ~$4.0bn; EBITDA ~$1.4bn; Enterprise Value ~$13.6bn [4]

^Providence Equity Partners, through its affiliates has invested INR 20,982mn in ABTL through Compulsorily Convertible Preference Shares, convertible into equity shares representing 30.3% of the total equity share capital of ABTL post conversion of these CCPS, which in turn reflects Providence Equity Partners' beneficial equity interest in Indus Towers of 4.85% (assuming no other change in the equity share capital of Indus Towers)

1 Revenue Market Share based on TRAI Q2FY16 revenue for UAS and Mobile licenses only.
2 VLR subs as of December 31, 2015
3 Single Country Operations, data from GSMA Intelligence as of September 2015..
4 As of December 31, 2015
**3G in 21 service areas including Intra-Circle Roaming arrangements*
***4G in 8 service areas with scheduled launch in 2 more by Mar'16*
USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

Since Inception, as Idea Grew & Evolved

It Re-invented itself Thrice

1997

Started with 2 Service Areas

1998 – 2005

Expanded to 8 Service Areas

3-Way JV

2006 – 2010

Single Promoter

Became a Pan India Mobile Service Provider

2011 – 2015

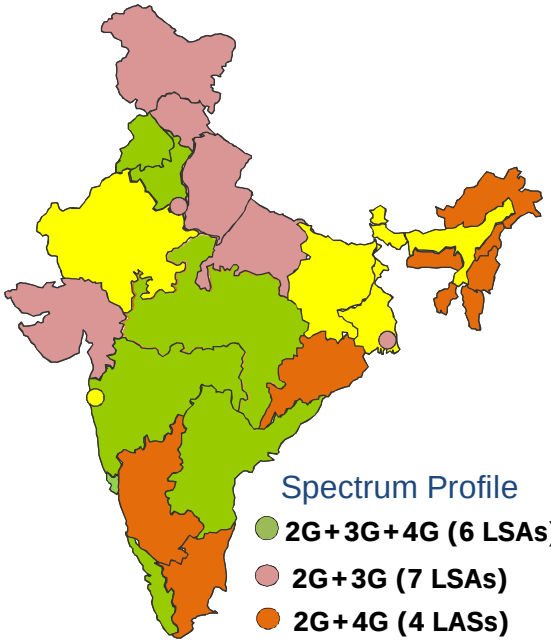
Upgraded to 3G Services & added 4G Spectrum

From No.3 to One Amongst Top 3

No Presence

No Presence

2G Service Areas



Spectrum Profile

- 2G+3G+4G (6 LSAs)
- 2G+3G (7 LSAs)
- 2G+4G (4 LASs)
- 2G only (5LSAs)

Broadband Spectrum (3G/4G) coverage is over 87% of existing revenue

Owns 3G spectrum in 13 LSAs

Owns spectrum to offer 4G services in 10 LSAs

India Telecom Sector Backdrop

Growth Drivers

Voice

- Indian Active subscriber penetration (measured on VLR) at 71.7% (~907 million subscribers)[1]
- Low rural subscriber penetration of ~49.5% (431.6 Mn)[1]. In FY15 ~65% of new subscribers came from rural areas.

Data

- Wireless Internet penetration at 30.6% (300Mn)[2] of Total Mobile Subscribers
- Nascent 9.5%[2] penetration of mobile broadband subscriber (93 Mn Subs).
- Strong mobile data traffic growth – (75.8% y-o-y growth for Idea Q3FY16 vs Q3FY15)

Emerging revenue streams

- Mobile Banking & Digital Wallet
- Launch of 4G services on LTE platform
- M2M, IoT & Cloud
- WiFi
- Digital content Services: Music, Movies & Video, Games, Rich Messaging, VoIP etc.

Competition

- Top 3 operators garnered 72.8%[3] of Indian Mobile revenue market share ("RMS").
- Loop exited Mumbai circle in Nov'14 post license expiry. In Mar'15 auction RCom lost its 20 year old expiring 900MHz spectrum in 5 circles, though in 2 of these it acquired 1800MHz spectrum.
- Feb'14 and Mar'15 spectrum auction ~91% of spectrum by Value (total industry spent of $26bn) won by only 4 operators (incl. Idea) – a trend towards consolidation.
- Consolidation in sector
  - RCom & MTS announced merger
  - RCom & Aircel exclusive talks on combining wireless business
  - RJIO & RCom spectrum trading and spectrum sharing deal
  - Idea to acquire, through spectrum trading, Videocon's 1800 MHz spectrum in Gujarat and UPW circles to offer 4G services on LTE platform.
- Increase in Mobile Broadband competition
  - Launch of 4G services band during FY16 & FY17. (around 100 networks)*
  - New 3G networks launch & expansion of existing 3G networks

Regulatory

- TRAI issued regulation on prohibition of discriminatory tariff for data services (Feb'16).
- TRAI Recommendation (Jan'16) on spectrum pricing for 700, 800, 900, 1800, 2100, 2300 & 2500 MHz spectrum. However, the reserve price of 700 MHz is kept at 4x of 1800 MHz.
- TRAI regulation on compensation to customer for call drop (Oct'15) w.e.f. 01st Jan'16. The regulation was challenged by telecom association COAI & AUSPI & penalty is stayed by court.
- Guidelines for Spectrum Sharing (Sep'15) and for Spectrum Trading (Oct'15) are announced.
- IUC for domestic calls reduced from 20p/min to 14p/min, (No IUC for calls originating from or terminating on wireline), IUC for International call increased from 40p/min to 53p/min (from 1st Mar'15). Roaming charges celling has been revised downward (from 1st May'15).

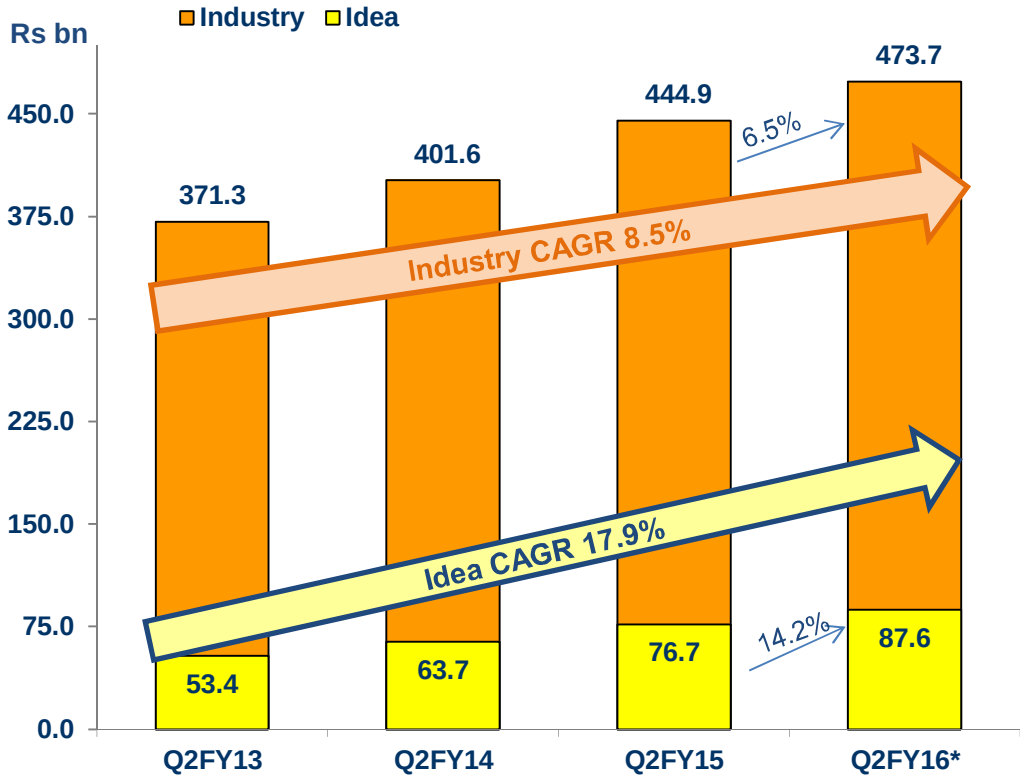
[1] *As of November 30, 2015 based on TRAI report*
[2] *As of June 30, 2015, TRAI performance Indicator Report*
[3] *TRAI Q2FY16 revenue for UAS and Mobile licenses only.*

*On 800 MHz, 1800 MHz and 2300 MHz spectrum
USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

Indian Wireless Sector – Revenue Trend

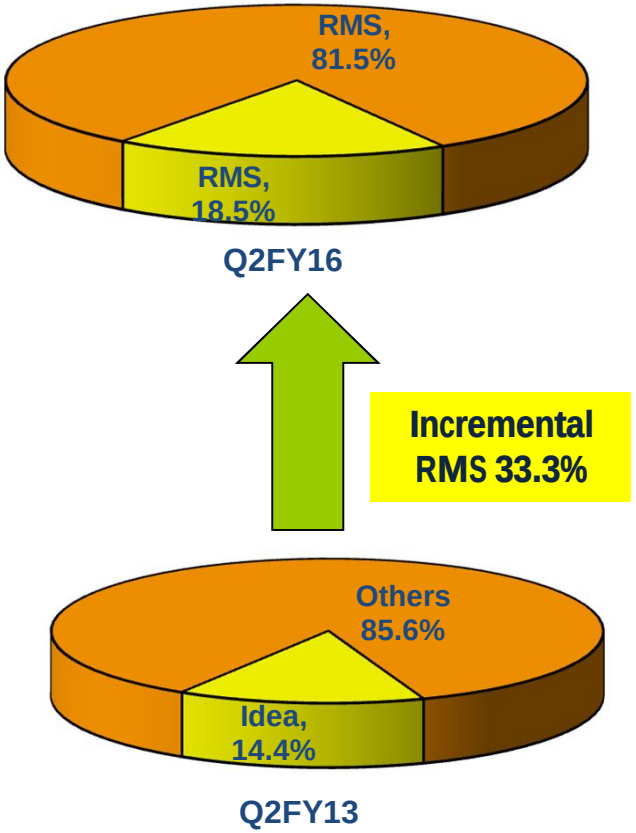
Sector Quarterly Gross Revenue (INR bn)

Idea has grown ~2.0x faster than industry over last 4 years



	In USD mn			
Industry	5,597	6,054	6,708	7,143
Idea	805	961	1,156	1,320

Idea – Highest Revenue Market Share (RMS) improvement [4.1% RMS increase in last 3 years]



*Q2FY16 revenue is negatively impacted due to reduction in IUC settlement and Cap on Roaming charges as well as increase in Service Tax rate

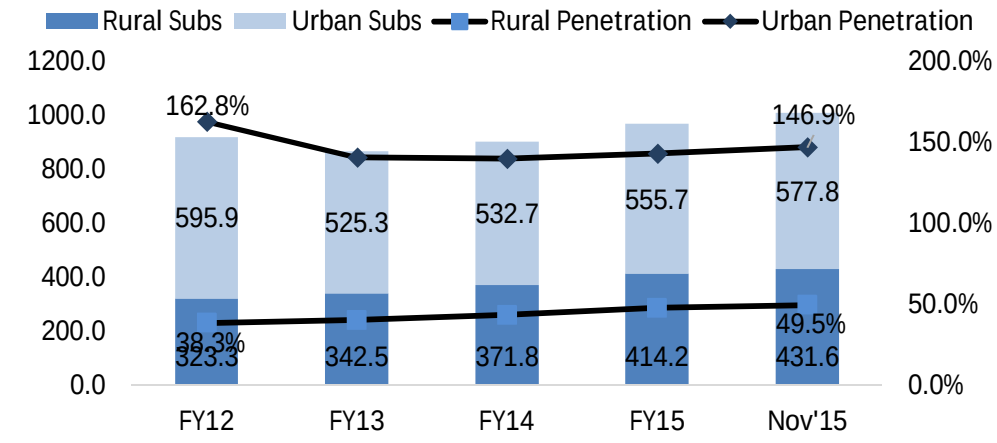
RMS = Revenue Market Share

Source: TRAI revenue for UAS and Mobile licenses only.

USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

Industry & Idea - Subscriber Trends

In Millions



EoP subs	919	868	905	970	1009
VLR subs	683	723	791	863	907
VLR Pen%	56.5%	59.0%	63.8%	68.7%	71.7%

- Subscriber (subs) growth in India to continue as the VLR subs penetration is still at 71.7%
- Primarily new subscriber additions are from Rural India. Idea leads the industry rural %, with 54.9%* of Idea's 172 mn EoP consumer base from rural India.
- Pan India mobility rural penetration at 49.5% only and will be the key driver for future mobility industry subscriber growth. Only Top 3 Telecom operators with wide scale rural presence will benefit from Rural mobility future growth

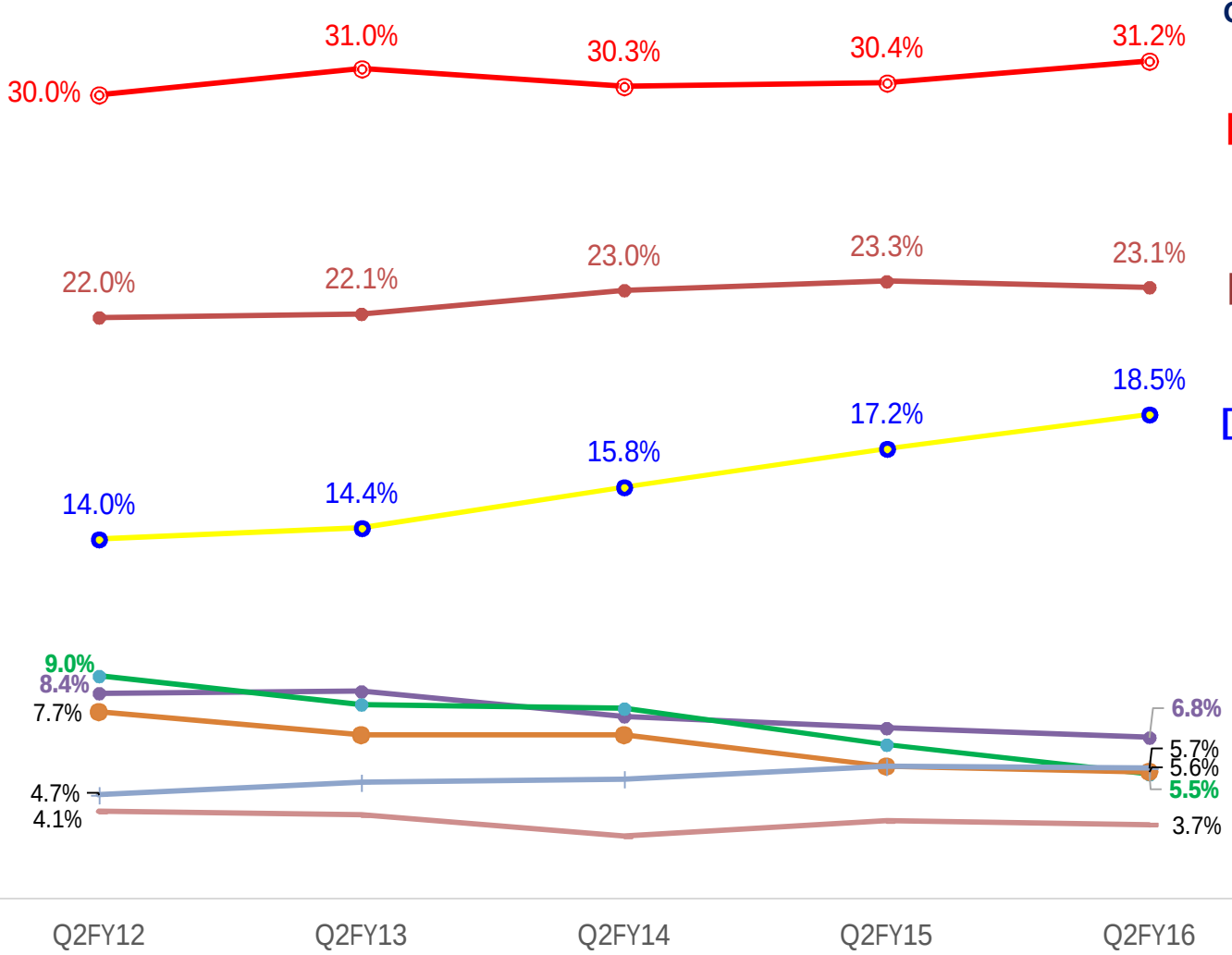
- Industry VLR growth revival – Post FY13 addition of only 40 mn VLR subs, FY14 and FY15 witnessed yearly VLR addition of nearly 70 mn
- Idea enjoys highest incremental VLR Market Share, in 2 out of last 4 years.
- Idea's VLR market share improved by 3.3% to 18.7% in FY15 (from 15.4% in FY12)

In Million	FY12	FY13	FY14	FY15	Nov'15
Industry EoP VLR	682.9	723.0	790.9	862.6	907.1
Industry Incr. VLR	112.0	40.1	67.9	71.8	44.4
Idea EoP VLR	105.3	120.2	137.9	161.4	176.8
Idea Incr. VLR	22.0	14.9	17.7	23.5	15.4
Idea EoP VLR MS	15.4%	16.6%	17.4%	18.7%	19.5%
Idea Incr. VLR MS	19.7%	37.2%	26.0%	32.8%	34.6%

VLR = Visitor Location Register (surrogate for active subscribers)
Source: TRAI
** As of Se 30, 2015*

Idea – The fastest growing Indian Telco

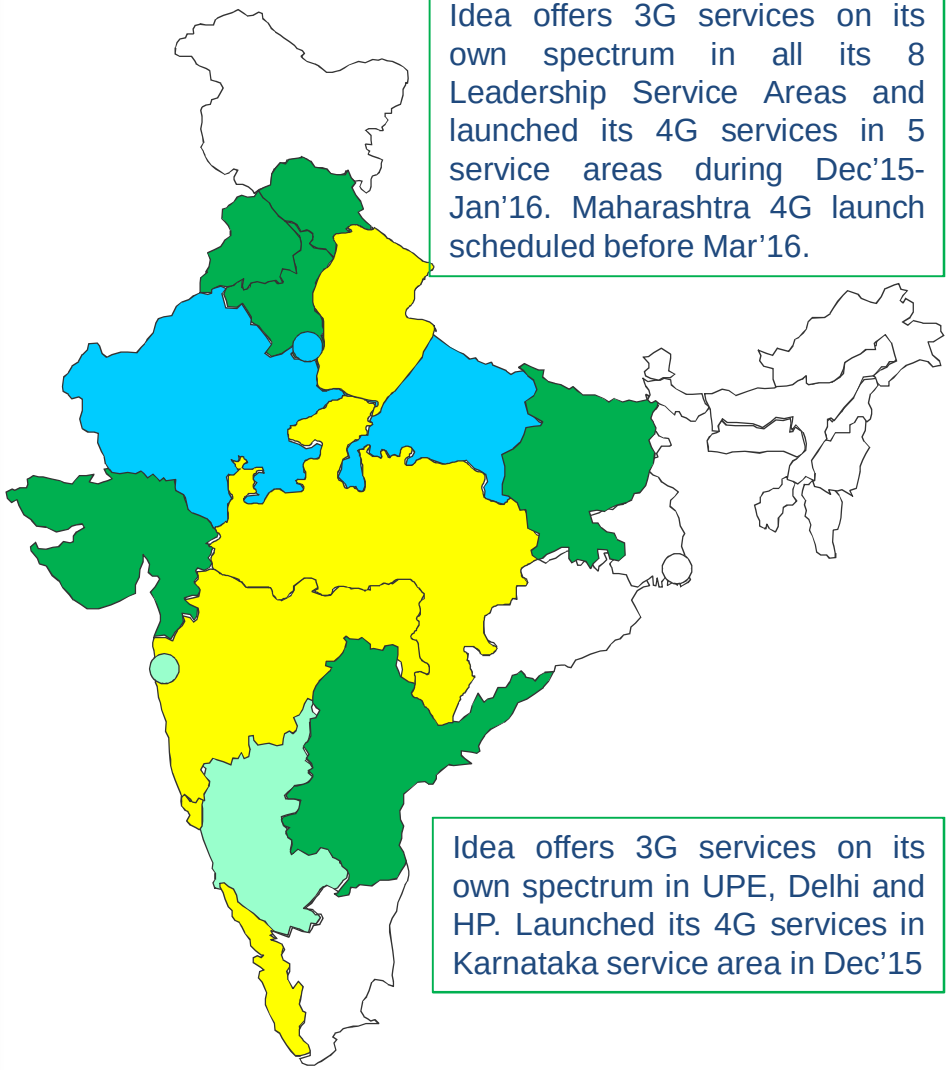
Now One Amongst the Top 3 in Incremental Revenue Market Share



	RMS	IRMS	
	Q2'12-'16	FY12-15	FY14-15
Telco 1	[+1.2%]	33.2%	32.5%
Telco 2	[+1.1%]	26.6%	24.4%
Idea	[+4.5%]	27.3%	29.7%
Telco 4	[-1.6%]		
Telco 5	[-3.5%]		
Telco 6	[+1.0%]		
Telco 7	[-2.2%]		
Others	[-0.5%]		

Idea 15 Service Areas – Core Strength

Idea offers 3G services on its own spectrum in all its 8 Leadership Service Areas and launched its 4G services in 5 service areas during Dec'15-Jan'16. Maharashtra 4G launch scheduled before Mar'16.



