

20th Annual General Meeting

22nd September 2015



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For any queries, write to: investor.relations@tatatel.co.in

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Agenda



- 1 FY15 Highlights
- 2 Q1 FY16 Performance
- 3 Strategic Direction



FY15 Highlights



- **Industry**

- Loop exits Mumbai
- Continued aggression in market
- Rapid growth in data – emerging 4G
- Reduction in IUC, NLD carriage and Roaming charges
- DoT notifies Full MNP
- Spectrum
 - Operators commit ~ Rs 39,000 crs for Mum+Mah in 18 months
 - Trading and sharing

- **TTML**

- Network expansion – ~ 900 3G sites; ~ 400 2G sites
- Customer experience initiatives

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GSM grows in line with market
Increase in EBITDA offset by higher interest cost

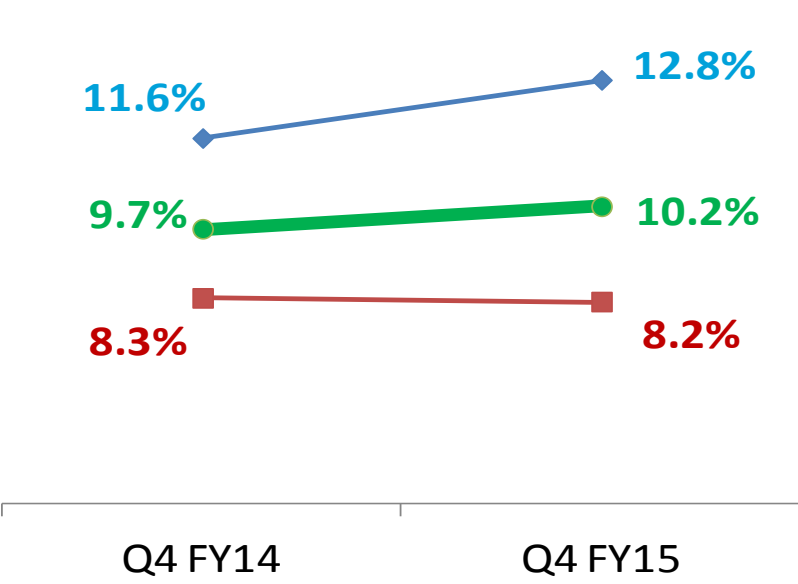
Rs Cr	FY14	FY15	Gr %
Total Revenue	2,819	2,939	4.3%
Operations & Other Exp	2,205	2,293	
EBITDA	614	646	5.3%
<i>EBITDA %</i>	<i>21.8%</i>	<i>22.0%</i>	
Finance Charges	565	650	15.1%
Depn & Amort	609	611	
PBT	(560)	(615)	-9.7%

