



Final Report
on
ARPU/Revenue Analysis
for

Private GSM Cellular Operators

Oct-Dec'2006

23 March'2007

Revenues & ARPUs - Company wise
July-Sep'06 & Oct-Dec'06

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter	Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	356.25	357.40	-0.32%	449.50	505.84	-11.14%
	Hutchison Essar	Delhi	284.53	270.24	5.29%	450.25	449.19	0.24%
	IDEA	Delhi	123.78	118.10	4.81%	332.41	374.45	-11.23%
	Average ARPU - Delhi					425.50	459.32	-7.36%
2	Hutchison Essar	Mumbai	352.09	401.84	-12.38%	503.87	609.36	-17.31%
	BPL Mobile	Mumbai	121.77	106.54	14.30%	386.28	303.20	27.40%
	Bharti Airtel Ltd	Mumbai	222.45	183.19	21.43%	447.68	413.50	8.27%
	Average ARPU - Mumbai					460.86	475.68	-3.12%
3	Hutchison Telecom	Kolkata	122.59	115.30	6.32%	352.60	350.23	0.68%
	Bharti Airtel Ltd	Kolkata	87.45	73.58	18.85%	342.80	333.69	2.73%
	Reliable Internet	Kolkata	9.23	17.16	-46.21%	112.11	288.73	-61.17%
	Average ARPU - Kolkata					320.05	338.25	-5.38%
4	Bharti Airtel Ltd	Chennai	127.22	115.52	10.13%	483.34	471.40	2.53%
	Hutchison Essar	Chennai	66.92	67.46	-0.81%	368.67	420.24	-12.27%
	Aircel Cellular	Chennai	74.49	82.38	-9.58%	259.83	327.65	-20.70%
	Average ARPU - Chennai					367.27	403.89	-9.07%
5	Hutchison Essar	Maharashtra	98.55	90.93	8.38%	328.32	333.37	-1.52%
	IDEA	Maharashtra	234.54	200.46	17.00%	322.41	310.53	3.82%
	Bharti Airtel Ltd	Maharashtra	194.77	150.87	29.10%	322.44	295.97	8.94%
	Average ARPU - Maharashtra					323.51	309.70	4.46%
6	Fascel Limited	Gujarat	328.21	286.47	14.57%	320.31	328.26	-2.42%
	Idea Cellular	Gujarat	102.69	95.83	7.17%	224.80	242.80	-7.41%
	Bharti Airtel Ltd	Gujarat	102.38	84.62	20.99%	264.12	260.61	1.35%
	Average ARPU - Gujarat					285.31	293.28	-2.72%
7	Idea Cellular	AP	130.98	115.55	13.35%	296.87	315.85	-6.01%
	Hutchison Essar	A.P.	111.60	120.23	-7.18%	300.99	376.06	-19.96%
	Bharti Airtel Ltd	A.P.	286.29	252.21	13.51%	337.73	358.51	-5.80%
	Average ARPU - AP					318.66	351.32	-9.29%
8	Bharti Airtel Ltd	Karnataka	393.68	339.56	15.94%	383.59	394.73	-2.82%
	Spice	Karnataka	53.53	40.50	32.17%	279.21	253.73	10.04%
	Hutchison Essar	Karnataka	170.96	132.80	28.73%	382.44	335.16	14.11%
	Average ARPU - Karnataka					371.26	362.17	2.51%

