



**Final Report**  
on  
**ARPU/Revenue Analysis**  
for

**Private GSM Cellular Operators**

**Apr-June'2007**

**27th September'2007**

**Revenues & ARPU - Circle wise  
Jan-Mar'07 & Apr-June'07**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs. Crores			Rs.		
			Current Quarter (Apr-June'07)	Previous Quarter (Jan-Mar'07)	% Change over previous quarter	Current Quarter (Apr-June'07)	Previous Quarter (Jan-Mar'07)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	427.19	417.91	2.22%	450.65	478.59	-5.84%
	Vodafone Essar	Delhi	315.65	286.67	10.11%	423.32	422.29	0.24%
	IDEA	Delhi	146.69	132.23	10.94%	323.42	318.92	1.41%
	<b>Average ARPU - Delhi</b>					<b>414.28</b>	<b>425.50</b>	-2.64%
2	Vodafone Essar	Mumbai	413.30	367.57	12.44%	536.87	505.22	6.26%
	BPL Mobile	Mumbai	114.36	122.69	-6.79%	353.15	384.52	-8.16%
	Bharti Airtel Ltd	Mumbai	240.50	226.02	6.41%	416.33	417.85	-0.36%
	<b>Average ARPU - Mumbai</b>					<b>459.61</b>	<b>451.19</b>	1.87%
3	Vodafone Essar	Kolkata	138.43	124.08	11.57%	344.06	336.24	2.33%
	Bharti Airtel Ltd	Kolkata	111.75	95.14	17.46%	329.19	324.01	1.60%
	Reliable Internet	Kolkata	11.05	11.30	-2.18%	149.04	180.99	-17.65%
	<b>Average ARPU - Kolkata</b>					<b>320.15</b>	<b>317.92</b>	0.70%
4	Bharti Airtel Ltd	Chennai	144.94	126.76	14.34%	439.29	438.74	0.13%
	Vodafone Essar	Chennai	78.02	73.30	6.44%	342.97	363.54	-5.66%
	Aircel Cellular	Chennai	111.17	95.83	16.01%	297.10	291.81	1.81%
	<b>Average ARPU - Chennai</b>					<b>358.66</b>	<b>361.30</b>	-0.73%
5	Vodafone Essar	Maharashtra	119.87	107.86	11.14%	317.79	332.21	-4.34%
	IDEA	Maharashtra	284.48	262.56	8.35%	307.25	321.18	-4.34%
	Bharti Airtel Ltd	Maharashtra	226.60	204.69	10.70%	277.51	288.23	-3.72%
	<b>Average ARPU - Maharashtra</b>					<b>297.67</b>	<b>310.48</b>	-4.13%
6	Vodafone Essar	Gujarat	384.64	333.80	15.23%	291.01	283.20	2.76%
	Idea Cellular	Gujarat	141.16	124.94	12.99%	262.84	249.80	5.22%
	Bharti Airtel Ltd	Gujarat	128.06	102.39	25.07%	258.44	227.02	13.84%
	<b>Average ARPU - Gujarat</b>					<b>277.73</b>	<b>263.46</b>	5.41%
7	Idea Cellular	AP	182.54	149.14	22.40%	311.53	293.15	6.27%
	Vodafone Essar	A.P.	147.17	132.10	11.41%	304.91	313.38	-2.71%
	Bharti Airtel Ltd	A.P.	398.94	321.14	24.23%	344.66	318.76	8.13%
	<b>Average ARPU - AP</b>					<b>327.32</b>	<b>310.87</b>	5.29%
8	Bharti Airtel Ltd	Karnataka	483.71	418.50	15.58%	353.96	351.63	0.66%
	Spice	Karnataka	66.34	58.79	12.84%	235.96	258.20	-8.62%
	Vodafone Essar	Karnataka	170.81	147.49	15.81%	314.41	300.20	4.73%
	<b>Average ARPU - Karnataka</b>					<b>329.01</b>	<b>327.25</b>	0.54%
9	Aircel Limited	Tamil Nadu	245.07	184.78	32.63%	257.79	227.98	13.08%
	Vodafone Essar	Tamil Nadu	92.08	67.49	36.43%	249.13	240.12	3.75%
	Bharti Airtel Ltd	TN	189.10	135.66	39.39%	286.12	250.13	14.39%
	<b>Average ARPU - TN</b>					<b>265.62</b>	<b>237.42</b>	11.88%