GSM +13%
Mkt +13%

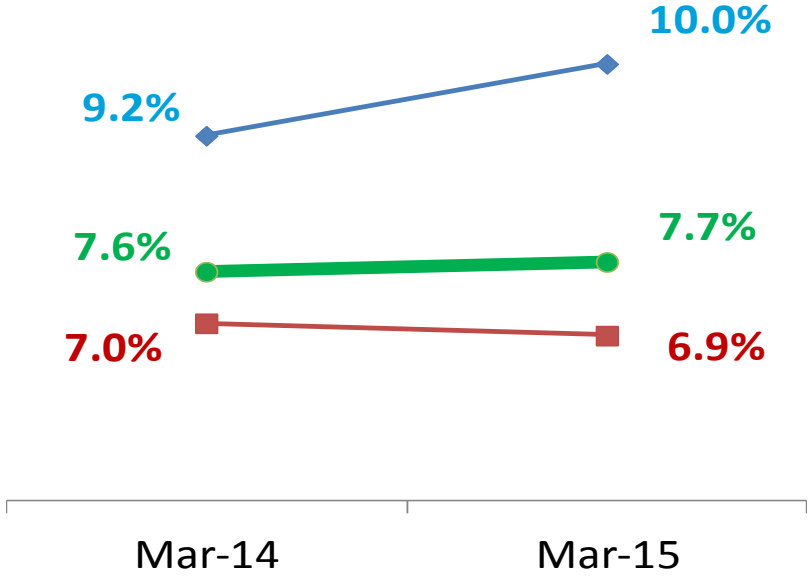
Revenue & Customer Market Share



RMS



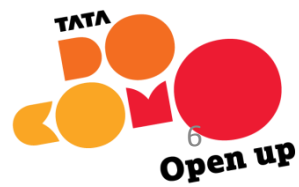
CMS



Mum
Mah
TTML

* Source: TRAI
• Includes only UASL Revenues
• Excludes BSNL/MTNL basic licence revenue
• Excludes NLD/ILD licence revenue
• CMS represents share of wireless VLR subscribers

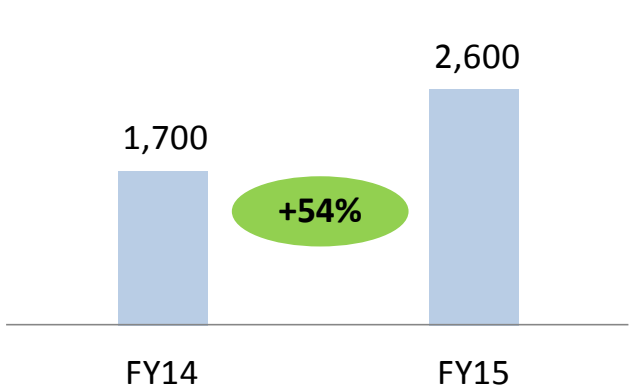
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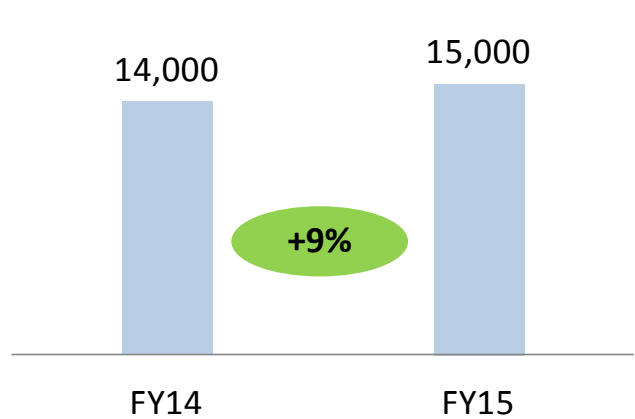
Focus on 3G coverage + fibre augmentation



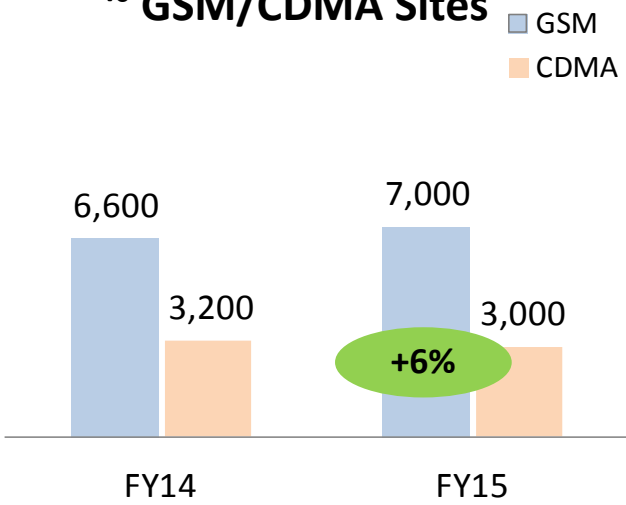
~ 3G Sites



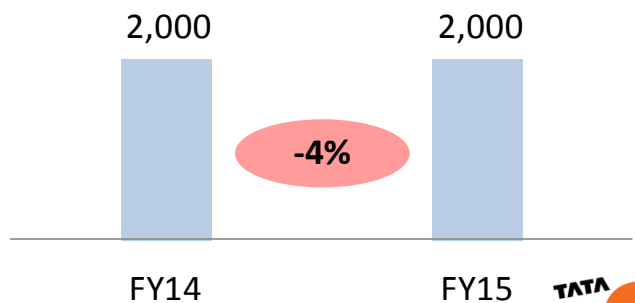
Optical Fibre (~km)



