



**Final Report**  
on  
**ARPU/Revenue Analysis**  
for  
**Private GSM Cellular Operators**

**Jan-Mar'2008**

**25 June'2008**

**Revenues & ARPU - Company wise  
Oct-Dec'07 & Jan-Mar'08**

S.N o.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Jan-Mar'08)	Previous Quarter (Oct-Dec'07)	% Change over previous Quarter	Current Quarter (Jan-Mar'08)	Previous Quarter (Oct-Dec'07)	% Change over previous Quarter
1	Aircel Limited	Tamil Nadu	254.58	230.96	10%	177.14	179.97	-1.57%
	Aircel Cellular	Chennai	113.87	111.47	2%	213.38	229.31	-6.95%
	Dishnet Wireless	WB	14.93	11.44	30%	91.95	92.76	-0.87%
	Dishnet Wireless	Orissa	17.72	14.45	23%	143.54	128.62	11.60%
	Dishnet Wireless	Assam	66.80	58.95	13%	206.67	211.64	-2.35%
	Dishnet Wireless	NE	41.00	36.08	14%	246.48	243.03	1.42%
	Dishnet Wireless	J & K	16.83	13.29	27%	227.97	241.17	-5.48%
	Dishnet Wireless	Bihar	16.38	10.63	54%	93.88	85.55	9.74%
	Dishnet Wireless	HP	1.30	0.90	44%	113.98	104.87	8.69%
	<b>Total Revenue/Average monthly ARPU</b>		<b>543.40</b>	<b>488.18</b>	<b>11%</b>	<b>180.78</b>	<b>186.32</b>	<b>-2.97%</b>
2	BPL Mobile	Mumbai	120.66	119.01	1%	317.41	331.57	-4.27%
	<b>Total Revenue/Average monthly ARPU</b>		<b>120.66</b>	<b>119.01</b>		<b>317.41</b>	<b>331.57</b>	
3	Idea Cellular	Maharashtra	354.28	297.74	19%	260.59	251.87	3.46%
	Idea Cellular	AP	239.17	201.54	19%	261.70	251.07	4.23%
	Idea Cellular	Gujarat	156.54	138.69	13%	209.92	207.84	1.00%
	Idea Cellular	MP	205.64	170.79	20%	231.83	232.72	-0.38%
	Idea Cellular	Delhi	147.30	147.34	0%	257.98	266.38	-3.15%
	IDEA Mobile	Kerala	166.14	149.22	11%	216.94	217.64	-0.32%
	IDEA Mobile	Haryana	63.39	54.85	16%	224.50	201.89	11.20%
	IDEA Mobile	UP(West)	172.03	151.45	14%	241.40	244.73	-1.36%
	IDEA Telecom	Rajasthan	40.40	35.39	14%	169.21	166.42	1.67%
	IDEA Telecom	UP (E)	42.74	35.56	20%	163.12	165.01	-1.15%
	IDEA Telecom	HP	3.66	3.17	15%	186.53	204.09	-8.60%
	<b>Total Revenue/Average monthly ARPU</b>		<b>1591.28</b>	<b>1385.71</b>	<b>15%</b>	<b>235.45</b>	<b>232.55</b>	<b>1.25%</b>
4	Vodafone Essar	Mumbai	468.97	438.07	7%	471.33	480.12	-1.83%
	Vodafone Essar	Gujarat	454.53	412.88	10%	262.01	259.13	1.11%
	Vodafone Essar	Delhi	388.65	351.22	11%	408.17	387.92	5.22%
	Vodafone Essar	Kolkata	156.74	147.35	6%	279.61	294.48	-5.05%
	Vodafone Essar	Chennai	104.24	95.49	9%	310.00	316.87	-2.17%
	Vodafone Essar	AP	204.67	174.83	17%	279.17	270.15	3.34%
	Vodafone Essar	Karnataka	227.93	189.44	20%	281.28	261.92	7.39%
	Vodafone Essar	Punjab	118.55	114.17	4%	246.45	248.62	-0.87%
	Vodafone Essar	Haryana	82.37	66.29	24%	227.54	200.66	13.40%
	Vodafone Essar	Rajasthan	173.16	150.60	15%	210.58	210.63	-0.02%
	Vodafone Essar	UP (East)	263.90	257.28	3%	247.40	236.22	4.73%
	Vodafone Essar	UP (W)	186.29	160.83	16%	230.30	224.03	2.80%
	Vodafone Essar	WB	162.78	145.06	12%	207.95	217.89	-4.56%
	Vodafone Essar	Maharashtra	205.92	176.18	17%	289.00	301.27	-4.07%
	Vodafone Essar	Tamil Nadu	184.73	151.39	22%	209.31	214.06	-2.22%

