



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

**Private GSM Cellular Operators**

**(July-Sep'07)**

**REVENUES & ARPUs - July-Sep'07**

**July-Sep'07**

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	436.12	145.37	3413364	425.89
	Vodafone Essar	Delhi	337.89	112.63	2753650	409.02
	IDEA	Delhi	146.78	48.93	1677353	291.69
	<b>Average ARPU - Delhi</b>			<b>306.93</b>	<b>7844366</b>	<b>391.27</b>
2	Vodafone Essar	Mumbai	408.37	136.12	2783418	489.05
	BPL Mobile	Mumbai	116.15	38.72	1120675	345.48
	Bharti Airtel Ltd	Mumbai	248.53	82.84	2064792	401.22
	<b>Average ARPU - Mumbai</b>			<b>257.68</b>	<b>5968884</b>	<b>431.71</b>
3	Vodafone Essar	Kolkata	141.03	47.01	1490711	315.35
	Bharti Airtel Ltd	Kolkata	127.25	42.42	1313244	322.99
	Reliable Internet	Kolkata	8.40	2.80	275561	101.61
	<b>Average ARPU - Kolkata</b>			<b>92.23</b>	<b>3079515</b>	<b>299.48</b>
4	Bharti Airtel Ltd	Chennai	159.50	53.17	1249631	425.46
	Vodafone Essar	Chennai	88.09	29.36	874164	335.90
	Aircel Cellular	Chennai	106.34	35.45	1425333	248.69
	<b>Average ARPU - Chennai</b>			<b>117.98</b>	<b>3549128</b>	<b>332.41</b>
5	Vodafone Essar	Maharashtra	134.49	44.83	1569469	285.63
	IDEA	Maharashtra	278.79	92.93	3498062	265.66
	Bharti Airtel Ltd	Maharashtra	242.75	80.92	3092076	261.69
	<b>Average ARPU - Maharashtra</b>			<b>218.68</b>	<b>8159607</b>	<b>268.00</b>
6	Vodafone Essar	Gujarat	373.74	124.58	4861955	256.23
	Idea Cellular	Gujarat	128.28	42.76	1988490	215.03
	Bharti Airtel Ltd	Gujarat	136.91	45.64	1866880	244.45
	<b>Average ARPU - Gujarat</b>			<b>212.98</b>	<b>8717324</b>	<b>244.31</b>
7	Idea Cellular	AP	182.63	60.88	2307927	263.77
	Vodafone Essar	A.P.	160.63	53.54	1877551	285.18
	Bharti Airtel Ltd	A.P.	427.84	142.61	4431109	321.84
	<b>Average ARPU - AP</b>			<b>257.03</b>	<b>8616587</b>	<b>298.30</b>
8	Bharti Airtel Ltd	Karnataka	507.29	169.10	5220633	323.90
	Spice	Karnataka	76.04	25.35	1170156	216.62
	Vodafone Essar	Karnataka	180.73	60.24	2096908	287.30
	<b>Average ARPU - Karnataka</b>			<b>254.69</b>	<b>8487697</b>	<b>300.07</b>

9	Aircel Limited	Tamil Nadu	246.57	82.19	3687833	222.87
	Vodafone Essar	Tamil Nadu	121.15	40.38	1723283	234.34
	Bharti Airtel Ltd	TN	218.60	72.87	2686474	271.24
	<b>Average ARPU - TN</b>			195.44	<b>8097590</b>	<b>241.36</b>
10	Vodafone Essar	Kerala	105.67	35.22	1282226	274.70
	Bharti Airtel Ltd	Kerala	101.39	33.80	1210531	279.18
	IDEA Mobile	Kerala	141.60	47.20	1985459	237.73
	<b>Average ARPU - Kerala</b>			116.22	<b>4478216</b>	<b>259.52</b>
11	Spice	Punjab	132.09	44.03	2155912	204.23
	Bharti Airtel Ltd	Punjab	252.71	84.24	2800707	300.77
	Vodafone Essar	Punjab	105.86	35.29	1429228	246.89
	<b>Average ARPU - Punjab</b>			163.55	<b>6385846</b>	<b>256.12</b>
12	IDEA Mobile	Haryana	50.91	16.97	898759	188.82
	Bharti Airtel Ltd	Haryana	61.94	20.65	833134	247.81
	Vodafone Essar	Haryana	63.27	21.09	1017417	207.28
	<b>Average ARPU - Haryana</b>			58.71	<b>2749310</b>	<b>213.53</b>
13	IDEA Mobile	UP(West)	137.42	45.81	1847933	247.89
	Bharti Airtel Ltd	UP(W)	105.91	35.30	1247936	282.90
	Vodafone Essar	UP(W)	145.88	48.63	2110926	230.35
	<b>Average ARPU - UP (W)</b>			129.74	<b>5206795</b>	<b>249.17</b>
14	Vodafone Essar	UP (East)	285.01	95.00	3426607	277.25
	Bharti Airtel Ltd	UP (East)	164.05	54.68	2050073	266.74
	IDEA Telecom	UP (East)	30.93	10.31	566029	182.12
	<b>Average ARPU - UP (E)</b>			160.00	<b>6042708</b>	<b>264.77</b>
15	Vodafone Essar	Rajasthan	144.20	48.07	2013022	238.78
	Bharti Airtel Ltd	Rajasthan	196.97	65.66	2497900	262.84
	IDEA Telecom	Rajasthan	30.37	10.12	543185	186.39
	<b>Average ARPU - Rajasthan</b>			123.85	<b>5054107</b>	<b>245.04</b>
16	Idea Cellular	MP	150.22	50.07	2045717	244.77
	Reliance	M.P	48.97	16.32	995795	163.91
	Bharti Airtel Ltd	MP	135.29	45.10	1911419	235.93
	<b>Average ARPU - MP</b>			111.49	<b>4952930</b>	<b>225.10</b>
17	Reliance	WB	24.28	8.09	551622	146.74
	Bharti Airtel Ltd	WB	92.05	30.68	1260004	243.52
	Vodafone Essar	WB	145.88	48.63	1893998	256.73
	Dishnet Wireless	WB	8.51	2.84	272698	104.04
	<b>Average ARPU - WB</b>			90.24	<b>3978322</b>	<b>226.83</b>
18	Bharti Airtel Ltd	H.P	59.80	19.93	668002	298.40
	Reliance	HP	13.20	4.40	229952	191.34
	IDEA Telecom	HP	2.41	0.80	40216	199.48
	Dishnet Wireless	HP	1.05	0.35	19287	181.84

