



IDEA CELLULAR LIMITED

INVESTOR PRESENTATION

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Idea Cellular



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

US\$ 11.8bn
Enterprise Value ⁽⁴⁾

No.6 Ranked
Operator in the
World by
Subscribers ⁽¹⁾



An Aditya Birla
Group Company

FY14 Consolidated
Gross Revenue
US\$4.3 bn and
EBITDA US\$ 1.4 bn

No. 3
Operator in India
with 17.1% RMS⁽²⁾

Serving
Approximately 144
million subscribers⁽³⁾

USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

*3G in 21 service areas including Intra-Circle Roaming arrangements

**Ability to launch 4G services in 8 service areas

¹ Basis Subscribers in Single Country Operations, as per data from GSMA Intelligence as of June 2014.

² Revenue Market Share based on TRAI Q1FY15 revenue for UAS and Mobile licenses only.

³ COAI as of September 30, 2014

⁴ As of September 30, 2014

India Telecom Sector Backdrop



Growth Drivers

Voice

- Indian Active subscriber penetration (measured on VLR) at 64.8% (~807 million subscribers)⁽¹⁾
- FY14 Voice Rate and overall ARPM improved after a 5 year declining trend (except FY12). In FY14 Idea ARPM improved by 7.3% over FY13.

Data

- Wireless Internet penetration at 25.8% (233 Mn)⁽²⁾ of Total Wireless Subscribers
- Nascent 9.3%* penetration of 3G subscriber. Idea 3G subscribers – 13.3 million as on September 30, 2014
- Strong mobile data traffic growth – (125.9% y-o-y growth for Idea in Q2FY15 vs Q2FY14)

Emerging revenue streams

- Mobile Banking & Mobile Commerce
- M2M
- WiFi and LTE

Competition

- Top 3 operators garnered 71.3%⁽³⁾ of Indian Mobile revenue market share (“RMS”).
- After prolonged hyper competition phase, declining Competitive Intensity - No. of service area operations⁽⁴⁾ reduced from 249 in December 2011 to 171 in December 2013. Idea expects to benefit from structural changes in market.
- YoY reduction in subscriber churn % (Idea Q2FY15 churn at 5.0%).
- Feb’14 spectrum auction saw majority of spectrum won by only 4 operators – consolidation trend
- After Etisalat and Bahrain Telecom exit in FY13, NTT DoCoMo in its April’14 press announcement stated that it could exit from Indian mobility market

Regulatory

- Auction of 353.2 MHz of spectrum in 900 MHz (Metro) and 1800 MHz (pan India) bands concluded in Feb’14. Winners of Feb’14 spectrum auction will hold liberalized spectrum for next 20 years.
- Spectrum Usage Charges for the spectrum won in Feb’14 auction is fixed at 5% of AGR shifted from current escalating slab based charge upto 8%
- New liberalized ‘Merger & Acquisition’ guideline announced
- Policy on ‘Spectrum Trading’ is awaited
- TRAI recommendations on ‘Valuation and Reserve Price of Spectrum: Licences expiring in 2015–16’ released on 15 October 2014

* Penetration of 3G subscriber to total subscriber base for Idea

Since Inception, as Idea Grew & Evolved It Re-invented itself Thrice

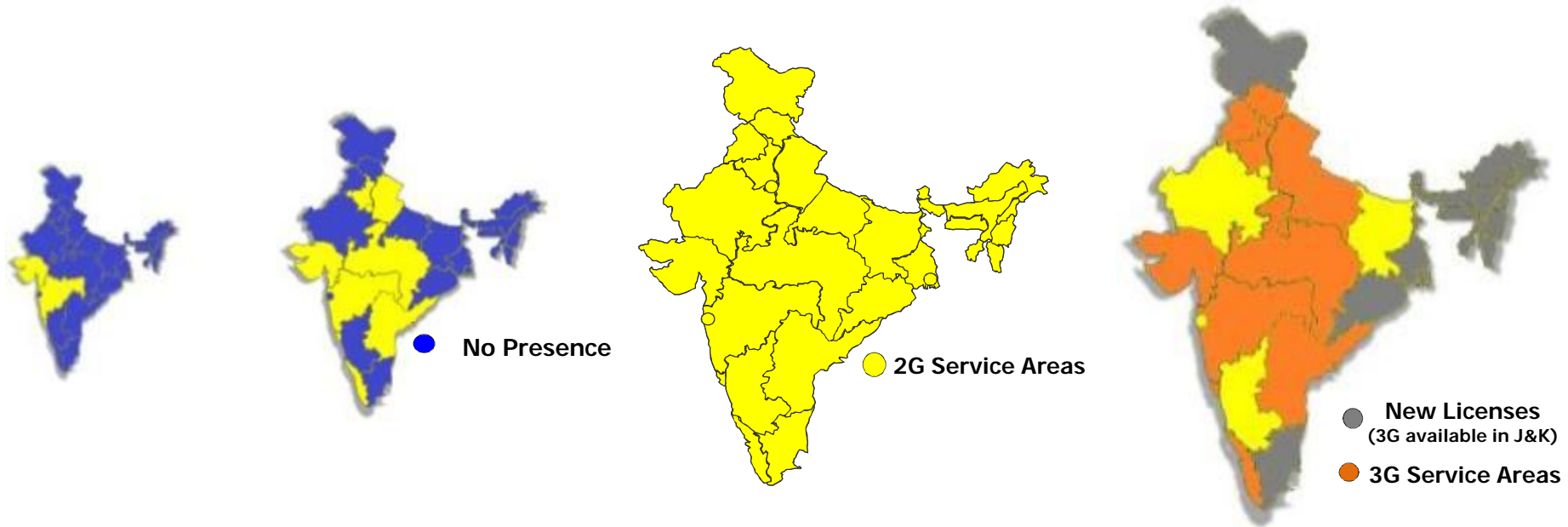


1997
Started with 2
Service Areas

1998 – 2005
Expanded to 8
Service Areas
3-Way JV

2006 – 2010
Became a Pan India
Mobile Service Provider
Single Promoter

2011 – 2014
Upgraded Services to 3G &
added 4G Capability
From No.3 to
One Amongst Top 3



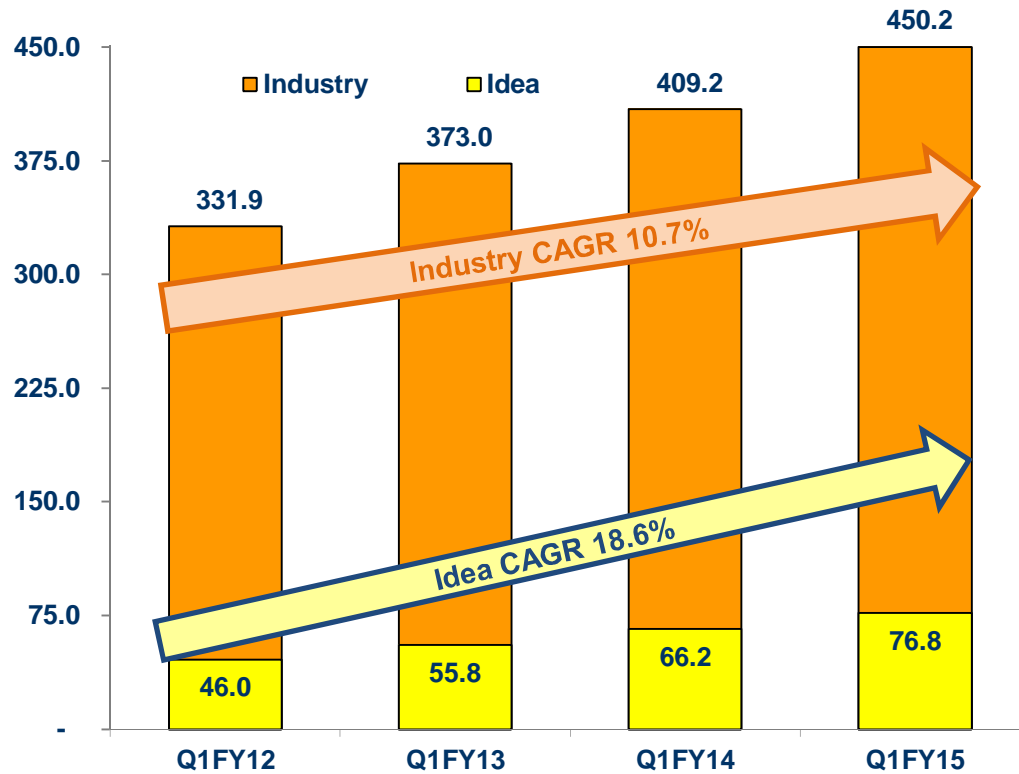
Owns 3G spectrum in 12 LSAs
Owns spectrum to offer 4G services in 8 LSAs

Indian Wireless Sector – Revenue Trend



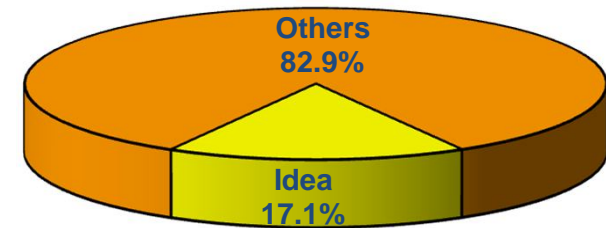
Sector Quarterly Gross Revenue (INR bn)

Idea has grown ~2.0x faster than rest of the industry combined over last 4 years



| | | In USD mn | | | |
|----------|--|-----------|-------|-------|-------|
| Industry | | 5,387 | 6,054 | 6,641 | 7,307 |
| Idea | | 747 | 905 | 1,075 | 1,246 |

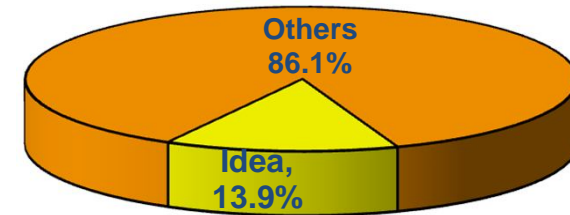
Idea – Steady Revenue Market Share (RMS) improvement



Q1FY15



Incremental RMS 26.0%



Q1FY12

USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

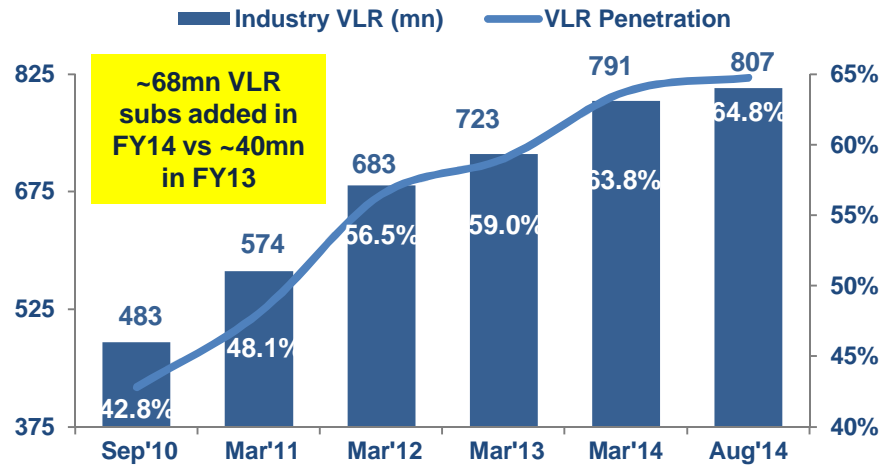
RMS = Revenue Market Share

Source: TRAI revenue for UAS and Mobile licenses only.

