



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

**(July-Sep'05)**

**9th January'2006**

## REVENUES & ARPUs - Circle wise

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S.No.	Name of the Company	Service Area	REVENUE			ARPU		
			Rs Crores			Rs.		
			Current Quarter (July-Sep'05)	Previous Quarter (Apr-Jun'05)	% Change Over Previous Quarter	Current Quarter (July-Sep'05)	Previous Quarter (Apr-Jun'05)	% Change Over Previous Quarter
1	Bharti Tele-Ventures	Delhi	282.30	275.90	2.32%	547.22	559.59	-2.21%
	Hutchison Essar	Delhi	217.49	199.50	9.02%	463.84	445.97	4.01%
	IDEA	Delhi	83.40	78.00	6.92%	408.40	418.78	-2.48%
	<b>Average ARPU - Delhi</b>					<b>490.50</b>	<b>491.20</b>	-0.14%
2	HMTL	Mumbai	269.89	283.20	-4.70%	569.27	619.52	-8.11%
	BPL Mobile	Mumbai	108.80	125.30	-13.17%	283.81	337.26	-15.85%
	Bharti Cellular	Mumbai	120.70	104.90	15.06%	472.93	452.44	4.53%
	<b>Average ARPU - Mumbai</b>					<b>448.82</b>	<b>484.11</b>	-7.29%
3	Hutchison Telecom	Kolkata	94.01	91.70	2.52%	450.64	469.47	-4.01%
	Bharti Tele-Ventures	Kolkata	58.70	56.20	4.45%	387.70	372.64	4.04%
	<b>Average ARPU - Kolkata</b>					<b>424.17</b>	<b>427.28</b>	-0.73%
4	Bharti Tele-Ventures	Chennai	74.90	60.80	23.19%	483.79	414.26	16.78%
	Hutchison Essar	Chennai	36.42	30.00	21.40%	484.15	492.41	-1.68%
	Aircel Cellular	Chennai	57.70	51.30	12.48%	318.03	304.19	4.55%
	<b>Average ARPU - Chennai</b>					<b>410.77</b>	<b>377.59</b>	8.79%
5	BPL Cellular	Maharashtra	48.63	52.63	-7.60%	270.36	318.11	-15.01%
	IDEA	Maharashtra	153.13	158.63	-3.47%	355.43	390.75	-9.04%
	Bharti Tele-Ventures	Maharashtra	89.70	75.50	18.81%	378.57	366.95	3.17%
	<b>Average ARPU - Maharashtra</b>					<b>343.85</b>	<b>368.98</b>	-6.81%
6	Fascel Limited	Gujarat	192.81	192.13	0.36%	468.28	498.19	-6.00%
	Idea Cellular	Gujarat	66.63	72.00	-7.47%	305.92	355.65	-13.98%
	Bharti Tele-Ventures	Gujarat	45.20	49.90	-9.42%	262.73	313.12	-16.09%
	<b>Average ARPU - Gujarat</b>					<b>380.05</b>	<b>420.13</b>	-9.54%
7	Idea Cellular	AP	74.25	73.63	0.85%	329.98	357.47	-7.69%
	Hutchison Essar	A.P.	69.33	57.30	20.99%	454.11	446.79	1.64%
	Bharti Tele-Ventures	A.P.	151.13	121.00	24.90%	435.85	403.11	8.12%
	<b>Average ARPU - AP</b>					<b>406.81</b>	<b>397.12</b>	2.44%
8	Bharti Tele-Ventures	Karnataka	232.63	196.75	18.23%	525.80	498.16	5.55%
	Spice	Karnataka	29.88	30.38	-1.65%	319.18	324.77	-1.72%
	Hutchison Essar	Karnataka	91.39	82.80	10.37%	444.27	468.61	-5.19%
	<b>Average ARPU - Karnataka</b>					<b>477.11</b>	<b>465.93</b>	2.40%
9	Aircel Limited	Tamil Nadu	100.13	104.75	-4.42%	243.38	280.11	-13.11%
	BPL Cellular	Tamil Nadu	29.88	28.50	4.82%	229.60	226.87	1.20%
	Bharti Tele-Ventures	TN	45.10	28.50	58.25%	299.89	149.63	100.42%
	<b>Average ARPU - TN</b>					<b>253.07</b>	<b>234.40</b>	7.96%
10	BPL Cellular	Kerala	28.17	26.67	5.63%	231.10	225.77	2.36%
	Bharti Tele-Ventures	Kerala	35.75	34.75	2.88%	289.56	318.12	-8.98%
	IDEA Mobile	Kerala	56.00	53.00	5.66%	285.81	301.41	-5.17%
	<b>Average ARPU - Kerala</b>					<b>271.75</b>	<b>283.78</b>	-4.24%