10	Vodafone Essar	Kerala	74.20	58.57	26.69%	250.09	237.96	5.10%
	Bharti Airtel Ltd	Kerala	89.74	71.32	25.82%	284.03	259.72	9.36%
	IDEA Mobile	Kerala	128.27	107.62	19.19%	255.42	244.06	4.65%
	<b>Average ARPU - Kerala</b>					<b>262.11</b>	<b>246.97</b>	6.13%
11	Spice	Punjab	127.26	125.50	1.40%	210.78	228.56	-7.78%
	Bharti Airtel Ltd	Punjab	243.02	230.53	5.42%	303.51	300.98	0.84%
	Vodafone Essar	Punjab	90.75	83.34	8.90%	239.76	254.75	-5.88%
	<b>Average ARPU - Punjab</b>					<b>258.57</b>	<b>267.56</b>	-3.36%
12	IDEA Mobile	Haryana	50.92	52.33	-2.71%	196.01	219.15	-10.56%
	Bharti Airtel Ltd	Haryana	56.28	52.00	8.22%	235.85	237.30	-0.61%
	Vodafone Essar	Haryana	64.32	52.30	22.98%	247.16	251.78	-1.83%
	<b>Average ARPU - Haryana</b>					<b>226.09</b>	<b>235.31</b>	-3.92%
13	IDEA Mobile	UP(West)	131.93	116.60	13.15%	265.31	255.43	3.87%
	Bharti Airtel Ltd	UP(W)	99.27	78.07	27.16%	295.39	269.47	9.62%
	Vodafone Essar	UP(W)	145.70	103.29	41.06%	267.20	227.71	17.34%
	<b>Average ARPU - UP (W)</b>					<b>273.39</b>	<b>248.34</b>	10.09%
14	Vodafone Essar	UP (East)	280.20	215.42	30.07%	314.55	276.23	13.87%
	Bharti Airtel Ltd	UP (East)	157.03	116.51	34.77%	305.96	273.88	11.71%
	IDEA Telecom	UP (East)	22.23	15.25	45.74%	181.33	184.66	-1.80%
	<b>Average ARPU - UP (E)</b>					<b>300.97</b>	<b>269.58</b>	11.64%
15	Vodafone Essar	Rajasthan	133.36	114.27	16.71%	271.17	288.27	-5.93%
	Bharti Airtel Ltd	Rajasthan	198.12	138.64	42.90%	325.28	279.73	16.28%
	IDEA Telecom	Rajasthan	21.75	15.58	39.66%	199.37	229.41	-13.10%
	<b>Average ARPU - Rajasthan</b>					<b>291.93</b>	<b>279.70</b>	4.37%
16	Idea Cellular	MP	150.95	117.70	28.26%	290.46	269.90	7.62%
	Reliance	M.P	51.67	33.42	54.60%	217.37	177.74	22.29%
	Bharti Airtel Ltd	MP	128.98	92.18	39.92%	277.05	246.62	12.34%
	<b>Average ARPU - MP</b>					<b>271.15</b>	<b>243.81</b>	11.21%
17	Reliance	WB	24.05	18.48	30.10%	165.30	144.32	14.54%
	Bharti Airtel Ltd	WB	81.94	58.56	39.91%	281.72	266.01	5.91%
	Vodafone Essar	WB	124.38	89.08	39.62%	261.33	236.22	10.63%
	Dishnet Wireless	WB	8.63	3.80	127.20%	170.85	93.48	82.76%
	<b>Average ARPU - WB</b>					<b>248.23</b>	<b>221.85</b>	11.89%
18	Bharti Airtel Ltd	H.P	51.71	47.80	8.18%	290.54	313.04	-7.19%
	Reliance	HP	9.78	6.58	48.54%	206.57	204.47	1.03%
	IDEA Telecom	HP	1.54	1.18	29.97%	204.44	283.92	-27.99%
	Dishnet Wireless	HP	0.74	0.33	124.75%	218.58	247.05	-11.53%
	<b>Average ARPU - HP</b>					<b>269.94</b>	<b>293.58</b>	-8.05%
19	Reliance	Orissa	27.45	22.48	22.12%	204.01	207.65	-1.75%
	Bharti Airtel Ltd	Orissa	94.05	80.68	16.57%	303.07	318.67	-4.90%
	Dishnet Wireless	Orissa	14.35	7.82	83.62%	187.26	159.94	17.08%
	<b>Average ARPU - Orissa</b>					<b>260.49</b>	<b>270.48</b>	-3.69%
20	Reliance	Bihar	66.16	51.72	27.92%	220.51	202.41	8.94%
	Bharti Airtel Ltd	Bihar	220.10	175.24	25.60%	286.36	282.73	1.28%
	Dishnet Wireless	Bihar	8.03	0.42	1831.86%	420.33	90.09	366.54%
	<b>Average ARPU - Bihar</b>					<b>270.55</b>	<b>258.39</b>	4.70%