9	Aircel Limited	Tamil Nadu	158.25	175.43	-9.79%	224.55	283.64	-20.83%
	Hutchison Essar	Tamil Nadu	48.15	58.33	-17.44%	206.50	300.31	-31.24%
	Bharti Airtel Ltd	TN	130.59	108.84	19.98%	287.05	276.60	3.78%
	Average ARPU - TN					241.94	284.03	-14.82%
10	Hutchison Essar	Kerala	47.26	49.00	-3.55%	215.95	266.87	-19.08%
	Bharti Airtel Ltd	Kerala	65.31	55.57	17.53%	273.52	263.16	3.94%
	IDEA Mobile	Kerala	95.50	87.25	9.46%	246.34	277.51	-11.23%
	Average ARPU - Kerala					246.15	270.48	-9.00%
11	Spice	Punjab	115.00	105.67	8.83%	227.59	221.00	2.98%
	Bharti Airtel Ltd	Punjab	227.54	208.79	8.98%	321.55	328.78	-2.20%
	Hutchison Essar	Punjab	78.99	76.74	2.93%	278.79	316.70	-11.97%
	Average ARPU - Punjab					281.73	288.60	-2.38%
12	IDEA Mobile	Haryana	44.50	38.41	15.86%	230.22	271.53	-15.21%
	Bharti Airtel Ltd	Haryana	51.49	43.76	17.65%	278.63	285.44	-2.39%
	ADIL	Haryana	50.38	43.55	15.70%	312.39	340.81	-8.34%
	Average ARPU - Haryana					271.38	297.53	-8.79%
13	IDEA Mobile	UP(West)	101.86	99.84	2.02%	241.24	276.66	-12.80%
	Bharti Airtel Ltd	UP(W)	70.44	59.15	19.08%	282.54	282.59	-0.02%
	Hutchison Essar	UP(W)	105.56	94.44	11.78%	289.33	334.84	-13.59%
	Average ARPU - UP (W)					268.10	297.37	-9.84%
14	ADIL	UP (East)	193.44	182.77	5.84%	279.97	312.76	-10.48%
	Bharti Airtel Ltd	UP (East)	95.19	79.05	20.41%	286.95	287.12	-0.06%
	IDEA Telecom	UP (East)	5.47			174.36		
	Average ARPU - UP (E)					279.02	304.55	-8.38%
15	ADIL	Rajasthan	96.25	82.40	16.80%	307.54	334.16	-7.97%
	Bharti Airtel Ltd	Rajasthan	137.20	121.84	12.61%	336.50	358.31	-6.09%
	IDEA Telecom	Rajasthan	5.83			240.83		
	Average ARPU - Rajasthan					321.22	348.16	-7.74%
16	Idea Cellular	MP	103.50	93.29	10.94%	285.72	315.23	-9.36%
	Reliance	M.P	40.95	42.12	-2.77%	174.28	216.26	-19.41%
	Bharti Airtel Ltd	MP	70.74	52.65	34.35%	244.43	245.14	-0.29%
	Average ARPU - MP					242.71	266.57	-8.95%
17	Reliance	WB	21.90	28.13	-22.16%	147.89	223.16	-33.73%
	Bharti Airtel Ltd	WB	45.50	34.18	33.14%	261.90	261.16	0.28%
	Hutchison Essar	WB	72.31	53.73	34.60%	256.77	253.25	1.39%
	Dishnet Wireless	WB	2.31	1.36	70.51%	62.36	47.41	31.54%
	Average ARPU - WB					221.73	235.88	-6.00%
18	Bharti Airtel Ltd	H.P	49.79	48.38	2.93%	362.93	387.09	-6.24%
	Reliance	HP	6.44	6.04	6.63%	177.10	236.48	-25.11%
	IDEA Telecom	HP	0.47			230.23		
	Average ARPU - HP					326.72	361.55	-9.63%

19	Reliance	Orissa	21.63	24.46	-11.55%	187.67	274.67	-31.67%
	Bharti Airtel Ltd	Orissa	67.02	53.45	25.39%	314.22	295.20	6.44%
	Dishnet Wireless	Orissa	3.27	0.68	380.74%	102.56	25.26	306.00%
	Average ARPU - Orissa					255.02	264.56	-3.61%
20	Reliance	Bihar	49.75	47.50	4.75%	197.56	247.13	-20.06%
	Bharti Airtel Ltd	Bihar	134.71	107.06	25.82%	275.79	270.96	1.78%
	Average ARPU - Bihar					249.18	263.16	-5.31%
21	Reliance	Assam	25.50	24.18	5.46%	302.13	335.52	-9.95%
	Bharti Airtel Ltd	Assam	45.38	31.89	42.30%	355.62	310.28	14.61%
	Dishnet Wireless	Assam	24.54	12.13	102.34%	216.32	169.55	27.59%
	Average ARPU - Assam					293.19	276.80	5.92%
22	Reliance	NE	9.75	9.02	8.12%	266.01	280.16	-5.05%
	Bharti Airtel Ltd	NE	19.32	10.18	89.78%	406.83	334.07	21.78%
	Dishnet Wireless	NE	16.11	9.47	70.12%	270.34	214.43	26.07%
	Average ARPU - NE					314.33	268.36	17.13%
23	Bharti Airtel Ltd	J & K	58.20	49.43	17.73%	448.21	453.32	-1.13%
	Dishnet Wireless	J & K	4.10	1.40	192.86%	291.30	150.97	92.95%
	Average ARPU - J&K					432.87	429.62	0.76%
	All India		6974.32	6330.27	10.17%	315.93	335.46	-5.82%

