



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

July-Sep'2006

18 December'2006

**Revenues & ARPUs - Circle wise
(Apr-June'06 - July-Sep'06)**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (July-Sep'06)	Previous Quarter (Apr-June'06)	% Change over previous quarter	Current Quarter (July-Sep'06)	Previous Quarter (Apr-June'06)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	357.40	336.82	6.11%	505.84	524.17	-3.50%
	Hutchison Essar	Delhi	270.24	254.78	6.07%	449.19	442.99	1.40%
	IDEA	Delhi	118.10	101.19	16.71%	374.45	374.05	0.11%
	Average ARPU - Delhi					459.32	465.51	-1.33%
2	Hutchison Essar	Mumbai	401.84	326.38	23.12%	609.36	527.48	15.52%
	BPL Mobile	Mumbai	106.54	114.03	-6.57%	303.20	288.51	5.09%
	Bharti Airtel Ltd	Mumbai	183.19	165.97	10.37%	413.50	422.29	-2.08%
	Average ARPU - Mumbai					475.68	430.97	10.37%
3	Hutchison Telecom	Kolkata	115.30	111.81	3.12%	350.23	360.46	-2.84%
	Bharti Airtel Ltd	Kolkata	73.58	69.83	5.37%	333.69	351.84	-5.16%
	Reliable Internet	Kolkata	17.16	9.87	73.88%	288.73	335.40	-13.91%
	Average ARPU - Kolkata					338.25	355.91	-4.96%
4	Bharti Airtel Ltd	Chennai	115.52	99.98	15.54%	471.40	458.67	2.77%
	Hutchison Essar	Chennai	67.46	57.27	17.79%	420.24	410.27	2.43%
	Aircel Cellular	Chennai	82.38	74.91	9.97%	327.65	332.88	-1.57%
	Average ARPU - Chennai					403.89	398.48	1.36%
5	Hutchison Essar	Maharashtra	90.93	73.00	24.57%	333.37	307.79	8.31%
	IDEA	Maharashtra	200.46	204.81	-2.12%	310.53	358.31	-13.33%
	Bharti Airtel Ltd	Maharashtra	150.87	132.04	14.26%	295.97	305.50	-3.12%
	Average ARPU - Maharashtra					309.70	330.26	-6.23%
6	Fascel Limited	Gujarat	286.47	293.44	-2.37%	328.26	395.47	-16.99%
	Idea Cellular	Gujarat	95.83	88.52	8.25%	242.80	263.29	-7.78%
	Bharti Airtel Ltd	Gujarat	84.62	79.57	6.35%	260.61	285.07	-8.58%
	Average ARPU - Gujarat					293.28	340.03	-13.75%
7	Idea Cellular	AP	115.55	101.74	13.57%	315.85	335.31	-5.81%
	Hutchison Essar	A.P.	120.23	93.99	27.92%	376.06	342.93	9.66%
	Bharti Airtel Ltd	A.P.	252.21	216.07	16.73%	358.51	364.34	-1.60%
	Average ARPU - AP					351.32	351.80	-0.14%
8	Bharti Airtel Ltd	Karnataka	339.56	294.56	15.28%	394.73	419.24	-5.85%
	Spice	Karnataka	40.50	35.99	12.54%	253.73	261.00	-2.78%
	Hutchison Essar	Karnataka	132.80	124.94	6.29%	335.16	357.83	-6.34%
	Average ARPU - Karnataka					362.17	382.88	-5.41%
9	Aircel Limited	Tamil Nadu	175.43	157.70	11.24%	283.64	291.21	-2.60%
	Hutchison Essar	Tamil Nadu	58.33	39.58	47.38%	300.31	243.19	23.49%
	Bharti Airtel Ltd	TN	108.84	84.15	29.34%	276.60	267.07	3.57%
	Average ARPU - TN					284.03	276.09	2.88%