~ GSM/CDMA Sites

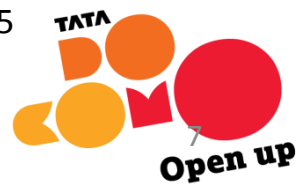


~ HSIA Sites



The above represent own sites
BTS and Optical fibre numbers are rounded off

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Marketing Initiatives



**New
Product
Launch**

**Network
Campaign**

**Brand
Campaign**

**Product
Campaign**

Wi Fi

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Photon Duo



NEVER LOG OUT
Keep surfing on the go with our battery powered Wi-Fi hotspot.



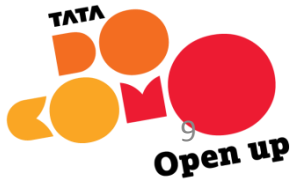
Connect up to 5 devices

Charge your devices anywhere

TATA
photon^{max}
Wi-Fi Duo

tatadocomo.com | Call 1800 266 9999 | live@tatadocomo.com

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3G Expansion Campaign




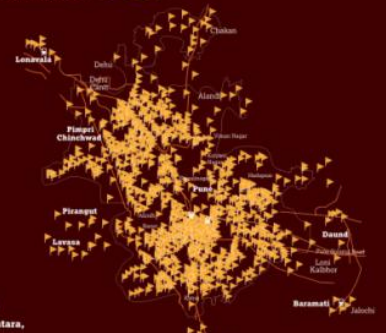
Network Reinforcement Campaign



Feel the difference with our superfast 3G @ Pune

Get 1GB 3G Data @ ₹198





Now 3G Network available across 185 towns of Maharashtra


Covering : Lavasa, Lonavala, Kamshet, Satara, Baramati, Daund, Rajguru N


Validity: 28 days

Call 1800 266 0000 | Log on to tataconnect.com

Feel the difference with our superfast 3G @ Nashik

Get 1GB 3G Data @ ₹198





Now 3G Network available across 185 towns of Maharashtra


Covering : Manmad, Y


Validity: 28 days

Call 1800 266 0000 | Log on to tataconnect.com

Feel the difference with our superfast 3G @ Aurangabad

Get 1GB 3G Data @ ₹198





Now 3G Network available across 185 towns of Maharashtra


Covering : Ahmednagar, Beed, Jalna, Shrirampur, Jalgaon


Validity: 28 days

Call 1800 266 0000 | Log on to tataconnect.com | tataconnect.com

Feel the difference with our superfast 3G @ Nagpur

Get 1GB 3G Data @ ₹198





Now 3G Network available across 185 towns of Maharashtra

Covering : Chandrapur, Yavatmal, Amaravati, Akola

Validity: 28 days

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“Bhalai Ki Supply”... bags several awards



Segmented Offerings

Choose what you use.

Presenting a flexible range of post pay plans that fit your voice and data needs.

TATA Open up

Call 1800 200 0000 / Log on to tatainternet.com / TataInternetServices.com

Save on recharge. Spend on your date.

Get 1GB 3G Data + ₹175 Talktime @ ₹299.

TATA Open up

Validity : 30 days

Dial *123# to know your best offers.