Subscriber Trends



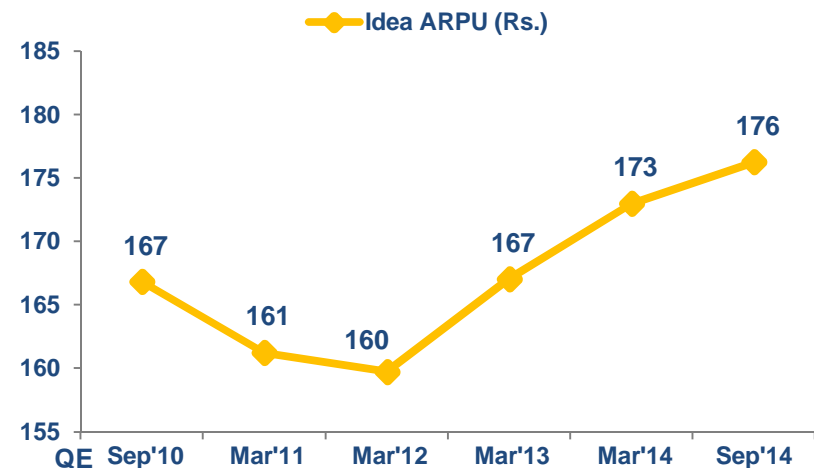
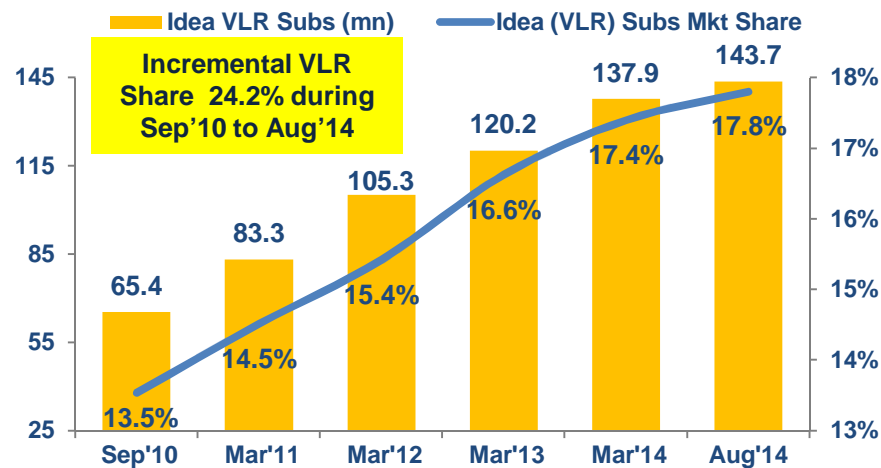
Industry



Industry VLR growth revives post Decline in FY13

| | FY12 | FY13 | FY14 | YTD Aug'14 |
|-----------------------------|-------|-------|-------|------------|
| Industry EoP VLR (mn) | 682.9 | 723.0 | 790.9 | 807.3 |
| Industry Incr. VLR (mn) | 109.0 | 40.1 | 67.9 | 16.4 |
| Idea EoP VLR (mn) | 105.3 | 120.2 | 137.9 | 143.7 |
| Idea Incr. VLR (mn) | 22.0 | 14.9 | 17.7 | 5.9 |
| Idea EoP VLR Market Share | 15.4% | 16.6% | 17.4% | 17.8% |
| Idea Incr. VLR Market Share | 20.2% | 37.2% | 26.0% | 35.7% |

IDEA



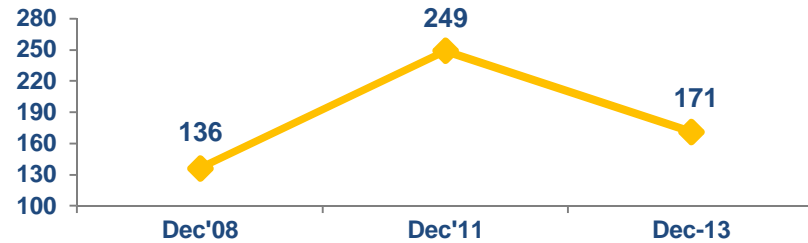
| ARPU \$ | 2.71 | 2.62 | 2.59 | 2.71 | 2.81 | 2.86 |
|---------|------|------|------|------|------|------|
|---------|------|------|------|------|------|------|

USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

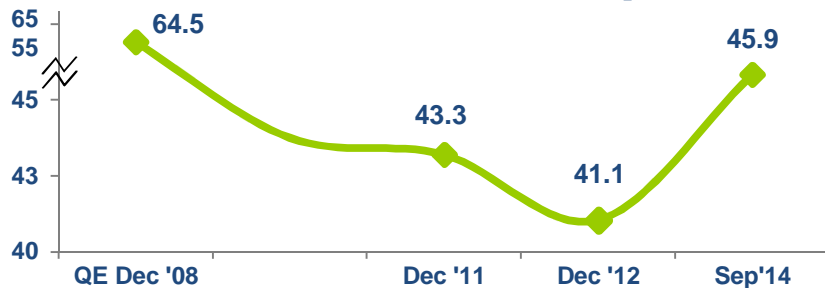
Declining Competitive Intensity



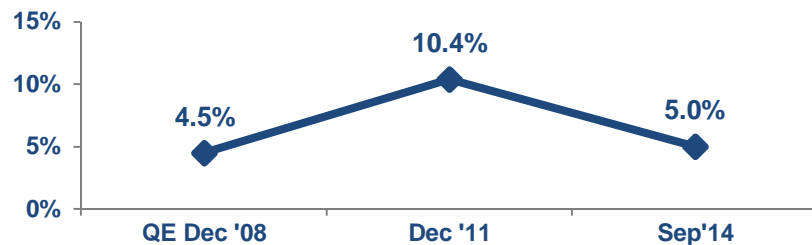
Cumulative Number of Operators in All Service Areas⁽¹⁾



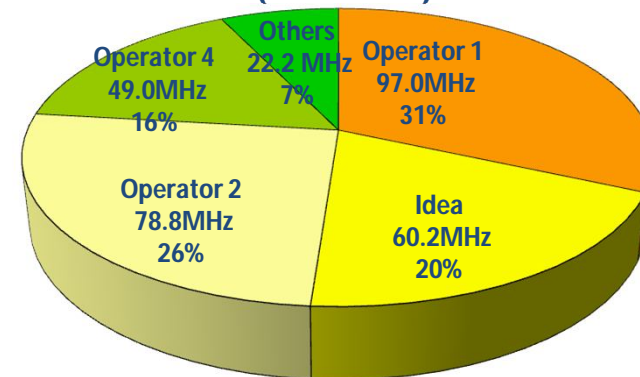
Idea – ARPM (paise) [US Cents 0.75]



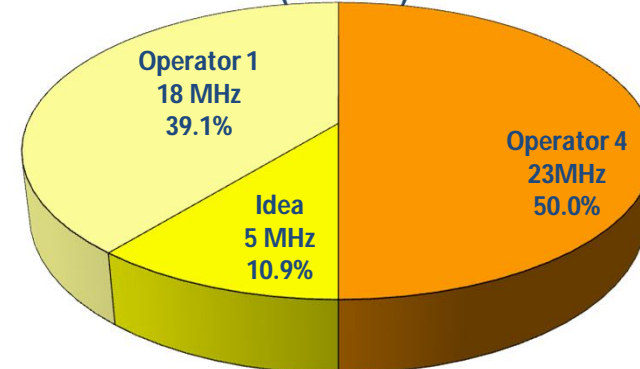
Idea – Churn Per Month⁽²⁾



Feb '14 Auction – 1800 MHz Spectrum (307.2 MHz)



Feb '14 Auction - 900 MHz Spectrum (46 MHz)



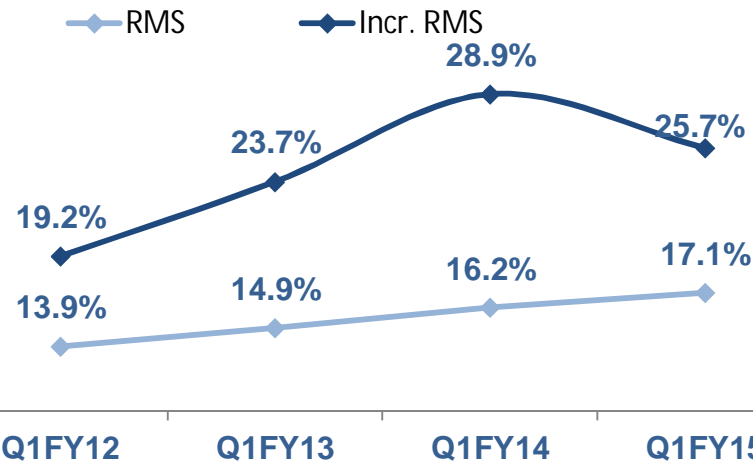
- Post Supreme Court 2012 license cancellation, operators have exited or selectively reduced India presence
- ARPM improvement and lower churn after period of hyper competition – signs of reduced competition

USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

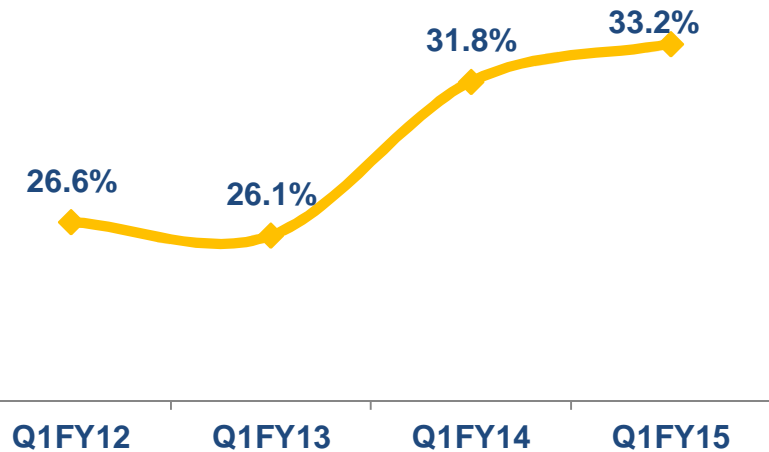
Idea – An Overview



Idea has consistently gained Revenue Market Share ...⁽¹⁾



... showing EBITDA margin improvement, led by scale benefit



Wireless Business

- ✓ A pan India pure wireless play 2G-GSM service provider.
- ✓ Third largest operator in India, by Mobility Revenues and VLR subscribers⁽¹⁾
- ✓ Holds 3G Spectrum (2100 & 900 MHz) in 12 service areas, which covers ~80% of Idea revenues and ~57% of Industry revenue⁽¹⁾, including 900 MHz spectrum won for Delhi in Feb'14 auction.
- ✓ Won LTE (4G -1800 MHz) spectrum for 8 service areas in Feb'14 auction covering ~58% of Idea revenues and ~39% of Industry revenue⁽¹⁾
- ✓ Provides 3G services in 21 service areas, including Intra-Circle Roaming (ICR) arrangement for 10 service areas
- ✓ Voice Minutes Carried ~1.77 billion per day during Q2FY15
- ✓ Expanding NLD, ILD and ISP capabilities

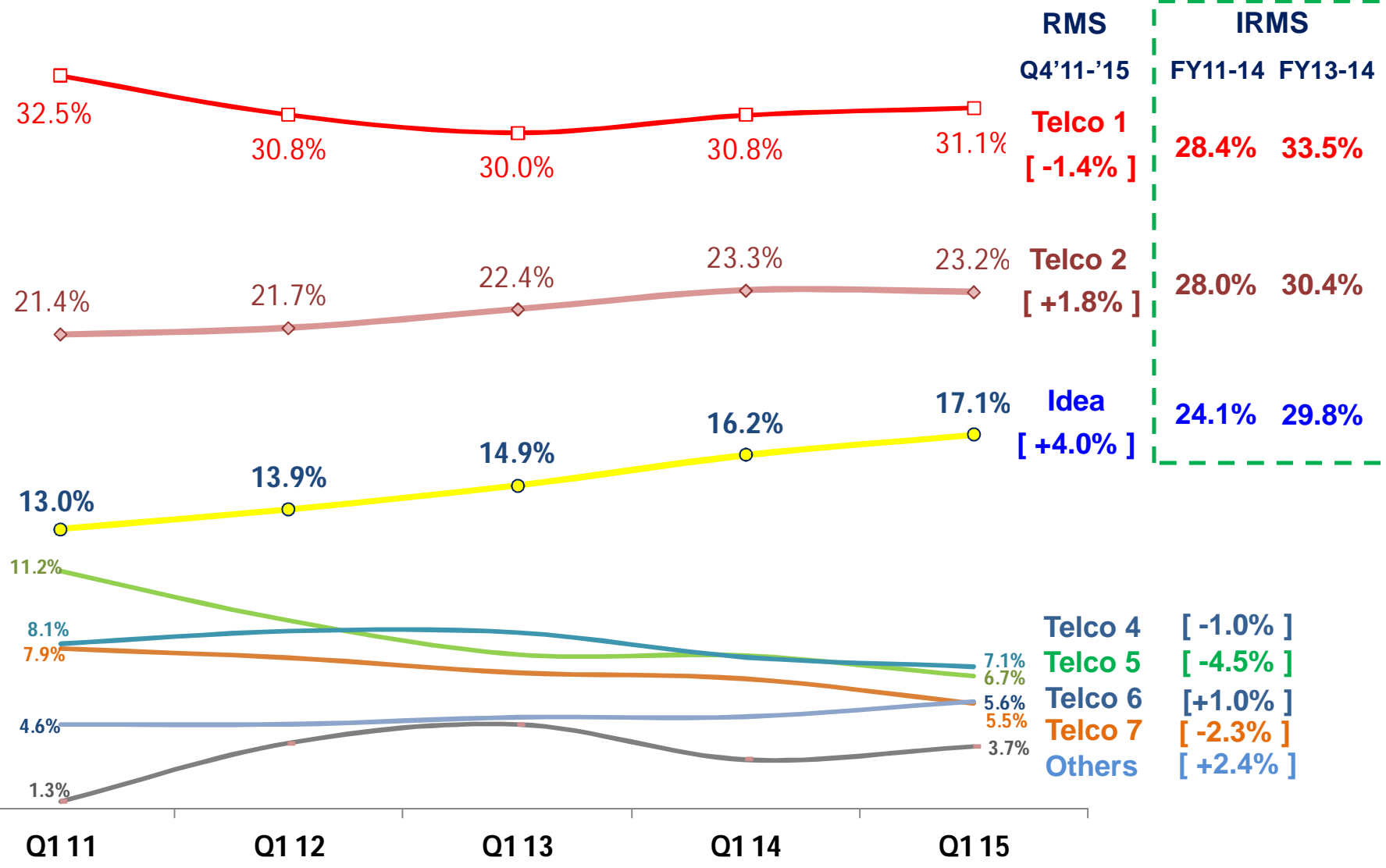
Infrastructure

- ✓ Owns 9,488 towers, with a tenancy of 1.58
- ✓ Holds 16% stake in Indus Towers through its subsidiary ABTL⁽²⁾
- ✓ Approximately 87,600 km optical fibre cable (OFC) network