Revenues & ARPUs - Company wise

July-Sep'06 & Oct-Dec'06

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter	Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter
1	Aircel Limited	Tamil Nadu	158.25	175.43	-9.79%	224.55	283.64	-20.83%
	Aircel Cellular	Chennai	74.49	82.38	-9.58%	259.83	327.65	-20.70%
	Dishnet Wireless	WB	2.31	1.36	70.51%	62.36	47.41	31.54%
	Dishnet Wireless	Orissa	3.27	0.68	380.74%	102.56	25.26	306.00%
	Dishnet Wireless	Assam	24.54	12.13	102.34%	216.32	169.55	27.59%
	Dishnet Wireless	NE	16.11	9.47	70.12%	270.34	214.43	26.07%
	Dishnet Wireless	J & K	4.10	1.40	192.86%	291.30	150.97	92.95%
Total Revenue/Average monthly ARPU			283.08	282.85	0.08%	226.91	269.26	-15.73%
2	BPL Mobile	Mumbai	121.77	106.54	14.30%	386.28	303.20	27.40%
Total Revenue/Average monthly ARPU			121.77	106.54	14.30%	386.28	303.20	27.40%
3	Idea Cellular	Maharashtra	234.54	200.46	17.00%	322.41	310.53	3.82%
	Idea Cellular	AP	130.98	115.55	13.35%	296.87	315.85	-6.01%
	Idea Cellular	Gujarat	102.69	95.83	7.17%	224.80	242.80	-7.41%
	Idea Cellular	MP	103.50	93.29	10.94%	285.72	315.23	-9.36%
	Idea Cellular	Delhi	123.78	118.10	4.81%	332.41	374.45	-11.23%
	IDEA Mobile	Kerala	95.50	87.25	9.46%	246.34	277.51	-11.23%
	IDEA Mobile	Haryana	44.50	38.41	15.86%	230.22	271.53	-15.21%
	IDEA Mobile	UP(West)	101.86	99.84	2.02%	241.24	276.66	-12.80%
	IDEA Telecom	Rajasthan	5.83			240.83		
	IDEA Telecom	UP (E)	5.47			174.36		
	IDEA Telecom	HP	0.47			230.23		
Total Revenue/Average monthly ARPU			949.11	848.73	11.83%	277.45	299.47	-7.35%
4	Hutchison Essar	Mumbai	352.09	401.84	-12.38%	503.87	609.36	-17.31%
	Fascel	Gujarat	328.21	286.47	14.57%	320.31	328.26	-2.42%
	Hutchison Essar	Delhi	284.53	270.24	5.29%	450.25	449.19	0.24%
	Hutchison Telecom	Kolkata	122.59	115.30	6.32%	352.60	350.23	0.68%
	Hutchison Essar	Chennai	66.92	67.46	-0.81%	368.67	420.24	-12.27%
	Hutchison Essar	AP	111.60	120.23	-7.18%	300.99	376.06	-19.96%
	Hutchison Essar	Karnataka	170.96	132.80	28.73%	382.44	335.16	14.11%
	Hutchison Essar	Punjab	78.99	76.74	2.93%	278.79	316.70	-11.97%
	ADIL	Haryana	50.38	43.55	15.70%	312.39	340.81	-8.34%
	ADIL	Rajasthan	96.25	82.40	16.80%	307.54	334.16	-7.97%
	ADIL	UP (East)	193.44	182.77	5.84%	279.97	312.76	-10.48%
	Hutchison Essar	UP (W)	105.56	94.44	11.78%	289.33	334.84	-13.59%
	Hutchison Telecom	WB	72.31	53.73	34.60%	256.77	253.25	1.39%
	Hutchison Essar	Maharashtra	98.55	90.93	8.38%	328.32	333.37	-1.52%
	Hutchison Essar	Tamil Nadu	48.15	58.33	-17.44%	206.50	300.31	-31.24%
	Hutchison Essar	Kerala	47.26	49.00	-3.55%	215.95	266.87	-19.08%
Total Revenue/Average monthly ARPU			2227.78	2126.21	4.78%	340.15	373.99	-9.05%