21	Reliance	Assam	40.80	31.36	30.09%	292.51	316.47	-7.57%
	Bharti Airtel Ltd	Assam	63.68	52.67	20.92%	327.31	328.74	-0.44%
	Dishnet Wireless	Assam	51.48	33.95	51.64%	228.75	203.03	12.67%
	<b>Average ARPU - Assam</b>					<b>278.95</b>	<b>276.60</b>	0.85%
22	Reliance	NE	14.45	9.70	48.97%	279.35	265.33	5.29%
	Bharti Airtel Ltd	NE	31.84	25.85	23.14%	358.55	373.85	-4.09%
	Dishnet Wireless	NE	30.42	21.41	42.04%	274.58	266.63	2.98%
	<b>Average ARPU - NE</b>					<b>305.23</b>	<b>306.23</b>	-0.33%
23	Bharti Airtel Ltd	J & K	77.90	61.20	27.29%	446.47	407.84	9.47%
	Dishnet Wireless	J & K	10.81	5.78	86.92%	326.15	251.09	29.89%
	<b>Average ARPU - J&amp;K</b>					<b>427.26</b>	<b>386.98</b>	10.41%
	All India		<b>9013.80</b>	<b>7627.34</b>	18.18%	<b>308.07</b>	<b>301.38</b>	2.22%

