



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

**Private GSM Cellular Operators**

**(Jan-Mar'06)**

Revenues & ARPU - Jan'06-Mar'06						
Jan'06-Mar'06						
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	325.00	108.33	1957348	553.47
	Hutchison Essar	Delhi	249.00	83.00	1795644	462.23
	IDEA	Delhi	99.35	33.12	841889	393.36
	<b>Average ARPU - Delhi</b>			<b>224.45</b>	<b>4594881</b>	<b>488.48</b>
2	HMTL	Mumbai	277.20	92.40	1890807	488.68
	BPL Mobile	Mumbai	112.32	37.44	1333023	280.87
	Bharti Airtel Ltd	Mumbai	149.40	49.80	1149464	433.25
	<b>Average ARPU - Mumbai</b>			<b>179.64</b>	<b>4373293</b>	<b>410.77</b>
3	Hutchison Telecom	Kolkata	106.26	35.42	910941	388.83
	Bharti Airtel Ltd	Kolkata	69.10	23.03	616059	373.88
	<b>Average ARPU - Kolkata</b>			<b>58.45</b>	<b>1527000</b>	<b>382.80</b>
4	Bharti Airtel Ltd	Chennai	92.50	30.83	629772	489.60
	Hutchison Essar	Chennai	48.28	16.09	393340	409.15
	Aircel Cellular	Chennai	76.23	25.41	683280	371.88
	<b>Average ARPU - Chennai</b>			<b>72.34</b>	<b>1706391</b>	<b>423.92</b>
5	BPL Cellular	Maharashtra	64.31	21.44	703848	304.58
	IDEA	Maharashtra	209.69	69.90	1660745	420.87
	Bharti Airtel Ltd	Maharashtra	124.76	41.59	1205205	345.06
	<b>Average ARPU - Maharashtra</b>			<b>132.92</b>	<b>3569797</b>	<b>372.35</b>
6	Fascel Limited	Gujarat	221.51	73.84	2043627	361.31
	Idea Cellular	Gujarat	78.48	26.16	950408	275.23
	Bharti Airtel Ltd	Gujarat	63.52	21.17	804958	263.04
	<b>Average ARPU - Gujarat</b>			<b>121.17</b>	<b>3798993</b>	<b>318.95</b>
7	Idea Cellular	AP	89.45	29.82	879275	339.11
	Hutchison Essar	A.P.	84.94	28.31	779047	363.44
	Bharti Airtel Ltd	A.P.	191.25	63.75	1603132	397.66
	<b>Average ARPU - AP</b>			<b>121.88</b>	<b>3261453</b>	<b>373.70</b>
8	Bharti Airtel Ltd	Karnataka	253.13	84.38	1929790	437.22
	Spice	Karnataka	32.58	10.86	385477	281.69
	Hutchison Essar	Karnataka	104.98	34.99	1001657	349.35
	<b>Average ARPU - Karnataka</b>			<b>130.23</b>	<b>3316923</b>	<b>392.61</b>
9	Aircel Limited	Tamil Nadu	139.09	46.36	1625277	285.26
	BPL Cellular	Tamil Nadu	29.83	9.94	480725	206.81
	Bharti Airtel Ltd	TN	66.98	22.33	788454	283.17
	<b>Average ARPU - TN</b>			<b>78.63</b>	<b>2894456</b>	<b>271.66</b>