5	Spice	Punjab	115.00	105.67	8.83%	227.59	221.00	2.98%
	Spice	Karnataka	53.53	40.50	32.17%	279.21	253.73	10.04%
Total Revenue/Average monthly ARPU			168.53	146.17	15.30%	241.79	229.20	5.50%
6	Bharti Airtel Ltd	Delhi	356.25	357.40	-0.32%	449.50	505.84	-11.14%
	Bharti Airtel Ltd	H.P	49.79	48.38	2.93%	362.93	387.09	-6.24%
	Bharti Airtel Ltd	A.P.	286.29	252.21	13.51%	337.73	358.51	-5.80%
	Bharti Airtel Ltd	Karnataka	393.68	339.56	15.94%	383.59	394.73	-2.82%
	Bharti Airtel Ltd	Kolkata	87.45	73.58	18.85%	342.80	333.69	2.73%
	Bharti Airtel Ltd	Chennai	127.22	115.52	10.13%	483.34	471.40	2.53%
	Bharti Airtel Ltd	Punjab	227.54	208.79	8.98%	321.55	328.78	-2.20%
	Bharti Airtel Ltd	Mumbai	222.45	183.19	21.43%	447.68	413.50	8.27%
	Bharti Airtel Ltd	UP(W)	70.44	59.15	19.08%	282.54	282.59	-0.02%
	Bharti Airtel Ltd	UP (E)	95.19	79.05	20.41%	286.95	287.12	-0.06%
	Bharti Airtel Ltd	MP	70.74	52.65	34.35%	244.43	245.14	-0.29%
	Bharti Airtel Ltd	Haryana	51.49	43.76	17.65%	278.63	285.44	-2.39%
	Bharti Airtel Ltd	Kerala	65.31	55.57	17.53%	273.52	263.16	3.94%
	Bharti Airtel Ltd	TN	130.59	108.84	19.98%	287.05	276.60	3.78%
	Bharti Airtel Ltd	Maharashtra	194.77	150.87	29.10%	322.44	295.97	8.94%
	Bharti Airtel Ltd	Gujarat	102.38	84.62	20.99%	264.12	260.61	1.35%
	Bharti Airtel Ltd	Rajasthan	137.20	121.84	12.61%	336.50	358.31	-6.09%
	Bharti Airtel Ltd	WB	45.50	34.18	33.14%	261.90	261.16	0.28%
	Bharti Airtel Ltd	Orissa	67.02	53.45	25.39%	314.22	295.20	6.44%
	Bharti Airtel Ltd	J & K	58.20	49.43	17.73%	448.21	453.32	-1.13%
	Bharti Airtel Ltd	Bihar	134.71	107.06	25.82%	275.79	270.96	1.78%
	Bharti Airtel Ltd	Assam	45.38	31.89	42.30%	355.62	310.28	14.61%
	Bharti Airtel Ltd	North East	19.32	10.18	89.78%	406.83	334.07	21.78%
Total Revenue/Average monthly ARPU			3038.89	2621.17	15.94%	343.17	348.56	-1.54%
7	Reliance Internet	Kolkata	9.23	17.16	-46.21%	112.11	288.73	-61.17%
	Reliance Telecom	M.P	40.95	42.12	-2.77%	174.28	216.26	-19.41%
	Reliance Telecom	Orissa	21.63	24.46	-11.55%	187.67	274.67	-31.67%
	Reliance Telecom	HP	6.44	6.04	6.63%	177.10	236.48	-25.11%
	Reliance Telecom	WB	21.90	28.13	-22.16%	147.89	223.16	-33.73%
	Reliance Telecom	Assam	25.50	24.18	5.46%	302.13	335.52	-9.95%
	Reliance Telecom	NE	9.75	9.02	8.12%	266.01	280.16	-5.05%
	Reliance Telecom	Bihar	49.75	47.50	4.75%	197.56	247.13	-20.06%
Total Revenue/Average monthly ARPU			185.15	198.60	-6.77%	187.04	250.99	-25.48%
All India			6974.32	6330.27	10.17%	315.93	335.46	-5.82%

* AGR - Adjusted Gross Revenue as defined by DoT