



Final Report
on
ARPU/Revenue Analysis
for

Private GSM Cellular Operators

1st Quarter FY 2005-06 (April-June'05)

17th August'2005

REVENUE & ARPU - All India

| Sl. No. | Service Area | REVENUE | | | ARPU | | |
|---------|--------------|------------------------------|-------------------------------|--------------------------------|------------------------------|-------------------------------|--------------------------------|
| | | Rs crores | | | Rs | | |
| | | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter |
| 1 | Aircel | 156.05 | 132.73 | 17.57% | 287.59 | 260.04 | 10.59% |
| 2 | BPL | 233.09 | 234.97 | -0.80% | 298.57 | 310.57 | -3.86% |
| 3 | Bharti | 1427.32 | 1346.83 | 5.98% | 409.43 | 431.48 | -5.11% |
| 4 | Hutch | 1128.21 | 1055.75 | 6.86% | 463.18 | 469.93 | -1.44% |
| 5 | IDEA | 569.25 | 558.38 | 1.95% | 357.28 | 381.17 | -6.27% |
| 6 | Reliance | 118.03 | 103.83 | 13.68% | 317.74 | 322.57 | -1.50% |
| 7 | Spice | 128.21 | 124.54 | 2.94% | 293.50 | 282.74 | 3.81% |
| 8 | All India | 3760.16 | 3557.03 | 5.71% | 389.77 | 401.37 | -2.89% |