10	Hutchison Essar	Kerala	49.00	33.22	47.52%	266.87	221.06	20.72%
	Bharti Airtel Ltd	Kerala	55.57	46.98	18.30%	263.16	245.58	7.16%
	IDEA Mobile	Kerala	87.25	63.61	37.17%	277.51	249.37	11.28%
	Average ARPU - Kerala					270.48	241.03	12.22%
11	Spice	Punjab	105.67	109.30	-3.32%	221.00	237.44	-6.92%
	Bharti Airtel Ltd	Punjab	208.79	193.23	8.05%	328.78	348.26	-5.59%
	Hutchison Essar	Punjab	76.74	64.58	18.83%	316.70	307.21	3.09%
	Average ARPU - Punjab					288.60	299.59	-3.67%
12	IDEA Mobile	Haryana	38.41	29.37	30.77%	271.53	274.14	-0.95%
	Bharti Airtel Ltd	Haryana	43.76	38.21	14.52%	285.44	283.85	0.56%
	ADIL	Haryana	43.55	34.95	24.59%	340.81	305.09	11.71%
	Average ARPU - Haryana					297.53	287.76	3.40%
13	IDEA Mobile	UP(West)	99.84	82.78	20.60%	276.66	276.94	-0.10%
	Bharti Airtel Ltd	UP(W)	59.15	53.96	9.62%	282.59	301.52	-6.28%
	Hutchison Essar	UP(W)	94.44	75.30	25.42%	334.84	353.48	-5.27%
	Average ARPU - UP (W)					297.37	306.91	-3.11%
14	ADIL	UP (East)	182.77	149.12	22.57%	312.76	316.86	-1.29%
	Bharti Airtel Ltd	UP (East)	79.05	72.13	9.59%	287.12	318.83	-9.95%
	Average ARPU - UP (E)					304.55	317.50	-4.08%
15	ADIL	Rajasthan	82.40	64.84	27.08%	334.16	325.09	2.79%
	Bharti Airtel Ltd	Rajasthan	121.84	108.13	12.68%	358.31	347.32	3.17%
	Average ARPU - Rajasthan					348.16	338.64	2.81%
16	Idea Cellular	MP	93.29	78.50	18.84%	315.23	323.97	-2.70%
	Reliance	M.P	42.12	46.17	-8.77%	216.26	276.45	-21.77%
	Bharti Airtel Ltd	MP	52.65	40.62	29.60%	245.14	243.99	0.47%
	Average ARPU - MP					266.57	287.06	-7.14%
17	Reliance	WB	28.13	31.70	-11.25%	223.16	334.21	-33.23%
	Bharti Airtel Ltd	WB	34.18	27.62	23.73%	261.16	272.60	-4.20%
	Hutchison Essar	WB	53.73	44.59	20.49%	253.25	264.01	-4.08%
	Dishnet Wireless	WB	1.36	0.66	106.67%	47.41	42.39	11.83%
	Average ARPU - WB					235.88	274.78	-14.16%
18	Bharti Airtel Ltd	H.P	48.38	42.07	14.98%	387.09	374.87	3.26%
	Reliance	HP	6.04	5.28	14.36%	236.48	264.67	-10.65%
	Average ARPU - HP					361.55	358.25	0.92%
19	Reliance	Orissa	24.46	22.64	8.04%	274.67	332.05	-17.28%
	Bharti Airtel Ltd	Orissa	53.45	48.86	9.38%	295.20	320.87	-8.00%
	Dishnet Wireless	Orissa	0.68	1.10	-37.94%	25.26	58.37	-56.72%
	Average ARPU - Orissa					264.56	303.44	-12.81%
20	Reliance	Bihar	47.50	52.84	-10.11%	247.13	331.08	-25.35%
	Bharti Airtel Ltd	Bihar	107.06	92.32	15.97%	270.96	290.88	-6.85%
	Average ARPU - Bihar					263.16	304.33	-13.53%
21	Reliance	Assam	24.18	26.98	-10.38%	335.52	405.66	-17.29%
	Bharti Airtel Ltd	Assam	31.89	23.80	34.01%	310.28	335.17	-7.43%

	Dishnet Wireless	Assam	12.13	9.28	30.66%	169.55	260.89	-35.01%
	Average ARPU - Assam					276.80	346.99	-20.23%
22	Reliance	NE	9.02	10.56	-14.58%	280.16	382.43	-26.74%
	Bharti Airtel Ltd	NE	10.18	6.14	65.80%	334.07	355.60	-6.06%
	Dishnet Wireless	NE	9.47	7.38	28.26%	214.43	271.04	-20.89%
	Average ARPU - NE					268.36	333.93	-19.64%
23	Bharti Airtel Ltd	J & K	49.43	37.52	31.76%	453.32	424.39	6.82%
	Dishnet Wireless	J & K	1.40	1.32	6.19%	150.97	166.46	-9.30%
	Average ARPU - J&K					429.62	403.18	6.56%
	All India		6330.27	5620.59	12.63%	335.46	346.59	-3.21%

