



**Final Report**  
on  
**ARPU/Revenue Analysis**  
for

**Private GSM Cellular Operators**

**(April-June'05)**

**Subscriber Numbers, Revenues & ARPUs - Apr'05-June'05**

Apr'05 - June'05						
S.No.	Name of the Company	Service Area	Total Revenue for the Quarter (B) (Rs crores)	Average Monthly Revenue (C) (Rs crores)	Average subscriber during period (D)	ARPU (E=C/D) (Rs)
1	Bharti Airtel Ltd	Delhi	275.90	91.97	1643472	559.59
	Hutchison Essar	Delhi	199.50	66.50	1491118	445.97
	IDEA	Delhi	78.00	26.00	620852	418.78
	<b>Average ARPU - Delhi</b>			184.47	<b>3755442</b>	<b>491.20</b>
2	HMTL	Mumbai	283.20	94.40	1523762	619.52
	BPL Mobile	Mumbai	125.30	41.77	1238428	337.26
	Bharti Airtel Ltd	Mumbai	104.90	34.97	772852	452.44
	<b>Average ARPU - Mumbai</b>			171.13	<b>3535042</b>	<b>484.11</b>
3	Hutchison Telecom	Kolkata	91.70	30.57	651091	469.47
	Bharti Airtel Ltd	Kolkata	56.20	18.73	502717	372.64
	<b>Average ARPU - Kolkata</b>			49.30	<b>1153808</b>	<b>427.28</b>
4	Bharti Airtel Ltd	Chennai	60.80	20.27	489221	414.26
	Hutchison Essar	Chennai	30.00	10.00	203083	492.41
	Aircel Cellular	Chennai	51.30	17.10	562154	304.19
	<b>Average ARPU - Chennai</b>			47.37	<b>1254458</b>	<b>377.59</b>
5	BPL Cellular	Maharashtra	52.63	17.54	551441	318.11
	IDEA	Maharashtra	158.63	52.88	1353175	390.75
	Bharti Airtel Ltd	Maharashtra	75.50	25.17	685836	366.95
	<b>Average ARPU - Maharashtra</b>			95.58	<b>2590452</b>	<b>368.98</b>

6	Fascel Limited	Gujarat	192.13	64.04	1285478	498.19
	Idea Cellular	Gujarat	72.00	24.00	674821	355.65
	Bharti Airtel Ltd	Gujarat	49.90	16.63	531220	313.12
	<b>Average ARPU - Gujarat</b>			104.68	<b>2491519</b>	<b>420.13</b>
7	Idea Cellular	AP	73.63	24.54	686541	357.47
	Hutchison Essar	A.P.	57.30	19.10	427497	446.79
	Bharti Airtel Ltd	A.P.	121.00	40.33	1000556	403.11
	<b>Average ARPU - AP</b>			83.98	<b>2114594</b>	<b>397.12</b>
8	Bharti Airtel Ltd	Karnataka	196.75	65.58	1316507	498.16
	Spice	Karnataka	30.38	10.13	311756	324.77
	Hutchison Essar	Karnataka	82.80	27.60	588977	468.61
	<b>Average ARPU - Karnataka</b>			103.31	<b>2217240</b>	<b>465.93</b>
9	Aircel Limited	Tamil Nadu	104.75	34.92	1246542	280.11
	BPL Cellular	Tamil Nadu	28.50	9.50	418743	226.87
	Bharti Airtel Ltd	TN	28.50	9.50	634900	149.63
	<b>Average ARPU - TN</b>			53.92	<b>2300185</b>	<b>234.40</b>
10	BPL Cellular	Kerala	26.67	8.89	393706	225.77
	Bharti Airtel Ltd	Kerala	34.75	11.58	364122	318.12
	IDEA Mobile	Kerala	53.00	17.67	586139	301.41
	<b>Average ARPU - Kerala</b>			38.14	<b>1343967</b>	<b>283.78</b>
11	Spice	Punjab	97.83	32.61	1144331	284.98
	Bharti Airtel Ltd	Punjab	149.83	49.94	1302944	383.32
	Hutchison Essar	Punjab	15.75	5.25	174151	301.46
	<b>Average ARPU - Punjab</b>			87.81	<b>2621426</b>	<b>334.95</b>
12	IDEA Mobile	Haryana	17.17	5.72	201389	284.14
	Bharti Airtel Ltd	Haryana	26.38	8.79	285547	307.89
	ADIL	Haryana	20.67	6.89	204995	336.05
	<b>Average ARPU - Haryana</b>			21.40	<b>691931</b>	<b>309.32</b>