REVENUE & ARPU - Company wise

| S.No. | Name of the Company | Service Area | REVENUE | | | ARPU | | |
|-------|---|--------------|------------------------------|-------------------------------|--------------------------------|------------------------------|-------------------------------|--------------------------------|
| | | | Rs crores | | | Rs | | |
| | | | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter |
| 1 | Aircel Limited | Tamil Nadu | 104.75 | 85.13 | 23.05% | 280.11 | 239.58 | 16.92% |
| | Aircel Cellular | Chennai | 51.30 | 47.60 | 7.77% | 304.19 | 306.95 | -0.90% |
| | Total Revenue/Average monthly ARPU | | 156.05 | 132.73 | 17.57% | 287.59 | 260.04 | 10.59% |
| 2 | BPL Cellular | Maharashtra | 52.63 | 52.50 | 0.24% | 318.11 | 329.69 | -3.51% |
| | BPL Cellular | Tamil Nadu | 28.50 | 30.00 | -5.00% | 226.87 | 248.61 | -8.75% |
| | BPL Cellular | Kerala | 26.67 | 27.17 | -1.84% | 225.77 | 238.06 | -5.16% |
| | BPL Mobile | Mumbai | 125.30 | 125.30 | 0.00% | 337.26 | 345.62 | -2.42% |
| | Total Revenue/Average monthly ARPU | | 233.09 | 234.97 | -0.80% | 298.57 | 310.57 | -3.86% |
| 3 | Idea Cellular | Maharashtra | 158.63 | 168.38 | -5.79% | 390.75 | 451.75 | -13.50% |
| | Idea Cellular | AP | 73.63 | 70.63 | 4.25% | 357.47 | 388.13 | -7.90% |
| | Idea Cellular | Gujarat | 72.00 | 76.25 | -5.57% | 355.65 | 409.45 | -13.14% |
| | Idea Cellular | MP | 51.83 | 50.67 | 2.30% | 337.08 | 349.88 | -3.66% |
| | Idea Cellular | Delhi | 78.00 | 74.80 | 4.28% | 418.78 | 411.50 | 1.77% |
| | IDEA Mobile | Kerala | 53.00 | 44.83 | 18.22% | 301.41 | 271.13 | 11.17% |
| | IDEA Mobile | Haryana | 17.17 | 15.67 | 9.57% | 284.14 | 297.38 | -4.45% |
| | IDEA Mobile | UP(West) | 65.00 | 57.17 | 13.70% | 320.74 | 318.67 | 0.65% |
| | Total Revenue/Average monthly ARPU | | 569.25 | 558.38 | 1.95% | 357.28 | 381.17 | -6.27% |
| 4 | HMTL | Mumbai | 283.20 | 265.80 | 6.55% | 619.52 | 600.29 | 3.20% |
| | Fascel | Gujarat | 192.13 | 174.25 | 10.26% | 498.19 | 482.19 | 3.32% |
| | Hutchison Essar | Delhi | 199.50 | 205.70 | -3.01% | 445.97 | 476.95 | -6.49% |
| | Hutchison Telecom | Kolkata | 91.70 | 86.00 | 6.63% | 469.47 | 456.42 | 2.86% |
| | Hutchison Essar | Chennai | 30.00 | 31.00 | -3.23% | 492.41 | 486.60 | 1.19% |
| | Hutchison Essar | AP | 57.30 | 49.80 | 15.06% | 446.79 | 436.40 | 2.38% |
| | Hutchison Essar | Karnataka | 82.80 | 75.70 | 9.38% | 468.61 | 475.63 | -1.48% |
| | Hutchison Essar | Punjab | 15.75 | 14.25 | 10.53% | 301.46 | 306.04 | -1.50% |
| | ADIL | Haryana | 20.67 | 18.67 | 10.71% | 336.05 | 380.91 | -11.78% |
| | ADIL | Rajasthan | 36.67 | 32.83 | 11.68% | 349.23 | 351.08 | -0.53% |
| | ADIL | UP (East) | 85.00 | 77.50 | 9.68% | 324.33 | 331.59 | -2.19% |
| | Hutchison Essar | UP (W) | 19.25 | 13.75 | 40.00% | 335.73 | 393.50 | -14.68% |
| | Hutchison Telecom | WB | 14.25 | 10.50 | 35.71% | 307.66 | 374.93 | -17.94% |
| | Total Revenue/Average monthly ARPU | | 1128.21 | 1055.75 | 6.86% | 463.18 | 469.93 | -1.44% |
| 5 | Spice | Punjab | 97.83 | 93.17 | 5.01% | 284.98 | 271.67 | 4.90% |
| | Spice | Karnataka | 30.38 | 31.38 | -3.19% | 324.77 | 321.65 | 0.97% |
| | Total Revenue/Average monthly ARPU | | 128.21 | 124.54 | 2.94% | 293.50 | 282.74 | 3.81% |
| 6 | Bharti Cellular | Delhi | 275.90 | 279.60 | -1.32% | 559.59 | 588.02 | -4.84% |
| | Bharti Cellular | H.P | 26.20 | 19.80 | 32.32% | 408.22 | 354.65 | 15.10% |
| | Bharti Cellular | A.P. | 121.00 | 115.00 | 5.22% | 403.11 | 423.47 | -4.81% |
| | Bharti Cellular | Karnataka | 196.75 | 186.75 | 5.35% | 498.16 | 523.78 | -4.89% |
| | Bharti Cellular | Kolkata | 56.20 | 54.50 | 3.12% | 372.64 | 361.74 | 3.01% |
| | Bharti Cellular | Chennai | 60.80 | 61.90 | -1.78% | 414.26 | 451.55 | -8.26% |
| | Bharti Cellular | Punjab | 149.83 | 146.67 | 2.16% | 383.32 | 386.70 | -0.87% |
| | Bharti Cellular | Mumbai | 104.90 | 98.90 | 6.07% | 452.44 | 473.59 | -4.47% |
| | Bharti Cellular | UP(W) | 40.63 | 34.75 | 16.91% | 329.31 | 318.58 | 3.37% |
| | Bharti Cellular | UP (E) | 23.63 | 14.50 | 62.93% | 297.92 | 255.48 | 16.61% |
| | Bharti Cellular | MP | 23.63 | 20.88 | 13.17% | 315.76 | 309.37 | 2.07% |
| | Bharti Cellular | Haryana | 26.38 | 24.75 | 6.57% | 307.89 | 336.19 | -8.42% |
| | Bharti Cellular | Kerala | 34.75 | 34.75 | 0.00% | 318.12 | 342.98 | -7.25% |
| | Bharti Cellular | TN | 28.50 | 29.10 | -2.06% | 260.35 | 295.81 | -11.99% |