Idea offers 3G services on its own spectrum in UPE, Delhi and HP. Launched its 4G services in Karnataka service area in Dec'15

1 Player # 2 Player # 3 Player # 4 Player

8 Established Service Areas (Leadership)				
Service Area	RMS Q2FY13[1]	RMS Q2FY16[1]	Rank[2]	Spectrum Profile
Kerala	33.0%	41.6%	1	2G/3G/4G
M.P.	32.3%	41.3%	1	2G/3G/4G
UP (W)	25.5%	32.0%	1	2G/3G
Maharashtra	26.3%	31.8%	1	2G/3G/4G
Haryana	23.1%	27.3%	2	2G/3G/4G
Punjab	20.6%	26.1%	2	2G/3G/4G
A.P.	17.9%	23.2%	2	2G/3G/4G
Gujarat	17.9%	21.7%	2	2G/3G
Total	**24.1%**	**30.3%**	**1**	

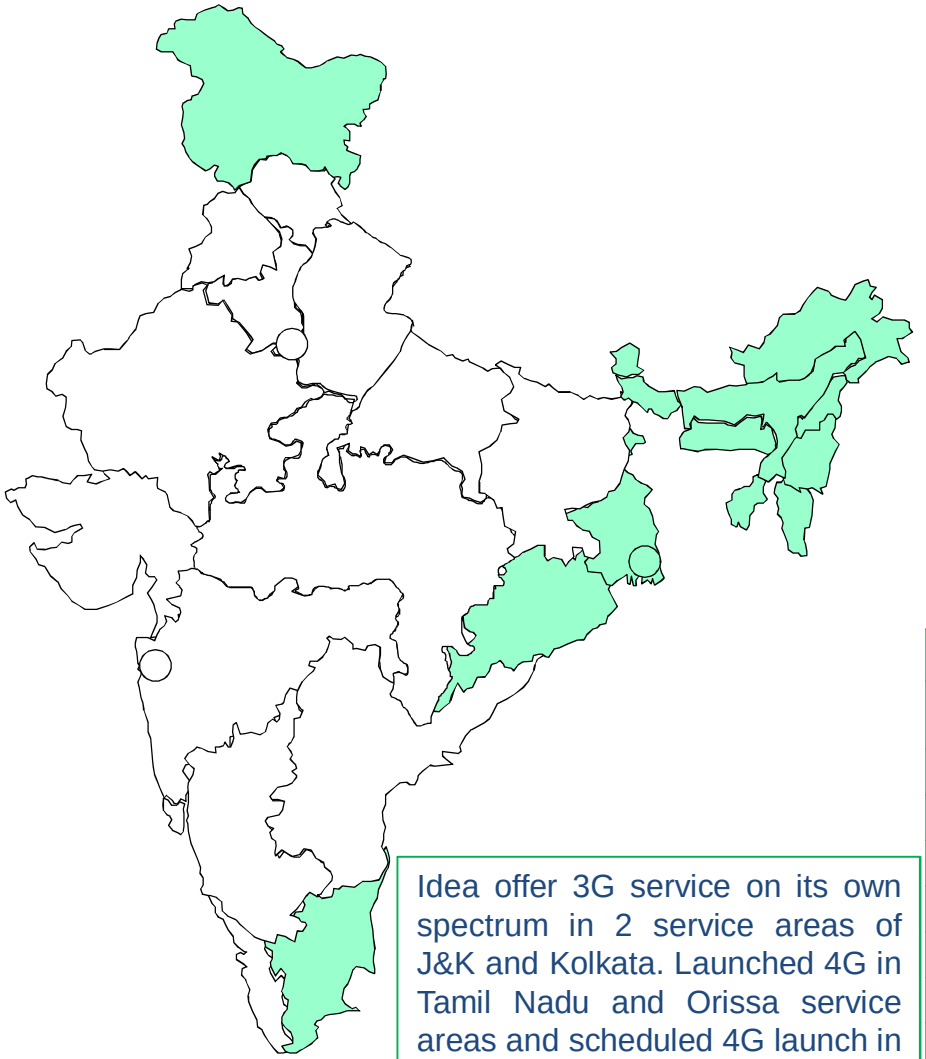
- **41% of India Mobility Revenue and 67.3% of Idea Revenue**
- **Idea Incremental RMS @51.7%**

7 Other Established Service Areas				
Service Area	RMS Q2FY13[1]	RMS Q2FY16[1]	Rank[2]	Spectrum Profile
Bihar	9.9%	13.5%	2	2G
H.P.	9.0%	12.7%	2	2G/3G
UPE	12.3%	13.7%	3	2G/3G
Rajasthan	11.1%	13.7%	3	2G
Delhi	10.7%	12.5%	3	2G/3G
Karnataka	9.1%	11.0%	4	2G/4G
Mumbai	8.4%	10.5%	4	2G
Total	**10.2%**	**12.3%**	3	

- **39.1% of India Mobility Revenue and 26.1% of Idea Revenue**
- **Idea Incremental RMS @19.9%**

[1] Source: TRAI revenue for UAS and Mobile licenses only.
[2] Based on Q2FY16 revenue market share from TRAI report

Idea 7 New Service Areas - Emerging Opportunity



Idea offer 3G service on its own spectrum in 2 service areas of J&K and Kolkata. Launched 4G in Tamil Nadu and Orissa service areas and scheduled 4G launch in North East before Mar'16

- **Idea launched services during FY10 in 7 new service areas; combined RMS of 6.2%[1] in Q2FY16**
- **Idea won back 5 MHz spectrum in 1800 MHz frequency auction in Nov'12 (6.25 MHz in West Bengal) in these service areas (post cancellation of licenses by Supreme Court)**
- **Idea won 3G Spectrum (2100 MHz) in J&K (May 2010) and Kolkata (March 2015)**
- **Idea won 4G (on LTE platform) capable 1800 MHz spectrum) for Northeast circle in Feb'14 auction and for Tamil Nadu and Orissa circles in Mar'15 auction**
- **Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common Network & IT elements**
- **Q3FY16 EBITDA loss at Rs. 1.8 bn**

7 New Service Areas				
Service Area	RMS Q2FY13[1]	RMS Q2FY16[1]	Rank[2]	Spectrum Profile
West Bengal	4.4%	9.0%	3	2G
J & K	3.0%	6.7%	5	2G/3G
North East	2.8%	4.4%	5	2G/4G
Kolkata	4.4%	7.0%	6	2G/3G
Tamil Nadu	2.8%	5.6%	6	2G/4G
Assam	2.3%	4.5%	6	2G
Orissa	3.7%	5.2%	7	2G/4G
Total	**3.3%**	**6.2%**	6	

- **19.9% of India Mobility Revenue and 6.6% of Idea Revenue**
- **Idea Incremental RMS @18.8%**

[1] Source: TRAI revenue for UAS and Mobile licenses only.
[2] Based on Q2FY16 revenue market share from TRAI report

Idea Improved Spectrum Profile

post Feb'14 and Mar'15 Auction

Circles	Current Spectrum Profile (in MHz)					Capability to Offer		
	900	1800 GSM	1800 LTE	2100	Total	GSM	3G	LTE
Maharashtra	9.0	4.0	5.0*	5.0	23.0	✓	✓✓	✓
Kerala	6.0		10.0	5.0	21.0	✓	✓	✓✓
M.P.	7.4	2.0	5.0	5.0	19.4	✓	✓	✓
Punjab	5.6	3.0	5.0*	5.0	18.6	✓	✓	✓
Haryana	6.0	1.0	5.0*	5.0	17.0	✓	✓	✓
Andhra Pradesh	5.0	1.0	5.0	5.0	16.0	✓	✓	✓
HP		4.4	4.8**	5.0	14.2	✓	✓	✓^
Delhi	5.0	8.6			13.6	✓	✓	x
UP (W)	5.0	2.2**		5.0	12.2	✓	✓	x
Gujarat	5.0	1.6		5.0	11.6	✓	✓	x
Tamil Nadu		6.4	5.0		11.4	✓	x	✓
UP (E)		6.2		5.0	11.2	✓	✓	x
Karnataka	5.0	1.0	5.0		11.0	✓	x	✓
North East		6.0**	5.0*		11.0	✓	x	✓
J&K		5.0		5.0	10.0	✓	✓	x
Kolkata		5.0		5.0	10.0	✓	✓	x
Orissa		5.0	5.0		10.0	✓	x	✓
Mumbai		6.4			6.4	✓	x	x
West Bengal		6.25			6.25	✓	x	x
Rajasthan		6.2			6.2	✓	x	x
Bihar		5.65			5.65	✓	x	x
Assam		5.0			5.0	✓	x	x
Total Spectrum	**59.0**	**91.9**	**59.8**	**60.0**	**270.7**			
Number of markets where Idea can deploy						22	13+1#	10+1#
Industry Revenue Contribution %						100%	60%	50%
Idea Revenue Contribution %						100%	79%	61%

3G

- Idea won own 3G spectrum in 13 service areas including Delhi (900 MHz - Feb'14) and Kolkata (2100 MHz - Mar'15)
- Offering 3G services in 21 service areas including 3G ICR arrangements with other operators

4G

- launched 4G services in 4 service areas in Dec'15, followed by 4 more service areas in Jan-Feb'16. In 2 service areas (Maharashtra & NESA) 4G services will be launched by Mar'16

- Liberalized GSM spectrum in 16 out of 22 service areas
- Out of the total Spectrum Holding of 270.7 MHz, Idea acquired 237.1 MHz through auctions and remaining 33.6 MHz is administratively allocated. Spectrum commitment till date of Rs. 483.6 bn ($ 7.3 bn)

**Contiguous block of 5 MHz is not available in Pune and Nasik (Maharashtra), Amritsar & Ludhiana (Punjab), Sirsa (Haryana), Khasi Hill &Tawang NESA)*
^LTE services to be launched post completion harmonization by DoT. Not included in count of 4G circles.
***4.0 MHz in HP, 1.8MHz in UPW and 1 MHz in North East is partially available.*
 # Represents 2nd carrier

Mobile Data – The Next Opportunity

881 Mn Indians on Mobile Voice

(VLR subs) – Penetration of 69.9%

319 Million

Internet users Penetration: 31.7%

300 Million

Wireless Internet users Penetration 30.6%

93 Million

Indian Mobile Broadband users – 9.5% of wireless subs

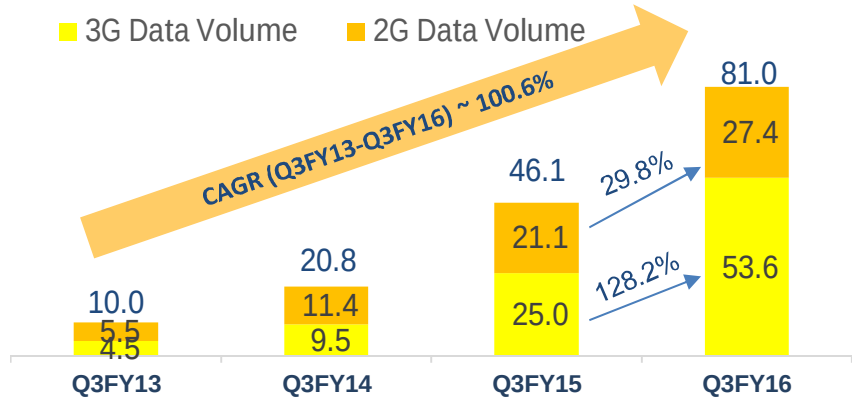
3x subscribers

Limited Internet Penetration and present aggressive data network infrastructure expansion by Telcos augurs well for internet penetration in the country

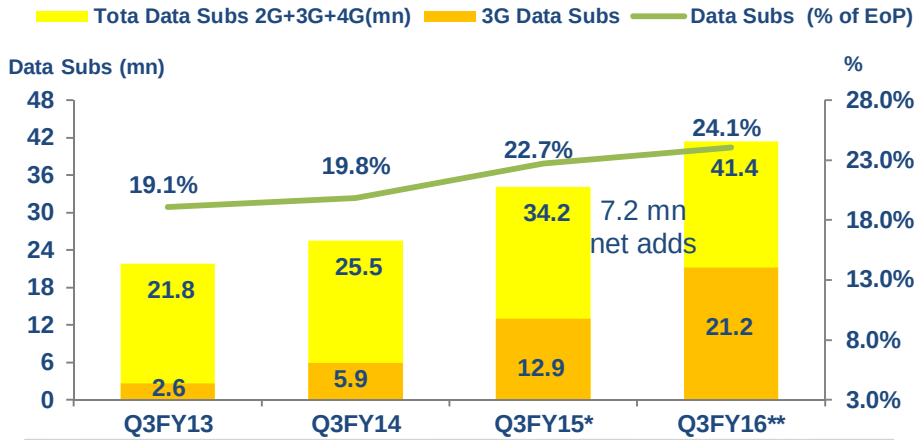
Source: TRAI Report, June 2015

Idea – Growing Data Business

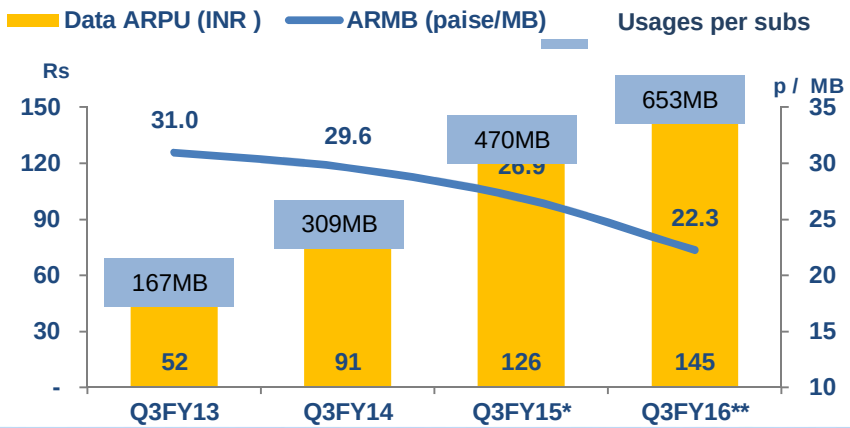
Strong Data Volume Growth (bn MB)



