



Media Release

Mumbai –April 25, 2013

Idea Cellular announces audited results for the Fourth Quarter (Q4) and Year ended March 31, 2013

Highlights – Q4 FY13

- Idea – Standalone¹ – Revenue Rs. 60,951 mn, EBITDA Rs. 15,037 mn, PAT Rs. 2,670 mn
- Idea – Consolidated² – Revenue Rs. 60,614 mn, EBITDA Rs. 16,731 mn, PAT Rs. 3,082 mn

	INR mn							
	Idea Standalone ¹				Idea Consolidated ²			
	Q4FY13	Q3FY13	FY13	FY12	Q4FY13	Q3FY13	FY13	FY12
Revenue - Established Service Areas ³	53,272	49,309	198,459	175,252				
Revenue - New Service Areas ⁴	7,679	6,826	27,490	21,548				
Total Revenue	60,951	56,135	225,949	196,800	60,614	55,785	224,576	195,411
EBITDA - Established Service Areas ³	16,702	14,967	60,621	51,655				
EBITDA - New Service Areas ⁴	(1,665)	(1,793)	(6,907)	(6,496)				
Total EBITDA	15,037	13,173	53,714	45,159	16,731	14,734	60,046	50,924
EBITDA% - Established Service Areas ³	31.4%	30.4%	30.5%	29.5%				
EBITDA% - New Service Areas ⁴	-21.7%	-26.3%	-25.1%	-30.1%				
Total EBITDA%	24.7%	23.5%	23.8%	22.9%	27.6%	26.4%	26.7%	26.1%
Depreciation & Amortisation	8,386	8,190	32,142	27,277	9,092	8,836	34,778	29,813
EBIT	6,652	4,983	21,572	17,882	7,639	5,898	25,268	21,111
Interest and Financing Cost (Net)	1,927	2,056	8,184	9,086	2,244	2,416	9,495	10,558
Dividend from Indus	-	-	1,543	-	-	-	-	-
PBT	4,724	2,927	14,930	8,796	5,395	3,482	15,773	10,553
PAT	2,670	1,911	10,080	6,036	3,082	2,286	10,109	7,230
Cash Profit⁵	13,067	11,085	46,968	36,079	14,274	12,142	49,795	40,255

Idea, returns strongly to its upwards revenue trajectory, with 8.6% sequential quarterly growth in Q4FY13 on the back of 5% QoQ growth in Q3FY13, reaffirming the increasing consumer preference for brand Idea. The company maintains its enviable track record of being the 'fastest growing large Indian mobile operator' with Financial Year 2012-13 gross revenue of Rs. 225,949 million, an annual growth of 14.8%.

The high revenue growth is led by sharp expansion of Voice Minutes @ 8.5% to 143.4 billion, on sequential quarterly basis, indicating consumer demand for mobile telephony is robust. The VLR growth is back with company clocking 8.3 million incremental quarterly growth & delivering over 40% of industry incremental VLR in first 11 months of FY13 (as per TRAI Feb'13 report). Idea now serves 121.6 million quality customers.

Contrary to expectations, the ARPM (Average Realised Rate per Minute) was nearly flat at 41.2p against 41.1p in Q3FY13. While the challenges on Voice ARPM continue, the company improved 'Non Voice Revenue' to 15.2% (14.6% in Q3FY13) led by data growth.

The Q4FY13 has the highest data adoption by Idea customers' with 4.5 million sequential quarter addition, as the EoP base of Data users grew to 26.2 million, now contributing 6.6% to service revenue. The Data volume expanded by 13.8% to 11.4 billion MB (10.0 billion MB in Q3FY13) and data realised rate improved by 9.5% to 33.9p per MB in Q4FY13



(31.0p in Q3FY13). The active 3G subscriber base for the company stands at 5.1 million, helping overall 2G+3G data revenue growth on sequential quarterly basis by 24.6% and data ARPU reaching to Rs. 55.

The overall exponential revenue growth has translated into EBITDA of Rs. 15,037 million, margin improvement by 1.2% to 24.7%, inspite of accounting for one-off regulatory charge of Rs. 760 million reflecting in 'License and WPC Charges'. Annual EBITDA has increased to Rs. 53,714 million @23.8% in FY13 in comparison to Rs. 45,159 million @22.9% in FY12.

The standalone PAT for Q4FY13 has improved to Rs. 2,670 million even after accounting for cumulative deferred tax liability at a higher rate. The annual PAT improved by 67% to Rs. 10,080 million in FY13 against Rs. 6,036 million in FY12.

The company generated healthy Cash Profit of Rs. 46,968 million in FY13, a growth of 30.2% over FY12. After 16 years of start of operations, the board of Idea has recommended its maiden dividend @ 3%, an overall payout of Rs. 1,163 million (including dividend distribution tax). Idea is thankful to its 2,70,000 retail investor who have reposed faith in the Company.

Idea continues to strengthen its competitive standing by investing in long term value creators – launched 2,432 GSM sites and 1,595 3G sites, expanded optical fibre network to 74,000 km and strengthened its presence in NLD, ILD, ISP, Data Services and Smartphone Device business. Idea is the biggest net gainer nationally in the Mobile Number Portability program, a strong indicator of the popular appeal of Idea mobile services.

Idea is one of the few companies in the world, which is able to run high quality telecom services at the world's lowest price points and yet deliver stable Cash Profits. The improving capacity utilization, increasing brand popularity & quality of consumer service with a strong Balance Sheet underscores Idea's ability to benefit from long term sector opportunities.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Joint Venture i.e. Indus.
2. Idea Consolidated represents Idea Standalone and proportionate consolidation of Indus (@16%).
3. Established Service Areas represent 13 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh which East, Rajasthan and Himachal Pradesh, Punjab and Karnataka service areas.
4. New Service Areas represent 9 service areas of Mumbai, Bihar, Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and North East.
5. Cash Profit is calculated as summation of PAT, Depreciation & Amortisation, charge on account of ESOPs and Deferred tax, for the relevant period.
6. Figures for past periods have been regrouped, wherever necessary.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 14.8% (Q3FY13). Idea is listed on the National Stock Exchange (NSE), and the Bombay Stock Exchange (BSE) in India. Idea is part of the Aditya Birla Group, India's first truly multinational group. The group operates in 36 countries, is anchored by an extraordinary force of over 136,000 employees belonging to 42 nationalities, and derives over 53% of its revenues from operations outside India.