| | | | | | | | | |
|---|---|-------------|----------------|----------------|---------------|---------------|---------------|---------------|
| | Bharti Cellular | Maharashtra | 75.50 | 75.60 | -0.13% | 366.95 | 403.49 | -9.06% |
| | Bharti Cellular | Gujarat | 49.90 | 49.10 | 1.63% | 313.12 | 357.28 | -12.36% |
| | Bharti Hexacom | Rajasthan | 67.00 | 58.67 | 14.20% | 400.27 | 425.42 | -5.91% |
| | Bharti Cellular | WB | 12.50 | 9.63 | 29.87% | 286.72 | 289.06 | -0.81% |
| | Bharti Cellular | Orissa | 14.50 | 7.17 | 102.33% | 326.97 | 276.36 | 18.31% |
| | Bharti Cellular | J & K | 18.83 | 13.67 | 37.80% | 479.75 | 505.48 | -5.09% |
| | Bharti Cellular | Bihar | 18.17 | 11.17 | 62.69% | 264.25 | 365.31 | -27.67% |
| | Bharti Cellular | Assam | 1.33 | | | 585.95 | | |
| | Bharti Cellular | North East | 0.50 | | | 595.45 | | |
| | Total Revenue/Average monthly ARPU | | 1427.32 | 1346.83 | 5.98% | 409.43 | 431.48 | -5.11% |
| | | | | | | | | |
| 7 | Reliance | M.P | 29.33 | 28.67 | 2.33% | 291.12 | 318.14 | -8.50% |
| | Reliance | Orissa | 13.40 | 11.80 | 13.56% | 333.14 | 320.98 | 3.79% |
| | Reliance | HP | 2.60 | 2.00 | 30.00% | 202.93 | 231.29 | -12.26% |
| | Reliance | WB | 15.50 | 13.17 | 17.72% | 302.87 | 289.63 | 4.57% |
| | Reliance | Assam | 16.60 | 13.00 | 27.69% | 452.27 | 449.04 | 0.72% |
| | Reliance | NE | 4.40 | 3.00 | 46.67% | 455.29 | 434.50 | 4.78% |
| | Reliance | Bihar | 36.20 | 32.20 | 12.42% | 301.34 | 306.49 | -1.68% |
| | Total Revenue/Average monthly ARPU | | 118.03 | 103.83 | 13.68% | 317.74 | 322.57 | -1.50% |
| | | | | | | | | |
| | | | | | | | | |
| | All India | | 3760.16 | 3557.03 | 5.71% | 389.77 | 401.37 | -2.89% |