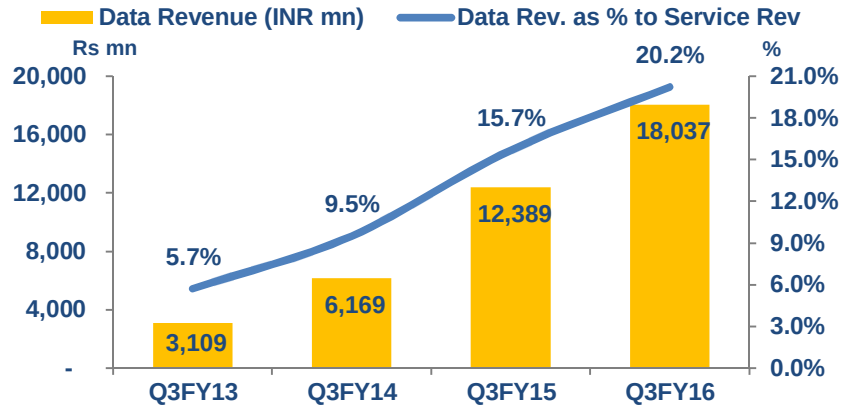
Improving Data Adoption



Improving Data ARPU (for Data Subs)



Improving Data Revenue Contribution



With 87% of Revenue Coverage by its own Mobile Broadband Spectrum on 3G/ 4G Idea is Competitively Placed to Capture the Emerging Mobile Data Opportunity

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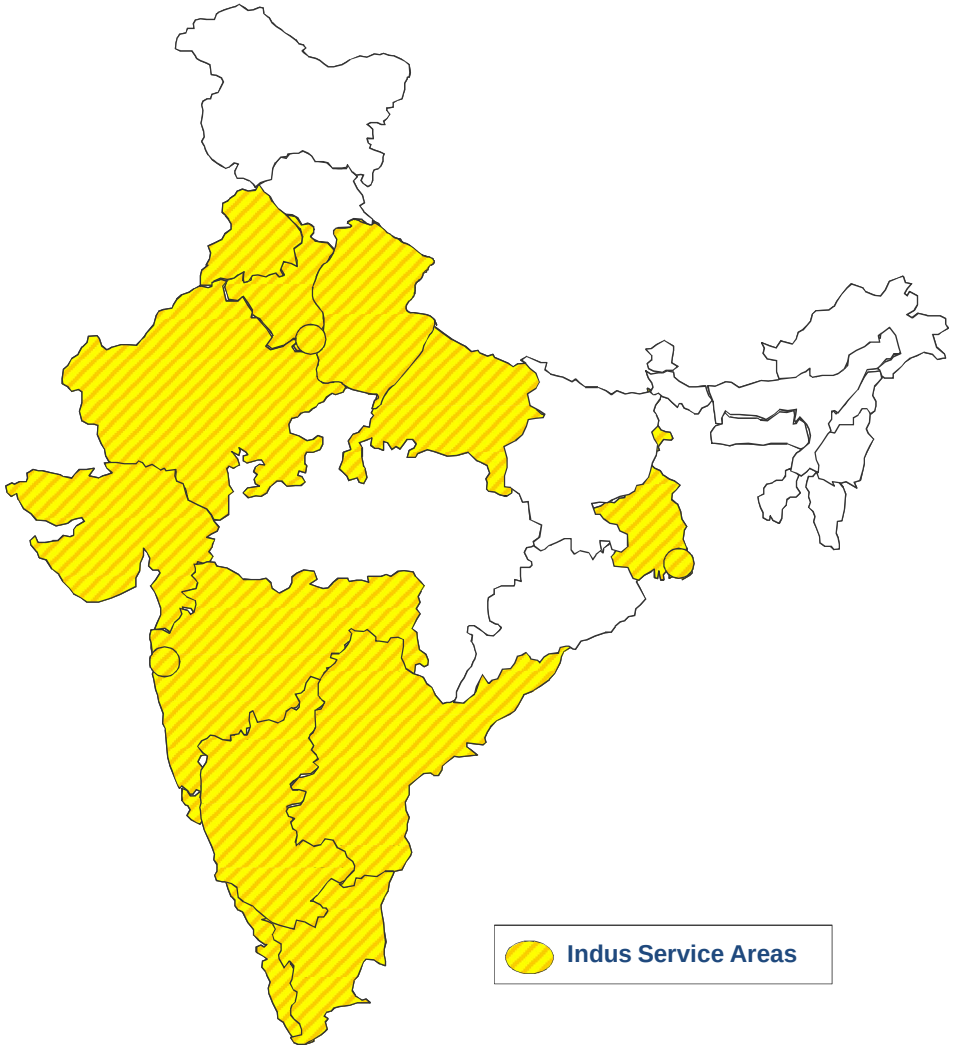
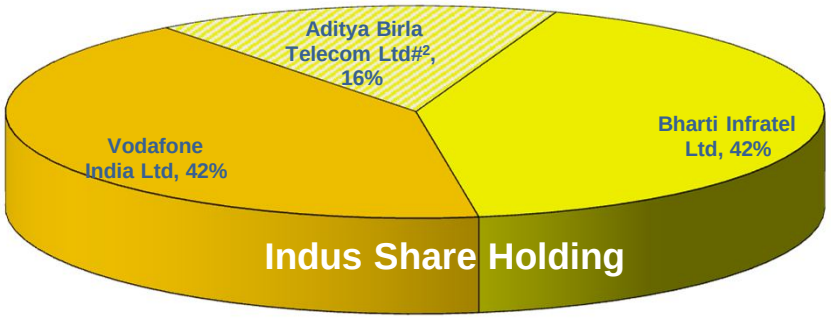
*Definition of data subscribers revised to data usage of >1 MB
**Definition of data subscribers revised to data usage of >15MB from Q3FY16 onwards

Idea - The Indus & Tower Advantage



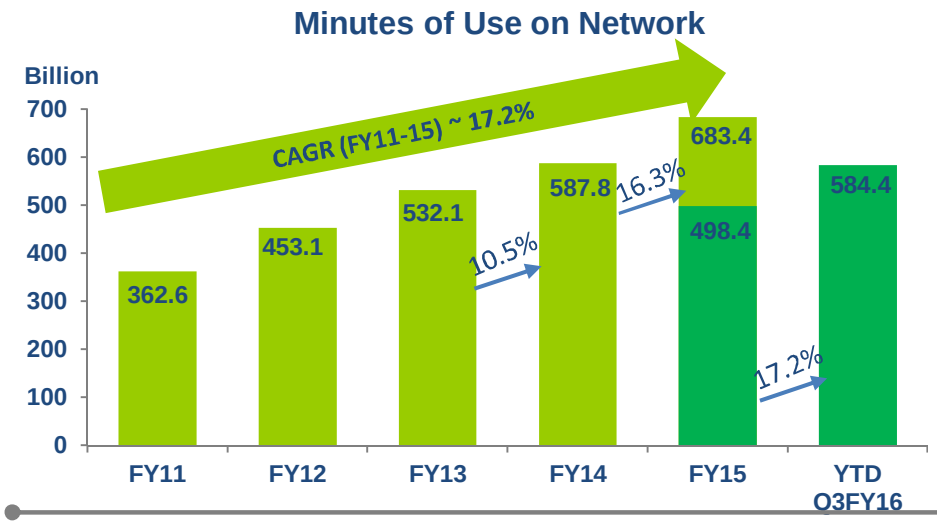
- Indus Provides passive tower infrastructure services in 15 service areas
- Indus Leading independent tower company in the world with around 117,579 towers and tenancy ratio of 2.22 (as of September 30, 2015)
- Top 3 Indian Mobile Operators are promotor of Indus, combined revenue market share of three shareholders is 72.8%[(1)]
- Idea own 9,640 towers with tenancy of 1.64, besides Indus stake
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding

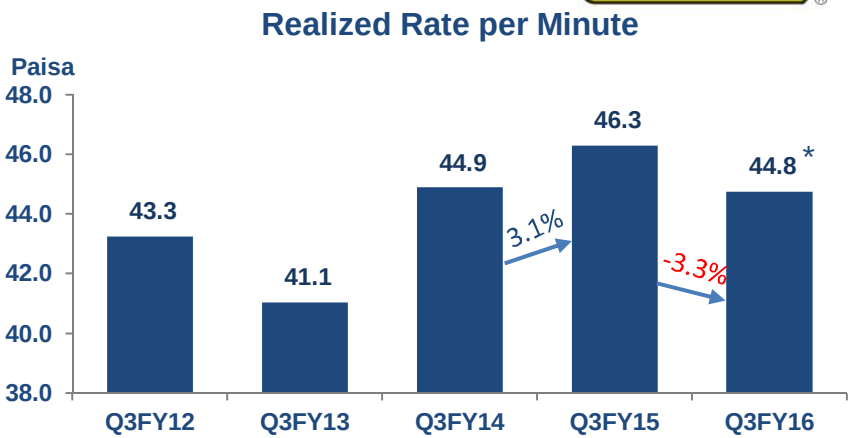


 # A Subsidiary of Idea Cellular Ltd.

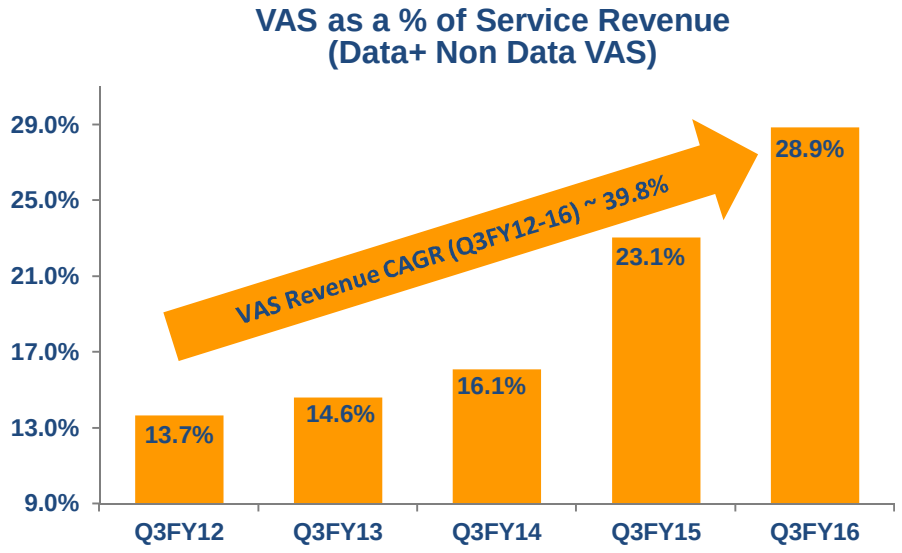
[1]TRAI Q2FY16 revenue for UAS and Mobile licenses only.
[2]Providence Equity Partners, through its affiliates has invested INR 20,982mn in ABTL through Compulsorily Convertible Preference Shares, convertible into equity shares representing 30.3% of the total equity share capital of ABTL post conversion of these CCPS, which in turn reflects Providence Equity Partners' beneficial equity interest in Indus Towers of 4.85% (assuming no other change in the equity share capital of Indus Towers)