11	Spice	Punjab	99.33	97.83	1.53%	283.06	284.98	-0.67%
	Bharti Tele-Ventures	Punjab	158.00	149.83	5.45%	383.47	383.32	0.04%
	Hutchison Essar	Punjab	29.79	15.75	89.13%	359.63	301.46	19.30%
	<b>Average ARPU - Punjab</b>					<b>339.47</b>	<b>334.95</b>	1.35%
12	IDEA Mobile	Haryana	17.33	17.17	0.97%	254.20	284.14	-10.54%
	Bharti Tele-Ventures	Haryana	30.25	26.38	14.69%	313.07	307.89	1.68%
	ADIL	Haryana	20.93	20.67	1.29%	284.66	336.05	-15.29%
	<b>Average ARPU - Haryana</b>					<b>287.46</b>	<b>309.32</b>	-7.07%
13	IDEA Mobile	UP(West)	63.33	65.00	-2.56%	288.30	320.74	-10.11%
	Bharti Tele-Ventures	UP(W)	42.50	40.63	4.62%	299.90	329.31	-8.93%
	Hutchison Essar	UP(W)	25.83	19.25	34.16%	313.08	335.73	-6.74%
	<b>Average ARPU - UP (W)</b>					<b>296.61</b>	<b>325.74</b>	-8.94%
14	ADIL	UP (East)	90.55	85.00	6.53%	304.47	324.33	-6.12%
	Bharti Tele-Ventures	UP (East)	33.00	23.63	39.68%	300.76	297.92	0.95%
	<b>Average ARPU - UP (E)</b>					<b>303.47</b>	<b>318.19</b>	-4.63%
15	ADIL	Rajasthan	37.52	36.67	2.32%	304.41	349.23	-12.83%
	Bharti Hexacom	Rajasthan	73.00	67.00	8.96%	370.29	400.27	-7.49%
	<b>Average ARPU - Rajasthan</b>					<b>344.95</b>	<b>380.59</b>	-9.37%
16	Idea Cellular	MP	50.17	51.83	-3.22%	307.52	337.08	-8.77%
	Reliance	M.P	32.33	29.33	10.23%	273.43	291.12	-6.08%
	Bharti Tele-Ventures	MP	23.50	23.63	-0.53%	272.10	315.76	-13.82%
	<b>Average ARPU - MP</b>					<b>288.24</b>	<b>318.17</b>	-9.41%
17	Reliance	WB	15.50	15.50	0.00%	256.41	302.87	-15.34%
	Bharti Tele-Ventures	WB	17.50	12.50	40.00%	302.92	286.72	5.65%
	Hutchison Essar	WB	17.29	14.25	21.32%	261.89	307.66	-14.88%
	<b>Average ARPU - WB</b>					<b>272.96</b>	<b>299.45</b>	-8.85%
18	Bharti Tele-Ventures	H.P	29.80	26.20	13.74%	402.52	408.22	-1.40%
	Reliance	HP	3.00	2.60	15.38%	182.81	202.93	-9.91%
	<b>Average ARPU - HP</b>					<b>362.65</b>	<b>374.05</b>	-3.05%
19	Reliance	Orissa	14.20	13.40	5.97%	296.21	333.14	-11.09%
	Bharti Tele-Ventures	Orissa	18.83	14.50	29.89%	324.00	326.97	-0.91%
	<b>Average ARPU - Orissa</b>					<b>311.44</b>	<b>329.91</b>	-5.60%
20	Reliance	Bihar	41.80	36.20	15.47%	302.91	301.34	0.52%
	Bharti Tele-Ventures	Bihar	29.33	18.17	61.47%	292.25	264.25	10.60%
	<b>Average ARPU - Bihar</b>					<b>298.42</b>	<b>287.84</b>	3.68%
21	Reliance	Assam	19.20	16.60	15.66%	410.51	452.27	-9.23%
	Bharti Tele-Ventures	Assam	5.83	1.33	337.50%	460.76	585.95	-21.37%
	<b>Average ARPU - Assam</b>					<b>421.21</b>	<b>460.07</b>	-8.45%
22	Reliance	NE	5.60	4.40	27.27%	438.13	455.29	-3.77%
	Bharti Tele-Ventures	NE	1.00	0.50	100.00%	445.69	595.45	-25.15%
	<b>Average ARPU - NE</b>					<b>439.26</b>	<b>466.49</b>	-5.84%
23	Bharti Tele-Ventures	J & K	20.17	18.83	7.08%	399.17	479.75	-16.80%
	<b>Average ARPU - J&amp;K</b>					<b>399.17</b>	<b>479.75</b>	-16.80%
	<b>All India</b>		<b>4010.43</b>	<b>3760.16</b>	6.66%	<b>375.16</b>	<b>389.77</b>	-3.75%