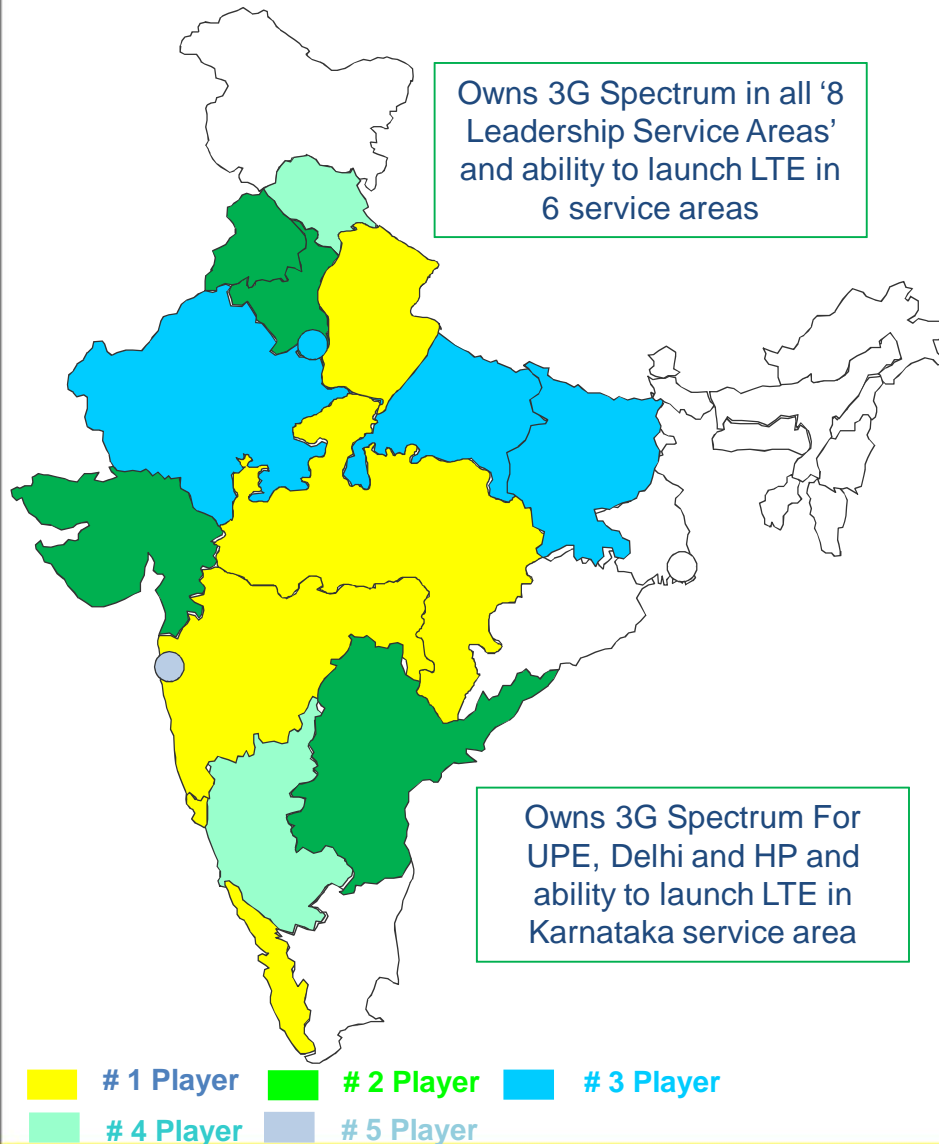
¹ Source: TRAI Q1FY15 revenue for UAS and Mobile licenses only.

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 – The fastest growing Indian Telco Now One Amongst the Top 3



15 Service Areas – Strength



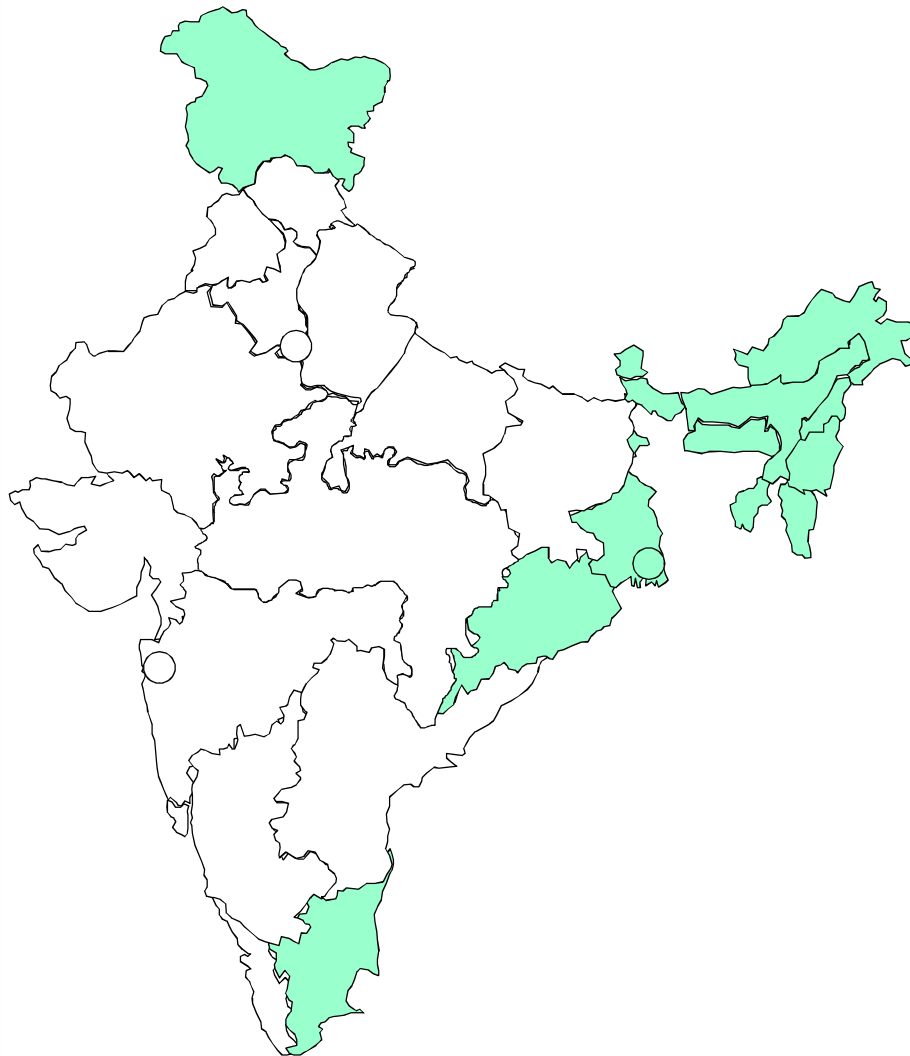
| 8 Established Service Areas (Leadership) | | | | |
|--|-------------------------|-------------------------|-------------------|------------------|
| Service Area | RMS Q1FY12 ¹ | RMS Q1FY15 ¹ | Rank ² | Spectrum Profile |
| M.P. | 31.2% | 37.7% | 1 | 2G/3G/4G |
| Kerala | 31.3% | 37.5% | 1 | 2G/3G/4G |
| Maharashtra | 28.9% | 31.4% | 1 | 2G/3G/4G |
| UP (W) | 27.3% | 31.0% | 1 | 2G/3G |
| Haryana | 21.0% | 26.9% | 2 | 2G/3G/4G |
| Punjab | 19.3% | 22.3% | 2 | 2G/3G/4G |
| A.P. | 16.9% | 21.7% | 2 | 2G/3G/4G |
| Gujarat | 17.1% | 20.2% | 2 | 2G/3G |
| Total | 23.9% | 28.4% | 1 | |

- 40.7% of India Mobility Revenue and 67.6% of Idea Revenue
- Idea Incremental RMS @40.9%

| 7 Other Established Service Areas | | | | |
|-----------------------------------|-------------------------|-------------------------|-------------------|------------------|
| Service Area | RMS Q1FY12 ¹ | RMS Q1FY15 ¹ | Rank ² | Spectrum Profile |
| Rajasthan | 9.7% | 13.3% | 3 | 2G |
| UPE | 11.9% | 13.0% | 3 | 2G/3G |
| Delhi | 10.1% | 12.3% | 3 | 2G/3G |
| Bihar | 9.4% | 11.7% | 3 | 2G |
| H.P. | 7.2% | 11.3% | 4 | 2G/3G |
| Karnataka | 8.5% | 10.9% | 4 | 2G/4G |
| Mumbai | 7.0% | 9.6% | 5 | 2G |
| Total | 9.4% | 11.7% | 3 | |

- 39.3% of India Mobility Revenue and 27.1% of Idea Revenue
- Idea Incremental RMS @18.2%

7 New Service Areas - Opportunity



- Launched services during FY10; combined RMS of 4.5%¹ in Q1FY15
- Won 3G Spectrum (2100 MHz) in J&K (May 2010).
- Acquired 5 MHz spectrum in 1800 MHz frequency auction in Nov'12 (6.25 MHz in West Bengal) in these service areas (post cancellation of license by Supreme Court)
- Won LTE (4G) capable spectrum (1800 MHz) for Northeast in Feb'14 auction
- Leverage synergies of pan India operations i.e. roaming, NLD, Ad spend, common network elements
- Provides growth opportunity as number of licenses reduce

| 7 New service areas | | | | |
|---------------------|-------------------------|-------------------------|------------------|-------------------|
| Service Area | RMS Q1FY12 ¹ | RMS Q1FY15 ¹ | Spectrum Profile | Rank ² |
| West Bengal | 3.2% | 7.1% | 2G | 5 |
| Kolkata | 2.9% | 5.2% | 2G | 6 |
| Northeast | 2.5% | 4.1% | 2G/4G | 6 |
| J&K | 2.0% | 4.9% | 2G/3G | 6 |
| Assam | 1.9% | 3.6% | 2G | 6 |
| Orissa | 3.3% | 4.5% | 2G | 7 |
| TN (incl. Chn) | 1.9% | 3.5% | 2G | 7 |
| Total | 2.4% | 4.5% | | 7 |

- 20.1% of India Mobility Revenue and 5.3% of Idea Revenue
- Idea Incremental RMS @10.8%

