



Final Report
on
ARPU/Revenue Analysis
for

Private GSM Cellular Operators

Oct-Dec'2007

3rd March'2008

**Revenues & ARPUs - Circle wise
Jul-Sep'07 & Oct-Dec'07**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs. Crores			Rs.		
			Current Quarter (Oct-Dec'07)	Previous Quarter (Jul-Sep'07)	% Change over previous quarter	Current Quarter (Oct-Dec'07)	Previous Quarter (Jul-Sep'07)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	468.75	436.12	7.48%	430.50	425.89	1.08%
	Vodafone Essar	Delhi	351.22	337.89	3.95%	387.92	409.02	-5.16%
	IDEA	Delhi	147.34	146.78	0.38%	266.38	291.69	-8.68%
	Average ARPU - Delhi					379.73	391.27	-2.95%
2	Vodafone Essar	Mumbai	438.07	408.37	7.27%	480.12	489.05	-1.83%
	BPL Mobile	Mumbai	119.01	116.15	2.46%	331.57	345.48	-4.02%
	Bharti Airtel Ltd	Mumbai	272.84	248.53	9.78%	408.61	401.22	1.84%
	Average ARPU - Mumbai					428.00	431.71	-0.86%
3	Vodafone Essar	Kolkata	147.35	141.03	4.48%	294.48	315.35	-6.62%
	Bharti Airtel Ltd	Kolkata	141.11	127.25	10.89%	313.90	322.99	-2.81%
	Reliable Internet	Kolkata	12.61	8.40	50.12%	145.62	101.61	43.32%
	Average ARPU - Kolkata					290.47	299.48	-3.01%
4	Bharti Airtel Ltd	Chennai	170.18	159.50	6.70%	395.21	425.46	-7.11%
	Vodafone Essar	Chennai	95.49	88.09	8.40%	316.87	335.90	-5.67%
	Aircel Cellular	Chennai	111.47	106.34	4.82%	229.31	248.69	-7.79%
	Average ARPU - Chennai					309.62	332.41	-6.86%
5	Vodafone Essar	Maharashtra	176.18	134.49	31.00%	301.27	285.63	5.47%
	IDEA	Maharashtra	297.74	278.79	6.80%	251.87	265.66	-5.19%
	Bharti Airtel Ltd	Maharashtra	269.67	242.75	11.09%	256.04	261.69	-2.16%
	Average ARPU - Maharashtra					263.67	268.00	-1.62%
6	Vodafone Essar	Gujarat	412.88	373.74	10.47%	259.13	256.23	1.13%
	Idea Cellular	Gujarat	138.69	128.28	8.12%	207.84	215.03	-3.35%
	Bharti Airtel Ltd	Gujarat	154.78	136.91	13.05%	239.61	244.45	-1.98%
	Average ARPU - Gujarat					243.02	244.31	-0.53%
7	Idea Cellular	AP	201.54	182.63	10.35%	251.07	263.77	-4.81%
	Vodafone Essar	A.P.	174.83	160.63	8.84%	270.15	285.18	-5.27%
	Bharti Airtel Ltd	A.P.	476.10	427.84	11.28%	314.82	321.84	-2.18%
	Average ARPU - AP					287.79	298.30	-3.52%
8	Bharti Airtel Ltd	Karnataka	547.95	507.29	8.02%	307.75	323.90	-4.99%
	Spice	Karnataka	87.50	76.04	15.07%	211.60	216.62	-2.32%
	Vodafone Essar	Karnataka	189.44	180.73	4.82%	261.92	287.30	-8.83%
	Average ARPU - Karnataka					282.76	300.07	-5.77%