## REVENUES & ARPUs - Company wise

S.No.	Name of the Company	Service Area	REVENUE			ARPU		
			Rs Crores			Rs.		
			Current Quarter (July-Sep'05)	Previous Quarter (Apr-Jun'05)	% Change Over Previous Quarter	Current Quarter (July-Sep'05)	Previous Quarter (Apr-Jun'05)	% Change Over Previous Quarter
1	Aircel Limited	Tamil Nadu	100.13	104.75	-4.42%	243.38	280.11	-13.11%
	Aircel Cellular	Chennai	57.70	51.30	12.48%	318.03	304.19	4.55%
<b>Total Revenue/Average monthly ARPU</b>			<b>157.83</b>	<b>156.05</b>	<b>1.14%</b>	<b>266.22</b>	<b>287.59</b>	<b>-7.43%</b>
2	BPL Cellular	Maharashtra	48.63	52.63	-7.60%	270.36	318.11	-15.01%
	BPL Cellular	Tamil Nadu	29.88	28.50	4.82%	229.60	226.87	1.20%
	BPL Cellular	Kerala	28.17	26.67	5.63%	231.10	225.77	2.36%
	BPL Mobile	Mumbai	108.80	125.30	-13.17%	283.81	337.26	-15.85%
<b>Total Revenue/Average monthly ARPU</b>			<b>215.47</b>	<b>233.09</b>	<b>-7.56%</b>	<b>264.31</b>	<b>298.57</b>	<b>-11.47%</b>
3	Idea Cellular	Maharashtra	153.13	158.63	-3.47%	355.43	390.75	-9.04%
	Idea Cellular	AP	74.25	73.63	0.85%	329.98	357.47	-7.69%
	Idea Cellular	Gujarat	66.63	72.00	-7.47%	305.92	355.65	-13.98%
	Idea Cellular	MP	50.17	51.83	-3.22%	307.52	337.08	-8.77%
	Idea Cellular	Delhi	83.40	78.00	6.92%	408.40	418.78	-2.48%
	IDEA Mobile	Kerala	56.00	53.00	5.66%	285.81	301.41	-5.17%
	IDEA Mobile	Haryana	17.33	17.17	0.97%	254.20	284.14	-10.54%
	IDEA Mobile	UP(West)	63.33	65.00	-2.56%	288.30	320.74	-10.11%
<b>Total Revenue/Average monthly ARPU</b>			<b>564.23</b>	<b>569.25</b>	<b>-0.88%</b>	<b>327.14</b>	<b>357.28</b>	<b>-8.44%</b>
4	HMTL	Mumbai	269.89	283.20	-4.70%	569.27	619.52	-8.11%
	Fascel	Gujarat	192.81	192.13	0.36%	468.28	498.19	-6.00%
	Hutchison Essar	Delhi	217.49	199.50	9.02%	463.84	445.97	4.01%
	Hutchison Telecom	Kolkata	94.01	91.70	2.52%	450.64	469.47	-4.01%
	Hutchison Essar	Chennai	36.42	30.00	21.40%	484.15	492.41	-1.68%
	Hutchison Essar	AP	69.33	57.30	20.99%	454.11	446.79	1.64%
	Hutchison Essar	Karnataka	91.39	82.80	10.37%	444.27	468.61	-5.19%
	Hutchison Essar	Punjab	29.79	15.75	89.13%	359.63	301.46	19.30%
	ADIL	Haryana	20.93	20.67	1.29%	284.66	336.05	-15.29%
	ADIL	Rajasthan	37.52	36.67	2.32%	304.41	349.23	-12.83%
	ADIL	UP (East)	90.55	85.00	6.53%	304.47	324.33	-6.12%
	Hutchison Essar	UP (W)	25.83	19.25	34.16%	313.08	335.73	-6.74%
	Hutchison Telecom	WB	17.29	14.25	21.32%	261.89	307.66	-14.88%
<b>Total Revenue/Average monthly ARPU</b>			<b>1193.24</b>	<b>1128.21</b>	<b>5.76%</b>	<b>438.29</b>	<b>463.18</b>	<b>-5.37%</b>
5	Spice	Punjab	99.33	97.83	1.53%	283.06	284.98	-0.67%
	Spice	Karnataka	29.88	30.38	-1.65%	319.18	324.77	-1.72%
<b>Total Revenue/Average monthly ARPU</b>			<b>129.21</b>	<b>128.21</b>	<b>0.78%</b>	<b>290.66</b>	<b>293.50</b>	<b>-0.97%</b>
6	Bharti Tele-Ventures	Delhi	282.30	275.90	2.32%	547.22	559.59	-2.21%
	Bharti Tele-Ventures	H.P	29.80	26.20	13.74%	402.52	408.22	-1.40%
	Bharti Tele-Ventures	A.P.	151.13	121.00	24.90%	435.85	403.11	8.12%
	Bharti Tele-Ventures	Karnataka	232.63	196.75	18.23%	525.80	498.16	5.55%
	Bharti Tele-Ventures	Kolkata	58.70	56.20	4.45%	387.70	372.64	4.04%
	Bharti Tele-Ventures	Chennai	74.90	60.80	23.19%	483.79	414.26	16.78%

