



REPORT ON ARPU AND REVENUE ANALYSIS – PRIVATE GSM OPERATORS

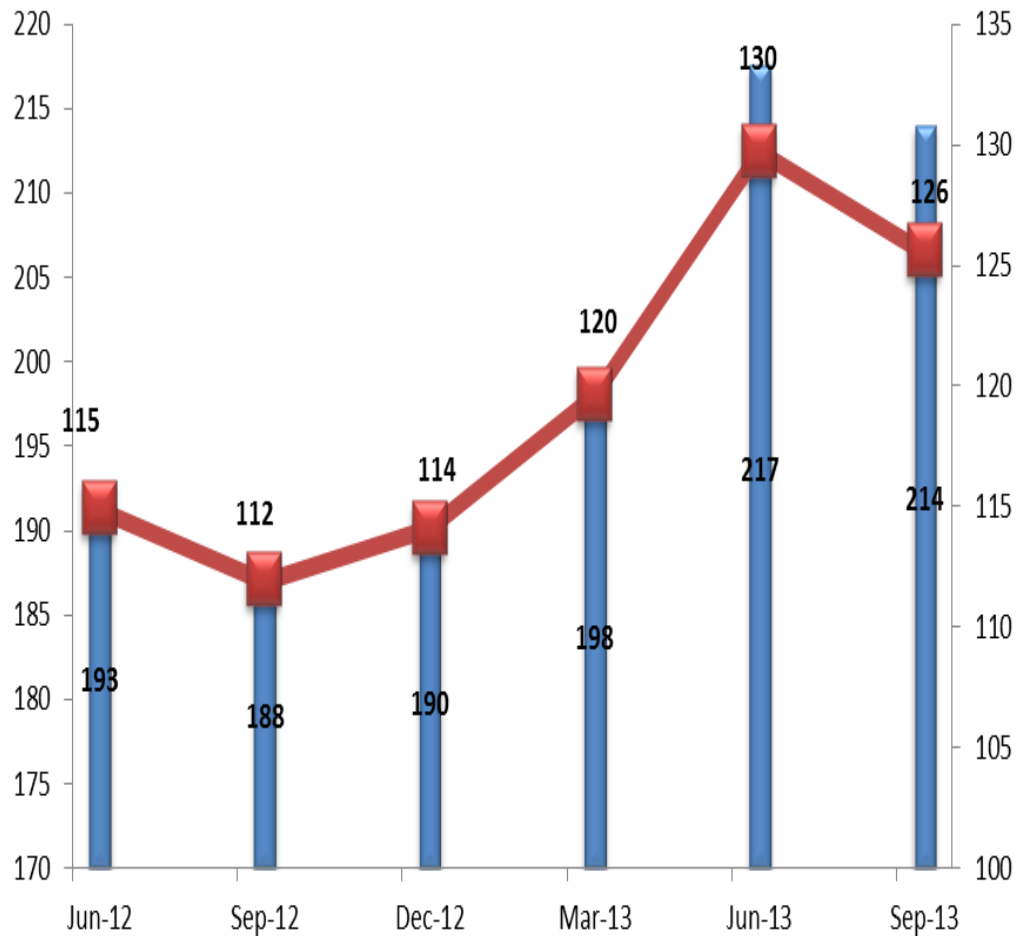
Q3 2013

COAI

Roadmap

- All India Revenue and ARPU Trend
- ARPU Trend for Metros
- ARPU Trend for Category A Circles
- ARPU Trend for Category B Circles
- ARPU Trend for Category C Circles

