



Final Report
on
ARPU/Revenue Analysis
for

Private GSM Cellular Operators

(Jan-Mar'05)

13 May'2005

**Revenues & ARPUs - Circle wise
(Jan-Mar'05)**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs crores (AGR)			Rs		
			Current Quarter (Jan-Mar'05)	Previous Quarter (Oct-Dec'04)	% Change Over Previous Quarter	Current Quarter (Jan-Mar'05)	Previous Quarter (Oct-Dec'04)	% Change Over Previous Quarter
1	Bharti Cellular	Delhi	279.60	251.50	11.17%	588.02	543.50	8.19%
	Hutchison Essar	Delhi	205.70	208.60	-1.39%	476.95	514.35	-7.27%
	IDEA	Delhi	74.80	75.10	-0.40%	411.50	426.46	-3.51%
	Average ARPU - Delhi					514.54	512.45	0.41%
2	HMTL	Mumbai	265.80	257.20	3.34%	600.29	626.28	-4.15%
	BPL Mobile	Mumbai	125.30	120.20	4.24%	345.62	343.05	0.75%
	Bharti Cellular	Mumbai	98.90	87.50	13.03%	473.59	467.13	1.38%
	Average ARPU - Mumbai					483.17	490.21	-1.44%
3	Hutchison Telecom	Kolkata	86.00	82.10	4.75%	456.42	456.48	-0.01%
	Bharti Cellular	Kolkata	54.50	49.60	9.88%	361.74	365.16	-0.94%
	Average ARPU - Kolkata					414.35	417.19	-0.68%
4	Bharti Cellular	Chennai	61.90	55.90	10.73%	451.55	421.40	7.16%
	Hutchison Essar	Chennai	31.00	28.30	9.54%	486.60	428.39	13.59%
	Aircel Cellular	Chennai	47.60	43.10	10.44%	306.95	305.19	0.57%
	Average ARPU - Chennai					394.81	374.48	5.43%
5	BPL Cellular	Maharashtra	52.50	45.50	15.38%	329.69	302.44	9.01%
	IDEA	Maharashtra	168.38	150.63	11.78%	451.75	418.01	8.07%
	Bharti Cellular	Maharashtra	75.60	60.10	25.79%	403.49	352.10	14.59%
	Average ARPU - Maharashtra					412.16	375.99	9.62%
6	Fascel Limited	Gujarat	174.25	173.88	0.22%	482.19	520.81	-7.42%
	Idea Cellular	Gujarat	76.25	66.38	14.88%	409.45	402.04	1.84%
	Bharti Cellular	Gujarat	49.10	40.00	22.75%	357.28	356.39	0.25%
	Average ARPU - Gujarat					437.36	458.54	-4.62%
7	Idea Cellular	AP	70.63	63.88	10.57%	388.13	394.89	-1.71%
	Hutchison Essar	A.P.	49.80	41.00	21.46%	436.40	411.44	6.07%
	Bharti Cellular	A.P.	115.00	101.38	13.44%	423.47	406.69	4.13%
	Average ARPU - AP					414.74	403.88	2.69%
8	Bharti Cellular	Karnataka	186.75	148.63	25.65%	523.78	459.14	14.08%
	Spice	Karnataka	31.38	33.38	-5.99%	321.65	326.38	-1.45%
	Hutchison Essar	Karnataka	75.70	68.10	11.16%	475.63	472.96	0.57%
	Average ARPU - Karnataka					479.13	438.81	9.19%
9	Aircel Limited	Tamil Nadu	85.13	81.13	4.93%	239.58	249.02	-3.79%
	BPL Cellular	Tamil Nadu	30.00	27.38	9.59%	248.61	244.16	1.82%
	Bharti Cellular	TN	29.10	25.70	13.23%	295.81	267.56	10.56%
	Average ARPU - TN					251.11	251.33	-0.09%
10	BPL Cellular	Kerala	27.17	24.00	13.19%	238.06	220.97	7.73%
	Bharti Cellular	Kerala	34.75	29.88	16.32%	342.98	313.01	9.57%
	IDEA Mobile	Kerala	44.83	41.17	8.91%	271.13	261.72	3.59%
	Average ARPU - Kerala					280.34	263.02	6.58%
11	Spice	Punjab	93.17	93.33	-0.18%	271.67	278.78	-2.55%