TATA Open up

Postpay

Combo

My Best Offer

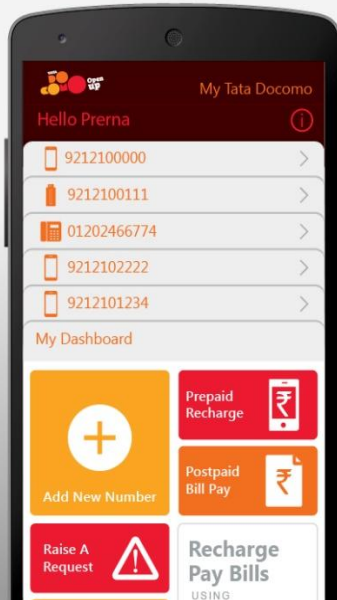


My Tata Docomo Mobile App



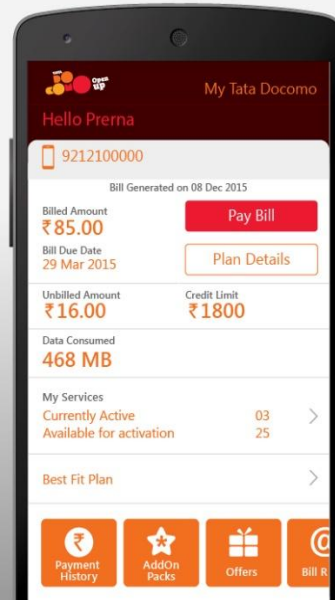
All In One

Manage all your registered Tata Docomo numbers at one place



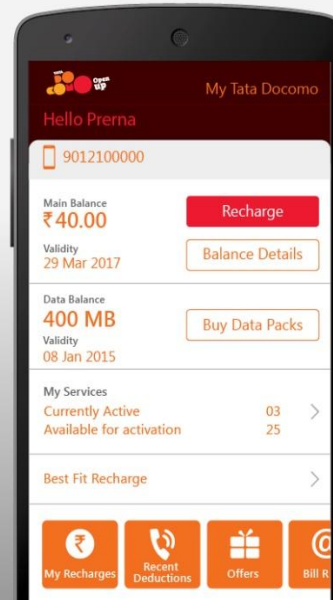
Instant Bill pay

Check your bill amount, data usage and pay instantly



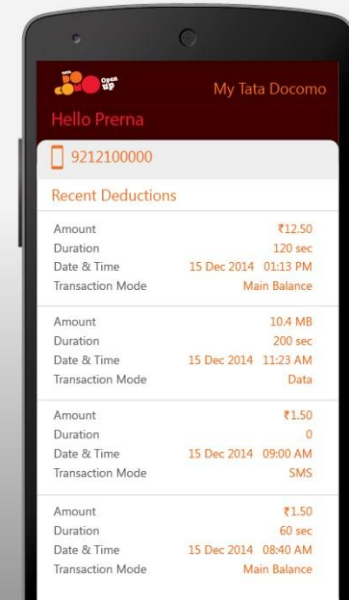
Instant Recharge

Know your balance and recharge instantly with your best fit offers



Keep Track

Keep a track of where your balance is getting used up



Android / IOS

Voice, Photon, Walky and 3G

200,000+ downloads

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Do Big from Enterprise



1000+ Cos
1500+ Execs



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~ 100 locations

- Malls
- Airports
- Events
- Public Places
- Cafes & Retail Outlets
- Educational Institutions
- Hotels