	Vodafone Essar	Kerala	148.89	115.98	28%	266.99	243.83	9.50%
<b>Total Revenue/Average monthly ARPU</b>			<b>3532.30</b>	<b>3147.06</b>	12%	<b>280.37</b>	<b>277.80</b>	0.92%
5	Spice	Punjab	134.30	144.83	-7%	182.69	213.36	-14.37%
	Spice	Karnataka	87.61	87.50	0%	187.78	211.60	-11.26%
<b>Total Revenue/Average monthly ARPU</b>			<b>221.91</b>	<b>232.33</b>	-4%	<b>184.66</b>	<b>212.69</b>	-13.18%
6	Bharti Airtel Ltd	Delhi	497.84	468.75	6%	436.51	430.50	1.40%
	Bharti Airtel Ltd	H.P	61.52	60.81	1%	262.20	278.86	-5.97%
	Bharti Airtel Ltd	A.P.	542.49	476.10	14%	317.55	314.82	0.87%
	Bharti Airtel Ltd	Karnataka	634.90	547.95	16%	322.26	307.75	4.71%
	Bharti Airtel Ltd	Kolkata	149.24	141.11	6%	293.18	313.90	-6.60%
	Bharti Airtel Ltd	Chennai	176.95	170.18	4%	361.32	395.21	-8.58%
	Bharti Airtel Ltd	Punjab	281.17	264.63	6%	300.29	297.72	0.86%
	Bharti Airtel Ltd	Mumbai	266.80	272.84	-2%	375.14	408.61	-8.19%
	Bharti Airtel Ltd	UP(W)	104.35	111.71	-7%	237.32	280.45	-15.38%
	Bharti Airtel Ltd	UP (E)	229.30	193.89	18%	260.57	262.87	-0.87%
	Bharti Airtel Ltd	MP	185.93	158.93	17%	237.19	232.30	2.11%
	Bharti Airtel Ltd	Haryana	65.89	67.25	-2%	220.14	249.77	-11.86%
	Bharti Airtel Ltd	Kerala	125.44	120.90	4%	271.97	295.87	-8.08%
	Bharti Airtel Ltd	TN	271.27	242.20	12%	240.14	246.18	-2.45%
	Bharti Airtel Ltd	Maharashtra	288.80	269.67	7%	243.48	256.04	-4.91%
	Bharti Airtel Ltd	Gujarat	172.62	154.78	12%	230.43	239.61	-3.83%
	Bharti Airtel Ltd	Rajasthan	297.58	239.65	24%	278.55	264.41	5.35%
	Bharti Airtel Ltd	WB	119.60	106.14	13%	222.37	230.99	-3.73%
	Bharti Airtel Ltd	Orissa	135.78	115.08	18%	283.89	276.79	2.57%
	Bharti Airtel Ltd	J & K	104.53	103.63	1%	374.52	437.21	-14.34%
	Bharti Airtel Ltd	Bihar	303.70	263.72	15%	253.47	254.71	-0.49%
	Bharti Airtel Ltd	Assam	76.05	72.87	4%	303.10	324.67	-6.64%
	Bharti Airtel Ltd	North East	48.08	41.42	16%	368.11	376.79	-2.30%
<b>Total Revenue/Average monthly ARPU</b>			<b>5139.82</b>	<b>4664.21</b>	10%	<b>292.50</b>	<b>298.88</b>	-2.13%
7	Reliance Internet	Kolkata	8.89	12.61	-30%	92.40	145.62	-36.55%
	Reliance Telecom	M.P	49.91	54.36	-8%	111.95	144.29	-22.41%
	Reliance Telecom	Orissa	39.75	41.08	-3%	165.91	205.98	-19.45%
	Reliance Telecom	HP	17.48	19.60	-11%	143.12	206.00	-30.52%
	Reliance Telecom	WB	26.88	29.68	-9%	131.47	160.13	-17.90%
	Reliance Telecom	Assam	54.79	54.36	1%	218.73	259.30	-15.65%
	Reliance Telecom	NE	19.77	21.42	-8%	218.27	278.43	-21.61%
	Reliance Telecom	Bihar	87.57	77.00	14%	173.95	180.79	-3.79%
<b>Total Revenue/Average monthly ARPU</b>			<b>305.04</b>	<b>310.11</b>	-2%	<b>156.21</b>	<b>187.29</b>	-16.59%
	<b>All India</b>		<b>11454.41</b>	<b>10346.62</b>	11%	<b>253.44</b>	<b>267.91</b>	-5.40%