10	BPL Cellular	Kerala	24.31	8.10	444901	182.16
	Bharti Airtel Ltd	Kerala	48.00	16.00	563904	283.74
	IDEA Mobile	Kerala	63.60	21.20	781379	271.32
	<b>Average ARPU - Kerala</b>			45.30	<b>1790184</b>	<b>253.07</b>
11	Spice	Punjab	107.67	35.89	1394768	257.31
	Bharti Airtel Ltd	Punjab	180.83	60.28	1606800	375.14
	Hutchison Essar	Punjab	52.54	17.51	592857	295.39
	<b>Average ARPU - Punjab</b>			113.68	<b>3594425</b>	<b>316.27</b>
12	IDEA Mobile	Haryana	23.07	7.69	286294	268.57
	Bharti Airtel Ltd	Haryana	36.40	12.13	402873	301.17
	ADIL	Haryana	34.21	11.40	346619	329.00
	<b>Average ARPU - Haryana</b>			31.23	<b>1035785</b>	<b>301.47</b>
13	IDEA Mobile	UP(West)	80.87	26.96	850014	317.12
	Bharti Airtel Ltd	UP(W)	45.38	15.13	531370	284.64
	Hutchison Essar	UP(W)	53.35	17.78	532380	334.03
	<b>Average ARPU - UP (W)</b>			59.86	<b>1913763</b>	<b>312.81</b>
14	ADIL	UP (East)	107.49	35.83	1265392	283.16
	Bharti Airtel Ltd	UP (East)	53.44	17.81	579522	307.37
	<b>Average ARPU - UP (E)</b>			53.64	<b>1844914</b>	<b>290.76</b>
15	ADIL	Rajasthan	52.42	17.47	553787	315.50
	Bharti Airtel Ltd	Rajasthan	106.17	35.39	936399	377.93
	<b>Average ARPU - Rajasthan</b>			52.86	<b>1490186</b>	<b>354.73</b>
16	Idea Cellular	MP	66.18	22.06	669973	329.27
	Reliance	M.P	48.08	16.03	488026	328.42
	Bharti Airtel Ltd	MP	34.38	11.46	442008	259.23
	<b>Average ARPU - MP</b>			49.55	<b>1600007</b>	<b>309.66</b>
17	Reliance	WB	21.40	7.13	243288	293.18
	Bharti Airtel Ltd	WB	23.90	7.97	288977	275.69
	Hutchison Essar	WB	35.56	11.85	432199	274.28
	<b>Average ARPU - WB</b>			26.95	<b>964464</b>	<b>279.47</b>
18	Bharti Airtel Ltd	H.P	34.60	11.53	344112	335.16
	Reliance	HP	3.41	1.14	62449	182.23
	<b>Average ARPU - HP</b>			12.67	<b>406560</b>	<b>311.67</b>
19	Reliance	Orissa	18.18	6.06	191060	317.18
	Bharti Airtel Ltd	Orissa	39.03	13.01	388994	334.48
	<b>Average ARPU - Orissa</b>			19.07	<b>580054</b>	<b>328.78</b>
20	Reliance	Bihar	41.39	13.80	506001	272.67
	Bharti Airtel Ltd	Bihar	67.70	22.57	759610	297.08
	<b>Average ARPU - Bihar</b>			36.36	<b>1265611</b>	<b>287.32</b>
21	Reliance	Assam	20.75	6.92	194658	355.32
	Bharti Airtel Ltd	Assam	16.60	5.53	146574	377.51
	<b>Average ARPU - Assam</b>			12.45	<b>341231</b>	<b>364.86</b>

22	Reliance	NE	6.65	2.22	67323	329.46
	Bharti Airtel Ltd	NE	4.16	1.39	30370	456.60
	<b>Average ARPU - NE</b>			3.60	<b>97692</b>	<b>368.98</b>
23	Bharti Airtel Ltd	J & K	31.28	10.43	247489	421.34
	<b>Average ARPU - J&amp;K</b>			10.43	<b>247489</b>	<b>421.34</b>
	All India		<b>4942.12</b>	<b>1647.37</b>	<b>46247109</b>	<b>356.21</b>