13	IDEA Mobile	UP(West)	65.00	21.67	675525	320.74
	Bharti Airtel Ltd	UP(W)	40.63	13.54	411210	329.31
	Hutchison Essar	UP(W)	19.25	6.42	191128	335.73
	<b>Average ARPU - UP (W)</b>			41.63	<b>1277863</b>	<b>325.74</b>
14	ADIL	UP (East)	85.00	28.33	873597	324.33
	Bharti Airtel Ltd	UP (East)	23.63	7.88	264335	297.92
	<b>Average ARPU - UP (E)</b>			36.21	<b>1137932</b>	<b>318.19</b>
15	ADIL	Rajasthan	36.67	12.22	349981	349.23
	Bharti Airtel Ltd	Rajasthan	67.00	22.33	557955	400.27
	<b>Average ARPU - Rajasthan</b>			34.56	<b>907936</b>	<b>380.59</b>
16	Idea Cellular	MP	51.83	17.28	512576	337.08
	Reliance	M.P	29.33	9.78	335872	291.12
	Bharti Airtel Ltd	MP	23.63	7.88	249401	315.76
	<b>Average ARPU - MP</b>			34.93	<b>1097849</b>	<b>318.17</b>
17	Reliance	WB	15.50	5.17	170591	302.87
	Bharti Airtel Ltd	WB	12.50	4.17	145322	286.72
	Hutchison Essar	WB	14.25	4.75	154392	307.66
	<b>Average ARPU - WB</b>			14.08	<b>470305</b>	<b>299.45</b>
18	Bharti Airtel Ltd	H.P	26.20	8.73	213939	408.22
	Reliance	HP	2.60	0.87	42708	202.93
	<b>Average ARPU - HP</b>			9.60	<b>256647</b>	<b>374.05</b>
19	Reliance	Orissa	13.40	4.47	134076	333.14
	Bharti Airtel Ltd	Orissa	14.50	4.83	147820	326.97
	<b>Average ARPU - Orissa</b>			9.30	<b>281896</b>	<b>329.91</b>
20	Reliance	Bihar	36.20	12.07	400438	301.34
	Bharti Airtel Ltd	Bihar	18.17	6.06	229163	264.25
	<b>Average ARPU - Bihar</b>			18.12	<b>629601</b>	<b>287.84</b>
21	Reliance	Assam	16.60	5.53	122346	452.27

	Bharti Airtel Ltd	Assam	1.33	0.44	7585	585.95
	<b>Average ARPU - Assam</b>			5.98	<b>129931</b>	<b>460.07</b>
22	Reliance	NE	4.40	1.47	32214	455.29
	Bharti Airtel Ltd	NE	0.50	0.17	2799	595.45
	<b>Average ARPU - NE</b>			1.63	<b>35013</b>	<b>466.49</b>
23	Bharti Airtel Ltd	J & K	18.83	6.28	130855	479.75
	<b>Average ARPU - J&amp;K</b>			6.28	<b>130855</b>	<b>479.75</b>
	All India		<b>3760.16</b>	<b>1253.39</b>	<b>32157107</b>	<b>389.77</b>

**Subscriber Numbers, Revenues & ARPUs - April'05-June'05**

S.No.	Name of the Company	Service Area	April'05 - June'05			
			Total Revenue for the Quarter (B) (Rs crores)	Average Monthly Revenue (C) (Rs crores)	Average subscriber during period (D)	ARPU (E=C/D) (Rs)
1	Aircel Limited	Tamil Nadu	104.75	34.92	1246542	280.11
	Aircel Cellular	Chennai	51.30	17.10	562154	304.19
<b>Total Revenue/Average monthly ARPU</b>			<b>156.05</b>	<b>52.02</b>	<b>1808696</b>	<b>287.59</b>
2	BPL Cellular	Maharashtra	52.63	17.54	551441	318.11
	BPL Cellular	Tamil Nadu	28.50	9.50	418743	226.87
	BPL Cellular	Kerala	26.67	8.89	393706	225.77
	BPL Mobile	Mumbai	125.30	41.77	1238428	337.26
<b>Total Revenue/Average monthly ARPU</b>			<b>233.09</b>	<b>77.70</b>	<b>2602318</b>	<b>298.57</b>
3	Idea Cellular	Maharashtra	158.63	52.88	1353175	390.75
	Idea Cellular	AP	73.63	24.54	686541	357.47
	Idea Cellular	Gujarat	72.00	24.00	674821	355.65
	Idea Cellular	MP	51.83	17.28	512576	337.08
	Idea Cellular	Delhi	78.00	26.00	620852	418.78
	IDEA Mobile	Kerala	53.00	17.67	586139	301.41
	IDEA Mobile	Haryana	17.17	5.72	201389	284.14
	IDEA Mobile	UP(West)	65.00	21.67	675525	320.74
<b>Total Revenue/Average monthly ARPU</b>			<b>569.25</b>	<b>189.75</b>	<b>5311018</b>	<b>357.28</b>
4	HMTL	Mumbai	283.20	94.40	1523762	619.52
	Fascel	Gujarat	192.13	64.04	1285478	498.19
	Hutchison Essar	Delhi	199.50	66.50	1491118	445.97
	Hutchison Telecom	Kolkata	91.70	30.57	651091	469.47
	Hutchisom Essar	Chennai	30.00	10.00	203083	492.41
	Hutchison Essar	AP	57.30	19.10	427497	446.79
	Hutchison Essar	Karnataka	82.80	27.60	588977	468.61