\* AGR - Adjusted Gross Revenue as defined by DoT

**Revenues & ARPUs - Circle wise  
Oct-Dec'07 & Jan-Mar'08**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Jan-Mar'08)	Previous Quarter (Oct-Dec'07)	% Change over previous Quarter	Current Quarter (Jan-Mar'08)	Previous Quarter (Oct-Dec'07)	% Change over previous Quarter
1	Bharti Airtel Ltd	Delhi	497.84	468.75	6%	436.51	430.50	1.40%
	Vodafone Essar	Delhi	388.65	351.22	11%	408.17	387.92	5.22%
	IDEA	Delhi	147.30	147.34	0%	257.98	266.38	-3.15%
	<b>Average ARPU - Delhi</b>					<b>388.11</b>	<b>379.73</b>	<b>2.21%</b>
2	Vodafone Essar	Mumbai	468.97	438.07	7%	471.33	480.12	-1.83%
	BPL Mobile	Mumbai	120.66	119.01	1%	317.41	331.57	-4.27%
	Bharti Airtel Ltd	Mumbai	266.80	272.84	-2%	375.14	408.61	-8.19%
	<b>Average ARPU - Mumbai</b>					<b>410.50</b>	<b>428.00</b>	<b>-4.09%</b>
3	Vodafone Essar	Kolkata	156.74	147.35	6%	279.61	294.48	-5.05%
	Bharti Airtel Ltd	Kolkata	149.24	141.11	6%	293.18	313.90	-6.60%
	Reliable Internet	Kolkata	8.89	12.61	-30%	92.40	145.62	-36.55%
	<b>Average ARPU - Kolkata</b>					<b>270.09</b>	<b>290.47</b>	<b>-7.02%</b>
4	Bharti Airtel Ltd	Chennai	176.95	170.18	4%	361.32	395.21	-8.58%
	Vodafone Essar	Chennai	104.24	95.49	9%	310.00	316.87	-2.17%
	Aircel Cellular	Chennai	113.87	111.47	2%	213.38	229.31	-6.95%
	<b>Average ARPU - Chennai</b>					<b>290.56</b>	<b>309.62</b>	<b>-6.16%</b>
5	Vodafone Essar	Maharashtra	205.92	176.18	17%	289.00	301.27	-4.07%
	IDEA	Maharashtra	354.28	297.74	19%	260.59	251.87	3.46%
	Bharti Airtel Ltd	Maharashtra	288.80	269.67	7%	243.48	256.04	-4.91%
	<b>Average ARPU - Maharashtra</b>					<b>260.57</b>	<b>263.67</b>	<b>-1.17%</b>
6	Vodafone Essar	Gujarat	454.53	412.88	10%	262.01	259.13	1.11%
	Idea Cellular	Gujarat	156.54	138.69	13%	209.92	207.84	1.00%
	Bharti Airtel Ltd	Gujarat	172.62	154.78	12%	230.43	239.61	-3.83%
	<b>Average ARPU - Gujarat</b>					<b>242.66</b>	<b>243.02</b>	<b>-0.15%</b>
7	Idea Cellular	AP	239.17	201.54	19%	261.70	251.07	4.23%
	Vodafone Essar	A.P.	204.67	174.83	17%	279.17	270.15	3.34%
	Bharti Airtel Ltd	A.P.	542.49	476.10	14%	317.55	314.82	0.87%
	<b>Average ARPU - AP</b>					<b>293.95</b>	<b>287.79</b>	<b>2.14%</b>
8	Bharti Airtel Ltd	Karnataka	634.90	547.95	16%	322.26	307.75	4.71%
	Spice	Karnataka	87.61	87.50	0%	187.78	211.60	-11.26%
	Vodafone Essar	Karnataka	227.93	189.44	20%	281.28	261.92	7.39%
	<b>Average ARPU - Karnataka</b>					<b>292.71</b>	<b>282.76</b>	<b>3.52%</b>