Agenda



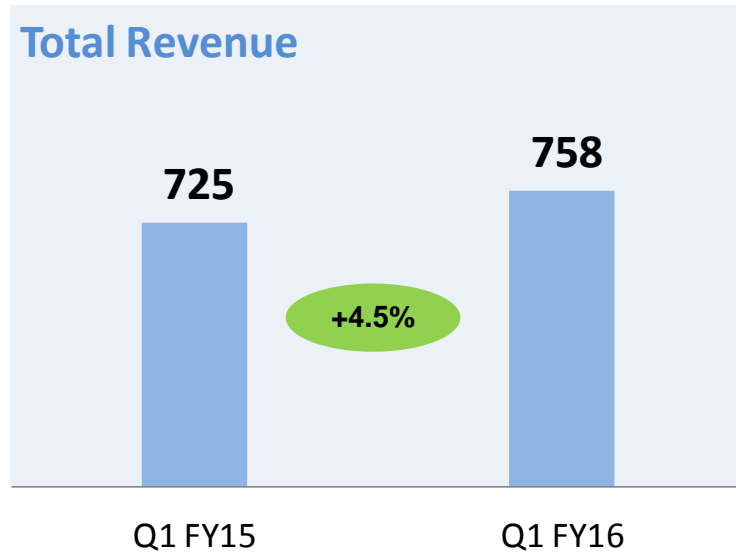
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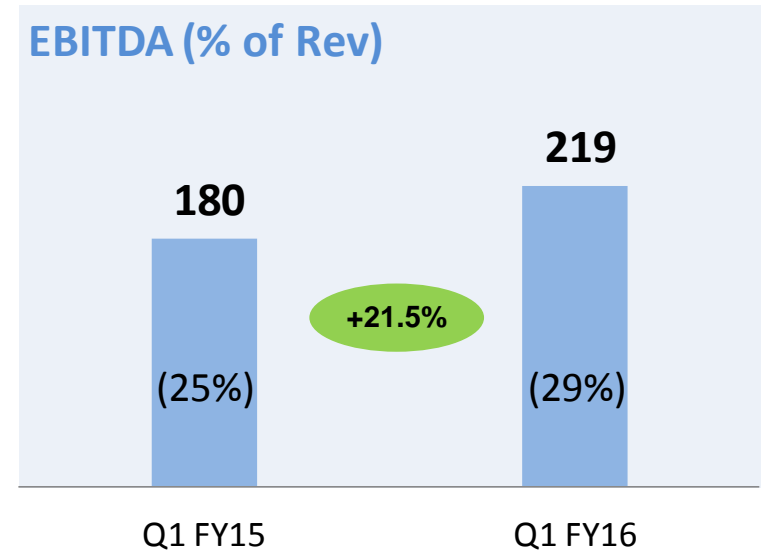
Q1 FY16 Highlights

Rs crs

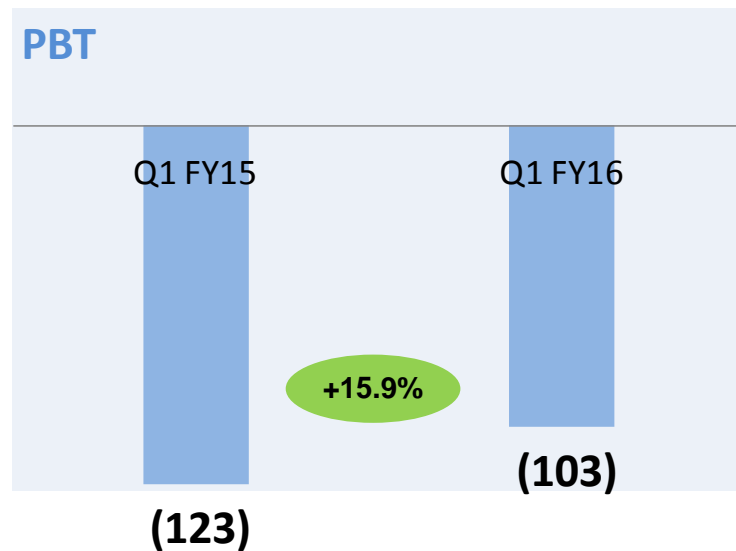
Total Revenue



EBITDA (% of Rev)



PBT



- EBITDA margin continues to improve
- Focus on 3G

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Spectrum Auctions

Enabling launch of next generation data services

	Mhz			
	800	900	1800	2100
Auction				
Mum	2.50			
Mah	2.50			
Total				
Mum	6.25		4.40	
Mah	5.00		4.40	5.00

- Committed ~Rs 3,800 crs
- Upfront ~Rs 1,000 crs

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- Next generation data services
- Drive Profitable Growth
 - Quality Acquisitions
 - Enhance Customer Experience
 - Building a stronger organisation

Thank You