Improved Spectrum Profile post Feb'14 Auction



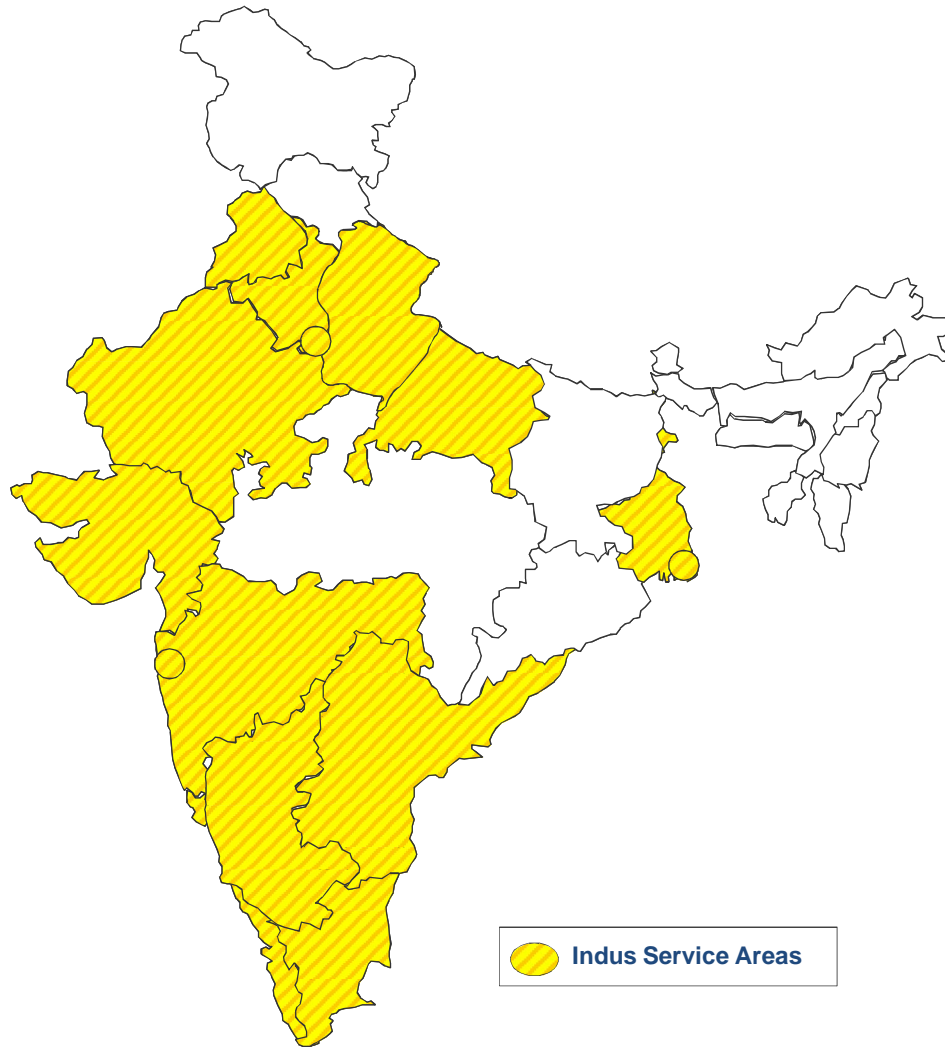
| Circles | Current Spectrum Profile (Holding in MHz) | | | | Capability to Offer | | |
|--------------------------------------|--|--------------|-------------|--------------|---------------------|-----|-----|
| | 900 | 1800* | 2100 | Total | GSM | 3G | LTE |
| Maharashtra* | 7.8 | 11.0 | 5.0 | 23.8 | ✓ | ✓ | ✓ |
| Kerala | 6.2 | 11.8 | 5.0 | 23.0 | ✓ | ✓ | ✓ |
| M.P. | 6.2 | 8.8 | 5.0 | 20.0 | ✓ | ✓ | ✓ |
| Andhra Pradesh | 6.2 | 7.8 | 5.0 | 19.0 | ✓ | ✓ | ✓ |
| Punjab* | 7.8 | 8.0 | 5.0 | 20.8 | ✓ | ✓ | ✓ |
| Haryana* | 6.2 | 6.0 | 5.0 | 17.2 | ✓ | ✓ | ✓ |
| UP (W) | 6.2 | 1.8 | 5.0 | 13.0 | ✓ | ✓ | ✗ |
| Gujarat | 6.2 | 1.6 | 5.0 | 12.8 | ✓ | ✓ | ✗ |
| Delhi | 5.0 | 8.6 | | 13.6 | ✓ | ✓ | ✗ |
| UP (E) | | 6.2 | 5.0 | 11.2 | ✓ | ✓ | ✗ |
| HP | | 4.4 | 5.0 | 9.4 | ✓ | ✓ | ✗ |
| J&K | | 5.0 | 5.0 | 10.0 | ✓ | ✓ | ✗ |
| Karnataka | 6.2 | 5.0 | | 11.2 | ✓ | ✗ | ✓ |
| North East* | | 10.0 | | 10.0 | ✓ | ✗ | ✓ |
| Remaining 8 Circles** | | 44.5 | | 44.5 | ✓ | ✗ | ✗ |
| Total Spectrum | 64.0 | 140.5 | 55.0 | 259.5 | | | |
| No. of markets where Idea can deploy | | | | | 22 | 12 | 8 |
| Industry Revenue Contribution % | | | | | 100% | 57% | 39% |
| Idea Revenue Contribution % | | | | | 100% | 80% | 58% |

- In the recently concluded spectrum auction, Idea won 5 MHz for Delhi service area which can be used for 3G services and 60.2mhz in 1800Mhz. Out of this 60.2 MHz , 45 MHz is contiguous spectrum (in 5 MHz block, which can be used for LTE (4G)

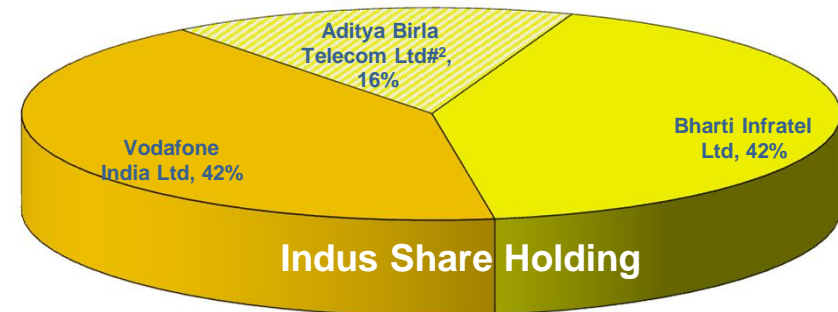
- Out of the total Spectrum Holding of **259.5 MHz**, Idea acquired **157.7 MHz** through auctions and remaining **101.8 MHz** is administratively allocated

- Also, Offering 3G services in 9 additional service areas through 3G ICR arrangements with other operators

The Indus Advantage



- Provides passive infrastructure services in 15 service areas
- Leading independent tower company in the world with around 114,100 towers and tenancy ratio of 2.12 (as of September 30, 2014)
- Combined revenue market share of three shareholders is 71.3%⁽¹⁾
- Idea benefits by reduced capex, speed to market, and embedded value of shareholding



A Subsidiary of Idea Cellular Ltd.

¹TRAI Q1FY15 revenue for UAS and Mobile licenses only.

²Providence 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)



791 Mn Indians on
Mobile Voice



252 Mn Indians have Internet Access
233 Mn of them on Mobile Internet



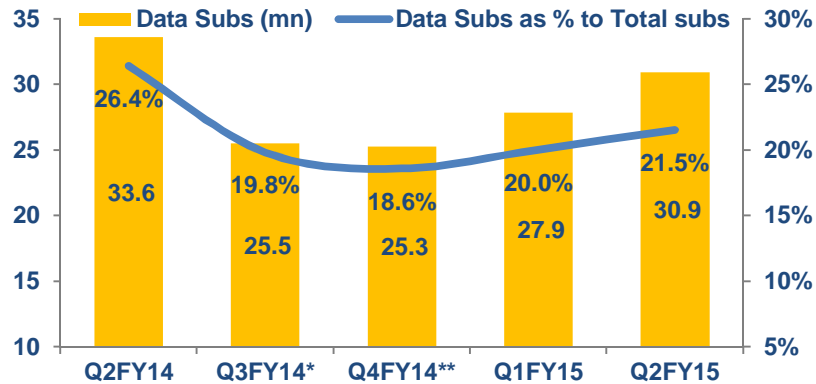
560 Mn waiting to
be connected...

With Low Fixed Line Penetration, Mobile Internet is the Only Access to Internet – Their Ticket to the Digital Era

Idea Mobile Data – The Next Opportunity

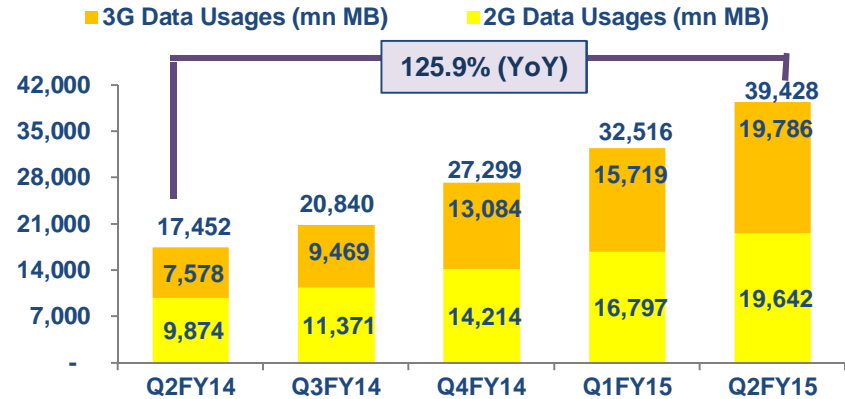


Improving Data penetration



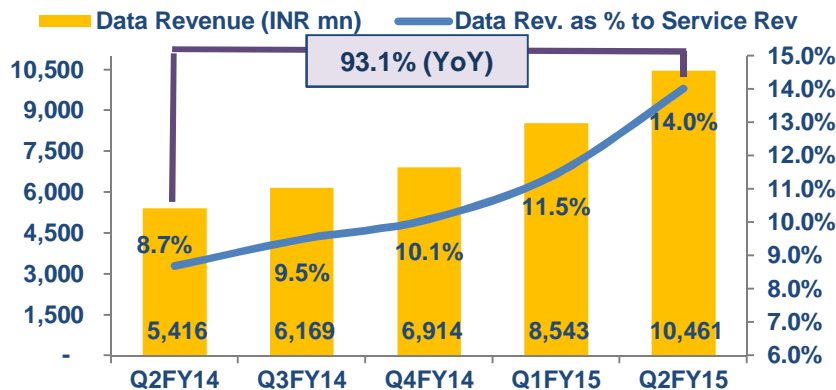
| 3G Data Subs (Mn) | 4.4 | 5.9 | 7.2 | 8.8 | 10.5 |
|-------------------|-----|-----|-----|-----|------|
|-------------------|-----|-----|-----|-----|------|

Strong Data Volume Growth



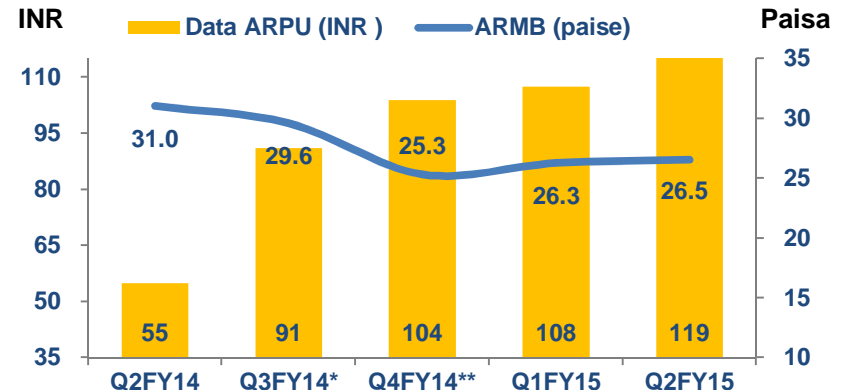
| Usage per sub (MB) | 178 | 309 | 410 | 409 | 447 |
|--------------------|-----|-----|-----|-----|-----|
|--------------------|-----|-----|-----|-----|-----|

Data Revenue Contribution on the Rise



| Data Rev. \$ mn | 87.1 | 100.1 | 112.2 | 138.7 | 169.8 |
|-----------------|------|-------|-------|-------|-------|
|-----------------|------|-------|-------|-------|-------|