**Revenues & ARPUs - Company wise  
Jan-Mar'07 & Apr-June'07**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs. Crores			Rs.		
			Current Quarter (Apr-June'07)	Previous Quarter (Jan-Mar'07)	% Change over previous quarter	Current Quarter (Apr-June'07)	Previous Quarter (Jan-Mar'07)	% Change over previous quarter
1	Aircel Limited	Tamil Nadu	245.07	184.78	32.63%	257.79	227.98	13.08%
	Aircel Cellular	Chennai	111.17	95.83	16.01%	297.10	291.81	1.81%
	Dishnet Wireless	WB	8.63	3.80	127.20%	170.85	93.48	82.76%
	Dishnet Wireless	Orissa	14.35	7.82	83.62%	187.26	159.94	17.08%
	Dishnet Wireless	Assam	51.48	33.95	51.64%	228.75	203.03	12.67%
	Dishnet Wireless	NE	30.42	21.41	42.04%	274.58	266.63	2.98%
	Dishnet Wireless	J & K	10.81	5.78	86.92%	326.15	251.09	29.89%
	Dishnet Wireless	Bihar	8.03	0.42	1831.86%	420.33	90.09	366.54%
	Dishnet Wireless	HP	0.74	0.33	124.75%	218.58	247.05	-11.53%
	<b>Total Revenue/Average monthly ARPU</b>		<b>480.70</b>	<b>354.11</b>	<b>35.75%</b>	<b>260.76</b>	<b>235.31</b>	<b>10.82%</b>
2	BPL Mobile	Mumbai	114.36	122.69	-6.79%	353.15	384.52	-8.16%
	<b>Total Revenue/Average monthly ARPU</b>		<b>114.36</b>	<b>122.69</b>	<b>-6.79%</b>	<b>353.15</b>	<b>384.52</b>	<b>-8.16%</b>
3	Idea Cellular	Maharashtra	284.48	262.56	8.35%	307.25	321.18	-4.34%
	Idea Cellular	AP	182.54	149.14	22.40%	311.53	293.15	6.27%
	Idea Cellular	Gujarat	141.16	124.94	12.99%	262.84	249.80	5.22%
	Idea Cellular	MP	150.95	117.70	28.26%	290.46	269.90	7.62%
	Idea Cellular	Delhi	146.69	132.23	10.94%	323.42	318.92	1.41%
	IDEA Mobile	Kerala	128.27	107.62	19.19%	255.42	244.06	4.65%
	IDEA Mobile	Haryana	50.92	52.33	-2.71%	196.01	219.15	-10.56%
	IDEA Mobile	UP(West)	131.93	116.60	13.15%	265.31	255.43	3.87%
	IDEA Telecom	Rajasthan	21.75	15.58	39.66%	199.37	229.41	-13.10%
	IDEA Telecom	UP (E)	22.23	15.25	45.74%	181.33	184.66	-1.80%
	IDEA Telecom	HP	1.54	1.18	29.97%	204.44	283.92	-27.99%
	<b>Total Revenue/Average monthly ARPU</b>		<b>1262.44</b>	<b>1095.12</b>	<b>15.28%</b>	<b>279.27</b>	<b>275.99</b>	<b>1.19%</b>
4	Vodafone Essar	Mumbai	413.30	367.57	12.44%	536.87	505.22	6.26%
	Vodafone Essar	Gujarat	384.64	333.80	15.23%	291.01	283.20	2.76%
	Vodafone Essar	Delhi	315.65	286.67	10.11%	423.32	422.29	0.24%
	Vodafone Essar	Kolkata	138.43	124.08	11.57%	344.06	336.24	2.33%
	Vodafone Essar	Chennai	78.02	73.30	6.44%	342.97	363.54	-5.66%
	Vodafone Essar	AP	147.17	132.10	11.41%	304.91	313.38	-2.71%
	Vodafone Essar	Karnataka	170.81	147.49	15.81%	314.41	300.20	4.73%
	Vodafone Essar	Punjab	90.75	83.34	8.90%	239.76	254.75	-5.88%
	Vodafone Essar	Haryana	64.32	52.30	22.98%	247.16	251.78	-1.83%
	Vodafone Essar	Rajasthan	133.36	114.27	16.71%	271.17	288.27	-5.93%
	Vodafone Essar	UP (East)	280.20	215.42	30.07%	314.55	276.23	13.87%
	Vodafone Essar	UP (W)	145.70	103.29	41.06%	267.20	227.71	17.34%
	Vodafone Essar	WB	124.38	89.08	39.62%	261.33	236.22	10.63%
	Vodafone Essar	Maharashtra	119.87	107.86	11.14%	317.79	332.21	-4.34%
	Vodafone Essar	Tamil Nadu	92.08	67.49	36.43%	249.13	240.12	3.75%
	Vodafone Essar	Kerala	74.20	58.57	26.69%	250.09	237.96	5.10%
	<b>Total Revenue/Average monthly ARPU</b>		<b>2772.87</b>	<b>2356.62</b>	<b>17.66%</b>	<b>323.22</b>	<b>315.81</b>	<b>2.35%</b>