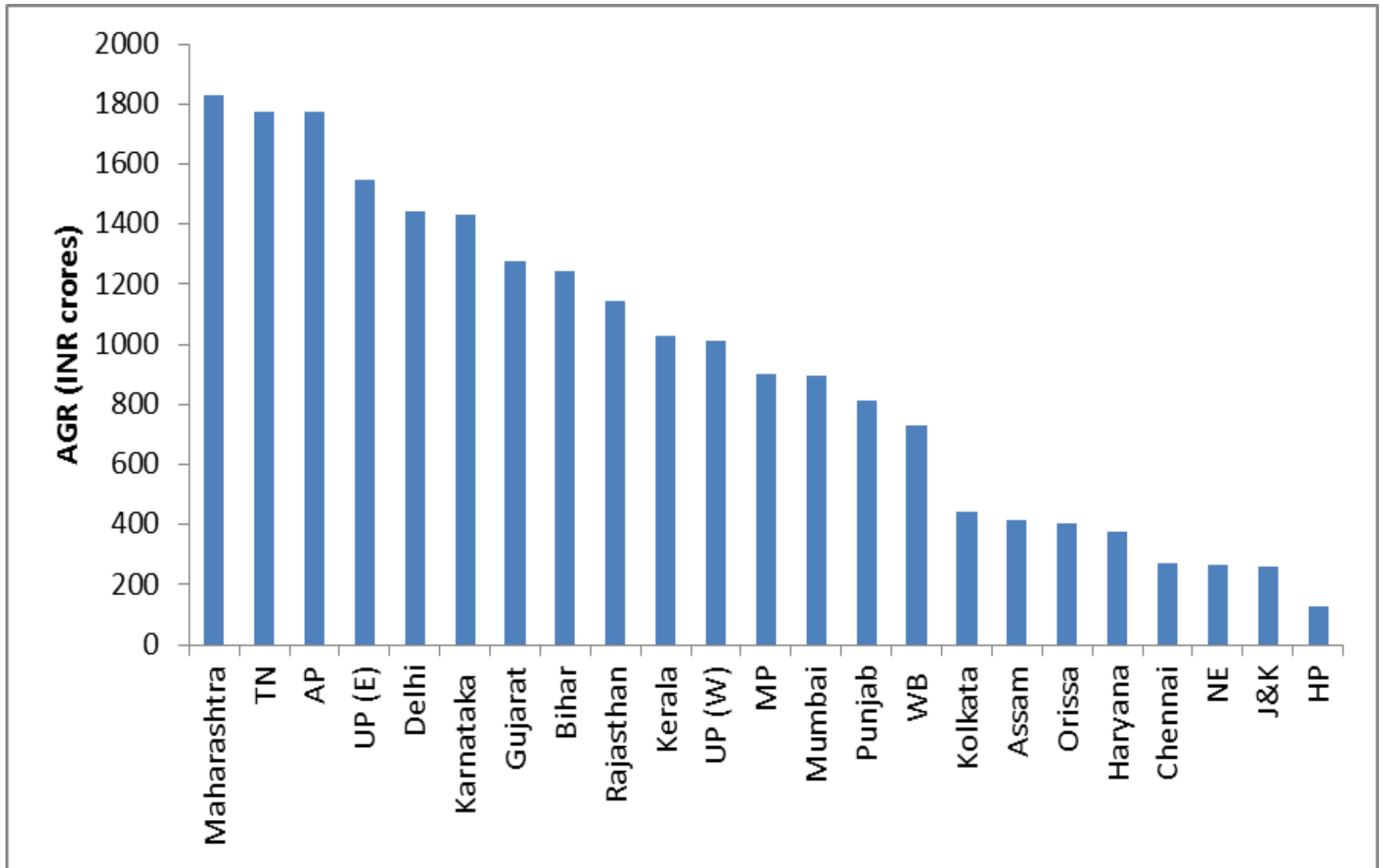
All India Revenue and ARPU Trend



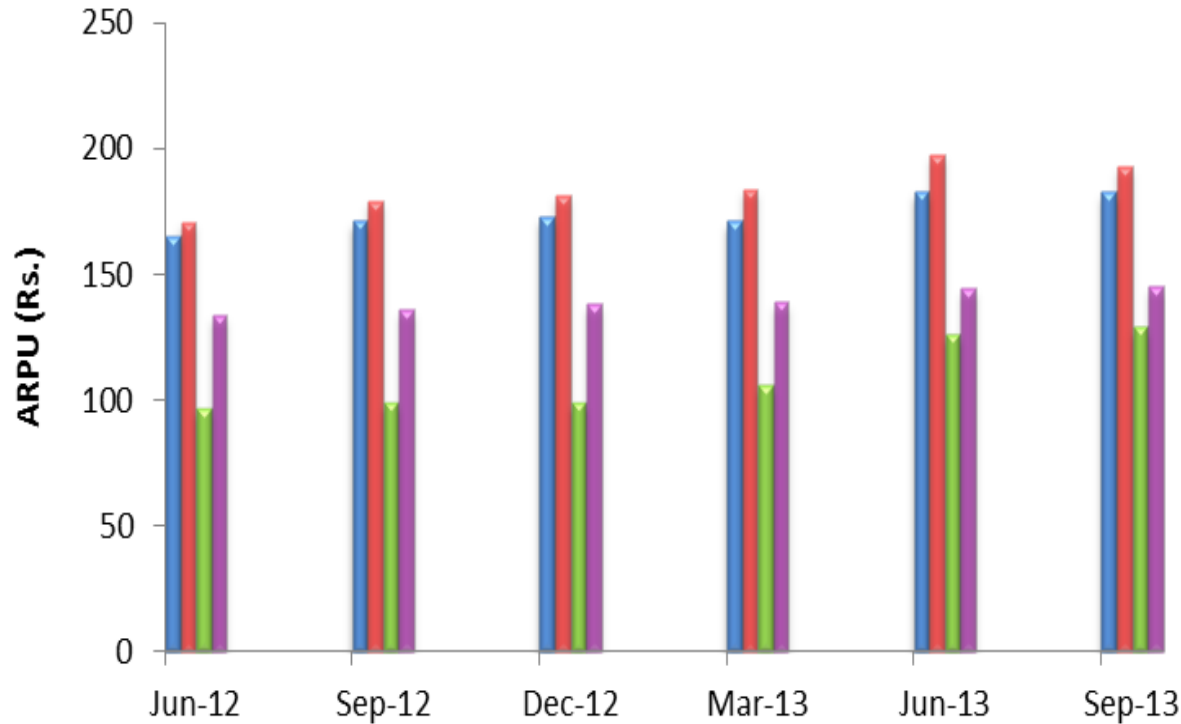
	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13
Revenue (INR Bn)	193	188	190	198	217	214
ARPU (INR)	115	112	114	120	130	126

- The private GSM Mobile Operators recorded a revenue of INR 214 billion in the third quarter of year 2013
- The QoQ revenue for private GSM Mobile Operators has decreased by 1.6%
- The private GSM Mobile Operators recorded ARPU of INR 126
- The ARPU levels decreased by 3.2% q-o-q