Data ARPU helping improve overall ARPU



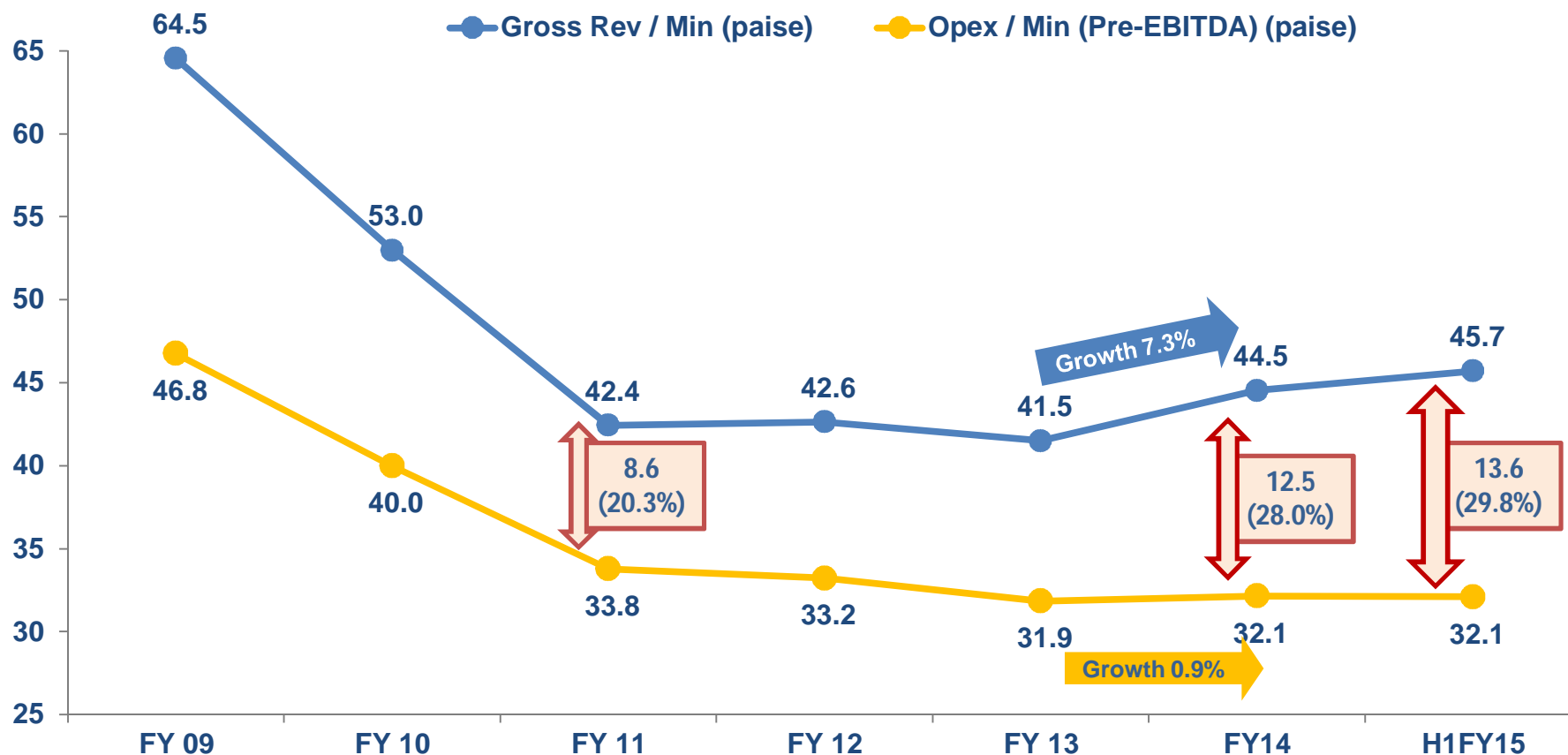
| Data ARPU \$ | 0.89 | 1.48 | 1.69 | 1.75 | 1.93 |
|---------------|------|------|------|------|------|
| ARMB US Cents | 0.50 | 0.48 | 0.41 | 0.43 | 0.43 |

*Definition of data subscribers revised to data usage of >100 kb
 **Definition of data subscribers revised to data usage of >1MB from Q4FY14 onwards
 USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

3G enabled devices @ 17.0% as of Sep'14. Smartphone uptake augurs well for underutilized 3G capital investment

Idea Revenue and Cost Per Minute⁽¹⁾

Voice Pricing Power Returning as Competitive Intensity Declines



- Mounting losses have forced some telcos to exit or selectively close operations
- Cost per minute for Idea has improved with scale, while ARPM uptick has helped drive margin improvement

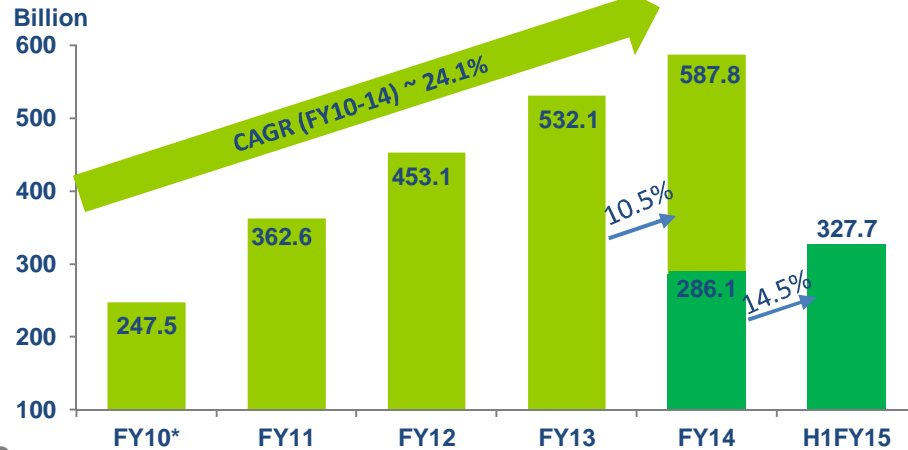
| | FY 09 | FY 10 | FY 11 | FY 12 | FY 13 | FY 14 | H1FY15 |
|------------------------|-------|-------|-------|-------|-------|-------|--------|
| Revenue / Min US Cents | 1.05 | 0.86 | 0.69 | 0.69 | 0.67 | 0.72 | 0.74 |
| Cost / Min US Cents | 0.76 | 0.65 | 0.55 | 0.54 | 0.52 | 0.52 | 0.52 |

USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

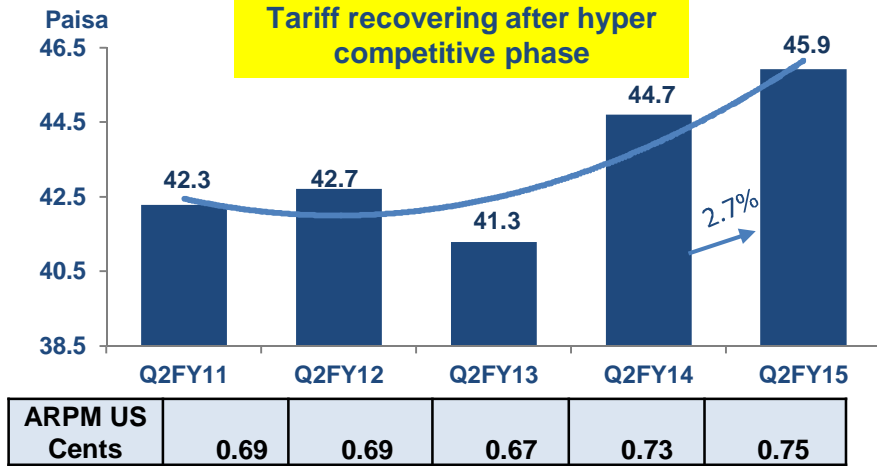
Key Operating Trends



Minutes of Use on Network

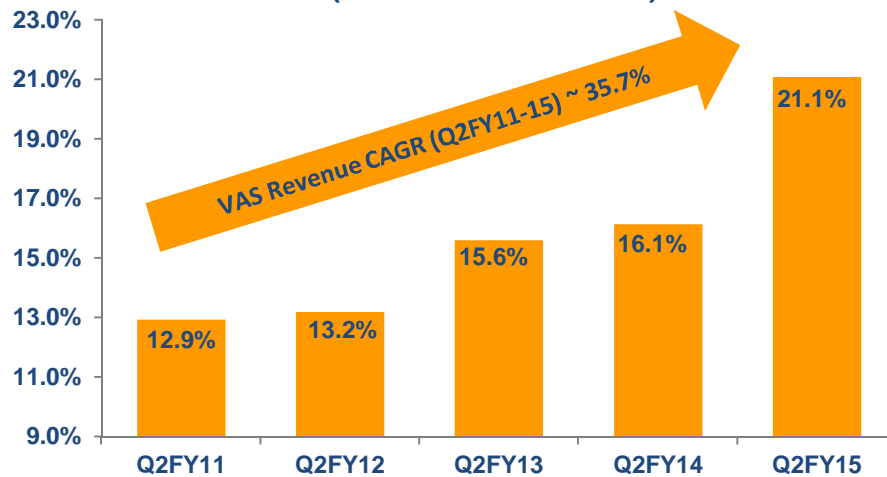


Realized Rate per Minute

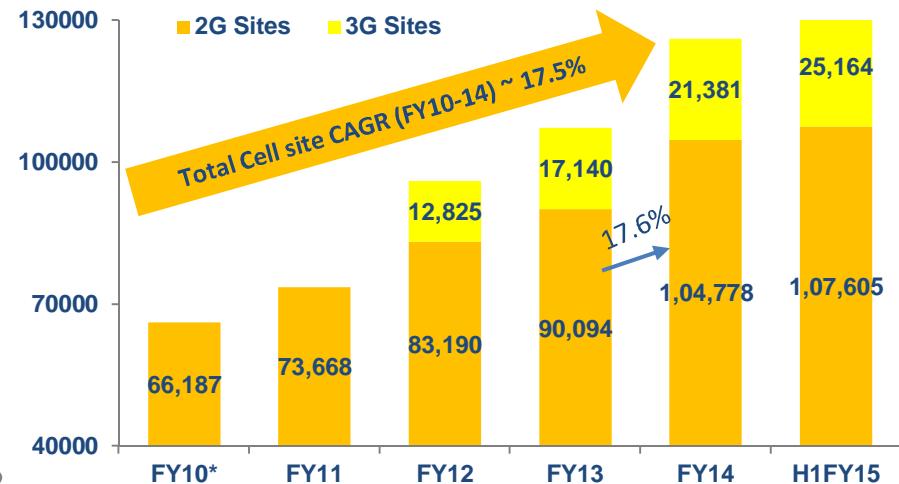


| ARPM US Cents | Q2FY11 | Q2FY12 | Q2FY13 | Q2FY14 | Q2FY15 |
|---------------|--------|--------|--------|--------|--------|
| | 0.69 | 0.69 | 0.67 | 0.73 | 0.75 |

VAS as a % of Service Revenue (Data+ Non Data VAS)