* AGR - Adjusted Gross Revenue as defined by DoT

REVENUE & ARPU - Circle Wise

| S.No. | Name of the Company | Service Area | REVENUE | | | ARPU | | |
|-------|-----------------------------------|--------------|------------------------------|-------------------------------|--------------------------------|------------------------------|-------------------------------|--------------------------------|
| | | | Rs Crores | | | Rs | | |
| | | | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter | Current Quarter (Apr-Jun'05) | Previous Quarter (Jan-Mar'05) | % Change over previous quarter |
| 1 | Bharti Cellular | Delhi | 275.90 | 279.60 | -1.32% | 559.59 | 588.02 | -4.84% |
| | Hutchison Essar | Delhi | 199.50 | 205.70 | -3.01% | 445.97 | 476.95 | -6.49% |
| | IDEA | Delhi | 78.00 | 74.80 | 4.28% | 418.78 | 411.50 | 1.77% |
| | Average ARPU - Delhi | | | | | 491.20 | 514.54 | -4.54% |
| 2 | HMTL | Mumbai | 283.20 | 265.80 | 6.55% | 619.52 | 600.29 | 3.20% |
| | BPL Mobile | Mumbai | 125.30 | 125.30 | 0.00% | 337.26 | 345.62 | -2.42% |
| | Bharti Cellular | Mumbai | 104.90 | 98.90 | 6.07% | 452.44 | 473.59 | -4.47% |
| | Average ARPU - Mumbai | | | | | 484.11 | 483.17 | 0.19% |
| 3 | Hutchison Telecom | Kolkata | 91.70 | 86.00 | 6.63% | 469.47 | 456.42 | 2.86% |
| | Bharti Cellular | Kolkata | 56.20 | 54.50 | 3.12% | 372.64 | 361.74 | 3.01% |
| | Average ARPU - Kolkata | | | | | 427.28 | 414.35 | 3.12% |
| 4 | Bharti Cellular | Chennai | 60.80 | 61.90 | -1.78% | 414.26 | 451.55 | -8.26% |
| | Hutchison Essar | Chennai | 30.00 | 31.00 | -3.23% | 492.41 | 486.60 | 1.19% |
| | Aircel Cellular | Chennai | 51.30 | 47.60 | 7.77% | 304.19 | 306.95 | -0.90% |
| | Average ARPU - Chennai | | | | | 377.59 | 394.81 | -4.36% |
| 5 | BPL Cellular | Maharashtra | 52.63 | 52.50 | 0.24% | 318.11 | 329.69 | -3.51% |
| | IDEA | Maharashtra | 158.63 | 168.38 | -5.79% | 390.75 | 451.75 | -13.50% |
| | Bharti Cellular | Maharashtra | 75.50 | 75.60 | -0.13% | 366.95 | 403.49 | -9.06% |
| | Average ARPU - Maharashtra | | | | | 368.98 | 412.16 | -10.47% |
| 6 | Fascel Limited | Gujarat | 192.13 | 174.25 | 10.26% | 498.19 | 482.19 | 3.32% |
| | Idea Cellular | Gujarat | 72.00 | 76.25 | -5.57% | 355.65 | 409.45 | -13.14% |
| | Bharti Cellular | Gujarat | 49.90 | 49.10 | 1.63% | 313.12 | 357.28 | -12.36% |
| | Average ARPU - Gujarat | | | | | 420.13 | 437.36 | -3.94% |
| 7 | Idea Cellular | AP | 73.63 | 70.63 | 4.25% | 357.47 | 388.13 | -7.90% |
| | Hutchison Essar | A.P. | 57.30 | 49.80 | 15.06% | 446.79 | 436.40 | 2.38% |
| | Bharti Cellular | A.P. | 121.00 | 115.00 | 5.22% | 403.11 | 423.47 | -4.81% |
| | Average ARPU - AP | | | | | 397.12 | 414.74 | -4.25% |
| 8 | Bharti Cellular | Karnataka | 196.75 | 186.75 | 5.35% | 498.16 | 523.78 | -4.89% |
| | Spice | Karnataka | 30.38 | 31.38 | -3.19% | 324.77 | 321.65 | 0.97% |
| | Hutchison Essar | Karnataka | 82.80 | 75.70 | 9.38% | 468.61 | 475.63 | -1.48% |
| | Average ARPU - Karnataka | | | | | 465.93 | 479.13 | -2.76% |
| 9 | Aircel Limited | Tamil Nadu | 104.75 | 85.13 | 23.05% | 280.11 | 239.58 | 16.92% |
| | BPL Cellular | Tamil Nadu | 28.50 | 30.00 | -5.00% | 226.87 | 248.61 | -8.75% |
| | Bharti Cellular | TN | 28.50 | 29.10 | -2.06% | 149.63 | 295.81 | -49.42% |
| | Average ARPU - TN | | | | | 234.40 | 251.11 | -6.65% |
| 10 | BPL Cellular | Kerala | 26.67 | 27.17 | -1.84% | 225.77 | 238.06 | -5.16% |
| | Bharti Cellular | Kerala | 34.75 | 34.75 | 0.00% | 318.12 | 342.98 | -7.25% |
| | IDEA Mobile | Kerala | 53.00 | 44.83 | 18.22% | 301.41 | 271.13 | 11.17% |
| | Average ARPU - Kerala | | | | | 283.78 | 280.34 | 1.23% |