9	Aircel Limited	Tamil Nadu	254.58	230.96	10%	177.14	179.97	-1.57%
	Vodafone Essar	Tamil Nadu	184.73	151.39	22%	209.31	214.06	-2.22%
	Bharti Airtel Ltd	TN	271.27	242.20	12%	240.14	246.18	-2.45%
	<b>Average ARPU - TN</b>					<b>206.00</b>	<b>209.98</b>	<b>-1.89%</b>
10	Vodafone Essar	Kerala	148.89	115.98	28%	266.99	243.83	9.50%
	Bharti Airtel Ltd	Kerala	125.44	120.90	4%	271.97	295.87	-8.08%
	IDEA Mobile	Kerala	166.14	149.22	11%	216.94	217.64	-0.32%
	<b>Average ARPU - Kerala</b>					<b>246.80</b>	<b>245.93</b>	<b>0.35%</b>
11	Spice	Punjab	134.30	144.83	-7%	182.69	213.36	-14.37%
	Bharti Airtel Ltd	Punjab	281.17	264.63	6%	300.29	297.72	0.86%
	Vodafone Essar	Punjab	118.55	114.17	4%	246.45	248.62	-0.87%
	<b>Average ARPU - Punjab</b>					<b>248.09</b>	<b>258.34</b>	<b>-3.97%</b>
12	IDEA Mobile	Haryana	63.39	54.85	16%	224.50	201.89	11.20%
	Bharti Airtel Ltd	Haryana	65.89	67.25	-2%	220.14	249.77	-11.86%
	Vodafone Essar	Haryana	82.37	66.29	24%	227.54	200.66	13.40%
	<b>Average ARPU - Haryana</b>					<b>224.28</b>	<b>216.22</b>	<b>3.73%</b>
13	IDEA Mobile	UP(West)	172.03	151.45	14%	241.40	244.73	-1.36%
	Bharti Airtel Ltd	UP(W)	104.35	111.71	-7%	237.32	280.45	-15.38%
	Vodafone Essar	UP(W)	186.29	160.83	16%	230.30	224.03	2.80%
	<b>Average ARPU - UP (W)</b>					<b>235.91</b>	<b>244.36</b>	<b>-3.46%</b>
14	Vodafone Essar	UP (East)	263.90	257.28	3%	247.40	236.22	4.73%
	Bharti Airtel Ltd	UP (East)	229.30	193.89	18%	260.57	262.87	-0.87%
	IDEA Telecom	UP (East)	42.74	35.56	20%	163.12	165.01	-1.15%
	<b>Average ARPU - UP (E)</b>					<b>242.65</b>	<b>238.33</b>	<b>1.81%</b>
15	Vodafone Essar	Rajasthan	173.16	150.60	15%	210.58	210.63	-0.02%
	Bharti Airtel Ltd	Rajasthan	297.58	239.65	24%	278.55	264.41	5.35%
	IDEA Telecom	Rajasthan	40.40	35.39	14%	169.21	166.42	1.67%
	<b>Average ARPU - Rajasthan</b>					<b>240.04</b>	<b>232.08</b>	<b>3.43%</b>
16	Idea Cellular	MP	205.64	170.79	20%	231.83	232.72	-0.38%
	Reliance	M.P	49.91	54.36	-8%	111.95	144.29	-22.41%
	Bharti Airtel Ltd	MP	185.93	158.93	17%	237.19	232.30	2.11%
	<b>Average ARPU - MP</b>					<b>208.57</b>	<b>214.00</b>	<b>-2.54%</b>
17	Reliance	WB	26.88	29.68	-9%	131.47	160.13	-17.90%
	Bharti Airtel Ltd	WB	119.60	106.14	13%	222.37	230.99	-3.73%
	Vodafone Essar	WB	162.78	145.06	12%	207.95	217.89	-4.56%
	Dishnet Wireless	WB	14.93	11.44	30%	91.95	92.76	-0.87%
	<b>Average ARPU - WB</b>					<b>192.12</b>	<b>203.86</b>	<b>-5.76%</b>
18	Bharti Airtel Ltd	H.P	61.52	60.81	1%	262.20	278.86	-5.97%
	Reliance	HP	17.48	19.60	-11%	143.12	206.00	-30.52%
	IDEA Telecom	HP	3.66	3.17	15%	186.53	204.09	-8.60%
	Dishnet Wireless	HP	1.30	0.90	44%	113.98	104.87	8.69%
	<b>Average ARPU - HP</b>					<b>216.51</b>	<b>250.43</b>	<b>-13.54%</b>