	Bharti Tele-Ventures	Punjab	158.00	149.83	5.45%	383.47	383.32	0.04%
	Bharti Tele-Ventures	Mumbai	120.70	104.90	15.06%	472.93	452.44	4.53%
	Bharti Tele-Ventures	UP(W)	42.50	40.63	4.62%	299.90	329.31	-8.93%
	Bharti Tele-Ventures	UP (E)	33.00	23.63	39.68%	300.76	297.92	0.95%
	Bharti Tele-Ventures	MP	23.50	23.63	-0.53%	272.10	315.76	-13.82%
	Bharti Tele-Ventures	Haryana	30.25	26.38	14.69%	313.07	307.89	1.68%
	Bharti Tele-Ventures	Kerala	35.75	34.75	2.88%	293.32	318.12	-7.80%
	Bharti Tele-Ventures	TN	45.10	28.50	58.25%	299.89	260.35	15.19%
	Bharti Tele-Ventures	Maharashtra	89.70	75.50	18.81%	378.57	366.95	3.17%
	Bharti Tele-Ventures	Gujarat	45.20	49.90	-9.42%	262.73	313.12	-16.09%
	Bharti Hexacom	Rajasthan	73.00	67.00	8.96%	370.29	400.27	-7.49%
	Bharti Tele-Ventures	WB	17.50	12.50	40.00%	302.92	286.72	5.65%
	Bharti Tele-Ventures	Orissa	18.83	14.50	29.89%	324.00	326.97	-0.91%
	Bharti Tele-Ventures	J & K	20.17	18.83	7.08%	399.17	479.75	-16.80%
	Bharti Tele-Ventures	Bihar	29.33	18.17	61.47%	292.25	264.25	10.60%
	Bharti Tele-Ventures	Assam	5.83	1.33	337.50%	460.76	585.95	-21.37%
	Bharti Tele-Ventures	North East	1.00	0.50	100.00%	445.69	595.45	-25.15%
	<b>Total Revenue/Average monthly ARPU</b>		<b>1618.82</b>	<b>1427.32</b>	<b>13.42%</b>	<b>410.13</b>	<b>409.43</b>	<b>0.17%</b>
7	Reliance	M.P	32.33	29.33	10.23%	273.43	291.12	-6.08%
	Reliance	Orissa	14.20	13.40	5.97%	296.21	333.14	-11.09%
	Reliance	HP	3.00	2.60	15.38%	182.81	202.93	-9.91%
	Reliance	WB	15.50	15.50	0.00%	256.41	302.87	-15.34%
	Reliance	Assam	19.20	16.60	15.66%	410.51	452.27	-9.23%
	Reliance	NE	5.60	4.40	27.27%	438.13	455.29	-3.77%
	Reliance	Bihar	41.80	36.20	15.47%	302.91	301.34	0.52%
	<b>Total Revenue/Average monthly ARPU</b>		<b>131.63</b>	<b>118.03</b>	<b>11.52%</b>	<b>298.76</b>	<b>317.74</b>	<b>-5.97%</b>
		<b>All India</b>	<b>4010.43</b>	<b>3760.16</b>	<b>6.66%</b>	<b>375.16</b>	<b>389.77</b>	<b>-3.75%</b>

\* AGR - Adjusted Gross Revenue as defined by DoT