**ARPU REVENUE- Jan'06-Mar'06**

S.No.	Name of the Company	Service Area	Jan'06-Mar'06			ARPU (E=C/D) (Rs)
			Total Revenue for the Quarter (B) (Rs crores)	Average Monthly Revenue (C) (Rs crores)	Average subscriber during period (D)	
1	Aircel Limited	Tamil Nadu	139.09	46.36	1625277	285.26
	Aircel Cellular	Chennai	76.23	25.41	683280	371.88
<b>Total Revenue/Average monthly ARPU</b>			<b>215.32</b>	<b>71.77</b>	<b>2308557</b>	<b>310.90</b>
2	BPL Cellular	Maharashtra	64.31	21.44	703848	304.58
	BPL Cellular	Tamil Nadu	29.83	9.94	480725	206.81
	BPL Cellular	Kerala	24.31	8.10	444901	182.16
	BPL Mobile	Mumbai	112.32	37.44	1333023	280.87
	<b>Total Revenue/Average monthly ARPU</b>			<b>230.77</b>	<b>76.92</b>	<b>2962496</b>
3	Idea Cellular	Maharashtra	209.69	69.90	1660745	420.87
	Idea Cellular	AP	89.45	29.82	879275	339.11
	Idea Cellular	Gujarat	78.48	26.16	950408	275.23
	Idea Cellular	MP	66.18	22.06	669973	329.27
	Idea Cellular	Delhi	99.35	33.12	841889	393.36
	IDEA Mobile	Kerala	63.60	21.20	781379	271.32
	IDEA Mobile	Haryana	23.07	7.69	286294	268.57
	IDEA Mobile	UP(West)	80.87	26.96	850014	317.12
	<b>Total Revenue/Average monthly ARPU</b>			<b>710.68</b>	<b>236.89</b>	<b>6919974</b>
4	HMTL	Mumbai	277.20	92.40	1890807	488.68
	Fascel	Gujarat	221.51	73.84	2043627	361.31
	Hutchison Essar	Delhi	249.00	83.00	1795644	462.23
	Hutchison Telecom	Kolkata	106.26	35.42	910941	388.83
	Hutchison Essar	Chennai	48.28	16.09	393340	409.15
	Hutchison Essar	AP	84.94	28.31	779047	363.44
	Hutchison Essar	Karnataka	104.98	34.99	1001657	349.35
	Hutchison Essar	Punjab	52.54	17.51	592857	295.39
	ADIL	Haryana	34.21	11.40	346619	329.00
	ADIL	Rajasthan	52.42	17.47	553787	315.50
	ADIL	UP (East)	107.49	35.83	1265392	283.16
	Hutchison Essar	UP (W)	53.35	17.78	532380	334.03
	Hutchison Telecom	WB	35.56	11.85	432199	274.28
	<b>Total Revenue/Average monthly ARPU</b>			<b>1427.74</b>	<b>475.91</b>	<b>12538295</b>
5	Spice	Punjab	107.67	35.89	1394768	257.31
	Spice	Karnataka	32.58	10.86	385477	281.69
	<b>Total Revenue/Average monthly ARPU</b>			<b>140.24</b>	<b>46.75</b>	<b>1780245</b>
6	Bharti Airtel Ltd	Delhi	325.00	108.33	1957348	553.47
	Bharti Airtel Ltd	H.P	34.60	11.53	344112	335.16
	Bharti Airtel Ltd	A.P.	191.25	63.75	1603132	397.66
	Bharti Airtel Ltd	Karnataka	253.13	84.38	1929790	437.22
	Bharti Airtel Ltd	Kolkata	69.10	23.03	616059	373.88
	Bharti Airtel Ltd	Chennai	92.50	30.83	629772	489.60

	Bharti Airtel Ltd	Punjab	180.83	60.28	1606800	375.14
	Bharti Airtel Ltd	Mumbai	149.40	49.80	1149464	433.25
	Bharti Airtel Ltd	UP(W)	45.38	15.13	531370	284.64
	Bharti Airtel Ltd	UP (E)	53.44	17.81	579522	307.37
	Bharti Airtel Ltd	MP	34.38	11.46	442008	259.23
	Bharti Airtel Ltd	Haryana	36.40	12.13	402873	301.17
	Bharti Airtel Ltd	Kerala	48.00	16.00	563904	283.74
	Bharti Airtel Ltd	TN	66.98	22.33	788454	283.17
	Bharti Airtel Ltd	Maharashtra	124.76	41.59	1205205	345.06
	Bharti Airtel Ltd	Gujarat	63.52	21.17	804958	263.04
	Bharti Airtel Ltd	Rajasthan	106.17	35.39	936399	377.93
	Bharti Airtel Ltd	WB	23.90	7.97	288977	275.69
	Bharti Airtel Ltd	Orissa	39.03	13.01	388994	334.48
	Bharti Airtel Ltd	J & K	31.28	10.43	247489	421.34
	Bharti Airtel Ltd	Bihar	67.70	22.57	759610	297.08
	Bharti Airtel Ltd	Assam	16.60	5.53	146574	377.51
	Bharti Airtel Ltd	North East	4.16	1.39	30370	456.60
	<b>Total Revenue/Average monthly ARPU</b>		<b>2057.50</b>	<b>685.83</b>	<b>17953179</b>	<b>382.01</b>
7	Reliance Telecom	M.P	48.08	16.03	488026	328.42
	Reliance Telecom	Orissa	18.18	6.06	191060	317.18
	Reliance Telecom	HP	3.41	1.14	62449	182.23
	Reliance Telecom	WB	21.40	7.13	243288	293.18
	Reliance Telecom	Assam	20.75	6.92	194658	355.32
	Reliance Telecom	NE	6.65	2.22	67323	329.46
	Reliance Telecom	Bihar	41.39	13.80	506001	272.67
	<b>Total Revenue/Average monthly ARPU</b>		<b>159.87</b>	<b>53.29</b>	<b>1752803</b>	<b>304.03</b>
	<b>All India</b>		<b>4942.12</b>	<b>1647.37</b>	46247109	<b>356.21</b>

\* AGR - Adjusted Gross Revenue as defined by DoT