**Revenues & ARPUs - Company wise
(Apr-June'06 - July-Sep'06)**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (July-Sep'06)	Previous Quarter (Apr-June'06)	% Change over previous quarter	Current Quarter (July-Sep'06)	Previous Quarter (Apr-June'06)	% Change over previous quarter
1	Aircel Limited	Tamil Nadu	175.43	157.70	11.24%	283.64	291.21	-2.60%
	Aircel Cellular	Chennai	82.38	74.91	9.97%	327.65	332.88	-1.57%
	Dishnet Wireless	WB	1.36	0.66	106.67%	47.41	42.39	11.83%
	Dishnet Wireless	Orissa	0.68	1.10	-37.94%	25.26	58.37	-56.72%
	Dishnet Wireless	Assam	12.13	9.28	30.66%	169.55	260.89	-35.01%
	Dishnet Wireless	NE	9.47	7.38	28.26%	214.43	271.04	-20.89%
	Dishnet Wireless	J & K	1.40	1.32	6.19%	150.97	166.46	-9.30%
	Total Revenue/Average monthly ARPU		282.85	252.35	12.09%	269.26	289.53	-7.00%
2	BPL Mobile	Mumbai	106.54	114.03	-6.57%	303.20	288.51	5.09%
	Total Revenue/Average monthly ARPU		106.54	114.03	-6.57%	303.20	288.51	5.09%
3	Idea Cellular	Maharashtra	200.46	204.81	-2.12%	310.53	358.31	-13.33%
	Idea Cellular	AP	115.55	101.74	13.57%	315.85	335.31	-5.81%
	Idea Cellular	Gujarat	95.83	88.52	8.25%	242.80	263.29	-7.78%
	Idea Cellular	MP	93.29	78.50	18.84%	315.23	323.97	-2.70%
	Idea Cellular	Delhi	118.10	101.19	16.71%	374.45	374.05	0.11%
	IDEA Mobile	Kerala	87.25	63.61	37.17%	277.51	249.37	11.28%
	IDEA Mobile	Haryana	38.41	29.37	30.77%	271.53	274.14	-0.95%
	IDEA Mobile	UP(West)	99.84	82.78	20.60%	276.66	276.94	-0.10%
	Total Revenue/Average monthly ARPU		848.73	750.53	13.08%	299.47	314.66	-4.83%
4	Hutchison Essar	Mumbai	401.84	326.38	23.12%	609.36	527.48	15.52%
	Fascel	Gujarat	286.47	293.44	-2.37%	328.26	395.47	-16.99%
	Hutchison Essar	Delhi	270.24	254.78	6.07%	449.19	442.99	1.40%
	Hutchison Telecom	Kolkata	115.30	111.81	3.12%	350.23	360.46	-2.84%
	Hutchison Essar	Chennai	67.46	57.27	17.79%	420.24	410.27	2.43%
	Hutchison Essar	AP	120.23	93.99	27.92%	376.06	342.93	9.66%
	Hutchison Essar	Karnataka	132.80	124.94	6.29%	335.16	357.83	-6.34%
	Hutchison Essar	Punjab	76.74	64.58	18.83%	316.70	307.21	3.09%
	ADIL	Haryana	43.55	34.95	24.59%	340.81	305.09	11.71%
	ADIL	Rajasthan	82.40	64.84	27.08%	334.16	325.09	2.79%
	ADIL	UP (East)	182.77	149.12	22.57%	312.76	316.86	-1.29%
	Hutchison Essar	UP (W)	94.44	75.30	25.42%	334.84	353.48	-5.27%
	Hutchison Telecom	WB	53.73	44.59	20.49%	253.25	264.01	-4.08%
	Hutchison Essar	Maharashtra	90.93	73.00	24.57%	333.37	307.79	8.31%
	Hutchison Essar	Tamil Nadu	58.33	39.58	47.38%	300.31	243.19	23.49%
	Hutchison Essar	Kerala	49.00	33.22	47.52%	266.87	221.06	20.72%
	Total Revenue/Average monthly ARPU		2126.21	1841.77	15.44%	373.99	373.14	0.23%
5	Spice	Punjab	105.67	109.30	-3.32%	221.00	237.44	-6.92%
	Spice	Karnataka	40.50	35.99	12.54%	253.73	261.00	-2.78%
	Total Revenue/Average monthly ARPU		146.17	145.29	0.61%	229.20	242.87	-5.63%