	Bharti Cellular	Punjab	146.67	128.83	13.84%	386.70	355.82	8.68%
	Hutchison Essar	Punjab	14.25	13.50	5.56%	306.04	358.31	-14.59%
	Average ARPU - Punjab					330.50	320.84	3.01%
12	IDEA Mobile	Haryana	15.67	12.67	23.68%	297.38	291.23	2.11%
	Bharti Cellular	Haryana	24.75	21.25	16.47%	336.19	332.51	1.11%
	ADIL	Haryana	18.67	13.50	38.27%	380.91	364.25	4.57%
	Average ARPU - Haryana					337.03	328.23	2.68%
13	IDEA Mobile	UP(West)	57.17	52.83	8.20%	318.67	326.96	-2.54%
	Bharti Cellular	UP(W)	34.75	32.38	7.34%	318.58	329.99	-3.46%
	Hutchison Essar	UP(W)	13.75	6.50	111.54%	393.50	542.21	-27.43%
	Average ARPU - UP (W)					326.73	337.55	-3.21%
14	ADIL	UP (East)	77.50	62.33	24.33%	331.59	288.07	15.11%
	Bharti Cellular	UP (East)	14.50	14.00	3.57%	255.48	372.35	-31.39%
	Average ARPU - UP (E)					316.72	300.55	5.38%
15	ADIL	Rajasthan	32.83	26.33	24.68%	351.08	324.60	8.16%
	Bharti Hexacom	Rajasthan	58.67	49.50	18.52%	425.42	450.90	-5.65%
	Average ARPU - Rajasthan					395.38	397.23	-0.46%
16	Idea Cellular	MP	50.67	48.00	5.56%	349.88	363.39	-3.72%
	Reliance	M.P	28.67	23.17	23.74%	318.14	279.30	13.91%
	Bharti Cellular	MP	20.88	18.63	12.08%	309.37	299.34	3.35%
	Average ARPU - MP					331.38	323.86	2.32%
17	Reliance	WB	13.17	15.33	-14.13%	289.63	352.90	-17.93%
	Bharti Cellular	WB	9.63	6.50	48.08%	289.06	450.82	-35.88%
	Hutchison Essar	WB	10.50	2.63	300.00%	374.93	299.40	25.23%
	Average ARPU - WB					311.83	367.05	-15.04%
18	Bharti Telenet Ltd.	H.P	19.80	16.20	22.22%	354.65	333.77	6.26%
	Reliance	HP	2.00	1.40	42.86%	231.29	236.90	-2.37%
	Average ARPU - HP					338.11	323.26	4.59%
19	Reliance	Orissa	11.80	11.80	0.00%	320.98	322.49	-0.47%
	Bharti Cellular	Orissa	7.17	3.00	138.89%	276.36	493.78	-44.03%
	Average ARPU - Orissa					302.53	346.88	-12.79%
20	Reliance	Bihar	32.20	30.20	6.62%	306.49	311.73	-1.68%
	Bharti Cellular	Bihar	11.17			365.31		
	Average ARPU - Bihar					237.42	311.73	-23.84%
21	Reliance	Assam	13.00	10.40	25.00%	449.04	425.18	5.61%
	Average ARPU - Assam					449.04	425.18	5.61%
22	Reliance	NE	3.00	2.40	25.00%	434.50	449.31	-3.30%
	Average ARPU - NE					434.50	449.31	-3.30%
23	Bharti Cellular	J & K	13.67	9.50	43.86%	505.48	896.11	-43.59%
	Average ARPU - J&K					505.48	896.11	-43.59%
	All India		3557.03	3207.28	10.91%	400.11	396.41	0.93%