9	Aircel Limited	Tamil Nadu	230.96	246.57	-6.33%	179.97	222.87	-19.25%
	Vodafone Essar	Tamil Nadu	151.39	121.15	24.96%	214.06	234.34	-8.65%
	Bharti Airtel Ltd	TN	242.20	218.60	10.80%	246.18	271.24	-9.24%
	Average ARPU - TN					209.98	241.36	-13.00%
10	Vodafone Essar	Kerala	115.98	105.67	9.76%	243.83	274.70	-11.24%
	Bharti Airtel Ltd	Kerala	120.90	101.39	19.25%	295.87	279.18	5.98%
	IDEA Mobile	Kerala	149.22	141.60	5.38%	217.64	237.73	-8.45%
	Average ARPU - Kerala					245.93	259.52	-5.23%
11	Spice	Punjab	144.83	132.09	9.65%	213.36	204.23	4.47%
	Bharti Airtel Ltd	Punjab	264.63	252.71	4.72%	297.72	300.77	-1.01%
	Vodafone Essar	Punjab	114.17	105.86	7.85%	248.62	246.89	0.70%
	Average ARPU - Punjab					258.34	256.12	0.87%
12	IDEA Mobile	Haryana	54.85	50.91	7.74%	201.89	188.82	6.92%
	Bharti Airtel Ltd	Haryana	67.25	61.94	8.58%	249.77	247.81	0.79%
	Vodafone Essar	Haryana	66.29	63.27	4.78%	200.66	207.28	-3.20%
	Average ARPU - Haryana					216.22	213.53	1.26%
13	IDEA Mobile	UP(West)	151.45	137.42	10.21%	244.73	247.89	-1.28%
	Bharti Airtel Ltd	UP(W)	111.71	105.91	5.48%	280.45	282.90	-0.87%
	Vodafone Essar	UP(W)	160.83	145.88	10.25%	224.03	230.35	-2.74%
	Average ARPU - UP (W)					244.36	249.17	-1.93%
14	Vodafone Essar	UP (East)	257.28	285.01	-9.73%	236.22	277.25	-14.80%
	Bharti Airtel Ltd	UP (East)	193.89	164.05	18.19%	262.87	266.74	-1.45%
	IDEA Telecom	UP (East)	35.56	30.93	14.98%	165.01	182.12	-9.39%
	Average ARPU - UP (E)					238.33	264.77	-9.99%
15	Vodafone Essar	Rajasthan	150.60	144.20	4.44%	210.63	238.78	-11.79%
	Bharti Airtel Ltd	Rajasthan	239.65	196.97	21.67%	264.41	262.84	0.60%
	IDEA Telecom	Rajasthan	35.39	30.37	16.51%	166.42	186.39	-10.71%
	Average ARPU - Rajasthan					232.08	245.04	-5.29%
16	Idea Cellular	MP	170.79	150.22	13.69%	232.72	244.77	-4.92%
	Reliance	M.P	54.36	48.97	11.01%	144.29	163.91	-11.97%
	Bharti Airtel Ltd	MP	158.93	135.29	17.47%	232.30	235.93	-1.54%
	Average ARPU - MP					214.00	225.10	-4.93%
17	Reliance	WB	29.68	24.28	22.24%	160.13	146.74	9.12%
	Bharti Airtel Ltd	WB	106.14	92.05	15.30%	230.99	243.52	-5.14%
	Vodafone Essar	WB	145.06	145.88	-0.56%	217.89	256.73	-15.13%
	Dishnet Wireless	WB	11.44	8.51	34.38%	92.76	104.04	-10.84%
	Average ARPU - WB					203.86	226.83	-10.13%
18	Bharti Airtel Ltd	H.P	60.81	59.80	1.70%	278.86	298.40	-6.55%
	Reliance	HP	19.60	13.20	48.48%	206.00	191.34	7.66%
	IDEA Telecom	HP	3.17	2.41	31.58%	204.09	199.48	2.31%
	Dishnet Wireless	HP	0.90	1.05	-14.15%	104.87	181.84	-42.33%
	Average ARPU - HP					250.43	266.19	-5.92%

19	Reliance	Orissa	41.08	30.64	34.08%	205.98	187.35	9.94%
	Bharti Airtel Ltd	Orissa	115.08	106.69	7.87%	276.79	290.54	-4.73%
	Dishnet Wireless	Orissa	14.45	14.43	0.16%	128.62	139.76	-7.97%
	Average ARPU - Orissa					234.50	239.37	-2.04%
20	Reliance	Bihar	77.00	75.80	1.58%	180.79	215.11	-15.95%
	Bharti Airtel Ltd	Bihar	263.72	234.75	12.34%	254.71	257.74	-1.18%
	Dishnet Wireless	Bihar	10.63	6.36	67.19%	85.55	98.42	-13.08%
	Average ARPU - Bihar					221.60	238.67	-7.16%
21	Reliance	Assam	54.36	45.40	19.74%	259.30	253.19	2.42%
	Bharti Airtel Ltd	Assam	72.87	64.50	12.97%	324.67	304.32	6.69%
	Dishnet Wireless	Assam	58.95	47.10	25.16%	211.64	184.78	14.53%
	Average ARPU - Assam					261.26	242.97	7.53%
22	Reliance	NE	21.42	18.48	15.90%	278.43	276.91	0.55%
	Bharti Airtel Ltd	NE	41.42	35.60	16.35%	376.79	358.77	5.02%
	Dishnet Wireless	NE	36.08	34.78	3.74%	243.03	256.12	-5.11%
	Average ARPU - NE					295.00	294.47	0.18%
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23	Bharti Airtel Ltd	J & K	103.63	92.93	11.51%	437.21	459.19	-4.79%
	Dishnet Wireless	J & K	13.29	10.39	27.95%	241.17	246.76	-2.26%
	Average ARPU - J&K					400.23	422.61	-5.30%
	All India		10346.62	9496.56	8.95%	267.91	280.53	-4.50%