5	Spice	Punjab	127.26	125.50	1.40%	210.78	228.56	-7.78%
	Spice	Karnataka	66.34	58.79	12.84%	235.96	258.20	-8.62%
<b>Total Revenue/Average monthly ARPU</b>			<b>193.60</b>	<b>184.29</b>	<b>5.05%</b>	<b>218.78</b>	<b>237.25</b>	<b>-7.78%</b>
6	Bharti Airtel Ltd	Delhi	427.19	417.91	2.22%	450.65	478.59	-5.84%
	Bharti Airtel Ltd	H.P	51.71	47.80	8.18%	290.54	313.04	-7.19%
	Bharti Airtel Ltd	A.P.	398.94	321.14	24.23%	344.66	318.76	8.13%
	Bharti Airtel Ltd	Karnataka	483.71	418.50	15.58%	353.96	351.63	0.66%
	Bharti Airtel Ltd	Kolkata	111.75	95.14	17.46%	329.19	324.01	1.60%
	Bharti Airtel Ltd	Chennai	144.94	126.76	14.34%	439.29	438.74	0.13%
	Bharti Airtel Ltd	Punjab	243.02	230.53	5.42%	303.51	300.98	0.84%
	Bharti Airtel Ltd	Mumbai	240.50	226.02	6.41%	416.33	417.85	-0.36%
	Bharti Airtel Ltd	UP(W)	99.27	78.07	27.16%	295.39	269.47	9.62%
	Bharti Airtel Ltd	UP (E)	157.03	116.51	34.77%	305.96	273.88	11.71%
	Bharti Airtel Ltd	MP	128.98	92.18	39.92%	277.05	246.62	12.34%
	Bharti Airtel Ltd	Haryana	56.28	52.00	8.22%	235.85	237.30	-0.61%
	Bharti Airtel Ltd	Kerala	89.74	71.32	25.82%	284.03	259.72	9.36%
	Bharti Airtel Ltd	TN	189.10	135.66	39.39%	286.12	250.13	14.39%
	Bharti Airtel Ltd	Maharashtra	226.60	204.69	10.70%	277.51	288.23	-3.72%
	Bharti Airtel Ltd	Gujarat	128.06	102.39	25.07%	258.44	227.02	13.84%
	Bharti Airtel Ltd	Rajasthan	198.12	138.64	42.90%	325.28	279.73	16.28%
	Bharti Airtel Ltd	WB	81.94	58.56	39.91%	281.72	266.01	5.91%
	Bharti Airtel Ltd	Orissa	94.05	80.68	16.57%	303.07	318.67	-4.90%
	Bharti Airtel Ltd	J & K	77.90	61.20	27.29%	446.47	407.84	9.47%
	Bharti Airtel Ltd	Bihar	220.10	175.24	25.60%	286.36	282.73	1.28%
	Bharti Airtel Ltd	Assam	63.68	52.67	20.92%	327.31	328.74	-0.44%
	Bharti Airtel Ltd	North East	31.84	25.85	23.14%	358.55	373.85	-4.09%
<b>Total Revenue/Average monthly ARPU</b>			<b>3944.42</b>	<b>3329.46</b>	<b>18.47%</b>	<b>329.34</b>	<b>321.15</b>	<b>2.55%</b>
7	Reliance Internet	Kolkata	11.05	11.30	-2.18%	149.04	180.99	-17.65%
	Reliance Telecom	M.P	51.67	33.42	54.60%	217.37	177.74	22.29%
	Reliance Telecom	Orissa	27.45	22.48	22.12%	204.01	207.65	-1.75%
	Reliance Telecom	HP	9.78	6.58	48.54%	206.57	204.47	1.03%
	Reliance Telecom	WB	24.05	18.48	30.10%	165.30	144.32	14.54%
	Reliance Telecom	Assam	40.80	31.36	30.09%	292.51	316.47	-7.57%
	Reliance Telecom	NE	14.45	9.70	48.97%	279.35	265.33	5.29%
	Reliance Telecom	Bihar	66.16	51.72	27.92%	220.51	202.41	8.94%
<b>Total Revenue/Average monthly ARPU</b>			<b>245.40</b>	<b>185.05</b>	<b>32.62%</b>	<b>217.08</b>	<b>203.31</b>	<b>6.77%</b>
<b>All India</b>			<b>9013.80</b>	<b>7627.34</b>	<b>18.18%</b>	<b>308.07</b>	<b>301.38</b>	<b>2.22%</b>

\* AGR - Adjusted Gross Revenue as defined by DoT