Circles Ranked in terms of AGR



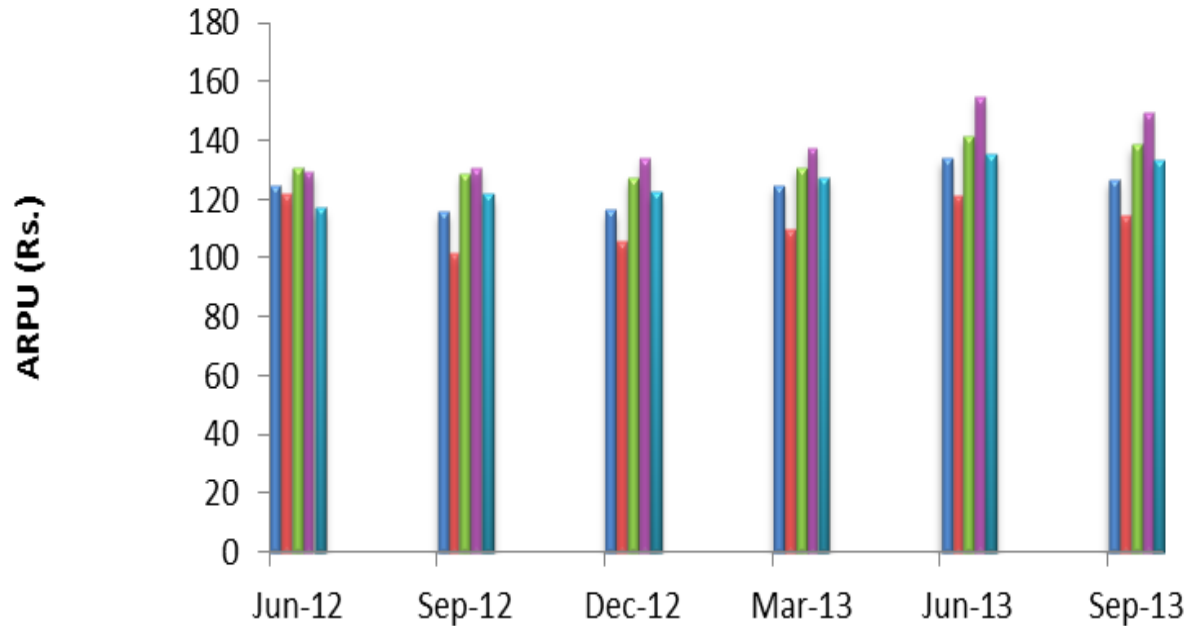
ARPU Trend for Metros



	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13
Delhi	165	171	173	171	183	182
Mumbai	171	179	181	184	197	193
Kolkata	96	99	99	105	126	128
Chennai	134	136	138	139	144	145

- Kolkata and Chennai witnessed an increase in ARPU level while Delhi and Mumbai recorded a fall in ARPU
- Mumbai has constantly registered the highest ARPU value and stood at INR 193
- Mumbai also registered the highest Q-o-Q decline in ARPU of 2.33%
- Kolkata registered the highest Q-o-Q growth in ARPU (INR 128) of 1.89%

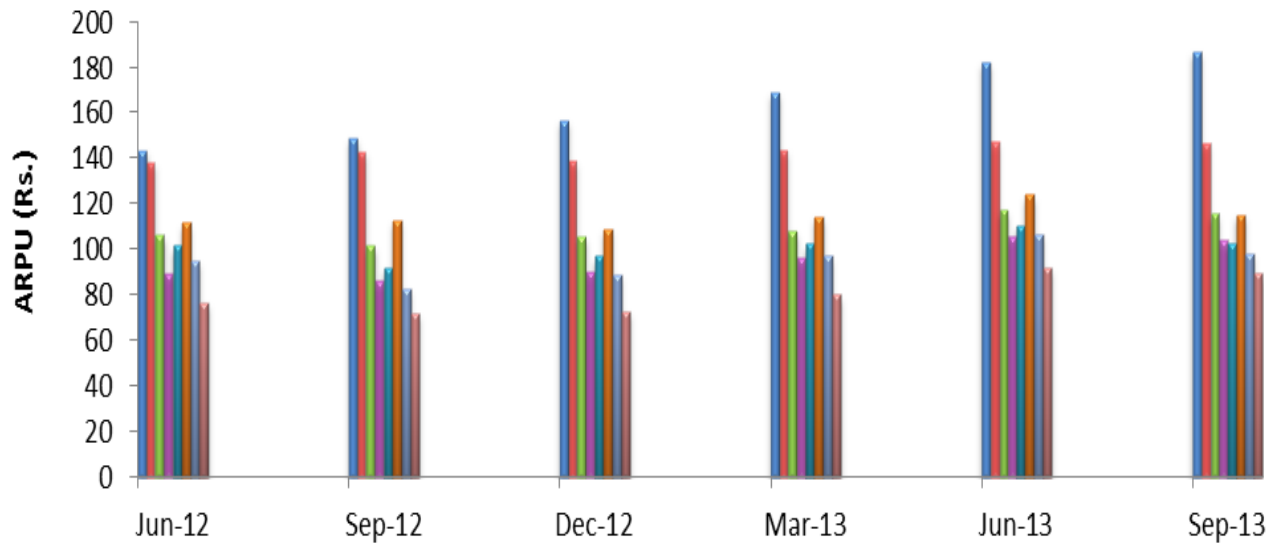
ARPU Trend for Category A Circles



	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13
■ Maharashtra	125	116	116	125	134	127
■ Gujarat	122	102	106	110	122	115
■ Andhra Pradesh	131	129	127	131	142	139
■ Karnataka	129	131	134	138	155	150
■ Tamil Nadu	117	122	122	128	136	133

- All the Category A circles witnessed a decline in ARPU levels
- ARPU in Gujarat (INR 115) saw the maximum decrease of 5.77%.
- Karnataka was the highest ARPU generating circle among category A circles.