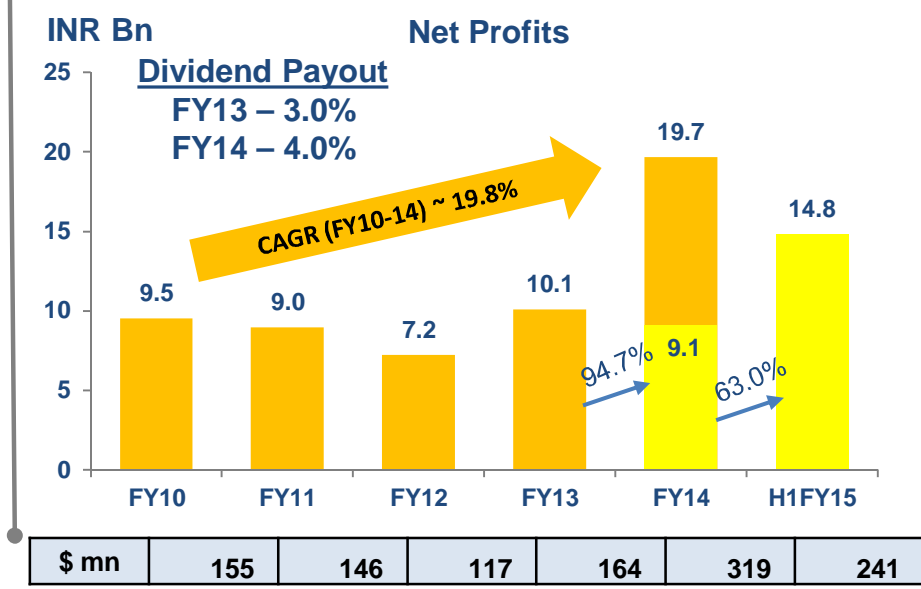
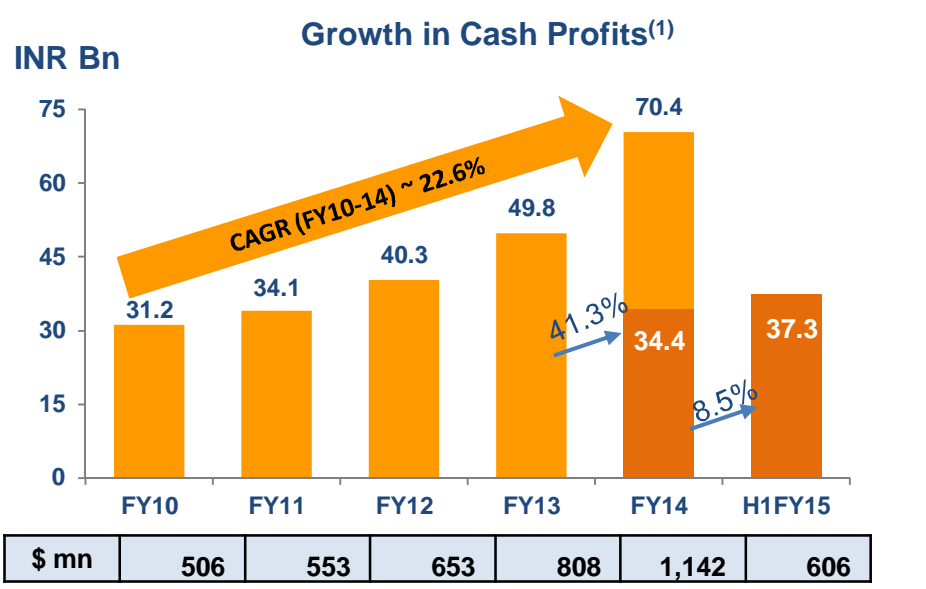
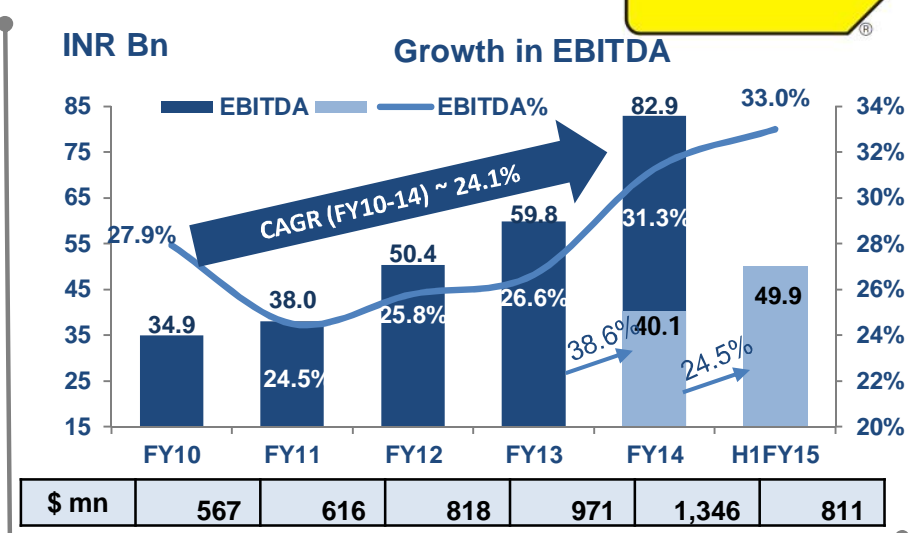
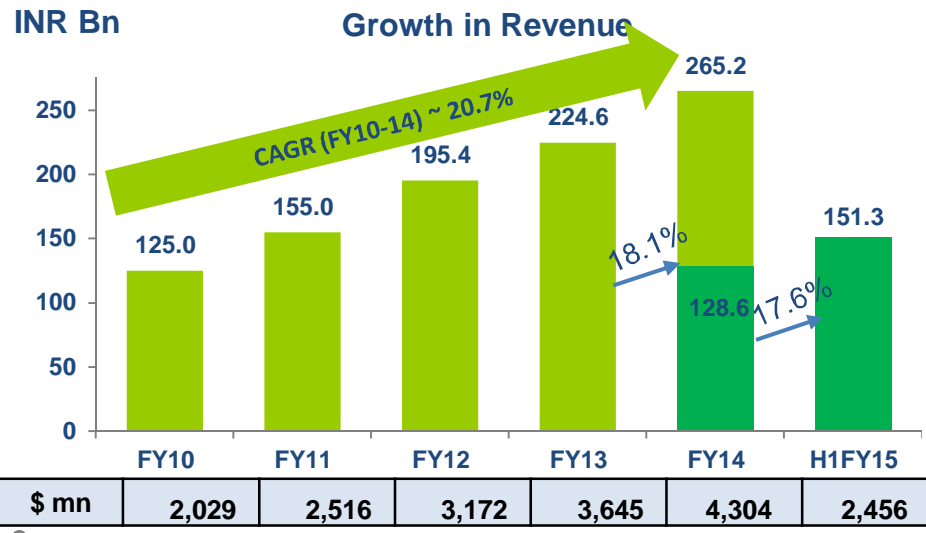
Cell Sites (EoP)



USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

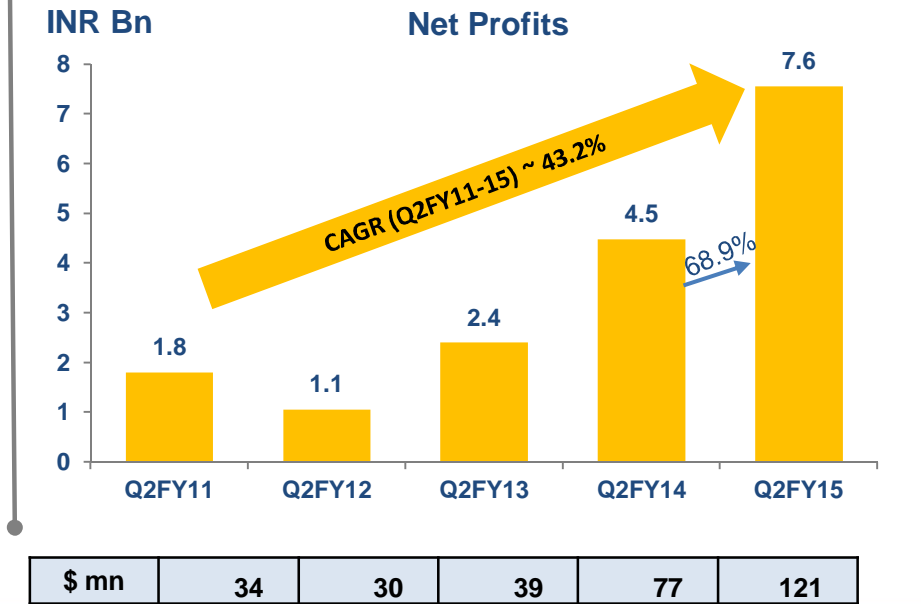
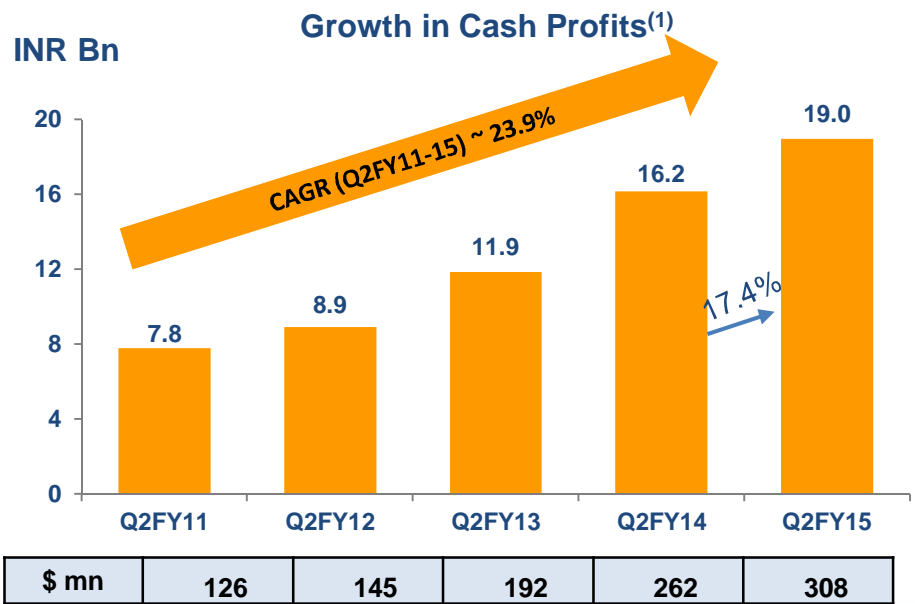
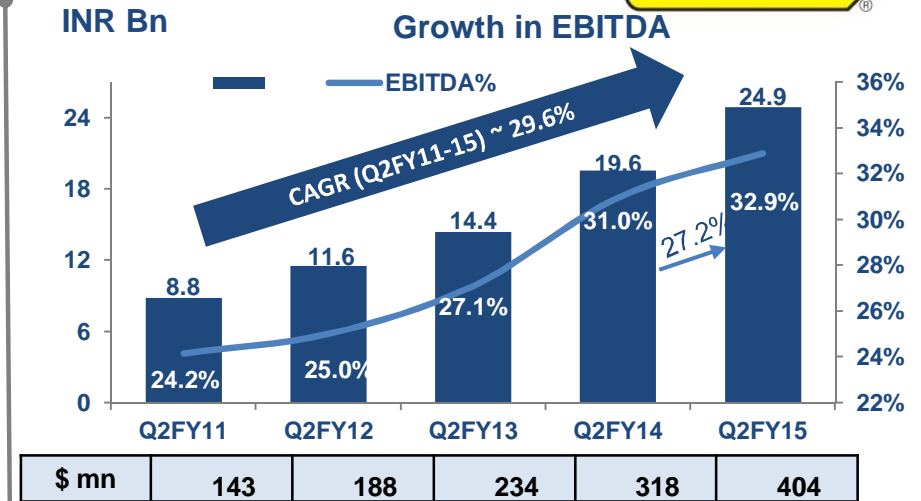
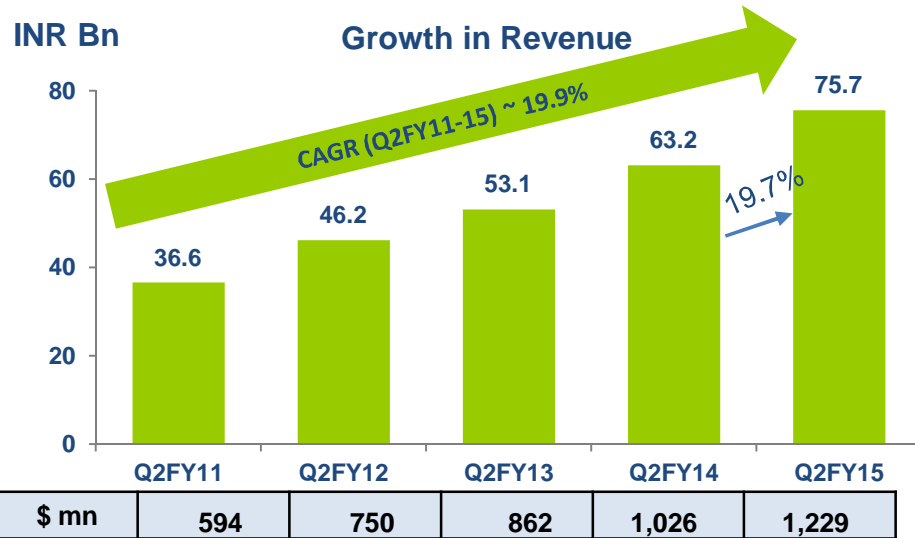
VAS = Value Added Services
*includes 100% Minutes and Cell Sites of erstwhile Spice

Annual Financial Trending (Consolidated)



● Revenue growth now driven both by realization growth and volume growth

Quarterly Financial Trending (Consolidated)

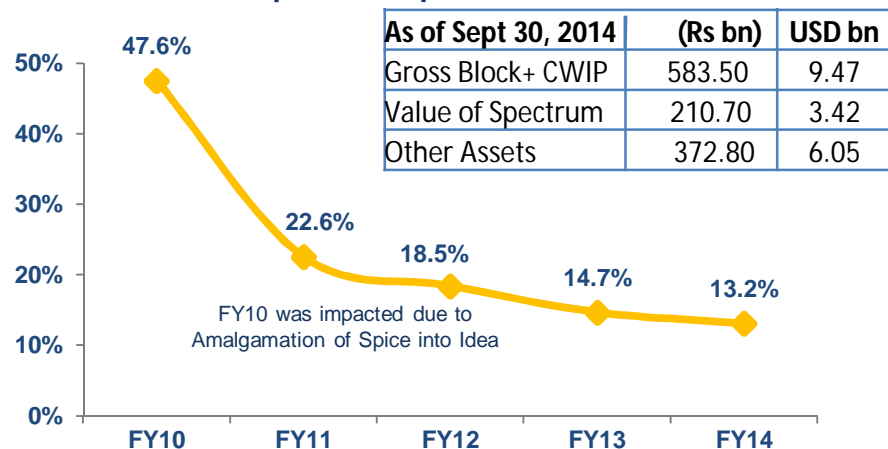


Key Financial Ratios (1)