| | | | | | | | | |
|----|---------------------------------|-----------|----------------|----------------|---------|---------------|---------------|---------|
| 11 | Spice | Punjab | 97.83 | 93.17 | 5.01% | 284.98 | 271.67 | 4.90% |
| | Bharti Cellular | Punjab | 149.83 | 146.67 | 2.16% | 383.32 | 386.70 | -0.87% |
| | Hutchison Essar | Punjab | 15.75 | 14.25 | 10.53% | 301.46 | 306.04 | -1.50% |
| | Average ARPU - Punjab | | | | | 334.95 | 330.50 | 1.35% |
| 12 | IDEA Mobile | Haryana | 17.17 | 15.67 | 9.57% | 284.14 | 297.38 | -4.45% |
| | Bharti Cellular | Haryana | 26.38 | 24.75 | 6.57% | 307.89 | 336.19 | -8.42% |
| | ADIL | Haryana | 20.67 | 18.67 | 10.71% | 336.05 | 380.91 | -11.78% |
| | Average ARPU - Haryana | | | | | 309.32 | 337.03 | -8.22% |
| 13 | IDEA Mobile | UP(West) | 65.00 | 57.17 | 13.70% | 320.74 | 318.67 | 0.65% |
| | Bharti Cellular | UP(W) | 40.63 | 34.75 | 16.91% | 329.31 | 318.58 | 3.37% |
| | Hutchison Essar | UP(W) | 19.25 | 13.75 | 40.00% | 335.73 | 393.50 | -14.68% |
| | Average ARPU - UP (W) | | | | | 325.74 | 326.73 | -0.30% |
| 14 | ADIL | UP (East) | 85.00 | 77.50 | 9.68% | 324.33 | 331.59 | -2.19% |
| | Bharti Cellular | UP (East) | 23.63 | 14.50 | 62.93% | 297.92 | 255.48 | 16.61% |
| | Average ARPU - UP (E) | | | | | 318.19 | 316.72 | 0.47% |
| 15 | ADIL | Rajasthan | 36.67 | 32.83 | 11.68% | 349.23 | 351.08 | -0.53% |
| | Bharti Hexacom | Rajasthan | 67.00 | 58.67 | 14.20% | 400.27 | 425.42 | -5.91% |
| | Average ARPU - Rajasthan | | | | | 380.59 | 395.38 | -3.74% |
| 16 | Idea Cellular | MP | 51.83 | 50.67 | 2.30% | 337.08 | 349.88 | -3.66% |
| | Reliance | M.P | 29.33 | 28.67 | 2.33% | 291.12 | 318.14 | -8.50% |
| | Bharti Cellular | MP | 23.63 | 20.88 | 13.17% | 315.76 | 309.37 | 2.07% |
| | Average ARPU - MP | | | | | 318.17 | 331.38 | -3.99% |
| 17 | Reliance | WB | 15.50 | 13.17 | 17.72% | 302.87 | 289.63 | 4.57% |
| | Bharti Cellular | WB | 12.50 | 9.63 | 29.87% | 286.72 | 289.06 | -0.81% |
| | Hutchison Essar | WB | 14.25 | 10.50 | 35.71% | 307.66 | 374.93 | -17.94% |
| | Average ARPU - WB | | | | | 299.45 | 311.83 | -3.97% |
| 18 | Bharti Cellular | H.P | 26.20 | 19.80 | 32.32% | 408.22 | 354.65 | 15.10% |
| | Reliance | HP | 2.60 | 2.00 | 30.00% | 202.93 | 231.29 | -12.26% |
| | Average ARPU - HP | | | | | 374.05 | 338.11 | 10.63% |
| 19 | Reliance | Orissa | 13.40 | 11.80 | 13.56% | 333.14 | 320.98 | 3.79% |
| | Bharti Cellular | Orissa | 14.50 | 7.17 | 102.33% | 326.97 | 276.36 | 18.31% |
| | Average ARPU - Orissa | | | | | 329.91 | 302.53 | 9.05% |
| 20 | Reliance | Bihar | 36.20 | 32.20 | 12.42% | 301.34 | 306.49 | -1.68% |
| | Bharti Cellular | Bihar | 18.17 | 11.17 | 62.69% | 264.25 | 365.31 | -27.67% |
| | Average ARPU - Bihar | | | | | 287.84 | 319.75 | -9.98% |
| 21 | Reliance | Assam | 16.60 | 13.00 | 27.69% | 452.27 | 449.04 | 0.72% |
| | Bharti Cellular | Assam | 1.33 | | | 585.95 | 449.04 | 30.49% |
| | Average ARPU - Assam | | | | | 460.07 | | |
| 22 | Reliance | NE | 4.40 | 3.00 | 46.67% | 455.29 | 434.50 | 4.78% |
| | Bharti Cellular | NE | 0.50 | | | 595.45 | | |
| | Average ARPU - NE | | | | | 466.49 | 434.50 | 7.36% |
| 23 | Bharti Cellular | J & K | 18.83 | 13.67 | 37.80% | 479.75 | 505.48 | -5.09% |
| | Average ARPU - J&K | | | | | 479.75 | 505.48 | -5.09% |
| | All India | | 3760.16 | 3557.03 | 5.71% | 389.77 | 401.37 | -2.89% |