	<b>Average ARPU - HP</b>			25.49	<b>957457</b>	<b>266.19</b>
19	Reliance	Orissa	30.64	10.21	545105	187.35
	Bharti Airtel Ltd	Orissa	106.69	35.56	1224050	290.54
	Dishnet Wireless	Orissa	14.43	4.81	344078	139.76
	<b>Average ARPU - Orissa</b>			50.59	<b>2113232</b>	<b>239.37</b>
20	Reliance	Bihar	75.80	25.27	1174596	215.11
	Bharti Airtel Ltd	Bihar	234.75	78.25	3035961	257.74
	Dishnet Wireless	Bihar	6.36	2.12	215409	98.42
	<b>Average ARPU - Bihar</b>			105.64	<b>4425966</b>	<b>238.67</b>
21	Reliance	Assam	45.40	15.13	597716	253.19
	Bharti Airtel Ltd	Assam	64.50	21.50	706505	304.32
	Dishnet Wireless	Assam	47.10	15.70	849653	184.78
	<b>Average ARPU - Assam</b>			52.33	<b>2153873</b>	<b>242.97</b>
22	Reliance	NE	18.48	6.16	222456	276.91
	Bharti Airtel Ltd	NE	35.60	11.87	330757	358.77
	Dishnet Wireless	NE	34.78	11.59	452700	256.12
	<b>Average ARPU - NE</b>			29.62	<b>1005912</b>	<b>294.47</b>
23	Bharti Airtel Ltd	J & K	92.93	30.98	674625	459.19
	Dishnet Wireless	J & K	10.39	3.46	140308	246.76
	<b>Average ARPU - J&amp;K</b>			34.44	<b>814933</b>	<b>422.61</b>
	All India		<b>9496.56</b>	<b>3165.52</b>	<b>112840300</b>	<b>280.53</b>

**Revenues & ARPUs - July-Sep'07**

S.No.	Name of the Company	Service Area	July-Sep'2007			
			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	246.57	82.19	3687833	222.87
	Aircel Cellular	Chennai	106.34	35.45	1425333	248.69
	Dishnet Wireless	WB	8.51	2.84	272698	104.04
	Dishnet Wireless	Orissa	14.43	4.81	344078	139.76
	Dishnet Wireless	Assam	47.10	15.70	849653	184.78
	Dishnet Wireless	NE	34.78	11.59	452700	256.12
	Dishnet Wireless	J & K	10.39	3.46	140308	246.76
	Dishnet Wireless	Bihar	6.36	2.12	215409	98.42
	Dishnet Wireless	HP	1.05	0.35	19287	181.84
	<b>Total Revenue/Average monthly ARPU</b>		<b>475.53</b>	<b>158.51</b>	<b>7407297</b>	<b>213.99</b>
2	BPL Mobile	Mumbai	116.15	38.72	1120675	345.48
	<b>Total Revenue/Average monthly ARPU</b>		<b>116.15</b>	<b>38.72</b>	<b>1120675</b>	<b>345.48</b>
3	Idea Cellular	Maharashtra	278.79	92.93	3498062	265.66
	Idea Cellular	AP	182.63	60.88	2307927	263.77
	Idea Cellular	Gujarat	128.28	42.76	1988490	215.03
	Idea Cellular	MP	150.22	50.07	2045717	244.77
	Idea Cellular	Delhi	146.78	48.93	1677353	291.69
	IDEA Mobile	Kerala	141.60	47.20	1985459	237.73
	IDEA Mobile	Haryana	50.91	16.97	898759	188.82
	IDEA Mobile	UP(West)	137.42	45.81	1847933	247.89
	IDEA Telecom	Rajasthan	30.37	10.12	543185	186.39
	IDEA Telecom	UP (E)	30.93	10.31	566029	182.12
	IDEA Telecom	HP	2.41	0.80	40216	199.48
	<b>Total Revenue/Average monthly ARPU</b>		<b>1280.34</b>	<b>426.78</b>	<b>17399128</b>	<b>245.29</b>
4	Vodafone Essar	Mumbai	408.37	136.12	2783418	489.05
	Vodafone Essar	Gujarat	373.74	124.58	4861955	256.23
	Vodafone Essar	Delhi	337.89	112.63	2753650	409.02
	Vodafone Essar	Kolkata	141.03	47.01	1490711	315.35
	Vodafone Essar	Chennai	88.09	29.36	874164	335.90
	Vodafone Essar	AP	160.63	53.54	1877551	285.18
	Vodafone Essar	Karnataka	180.73	60.24	2096908	287.30
	Vodafone Essar	Punjab	105.86	35.29	1429228	246.89
	Vodafone Essar	Haryana	63.27	21.09	1017417	207.28
	Vodafone Essar	Rajasthan	144.20	48.07	2013022	238.78
	Vodafone Essar	UP (East)	285.01	95.00	3426607	277.25
	Vodafone Essar	UP (W)	145.88	48.63	2110926	230.35
	Vodafone Essar	WB	145.88	48.63	1893998	256.73
	Vodafone Essar	Maharashtra	134.49	44.83	1569469	285.63