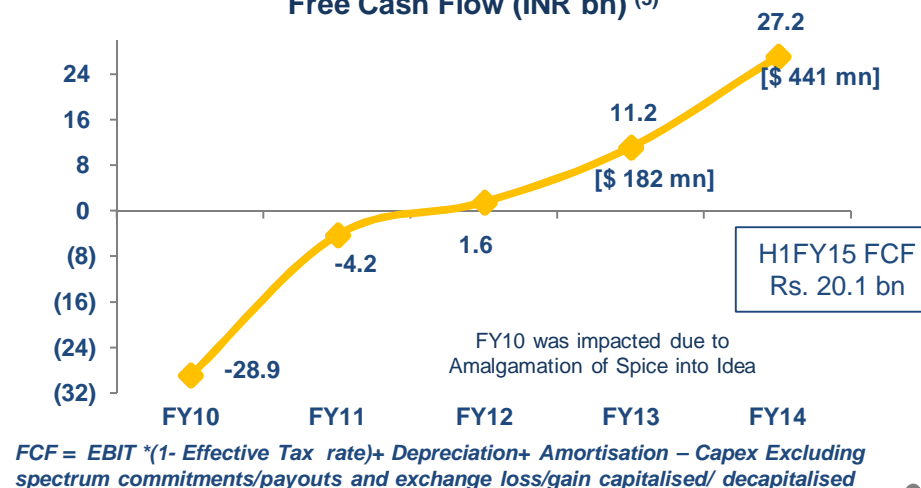
Investment Efficiency

Steep fall in Capex (2) to Revenue ratio



| As of Sept 30, 2014 | (Rs bn) | USD bn |
|---------------------|---------|--------|
| Gross Block+ CWIP | 583.50 | 9.47 |
| Value of Spectrum | 210.70 | 3.42 |
| Other Assets | 372.80 | 6.05 |

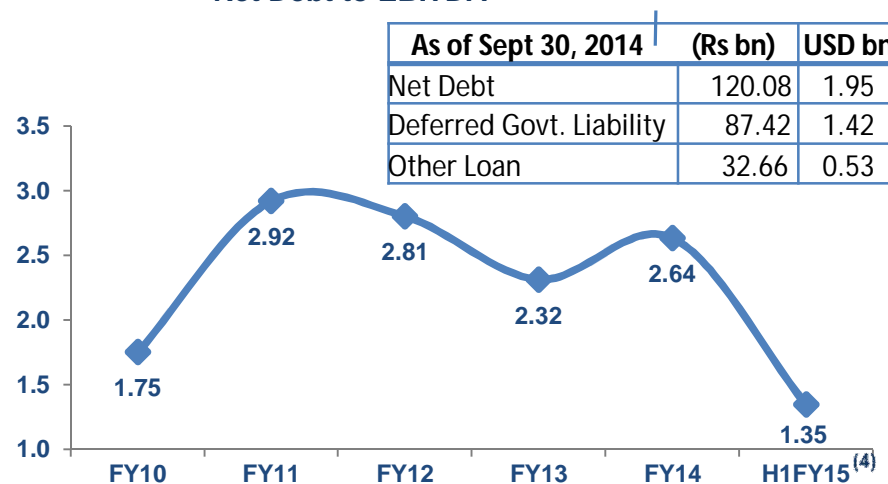
Free Cash Flow (INR bn) (3)



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

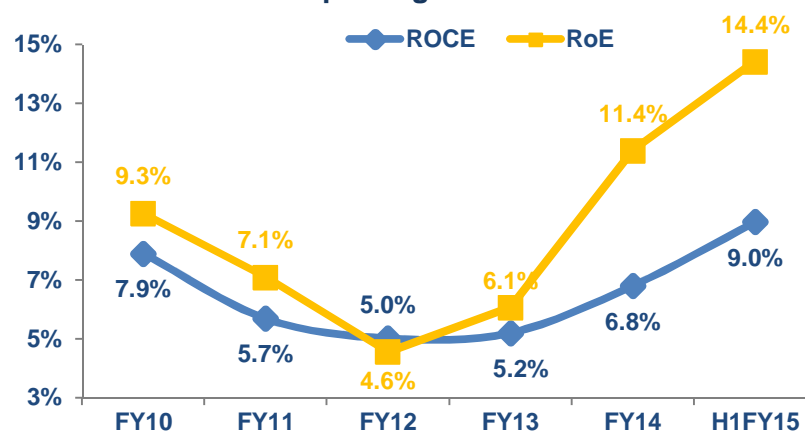
Balance Sheet Strength

Net Debt to EBITDA



| As of Sept 30, 2014 | (Rs bn) | USD bn |
|--------------------------|---------|--------|
| Net Debt | 120.08 | 1.95 |
| Deferred Govt. Liability | 87.42 | 1.42 |
| Other Loan | 32.66 | 0.53 |

Improving ROCE and ROE



¹ Based on Idea Standalone Financials

² Excluding spectrum commitments/payouts and Exchange loss/gain capitalised/ decapitalised

³ FCF = EBIT * (1 - Effective Tax rate) + Depreciation + Amortisation - Capex (as defined above.)

⁴ Based on Annualised EBITDA for H1FY15

Idea H1FY15 Performance



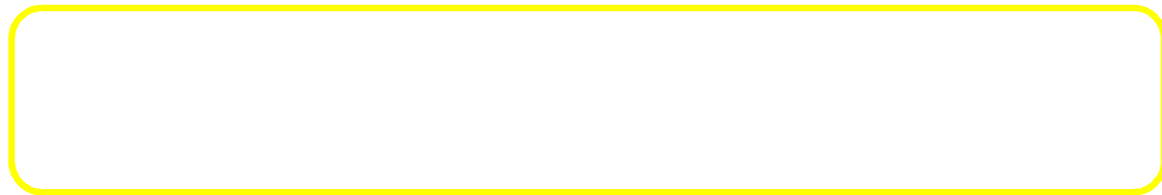
| <i>Consolidated (Rs mn)*</i> | H1FY14 | H1FY15 | YoY Growth (%) |
|------------------------------|----------|----------|----------------|
| Gross Revenue | 1,28,620 | 1,51,309 | 17.6% |
| EBITDA | 40,115 | 49,945 | 24.5% |
| <i>EBITDA Margin (%)</i> | 31.2% | 33.0% | 1.8% |
| Capex** | 24,585 | 17,423 | -29.1% |
| EBITDA-Capex** | 15,530 | 32,522 | 109.4% |
| Gross Block+CWIP | 4,99,445 | 6,43,813 | 28.9% |

KPI Summary

| | | | |
|---------------------------------|--------------|--------------|--------------|
| Subscribers (Mn) | 127.2 | 143.6 | 12.8% |
| ARPU (Rs) # | 164 | 176 | 7.2% |
| Total Traffic (bn mins) | 286.1 | 327.7 | 14.5% |
| Voice MOU/Sub (mins per month)# | 368 | 384 | 4.3% |
| ARPM (Paise)# | 44.7 | 45.9 | 2.7% |
| Churn# | 5.3% | 5.0% | -0.3% |
| Data Traffic (bn MB) | 31.2 | 71.9 | 130.3% |
| Data as % of revenue | 8.7% | 14.0% | 5.3% |
| VAS as a % of service revenue | 16.1% | 21.1% | 4.9% |



Appendix



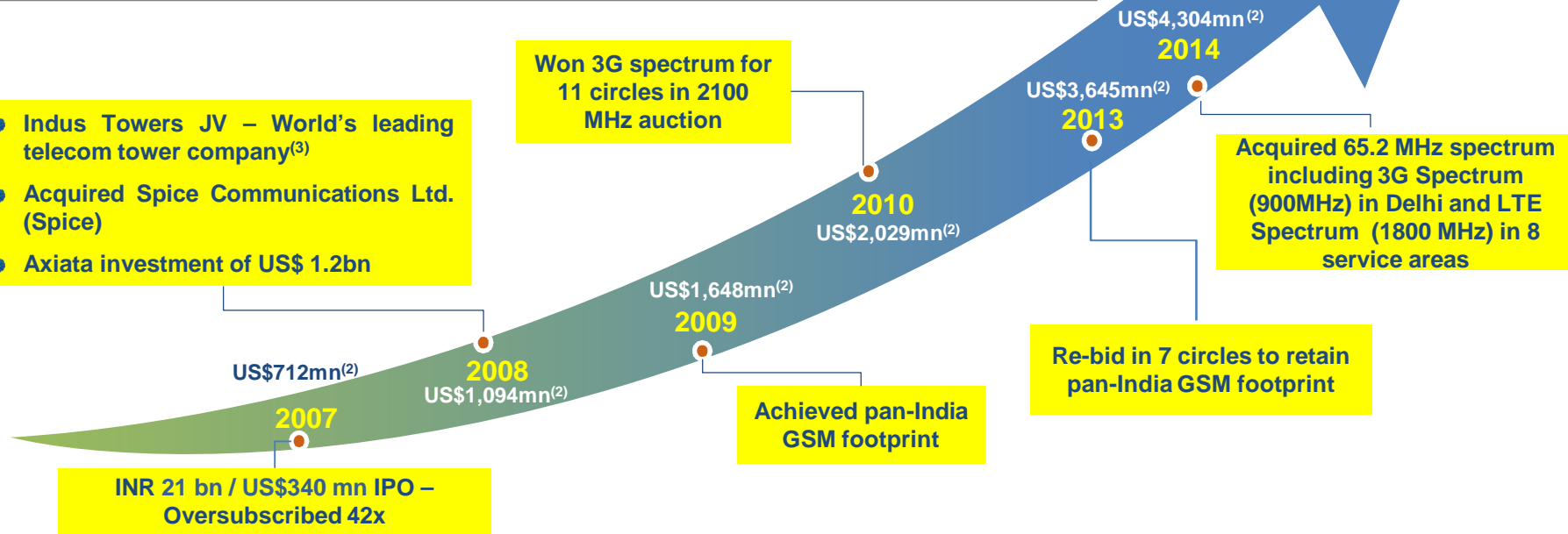
Idea: Successful Growth Track-record



| | FY2007 (IPO in Q4FY07) | FY2014 | Comments |
|---|---------------------------|----------------------|-------------------------------------|
| Company Profile | Operation in 11 circles | Pan India Operations | Strong Performance since IPO |
| Customer Base (mm)⁽¹⁾ | 14.0 | 135.8 | 9.7x |
| Revenue (US\$ mn) | \$712 | \$4,304 | 6.0x |
| EBITDA (US\$ mn) | \$241 | \$1,346 | 5.6 x |
| Cash Profit (US\$ mn) | \$191 | \$ 1,142 | 6.0 x |
| Gross Block+CWIP | \$1,578 | \$10,166 | 6.4 x |