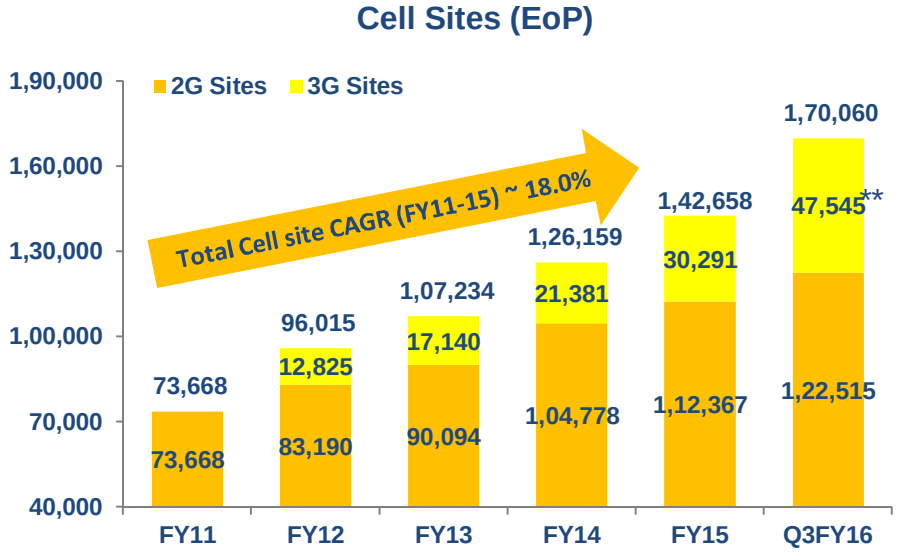
Idea - Key Operating Trends





ARPM US Cents	0.65	0.62	0.68	0.70	0.67





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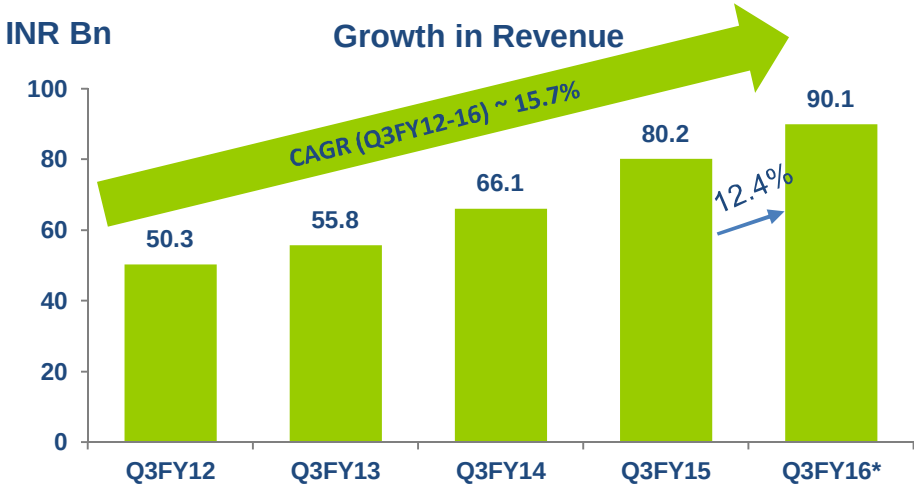
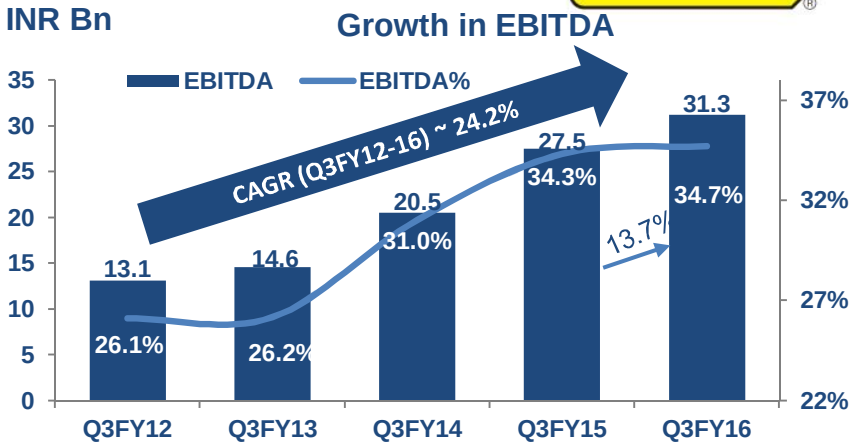
VAS = Value Added Services
**including impact of reduction in IUC settlement rate from 20p/Min to 14p/min effective from March 01, 2015*
***including 4G sites*

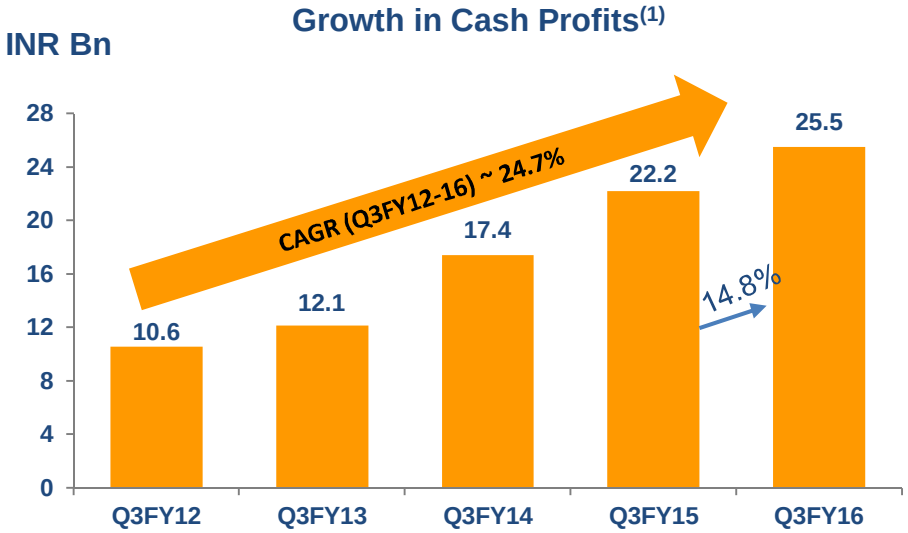
Idea - Quarterly Financial Trending (Consolidated)



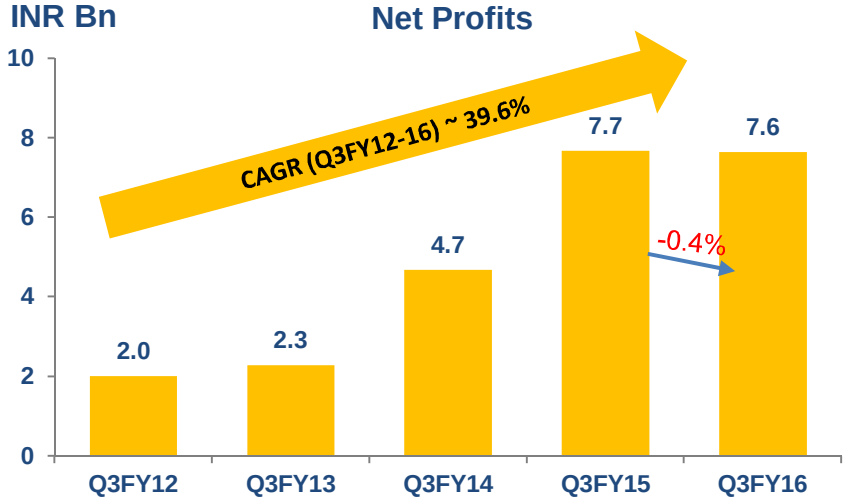
$ mn	758	841	997	1,209	1,358



$ mn	198	220	309	415	472



$ mn	159	183	263	335	385



$ mn	30	34	71	116	115

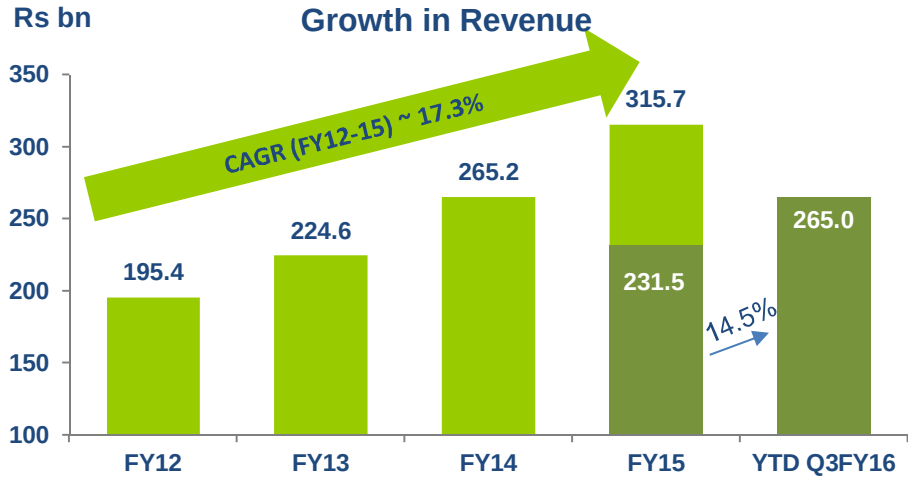
ADITYA BIRLA GROUP

*Q3FY16 revenue is negatively impacted due to reduction in IUC and Roaming charges as well as increase in Service Tax rate

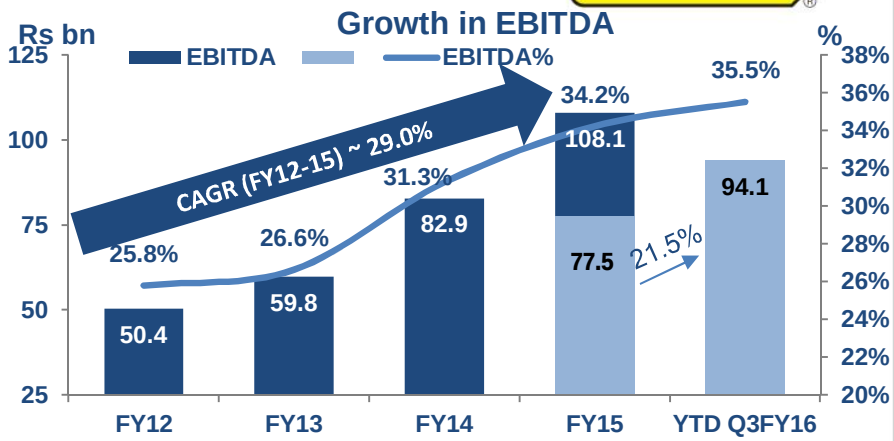
[1] *Cash profit is calculated as sum of PAT, Depreciation & Amortisation charge, charge on account of ESOPs and Deferred Tax, for the relevant period*

USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

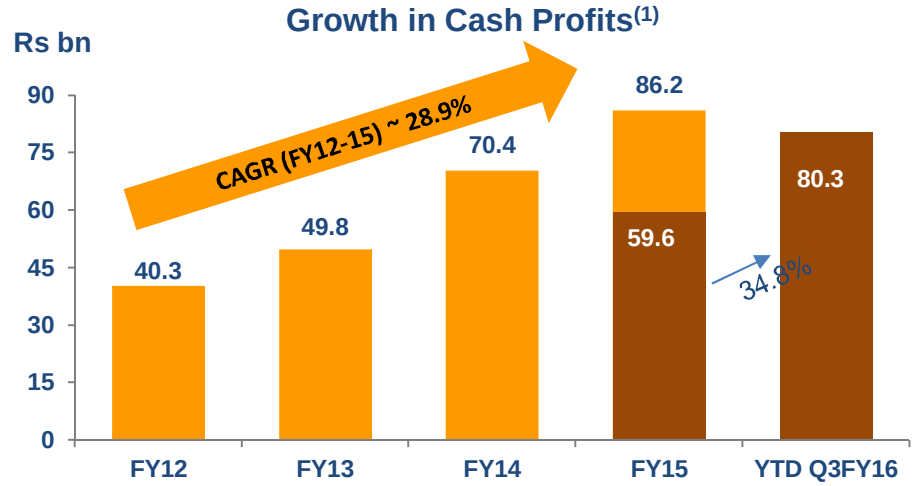
Idea - Annual Financial Trending (Consolidated)



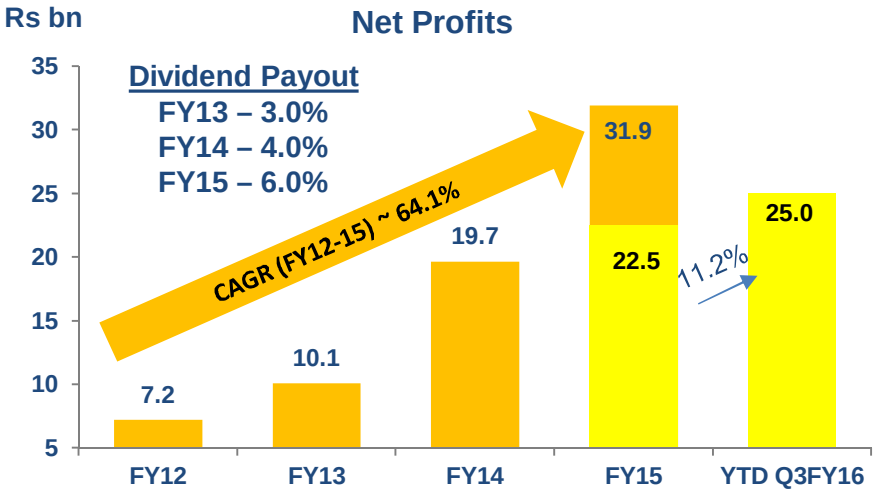
$ mn	2,946	3,386	3,998	4,760	3,995



$ mn	760	902	1,250	1,630	1,419



$ mn	607	751	1,061	1,299	1,211



$ mn	109	152	297	481	378

[1] *Cash profit is calculated as sum of PAT, Depreciation & Amortisation charge, charge on account of ESOPs and Deferred Tax, for the relevant period*

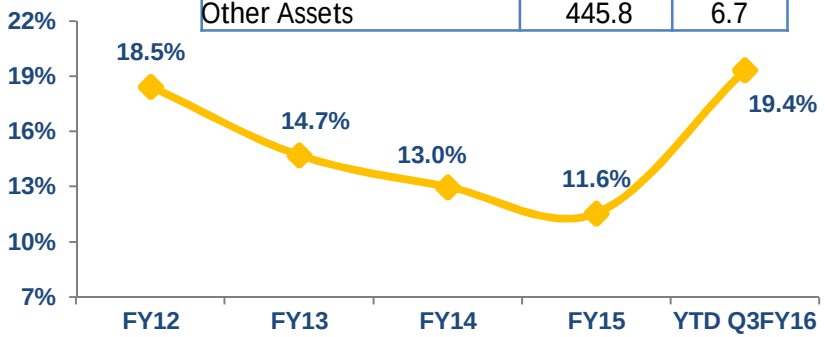
USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

Key Financial Ratios [1]

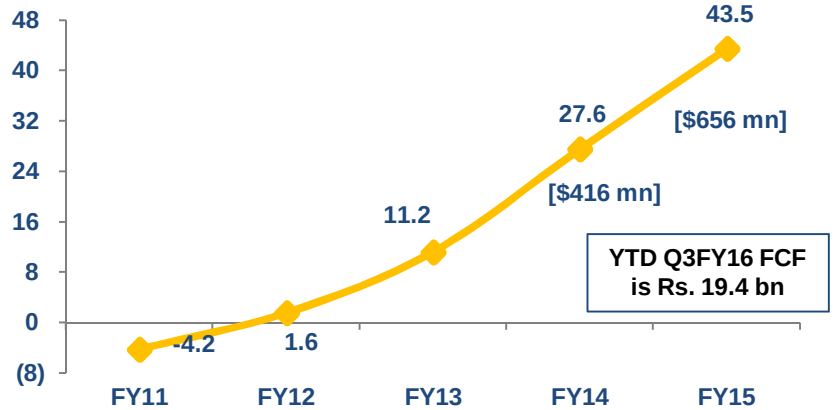
Investment Efficiency

Capex [2] to Revenue ratio

As of Dec 31, 2015	(Rs bn)	USD bn
Gross Block+ CWIP	963.2	14.5
Value of Spectrum	517.4	7.8
Other Assets	445.8	6.7



Free Cash Flow (FCF)



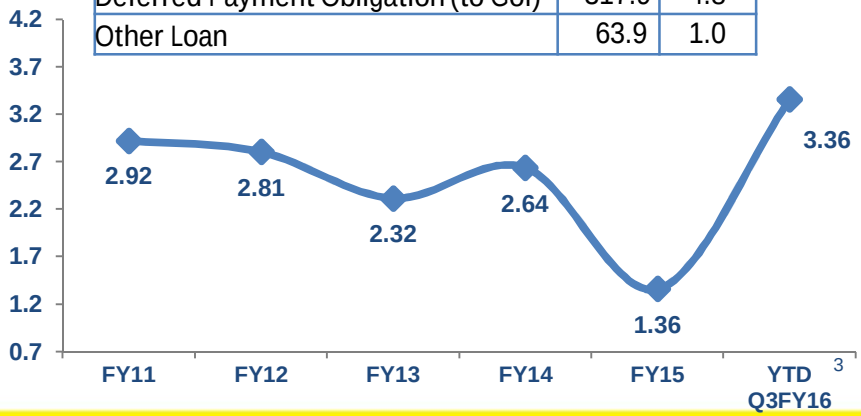
YTD Q3FY16 FCF is Rs. 19.4 bn

*FCF = EBIT *(1- Effective Tax rate)+ Depreciation+ Amortisation – Capex Excluding spectrum commitments/payouts and exchange loss/gain capitalised/ decapitalised*

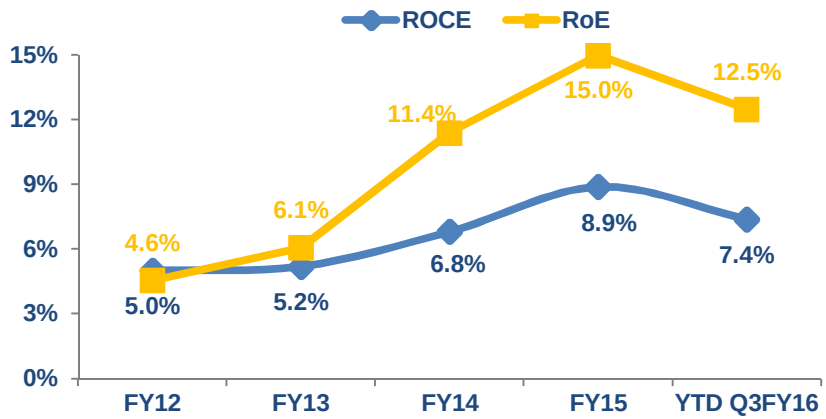
Balance Sheet Strength

Net Debt to EBITDA

As of December 31, 2015 (Rs bn)		USD bn
Net Debt	381.8	5.8
Deferred Payment Obligation (to GoI)	317.9	4.8
Other Loan	63.9	1.0



ROCE and ROE



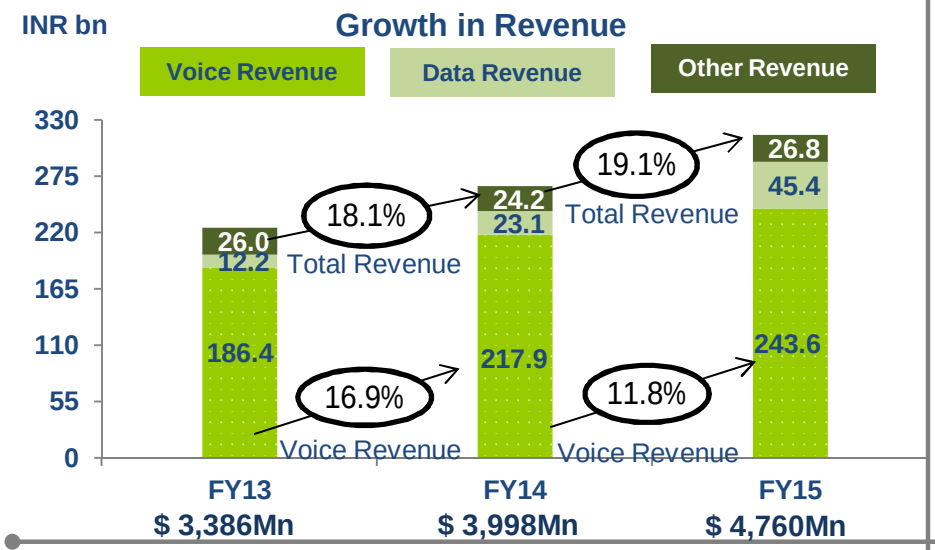
ADITYA BIRLA GROUP

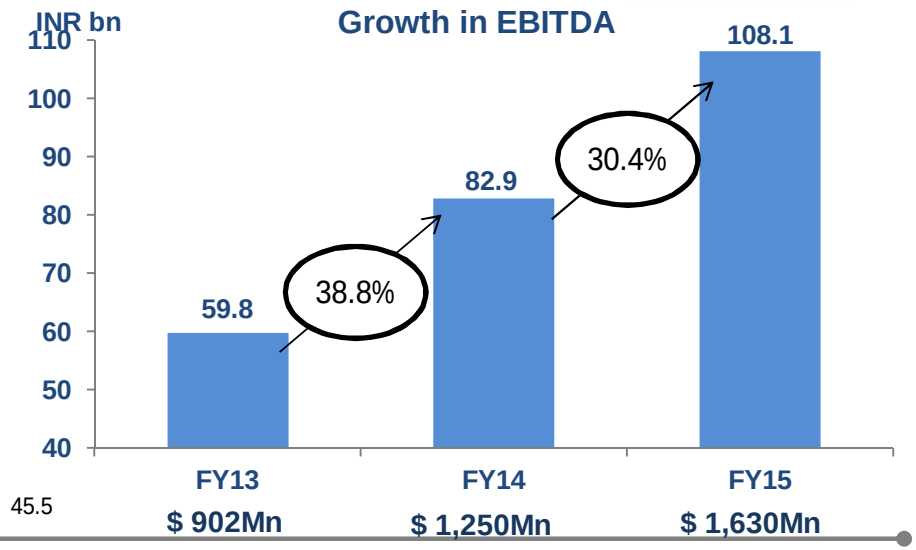
[1] *Based on Idea Standalone Financials*
[2] *Excluding spectrum commitments/payouts/interest capitalized to spectrum and Exchange loss/gain capitalised/ decapitalised*
[3] *Based on Annualised EBITDA for YTD Q3FY16*