**REVENUES & ARPUs - Company wise
(Jan-Mar'05)**

S. No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs crores (AGR)			(Rs)		
			Current Quarter (Jan-Mar'05)	Previous Quarter (Oct-Dec'04)	% Change Over Previous Quarter	Current Quarter (Jan-Mar'05)	Previous Quarter (Oct-Dec'04)	% Change Over Previous Quarter
1	Aircel Limited	Tamil Nadu	85.13	81.13	4.93%	239.58	249.02	-3.79%
	Aircel Cellular	Chennai	47.60	43.10	10.44%	306.95	305.19	0.57%
	Total Revenue/Average monthly ARPU		132.73	124.23	6.84%	260.04	266.01	-2.24%
2	BPL Cellular	Maharashtra	52.50	45.50	15.38%	329.69	302.44	9.01%
	BPL Cellular	Tamil Nadu	30.00	27.38	9.59%	248.61	244.16	1.82%
	BPL Cellular	Kerala	27.17	24.00	13.19%	238.06	220.97	7.73%
	BPL Mobile	Mumbai	125.30	120.20	4.24%	345.62	343.05	0.75%
	Total Revenue/Average monthly ARPU		234.97	217.08	8.24%	310.57	300.84	3.23%
3	Idea Cellular	Maharashtra	168.38	150.63	11.78%	451.75	418.01	8.07%
	Idea Cellular	AP	70.63	63.88	10.57%	388.13	394.89	-1.71%
	Idea Cellular	Gujarat	76.25	66.38	14.88%	409.45	402.04	1.84%
	Idea Cellular	MP	50.67	48.00	5.56%	349.88	363.39	-3.72%
	Idea Cellular	Delhi	74.80	75.10	-0.40%	411.50	426.46	-3.51%
	IDEA Mobile	Kerala	44.83	41.17	8.91%	271.13	261.72	3.59%
	IDEA Mobile	Haryana	15.67	12.67	23.68%	297.38	291.23	2.11%
	IDEA Mobile	UP(West)	57.17	52.83	8.20%	318.67	326.96	-2.54%
	Total Revenue/Average monthly ARPU		558.38	510.64	9.35%	381.17	376.09	1.35%
4	HMTL	Mumbai	265.80	257.20	3.34%	600.29	626.28	-4.15%
	Fascel	Gujarat	174.25	173.88	0.22%	482.19	520.81	-7.42%
	Hutchison Essar	Delhi	205.70	208.60	-1.39%	476.95	514.35	-7.27%
	Hutchison Telecom	Kolkata	86.00	82.10	4.75%	456.42	456.48	-0.01%
	Hutchison Essar	Chennai	31.00	28.30	9.54%	486.60	428.39	13.59%
	Hutchison Essar	AP	49.80	41.00	21.46%	436.40	411.44	6.07%
	Hutchison Essar	Karnataka	75.70	68.10	11.16%	475.63	472.96	0.57%
	Hutchison Essar	Punjab	14.25	13.50	5.56%	306.04	358.31	-14.59%
	ADIL	Haryana	18.67	13.50	38.27%	380.91	364.25	4.57%
	ADIL	Rajasthan	32.83	26.33	24.68%	351.08	324.60	8.16%
	ADIL	UP (East)	77.50	62.33	24.33%	331.59	288.07	15.11%
	Hutchison Essar	UP (W)	13.75	6.50	111.54%	393.50	542.21	-27.43%
	Hutchison Telecom	WB	10.50	2.63	300.00%	374.93	299.40	25.23%
	Total Revenue/Average monthly ARPU		1055.75	983.97	7.30%	469.93	484.08	-2.92%
5	Spice	Punjab	93.17	93.33	-0.18%	271.67	278.78	-2.55%
	Spice	Karnataka	31.38	33.38	-5.99%	321.65	326.38	-1.45%
	Total Revenue/Average monthly ARPU		124.54	126.71	-1.71%	282.74	289.92	-2.48%
6	Bharti Cellular	Delhi	279.60	251.50	11.17%	588.02	543.50	8.19%
	Bharti Cellular	H.P	19.80	16.20	22.22%	354.65	333.77	6.26%
	Bharti Cellular	A.P.	115.00	101.38	13.44%	423.47	406.69	4.13%
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	Bharti Cellular	WB	9.63	6.50	48.08%	289.06	450.82	-35.88%
	Bharti Cellular	Orissa	7.17	3.00	138.89%	276.36	493.78	-44.03%
	Bharti Cellular	J & K	13.67	9.50	43.86%	505.48	896.11	-43.59%
	Bharti Cellular	Bihar	11.17			365.31		
	Total Revenue/Average monthly ARPU		1346.83	1149.96	17.12%	427.90	413.76	3.42%
7	Reliance	M.P	28.67	23.17	23.74%	318.14	279.30	13.91%
	Reliance	Orissa	11.80	11.80	0.00%	320.98	322.49	-0.47%
	Reliance	HP	2.00	1.40	42.86%	231.29	236.90	-2.37%
	Reliance	WB	13.17	15.33	-14.13%	289.63	352.90	-17.93%
	Reliance	Assam	13.00	10.40	25.00%	449.04	425.18	5.61%
	Reliance	NE	3.00	2.40	25.00%	434.50	449.31	-3.30%
	Reliance	Bihar	32.20	30.20	6.62%	306.49	311.73	-1.68%
	Total Revenue/Average monthly ARPU		103.83	94.70	9.64%	322.57	320.39	0.68%
	All India		3557.03	3207.28	10.91%	400.11	396.41	0.93%

* AGR - Adjusted Gross Revenue as defined by DoT