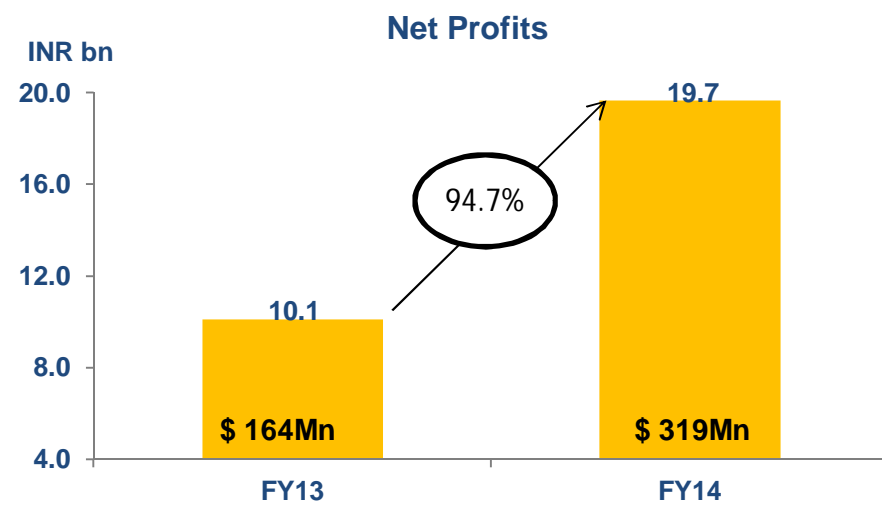
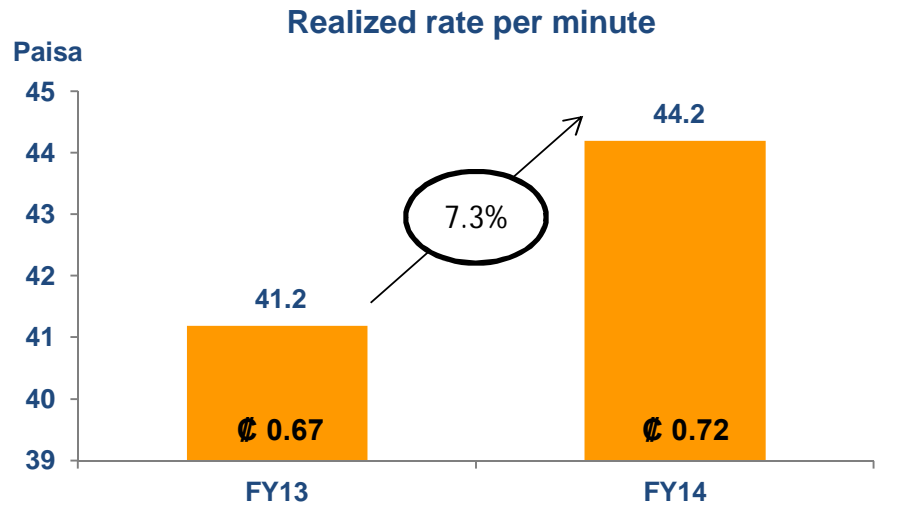
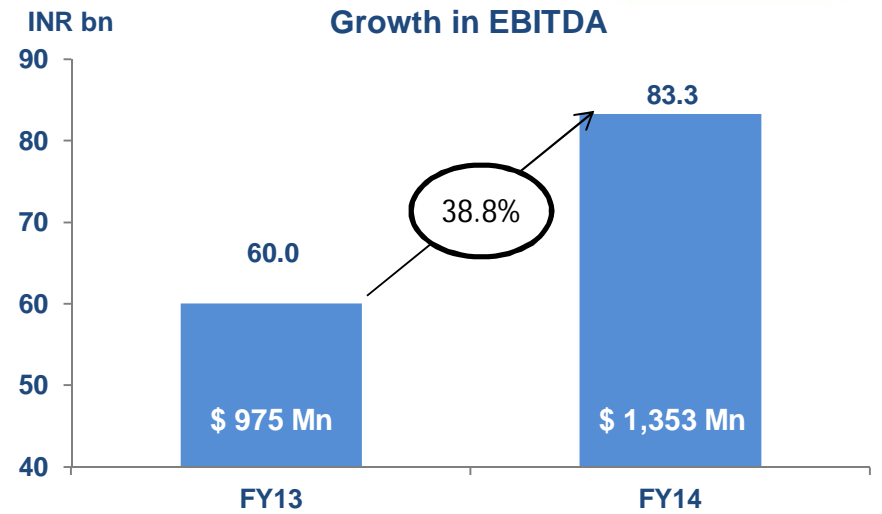
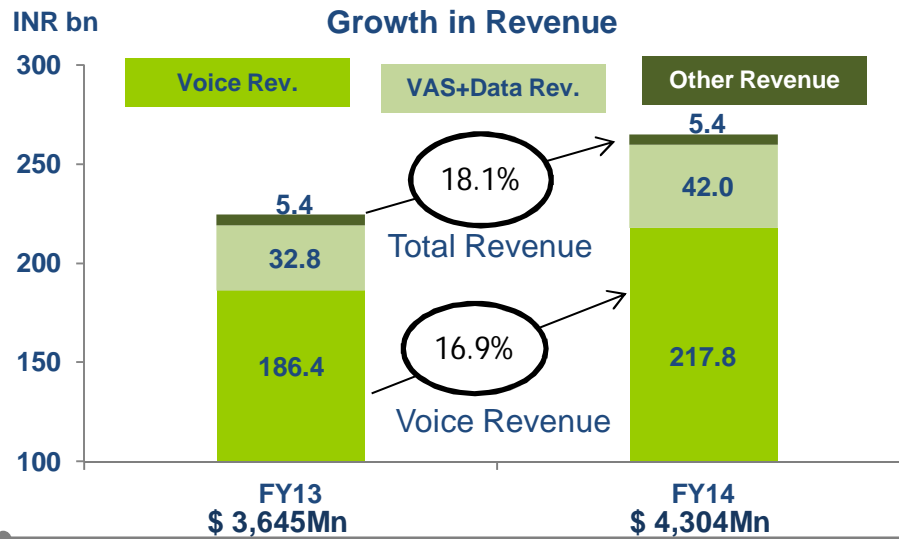
**CMS Rank 6 in FY07⁽¹⁾
CMS Rank 3 in FY14⁽¹⁾**

- Indus Towers JV – World’s leading telecom tower company⁽³⁾
- Acquired Spice Communications Ltd. (Spice)
- Axiata investment of US\$ 1.2bn



USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

Recent Financial Trends



USD 1 = INR 61.61, RBI Ref rate as of September 30, 2014

Idea – Key Capabilities & Strengths



Wide Cellular Network

- Covers ~ 77% of all India Population extended to ~350,000 Towns & Villages on GSM network.
- ~ 87,600 km of Fiber & 4500 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

Deep & Innovative Sales Distribution

- Idea's unique distribution model ensures ~137 outlets per 100K population
- ~ 1.28 Million Transacting Retailers serviced by ~ 30,000 Distributors
- ~ 8.0 lakh 'Data Selling Outlets' sell Idea data recharges and products (2G+3G)
- ~ 6.1 Million Idea Postpaid base served through extensive retail & enterprise direct / indirect distribution

Idea – Key Capabilities & Strengths



Growing Data Business

- ~ 30.9 Million data users (more than 1mb/month users) on 2G EDGE and 3G HSPA services
- ~13.3 Million subscribers use 3G services out of ~144 Million overall subscriber base
- Idea's own current range of 'Idea Smartphones' starting at USD \$90 (INR 5400)
- ~24 Mn Idea subscribers own 3G devices but only 13.3 mn use 3G platform; pace of 3G platform adoption on steady rise

Customer Centric Service

- ~ 14,000 call center agents handle ~ 1.3 Million customer calls per day
- 5,500+ 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 – 10.8Mn (as on September 30, 2014)– with around 1 in 4 'port-out customers' choosing Idea

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

Idea Talent Pool

- 15,000+ 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

- Won 2 Awards at Economic Times Telecom Awards 2013
 - ✓ Most Innovative Service Provider Awards under Enterprise category
 - ✓ My Favourite Service Provider Award
- Amity Telecom Excellence Award for 'The Best Rural Services Provider of the Year 2013'
- Amity Leadership Award 2013 for 'Leveraging IT in Telecommunications'

Brand Awards

- Aegis Graham Bell Award 2013 for Best Brand Campaign
- Pitch 'Top 50 Brands' Award
- 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
- Awarded Silver at Emvies, 2013 for Integrated Media Campaign for Honey-Bunny
- CNBC TV18 India Business Leader Awards 2013: 'Storyboard Brand Campaign of the Year Award' - 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



India's No. 21 'Most Valuable Brand' as per 'Best Indian Brands 2013' study by Interbrand, a leading global branding consultancy

www.idealcellular.com जनरल इन्फॉर्मेशन नम्बर 97020 12345

**चुनाव के वक़्त,
नो उल्लू बनाविंग**

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on your mobile.**

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Cash Withdrawal | Money Transfer

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Mobile Banking

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liye telephone exchange.**

What an idea!

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An idea can change your life

ADITYA BIRLA GROUP

www.idealcellular.com Customer Care 97020 0345

**Break
the language
barrier.**

What an idea!

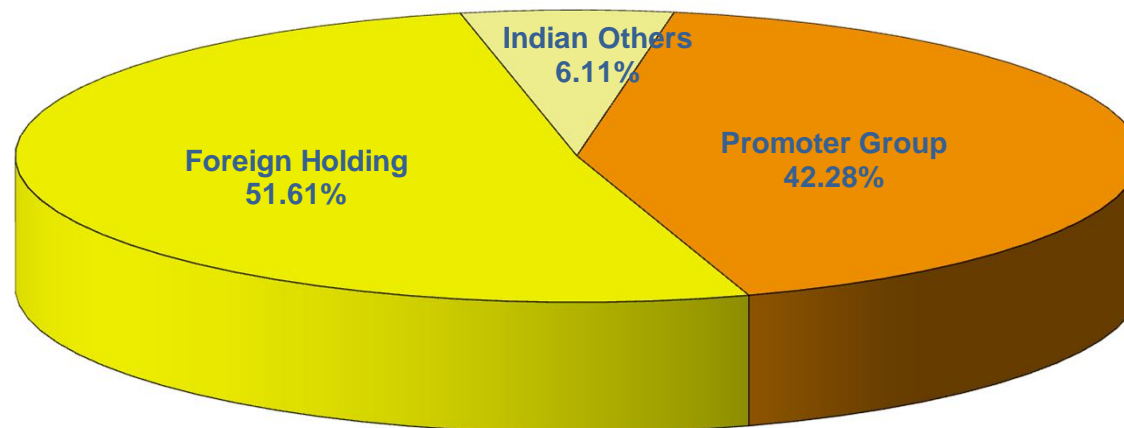
!idea

An idea can change your life

ADITYA BIRLA GROUP

Shareholding

As on 30 September '14



PROMOTERS' HOLDING

| | |
|------------------------------------|--------|
| ADITYA BIRLA NUVO LIMITED | 23.29% |
| BIRLA TMT HOLDINGS PRIVATE LIMITED | 7.88% |
| HINDALCO INDUSTRIES LIMITED | 6.35% |
| GRASIM INDUSTRIES LTD | 4.76% |
| Kumar Mangalam Birla | 0.01% |

TOP 5 PUBLIC SHAREHOLDERS

| | |
|---|--------|
| AXIATA INVESTMENTS 1 (INDIA) LTD. | 12.92% |
| AXIATA INVESTMENTS 2 (INDIA) LTD. | 6.88% |
| P5ASIA INVESTMENTS (MAURITIUS) LTD | 6.81% |
| VANGUARD INTERNATIONAL GROWTH FUND | 1.77% |
| NATIONAL WESTMINSTER BANK PLC AS DEPOSITARY OF FIRST STATE GLOBAL EMERGING MARKETS LEADERS FUND A SUB FUND OF FIRST STATE INVESTMENTS | 1.62% |

Aditya Birla Group



Our Businesses



Our Brands



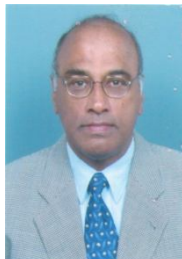
- ❑ A leading business conglomerate and one of the India's most respected business groups
- ❑ Global player in aluminum, copper, carbon black, viscose staple fiber and chemicals; A leading Indian player in cement, telecom, branded apparel and financial services
- ❑ Strong confidence of all stakeholders,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



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



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



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. Himanshu Kapania - Managing Director

- Mr. Himanshu Kapania is a 17-year-veteran of Indian telecom industry and has over 29 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, Bangalore.



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.



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. 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.)



Mr. Biswajit Subramanian – Non-Executive Director

- Mr. Biswajit A. Subramanian, serves as the Managing Director at Providence Equity Partners LLC. Mr. Subramanian leads Providence Equity's Indian private equity investment activities in Asia (ex China) based out of New Delhi. He has extensive experience in Corporate Finance and Mergers and Acquisition transactions.
- Holds B. Tech and M.Tech in Electrical Engineering and an M.B.A.



Mr. Rakesh Jain – Non-Executive Director

- Dr. Rakesh Jain is currently the Managing Director of Aditya Birla Nuvo Limited. Dr. Jain is also a Director of Group IT and a Director on the Board of the Aditya Birla Management Corporation Pvt. Ltd. Previously he served as the President and CEO of GE Plastics India and South Asia
- Holds an M.Tech and Ph.D in Polymer Science



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 51 years**
 - CA and Licentiate CS with over 27 years of industry experience
 - 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 65 years**
 - 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.
 - Joined Idea in January 2001; telecom experience of over 14 yrs



Prakash K Paranjape

- **Chief Information Technology Officer, aged 56 years**
 - Engineering graduate from Pune University with over 33 years of industry experience
 - Joined Idea in Sept. 2005 ; telecom experience of over 17 yrs



Rajat Mukarji

- **Chief Corp Affairs Officer, aged 61 years**
 - Graduate from St Stephen's College, Delhi and Diploma in International Marketing Management from Delhi with over 29 years of industry experience.
 - Joined Idea in Jan. 1996 ; telecom experience of over 17 yrs



Rajesh Srivastava

- **Chief Commercial Officer, aged 59 years**
 - B.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.
 - Joined Idea in Nov. 2006 ; telecom experience of over 11 yrs



Ambrish Jain

- **Deputy Managing Director, aged 58 years**
 - 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
 - Joined Idea in October 2001 ; telecom experience of over 18 yrs



P Lakshminarayana

- **Chief Operating Officer, aged 54 years**
 - Over 29 years of experience spanning FMCG and Telecom. Held senior positions in Sales, Marketing and General Management in organizations like ITC and Pepsi.
 - Joined Idea in Feb 2004 ; telecom experience of over 9 yrs



Sashi Shankar

- **Chief Marketing Officer, aged 55 years**
 - 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
 - Joined Idea in Sept. 2001; telecom experience of over 11 yrs



Navanit Narayan

- **Chief Service Delivery Officer, aged 49 years**
 - 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
 - .Joined Idea in Jan. 2008; telecom experience of over 7 yrs



Vinay Razdan

- **Chief Human Resources Officer, aged 48 years**
 - 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.
 - Joined Idea in Jan. 2006 ; telecom experience of over 7 yrs

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, 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 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 |



Thank You