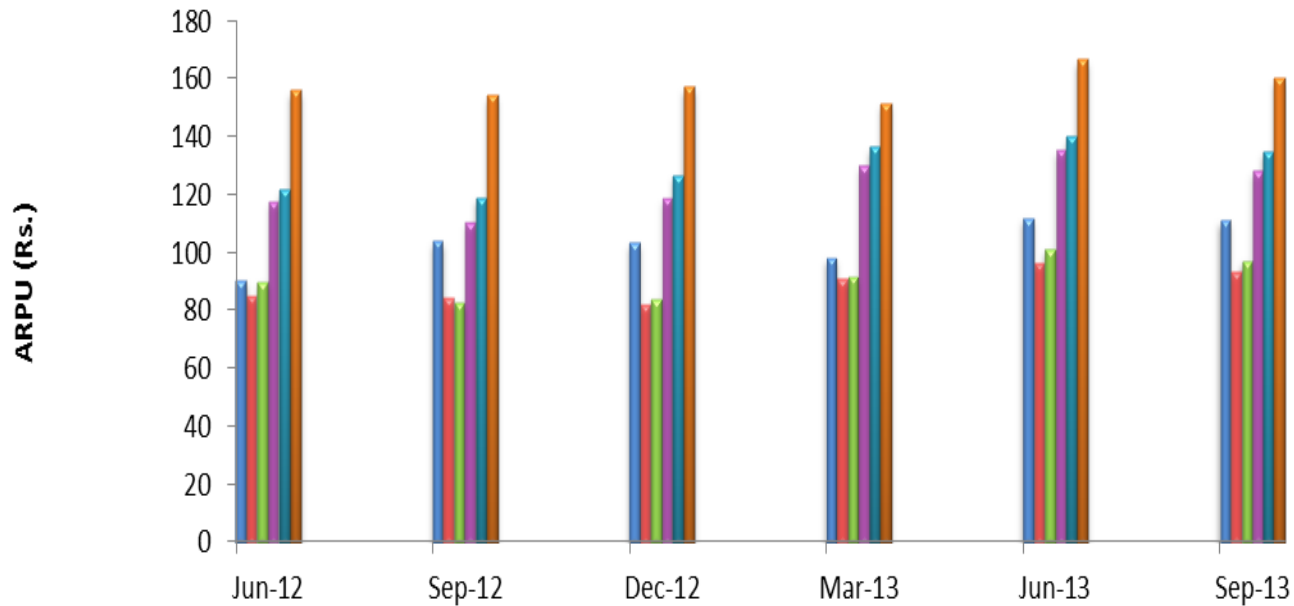
ARPU Trend for Category B Circles



	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13
■ Kerala	144	149	157	169	182	187
■ Punjab	138	143	139	144	147	147
■ Haryana	106	102	106	108	117	116
■ UP West	90	86	90	96	106	104
■ UP East	102	92	97	103	111	103
■ Rajasthan	112	113	109	114	124	115
■ Madhya Pradesh	95	83	89	97	107	98
■ West Bengal	77	72	73	80	92	89

- All the Category B circles except Kerala witnessed a decrease in ARPU levels
- MP witnessed maximum decrease in ARPU (INR 98) in the third quarter of 7.97%
- Kerala has the highest ARPU of INR 187 followed by Punjab (INR 147) among B circles.

ARPU Trend for Category C Circles



	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13
Himachal Pradesh	90	104	103	98	112	111
Orissa	85	84	82	91	97	94
Bihar	90	83	84	92	101	97
Assam	118	111	119	130	135	128
North East	122	119	127	137	140	135
Jammu & Kashmir	156	154	157	152	167	160

- All the Category C circles witnessed a decrease in ARPU levels
- Assam witnessed maximum decrease in ARPU (INR 128) of 5.24% .
- J&K has the highest ARPU of INR 160

Thank You