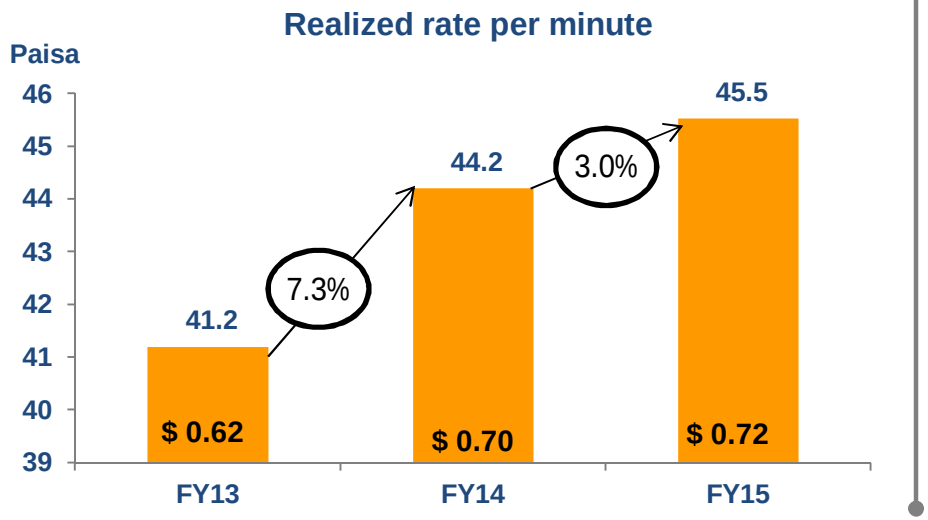
USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

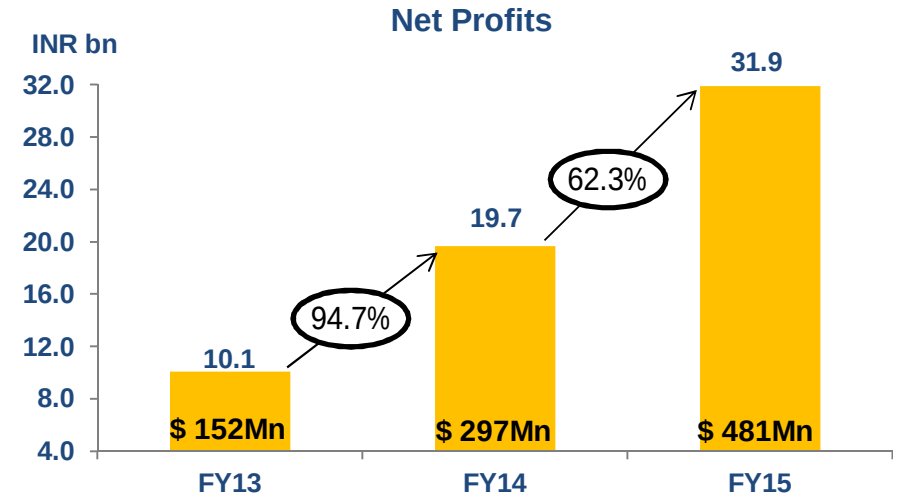
Appendix

Recent Financial Trends









USD 1 = INR 66.33, RBI Ref rate as of December 31, 2015

Idea – Key Capabilities & Strengths

Wide Cellular Network

- Covers ~ 974 mn Indians, network extended to ~383,000 Towns & Villages on GSM as well as covers ~340 mn Indians on 3G and 4G.
- ~105,600 km of Fiber & ~6,360 2G+3G fibre POPs serve as data network backbone
- Earnest drive to reduce carbon footprint – solar-powered cell sites, lower plastic usage
- Work closely with global partners – Ericsson, Nokia Siemens, Cisco, IBM, Huawei & ZTE, etc.

Deep & Innovative Sales Distribution

- Idea's unique distribution model ensures ~144 outlets per 100K population
- ~ 1.43 Million Transacting Retailers serviced by ~ 32,800 Distributors
- ~ 980,000 'Data Selling Outlets' sell Idea data recharges and products (2G+3G)
- ~ 7.4 Million Idea Postpaid base served through extensive retail & enterprise direct / indirect distribution

Idea – Key Capabilities & Strengths

Growing Data Business

- ~ 41.4 Million data users on 2G EDGE, 3G HSPA and 4G LTE services
- ~21.2 Million subscribers use 3G mobile data out of ~171.9 Million total subscriber base
- ~55 Mn Idea subscribers own 3G devices but only 27.6 mn use 3G platform (Voice+Data)

Customer Centric Service

- ~ 14,500 call center agents handle ~ 1.37 Million customer calls per day
- ~7,000 Idea service stores in formats adapted to large, small and rural towns
- Significant online investments to service customers via Emails, Website and Social Networks
- Idea leads MNP Net Adds – 17.1Mn (as on Dec 31, 2015)– with around 1 in 4 'port-out customers' choosing Idea
- Launched National MNP services effective from July 03, 2015

Idea – Key Capabilities & Strengths

Strong IT Processes & Support

- Modern Prepaid Vtop-Up system & Pan-India Postpaid billing system BSCS IX
- Large Siebel based pan-India Prepaid and Postpaid CRM deployment
- High emphasis on sales automation through advanced Dealer Sales Mgmt. application
- Advanced Analytics through proprietary Business Intelligence & Analytics applications
- Work closely with global partners – IBM, Cisco, Wipro, SAS, etc.

Idea Talent Pool

- 15,700+ Idea Cellular employees based out of 167 offices spread across 22 service areas
- Additionally, 4,300+ Rural Prepaid sales executives engaged through a subsidiary
- Work in an open & performance driven culture with cross-functional synergy and innovation focus
- Voluntary participation in central & regional Corporate Social Responsibility programs initiated for those in need

Idea – Some Recent Awards & Recognitions

Corporate Awards

- Idea Cellular awarded as the winner of the prestigious India Business Leader Awards (IBLA) by CNBC, for the category 'Outstanding Company of the Year'
- Amity Corporate Excellence Award 2015 for "Customer Connect and Engagement in Telecom sector"
- Idea Cellular, voted by Investor as one of India's Best Companies in a Poll conducted by Finance Asia. Idea appeared in 5 out of 6 categories in Top 4 Indian rankings across industries2015.
- Idea received Voice & Data Telecom Leadership Awards 2014 under the Leadership Recognition

Brand Awards

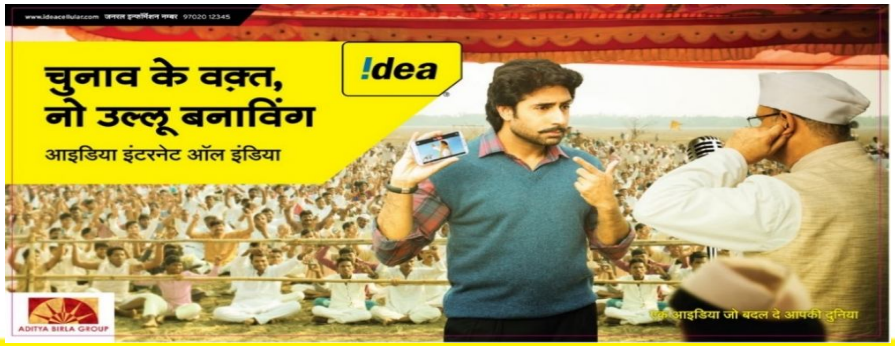
- Idea awarded 'Pitch Top 50 Brands' Award 2015, under the category 'Bottom of the Pyramid'
- Idea received two awards by Frost & Sullivan Asia Pacific ICT Awards 2015 for a) Mobile Data Service Provider of the Year and b)Most Innovative Telecom Service Provider of the Year
- ET Telecom Awards 2014: Winner of Best Enterprise Product category and Best Marketing Campaign for No Ullu Banaoing
- Aegis Graham Bell Award 2013 for Best Brand Campaign
- At EFFIES 2013: 2 Golds, 1 Silver & 1 Bronze for Honey Bunny, Telephone Exchange, and 'What an Idea' series of campaigns
- Won Silver and Bronze at the APAC EFFIES for Honey-Bunny campaign

HR Awards

- Rated as the 'Best Place to Work' in the Indian telecom sector at the Asia Business Awards 2013
- India's Best Companies to Work for Study 2013 ranked Idea as the 'Best in Class within Telecom Sector in 2013'
- Awarded the 'Best Place to Work' at the Asia Communication Awards 2013

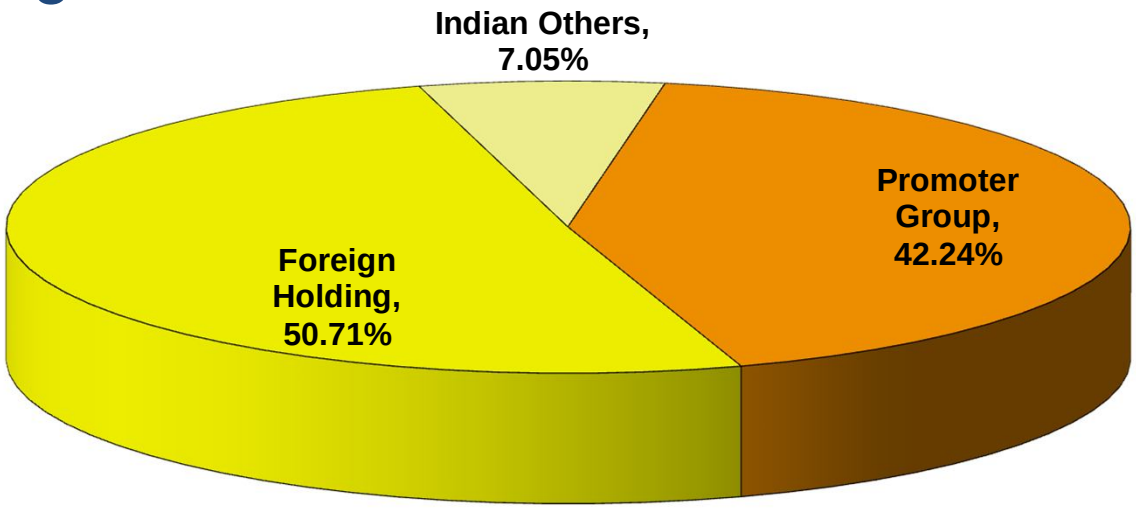
Idea Brand Philosophy

Transforming Indian consumers' life through Mobile Telephony



Shareholding

As on 31 Dec'15



PROMOTERS' HOLDING

ADITYA BIRLA NUVO LIMITED	23.27%
BIRLA TMT HOLDINGS PRIVATE LIMITED	7.88%
HINDALCO INDUSTRIES LIMITED	6.34%
GRASIM INDUSTRIES LTD	4.75%
Kumar Mangalam Birla	0.01%

TOP 5 PUBLIC SHAREHOLDERS

AXIATA INVESTMENTS 1 (INDIA) LTD.	12.91%
AXIATA INVESTMENTS 2 (INDIA) LTD.	6.87%
P5ASIA INVESTMENTS (MAURITIUS) LTD	6.81%
EUROPACIFIC GROWTH FUND	1.96%
ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD	1.77%

Aditya Birla Group

Our Businesses

Our Brands

- A leading business conglomerate and one of the India's most respected business groups
- Global player in aluminum, copper, carbon black, viscose staple fiber and chemicals; A leading Indian player in cement, telecom, branded apparel and financial services
- Strong confidence of all stakeholders, lenders, and vendors and ability to attract and retain talent

Board Members

Mr. Kumar Mangalam Birla – Chairman (Non-Executive)

- Mr. Kumar Mangalam Birla is the Chairman of Idea and Aditya Birla Group. He chairs the Boards of the major Group Companies in India and globally. Mr. Birla took over as Chairman of the Group in 1995. As Chairman, Mr. Birla has taken the Aditya Birla Group to an altogether higher growth trajectory. In the 17 years that he has been at the helm of the Group, he has accelerated growth, built a meritocracy and enhanced stakeholder value.
- Holds an MBA and is a Chartered Accountant

Mrs. Rajashree Birla – Non-Executive Director

- Mrs. Rajashree Birla is the Chairperson of Aditya Birla Centre for Community Initiatives and Rural Development . She is also a Director on the Board of the major Group Companies. Mrs. Birla oversees the Groups social and welfare driven work across 30 companies. Mrs. Birla was conferred the Padma Bhushan by the Government of India for her exemplary contribution in the area of social work.
- Arts graduate from Loretto College at Calcutta

Mr. Himanshu Kapania - Managing Director

- Mr. Himanshu Kapania is a 18-year-veteran of Indian telecom industry and has over 30 years of rich experience across Automobile, Durables & Office Automation industries in Sales & Marketing, Operations and P&L Leadership roles. He is also the Chairman of the Cellular Operators Association of India.
- He is an Electronics & Electrical Engineer and a Post Graduate in Management, from India Institute of Management, Banglore.