6	Bharti Airtel Ltd	Delhi	357.40	336.82	6.11%	505.84	524.17	-3.50%
	Bharti Airtel Ltd	H.P	48.38	42.07	14.98%	387.09	374.87	3.26%
	Bharti Airtel Ltd	A.P.	252.21	216.07	16.73%	358.51	364.34	-1.60%
	Bharti Airtel Ltd	Karnataka	339.56	294.56	15.28%	394.73	419.24	-5.85%
	Bharti Airtel Ltd	Kolkata	73.58	69.83	5.37%	333.69	351.84	-5.16%
	Bharti Airtel Ltd	Chennai	115.52	99.98	15.54%	471.40	458.67	2.77%
	Bharti Airtel Ltd	Punjab	208.79	193.23	8.05%	328.78	348.26	-5.59%
	Bharti Airtel Ltd	Mumbai	183.19	165.97	10.37%	413.50	422.29	-2.08%
	Bharti Airtel Ltd	UP(W)	59.15	53.96	9.62%	282.59	301.52	-6.28%
	Bharti Airtel Ltd	UP (E)	79.05	72.13	9.59%	287.12	318.83	-9.95%
	Bharti Airtel Ltd	MP	52.65	40.62	29.60%	245.14	243.99	0.47%
	Bharti Airtel Ltd	Haryana	43.76	38.21	14.52%	285.44	283.85	0.56%
	Bharti Airtel Ltd	Kerala	55.57	46.98	18.30%	263.16	245.58	7.16%
	Bharti Airtel Ltd	TN	108.84	84.15	29.34%	276.60	267.07	3.57%
	Bharti Airtel Ltd	Maharashtra	150.87	132.04	14.26%	295.97	305.50	-3.12%
	Bharti Airtel Ltd	Gujarat	84.62	79.57	6.35%	260.61	285.07	-8.58%
	Bharti Airtel Ltd	Rajasthan	121.84	108.13	12.68%	358.31	347.32	3.17%
	Bharti Airtel Ltd	WB	34.18	27.62	23.73%	261.16	272.60	-4.20%
	Bharti Airtel Ltd	Orissa	53.45	48.86	9.38%	295.20	320.87	-8.00%
	Bharti Airtel Ltd	J & K	49.43	37.52	31.76%	453.32	424.39	6.82%
	Bharti Airtel Ltd	Bihar	107.06	92.32	15.97%	270.96	290.88	-6.85%
	Bharti Airtel Ltd	Assam	31.89	23.80	34.01%	310.28	335.17	-7.43%
	Bharti Airtel Ltd	North East	10.18	6.14	65.80%	334.07	355.60	-6.06%
	Total Revenue/Average monthly ARPU		2621.17	2310.59	13.44%	348.56	361.16	-3.49%
7	Reliance Internet	Kolkata	17.16	9.87	73.88%	288.73	335.40	-13.91%
	Reliance Telecom	M.P	42.12	46.17	-8.77%	216.26	276.45	-21.77%
	Reliance Telecom	Orissa	24.46	22.64	8.04%	274.67	332.05	-17.28%
	Reliance Telecom	HP	6.04	5.28	14.36%	236.48	264.67	-10.65%
	Reliance Telecom	WB	28.13	31.70	-11.25%	223.16	334.21	-33.23%
	Reliance Telecom	Assam	24.18	26.98	-10.38%	335.52	405.66	-17.29%
	Reliance Telecom	NE	9.02	10.56	-14.58%	280.16	382.43	-26.74%
	Reliance Telecom	Bihar	47.50	52.84	-10.11%	247.13	331.08	-25.35%
	Total Revenue/Average monthly ARPU		198.60	206.03	-3.61%	250.99	325.43	-22.87%
	All India		6330.27	5620.59	12.63%	335.46	346.59	-3.21%

* AGR - Adjusted Gross Revenue as defined by DoT