19	Reliance	Orissa	39.75	41.08	-3%	165.91	205.98	-19.45%
	Bharti Airtel Ltd	Orissa	135.78	115.08	18%	283.89	276.79	2.57%
	Dishnet Wireless	Orissa	17.72	14.45	23%	143.54	128.62	11.60%
	<b>Average ARPU - Orissa</b>					<b>229.71</b>	<b>234.50</b>	<b>-2.04%</b>
20	Reliance	Bihar	87.57	77.00	14%	173.95	180.79	-3.79%
	Bharti Airtel Ltd	Bihar	303.70	263.72	15%	253.47	254.71	-0.49%
	Dishnet Wireless	Bihar	16.38	10.63	54%	93.88	85.55	9.74%
	<b>Average ARPU - Bihar</b>					<b>217.29</b>	<b>221.60</b>	<b>-1.94%</b>
21	Reliance	Assam	54.79	54.36	1%	218.73	259.30	-15.65%
	Bharti Airtel Ltd	Assam	76.05	72.87	4%	303.10	324.67	-6.64%
	Dishnet Wireless	Assam	66.80	58.95	13%	206.67	211.64	-2.35%
	<b>Average ARPU - Assam</b>					<b>239.67</b>	<b>261.26</b>	<b>-8.26%</b>
22	Reliance	NE	19.77	21.42	-8%	218.27	278.43	-21.61%
	Bharti Airtel Ltd	NE	48.08	41.42	16%	368.11	376.79	-2.30%
	Dishnet Wireless	NE	41.00	36.08	14%	246.48	243.03	1.42%
	<b>Average ARPU - NE</b>					<b>280.88</b>	<b>295.00</b>	<b>-4.79%</b>
23	Bharti Airtel Ltd	J & K	104.53	103.63	1%	374.52	437.21	-14.34%
	Dishnet Wireless	J & K	16.83	13.29	27%	227.97	241.17	-5.48%
	<b>Average ARPU - J&amp;K</b>					<b>343.86</b>	<b>400.23</b>	<b>-14.08%</b>
	All India		<b>11454.41</b>	<b>10346.62</b>	11%	<b>253.44</b>	<b>267.91</b>	<b>-5.40%</b>