	Vodafone Essar	Tamil Nadu	121.15	40.38	1723283	234.34
	Vodafone Essar	Kerala	105.67	35.22	1282226	274.70
	<b>Total Revenue/Average monthly ARPU</b>		<b>2941.87</b>	<b>980.62</b>	<b>33204532</b>	<b>295.33</b>
5	Spice	Punjab	132.09	44.03	2155912	204.23
	Spice	Karnataka	76.04	25.35	1170156	216.62
	<b>Total Revenue/Average monthly ARPU</b>		<b>208.14</b>	<b>69.38</b>	<b>3326067</b>	<b>208.59</b>
6	Bharti Airtel Ltd	Delhi	436.12	145.37	3413364	425.89
	Bharti Airtel Ltd	H.P	59.80	19.93	668002	298.40
	Bharti Airtel Ltd	A.P.	427.84	142.61	4431109	321.84
	Bharti Airtel Ltd	Karnataka	507.29	169.10	5220633	323.90
	Bharti Airtel Ltd	Kolkata	127.25	42.42	1313244	322.99
	Bharti Airtel Ltd	Chennai	159.50	53.17	1249631	425.46
	Bharti Airtel Ltd	Punjab	252.71	84.24	2800707	300.77
	Bharti Airtel Ltd	Mumbai	248.53	82.84	2064792	401.22
	Bharti Airtel Ltd	UP(W)	105.91	35.30	1247936	282.90
	Bharti Airtel Ltd	UP (E)	164.05	54.68	2050073	266.74
	Bharti Airtel Ltd	MP	135.29	45.10	1911419	235.93
	Bharti Airtel Ltd	Haryana	61.94	20.65	833134	247.81
	Bharti Airtel Ltd	Kerala	101.39	33.80	1210531	279.18
	Bharti Airtel Ltd	TN	218.60	72.87	2686474	271.24
	Bharti Airtel Ltd	Maharashtra	242.75	80.92	3092076	261.69
	Bharti Airtel Ltd	Gujarat	136.91	45.64	1866880	244.45
	Bharti Airtel Ltd	Rajasthan	196.97	65.66	2497900	262.84
	Bharti Airtel Ltd	WB	92.05	30.68	1260004	243.52
	Bharti Airtel Ltd	Orissa	106.69	35.56	1224050	290.54
	Bharti Airtel Ltd	J & K	92.93	30.98	674625	459.19
	Bharti Airtel Ltd	Bihar	234.75	78.25	3035961	257.74
	Bharti Airtel Ltd	Assam	64.50	21.50	706505	304.32
	Bharti Airtel Ltd	North East	35.60	11.87	330757	358.77
	<b>Total Revenue/Average monthly ARPU</b>		<b>4209.36</b>	<b>1403.12</b>	<b>45789801</b>	<b>306.43</b>
7	Reliance Internet	Kolkata	8.40	2.80	275561	101.61
	Reliance Telecom	M.P	48.97	16.32	995795	163.91
	Reliance Telecom	Orissa	30.64	10.21	545105	187.35
	Reliance Telecom	HP	13.20	4.40	229952	191.34
	Reliance Telecom	WB	24.28	8.09	551622	146.74
	Reliance Telecom	Assam	45.40	15.13	597716	253.19
	Reliance Telecom	NE	18.48	6.16	222456	276.91
	Reliance Telecom	Bihar	75.80	25.27	1174596	215.11
	<b>Total Revenue/Average monthly ARPU</b>		<b>265.17</b>	<b>88.39</b>	<b>4592801</b>	<b>192.45</b>
	<b>All India</b>		<b>9496.56</b>	<b>3165.52</b>	<b>112840300</b>	<b>280.53</b>

\* AGR - Adjusted Gross Revenue as defined by DoT