	Hutchison Essar	Punjab	15.75	5.25	174151	301.46
	ADIL	Haryana	20.67	6.89	204995	336.05
	ADIL	Rajasthan	36.67	12.22	349981	349.23
	ADIL	UP (East)	85.00	28.33	873597	324.33
	Hutchison Essar	UP (W)	19.25	6.42	191128	335.73
	Hutchiosn Telecom	WB	14.25	4.75	154392	307.66
	<b>Total Revenue/Average monthly ARPU</b>		<b>1128.21</b>	<b>376.07</b>	<b>8119250</b>	<b>463.18</b>
5	Spice	Punjab	97.83	32.61	1144331	284.98
	Spice	Karnataka	30.38	10.13	311756	324.77
	<b>Total Revenue/Average monthly ARPU</b>		<b>128.21</b>	<b>42.74</b>	<b>1456087</b>	<b>293.50</b>
6	Bharti Airtel Ltd	Delhi	275.90	91.97	1643472	559.59
	Bharti Airtel Ltd	H.P	26.20	8.73	213939	408.22
	Bharti Airtel Ltd	A.P.	121.00	40.33	1000556	403.11
	Bharti Airtel Ltd	Karnataka	196.75	65.58	1316507	498.16
	Bharti Airtel Ltd	Kolkata	56.20	18.73	502717	372.64
	Bharti Airtel Ltd	Chennai	60.80	20.27	489221	414.26
	Bharti Airtel Ltd	Punjab	149.83	49.94	1302944	383.32
	Bharti Airtel Ltd	Mumbai	104.90	34.97	772852	452.44
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	Bharti Airtel Ltd	UP (E)	23.63	7.88	264335	297.92
	Bharti Airtel Ltd	MP	23.63	7.88	249401	315.76
	Bharti Airtel Ltd	Haryana	26.38	8.79	285547	307.89
	Bharti Airtel Ltd	Kerala	34.75	11.58	364122	318.12
	Bharti Airtel Ltd	TN	28.50	9.50	364900	260.35
	Bharti Airtel Ltd	Maharashtra	75.50	25.17	685836	366.95
	Bharti Airtel Ltd	Gujarat	49.90	16.63	531220	313.12
	Bharti Airtel Ltd	Rajasthan	67.00	22.33	557955	400.27
	Bharti Airtel Ltd	WB	12.50	4.17	145322	286.72
	Bharti Airtel Ltd	Orissa	14.50	4.83	147820	326.97
	Bharti Airtel Ltd	J & K	18.83	6.28	130855	479.75
	Bharti Airtel Ltd	Bihar	18.17	6.06	229163	264.25
	Bharti Airtel Ltd	Assam	1.33	0.44	7585	585.95
	Bharti Airtel Ltd	North East	0.50	0.17	2799	595.45
	<b>Total Revenue/Average monthly ARPU</b>		<b>1427.32</b>	<b>475.77</b>	<b>11620278</b>	<b>409.43</b>
7	Reliance Telecom	M.P	29.33	9.78	335872	291.12

	Reliance Telecom	Orissa	13.40	4.47	134076	333.14
	Reliance Telecom	HP	2.60	0.87	42708	202.93
	Reliance Telecom	WB	15.50	5.17	170591	302.87
	Reliance Telecom	Assam	16.60	5.53	122346	452.27
	Reliance Telecom	NE	4.40	1.47	32214	455.29
	Reliance Telecom	Bihar	36.20	12.07	400438	301.34
	<b>Total Revenue/Average monthly ARPU</b>		<b>118.03</b>	<b>39.34</b>	<b>1238245</b>	<b>317.74</b>
	<b>All India</b>		<b>3760.16</b>	<b>1253.39</b>	32,157,107	<b>389.77</b>

\* AGR - Adjusted Gross Revenue as defined by DoT