Ms. Madhabi Puri Buch – Independent Director

- Ms. Madhabi Puri Buch is currently the Director Operations at Greater Pacific Capital LLP. Previously, she was the CEO of ICICI Securities and prior to that she was a director on the Board of ICICI Bank, looking after its Global Markets business covering treasury solutions as well as the Bank's operations and credit committees. She has a wide experience in Finance and Banking.
- Holds B.Sc. (Hons) in Mathematics and Economics and an M.B.A

Mr. Arun Thiagarajan – Independent Director

- Mr. Arun Thiagarajan is currently a part-time Non-Executive Independent Chairman of ING Vysya Bank Limited. Mr. Thiagarajan was the Managing Director of Asea Brown Boveri Ltd. from 1994 till 1998. He was also the Vice Chairman of Wipro Ltd. in 1999 and had also held the position of President of Hewlett-Packard India Pvt. Ltd. in 2001-02. He sits as an Independent Director on the Board of various Companies in India.
- Holds a masters degree in Engineering and graduated in Business Administration & Information Systems

Ms. Tarjani Vakil – Independent Director

- Ms. Tarjani Vakil retired as the Chairperson and Managing Director of Export Import Bank of India. She was the first lady to head a Financial Institution in India. Ms. Vakil has 40 years of experience in the field of Finance and Banking. She sits as an Independent Non-Executive Director on the Board of various Companies in India.
- Holds a Masters Degree in Arts

Mr. Mohan Gyani – Independent Director

- Mr. Mohan Gyani has a considerable telecommunication and GSM-based industry experience. He was earlier President and CEO of AT&T Wireless Mobility Group. He was also the CFO of AirTouch Communications. Mr. Gyani serves on the Boards of Keynote Systems, Roamware Inc., Safeway Inc., Ruckus Wireless Inc.
- Holds a B.A. and M.B.A.

Mr. G.P. Gupta – Independent Director

- Mr. G.P. Gupta retired as the Chairman and Managing Director of Industrial Development Bank of India Ltd. He was also the Chairman of Unit Trust of India. Mr. Gupta has over 38 years of experience in Project Financing, Capital Market, Financial and General management. He serves as an Independent Non-Executive Director on the Board of various Companies in India.
- Holds a Masters Degree in Commerce

Board Members

Mr. R.C. Bhargava – Independent Director

- Mr. R.C Bhargava served in Indian Administrative Services and has held the post of Joint Secretary in the Ministry of Energy and in the Cabinet Secretariat. He retired in 1997 as the Managing Director of Maruti Suzuki India Ltd. & presently is a Non-Executive Chairman of Maruti Suzuki India Ltd. He has vast experience in Administrative Services and General Management. He sits as an Independent Director on several Boards in India.
- Holds an M.Sc. In Mathematics and M.A. in Developmental Economics and is an IAS (Retd)

Mr. Sanjeev Aga – Non -Executive Director

- Mr. Sanjeev Aga served as the Managing Director of Idea for the period November 1, 2006 to March 31, 2011. Mr. Aga earlier held position of Managing Director of Aditya Birla Nuvo Ltd. and has held senior positions in Asian Paints Ltd., Chellarams (Nigeria) and Jenson & Nicholson. He has also held position of CEO of Mattel Toys and position of Managing Director of Blow Plast Ltd.
- Holds B.Sc. (Hons) in Physics and M.B.A

Mr. P. Murari – Independent Director

- Mr. P. Murari has held several senior positions with the Government of India, the last being Secretary to the President of India until August, 1992. Mr. Murari currently serves as an Advisor to the President of FICCI. He has vast experience in Administrative Services and General Management. He sits as an Independent Director on several Boards in India.
- Holds M.A. in Economics and is an IAS (Retd.)

Dr. Shridhir Sariputta Hansa Wijayasuriya – Non-Executive Director

- Dr. Shridhir Sariputta Hansa Wijayasuriya is the Group Chief Executive of Dialog Axiata Srilanka. He has over 17 years of experience in technology related business management. He also serves on the Boards of various subsidiaries of the Axiata Group. Dr. Wijayasuriya is a past Chairman of GSM Asia Pacific – the regional interest group of the GSM Association .
- Holds an Engineering Degree (Electrical and Electronics), M.B.A. and Ph.D. in Digital Mobile Communications

Management Team

Akshaya Moondra

- **Chief Financial Officer, aged 52 years**
  - o CA and Licentiate CS with over 27 years of industry experience
  - o Joined ABG in August 1986 at Grasim. Worked with ABG in Thailand in Pulp & Fibre, Chemicals and Acrylic Fibre Businesses from 1989 to June 2008. Joined Idea in July 2008; telecom experience of over 5 yrs

Anil K Tandan

- **Chief Technology Officer, aged 66 years**
  - o Served in the Indian Army in the Corps of Signals for 30 years before joining the industry. Has an M.Tech from IIT Kharagpur, Post Graduate in Management from AIMA and has attended the Advanced Management Program at Harvard Business School.
  - o Joined Idea in January 2001; telecom experience of over 14 yrs

Prakash K Paranjape

- **Chief Information Technology Officer, aged 57 years**
  - o Engineering graduate from Pune University with over 33 years of industry experience
  - o Joined Idea in Sept. 2005 ; telecom experience of over 17 yrs

Rajat Mukarji

- **Chief Corp Affairs Officer, aged 62 years**
  - o Graduate from St Stephen's College, Delhi and Diploma in International Marketing Management from Delhi with over 29 years of industry experience.
  - o Joined Idea in Jan. 1996 ; telecom experience of over 17 yrs

Rajesh Srivastava

- **Chief Commercial Officer, aged 60 years**
  - oB.Sc.(Hons) from Delhi University & Engineering graduate from Indian Institute of Science, Bangalore with over 38 years of experience across Telecom, FMCG, Hospitality, Manufacturing and Consulting.
  - o Joined Idea in Nov. 2006 ; telecom experience of over 11 yrs

Ambrish Jain

- **Deputy Managing Director, aged 59 years**
  - o B.Tech. from IIT Delhi and Post Graduation from Indian Institute of Management Ahmedabad with over 34 years of industry experience across Sales, Marketing and P&L Leadership roles
  - o Joined Idea in October 2001 ; telecom experience of over 18 yrs

P Lakshminarayana

- **Chief Operating Officer, aged 55 years**
  - o Over 29 years of experience spanning FMCG and Telecom. Held senior positions in Sales, Marketing and General Management in organizations like ITC and Pepsi.
  - o Joined Idea in Feb 2004 ; telecom experience of over 9 yrs

Sashi Shankar

- **Chief Marketing Officer, aged 56 years**
  - o Chemical Engineering graduate and Management postgraduate in Marketing from S.P. Jain Institute of Management Research, Mumbai. Wide experience of 30 years across Sales , Marketing and P&L roles in FMCG, Durables and Telecom industries
  - o Joined Idea in Sept. 2001; telecom experience of over 11 yrs

Navanit Narayan

- **Chief Service Delivery Officer, aged 50 years**
  - o Over 25 years experience in key positions at Indian & global organizations like Tata Steel, NSN and Wipro BPO. Held P&L positions and managed business turnaround & global start-ups. B.Sc. in Engg. followed by an MS from Northwestern University, USA and MBA from XLRI, Jamshedpur
  - o .Joined Idea in Jan. 2008; telecom experience of over 7 yrs

Vinay Razdan

- **Chief Human Resources Officer, aged 49 years**
  - o Commerce graduate from Delhi University and postgraduate degree in PM&IR from the XLRI, Jamshedpur with over 25 years of industry experience across organizations like ITC and HCL.
  - o Joined Idea in Jan. 2006 ; telecom experience of over 7 yrs

Age as on 30th June, 2015

Glossary

S. No.	Definitions/ Abbreviation	Description/Full Form
1	Incremental RMS	Is Incremental Revenue Market Share (RMS), calculated as change in absolute revenue for Idea divided by change in absolute revenue for Industry during the relevant period
2	Incremental VLR Market Share	Is Incremental Visitor Location Register (VLR) Market Share, calculated as change in absolute VLR subscribers for Idea divided by change in absolute VLR subscribers for Industry during the relevant period
4	ARPU (Average Revenue Per User)	Is calculated by dividing services revenue (exclusive of infrastructure and device revenues) for the relevant period by the average number of subscribers during the period. The result obtained is divided by the number of months in that period to arrive at the ARPU per month figure
5	Churn	Churn relates to subscribers who are removed from the EoP base for discontinuing to use the service of the company
6	Cash Profit	Is calculated as the summation of PAT, Depreciation and Amortisation, charge on account of ESOPs and Deferred Tax, for the relevant period
7	Free Cash Flow	Is calculated as EBIT less Tax at effective rate increased by Depreciation and Amortisation and reduced by Capex (excluding Spectrum commitment) for the relevant period
8	Capex	Is calculated as difference between the Gross Block and CWIP of relevant period, excluding spectrum commitments/payouts/interest capitalized to spectrum and Exchange loss/gain capitalised/ decapitalised.
9	Net Debt	Total loan funds reduced by cash and cash equivalents
10	RoCE (Return on Capital Employed)	ROCE is calculated as a) for the year PAT plus net Interest and Finance Cost Less Tax at effective rate divided by average capital employed for the year, b) for the quarter : PAT (excluding non-recurring income) net Interest and Finance Cost Less Tax at effective rate for the quarter is annualised and increased by non-recurring income and then divided by average capital employed for the quarter. Capital employed is taken as the average of opening and closing of Shareholders Funds and Net Debt reduced by the debit balance of P&L account (If any), for the respective period
11	RoE	ROE is calculated as a) for the year: PAT divided by average Shareholders Fund for the year, b) for the quarter : PAT (excluding non-recurring income) for the quarter is annualised and increased by non-recurring income and then divided by average Shareholders Funds for the quarter. Shareholders Fund is taken as the average of opening and closing of Shareholders Funds reduced by the debit balance of P&L account (If any), for the respective period
12	Effective Tax Rate	Is calculated as total tax charged to Profit and Loss Account divided by Profit Before Tax (PBT) for the relevant period
13	EoP	End of Period

Restricted

Thank You