**Revenues & ARPUs - Company wise
Jul-Sep'07 & Oct-Dec'07**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs. Crores			Rs.		
			Current Quarter (Oct-Dec'07)	Previous Quarter (Jul-Sep'07)	% Change over previous quarter	Current Quarter (Oct-Dec'07)	Previous Quarter (Jul-Sep'07)	% Change over previous quarter
1	Aircel Limited	Tamil Nadu	230.96	246.57	-6.33%	179.97	222.87	-19.25%
	Aircel Cellular	Chennai	111.47	106.34	4.82%	229.31	248.69	-7.79%
	Dishnet Wireless	WB	11.44	8.51	34.38%	92.76	104.04	-10.84%
	Dishnet Wireless	Orissa	14.45	14.43	0.16%	128.62	139.76	-7.97%
	Dishnet Wireless	Assam	58.95	47.10	25.16%	211.64	184.78	14.53%
	Dishnet Wireless	NE	36.08	34.78	3.74%	243.03	256.12	-5.11%
	Dishnet Wireless	J & K	13.29	10.39	27.95%	241.17	246.76	-2.26%
	Dishnet Wireless	Bihar	10.63	6.36	67.19%	85.55	98.42	-13.08%
	Dishnet Wireless	HP	0.90	1.05	-14.15%	104.87	181.84	-42.33%
	Total Revenue/Average monthly ARPU		488.18	475.53	2.66%	186.32	213.99	-12.93%
2	BPL Mobile	Mumbai	119.01	116.15	2.46%	331.57	345.48	-4.02%
	Total Revenue/Average monthly ARPU		119.01	116.15	2.46%	331.57	345.48	-4.02%
3	Idea Cellular	Maharashtra	297.74	278.79	6.80%	251.87	265.66	-5.19%
	Idea Cellular	AP	201.54	182.63	10.35%	251.07	263.77	-4.81%
	Idea Cellular	Gujarat	138.69	128.28	8.12%	207.84	215.03	-3.35%
	Idea Cellular	MP	170.79	150.22	13.69%	232.72	244.77	-4.92%
	Idea Cellular	Delhi	147.34	146.78	0.38%	266.38	291.69	-8.68%
	IDEA Mobile	Kerala	149.22	141.60	5.38%	217.64	237.73	-8.45%
	IDEA Mobile	Haryana	54.85	50.91	7.74%	201.89	188.82	6.92%
	IDEA Mobile	UP(West)	151.45	137.42	10.21%	244.73	247.89	-1.28%
	IDEA Telecom	Rajasthan	35.39	30.37	16.51%	166.42	186.39	-10.71%
	IDEA Telecom	UP (E)	35.56	30.93	14.98%	165.01	182.12	-9.39%
	IDEA Telecom	HP	3.17	2.41	31.58%	204.09	199.48	2.31%
	Total Revenue/Average monthly ARPU		1385.71	1280.34	8.23%	232.55	245.29	-5.19%
4	Vodafone Essar	Mumbai	438.07	408.37	7.27%	480.12	489.05	-1.83%
	Vodafone Essar	Gujarat	412.88	373.74	10.47%	259.13	256.23	1.13%
	Vodafone Essar	Delhi	351.22	337.89	3.95%	387.92	409.02	-5.16%
	Vodafone Essar	Kolkata	147.35	141.03	4.48%	294.48	315.35	-6.62%
	Vodafone Essar	Chennai	95.49	88.09	8.40%	316.87	335.90	-5.67%
	Vodafone Essar	AP	174.83	160.63	8.84%	270.15	285.18	-5.27%
	Vodafone Essar	Karnataka	189.44	180.73	4.82%	261.92	287.30	-8.83%
	Vodafone Essar	Punjab	114.17	105.86	7.85%	248.62	246.89	0.70%
	Vodafone Essar	Haryana	66.29	63.27	4.78%	200.66	207.28	-3.20%
	Vodafone Essar	Rajasthan	150.60	144.20	4.44%	210.63	238.78	-11.79%
	Vodafone Essar	UP (East)	257.28	285.01	-9.73%	236.22	277.25	-14.80%
	Vodafone Essar	UP (W)	160.83	145.88	10.25%	224.03	230.35	-2.74%
	Vodafone Essar	WB	145.06	145.88	-0.56%	217.89	256.73	-15.13%
	Vodafone Essar	Maharashtra	176.18	134.49	31.00%	301.27	285.63	5.47%

	Vodafone Essar	Tamil Nadu	151.39	121.15	24.96%	214.06	234.34	-8.65%
	Vodafone Essar	Kerala	115.98	105.67	9.76%	243.83	274.70	-11.24%
	Total Revenue/Average monthly ARPU		3147.06	2941.87	6.97%	277.80	295.33	-5.93%
5	Spice	Punjab	144.83	132.09	9.65%	213.36	204.23	4.47%
	Spice	Karnataka	87.50	76.04	15.07%	211.60	216.62	-2.32%
	Total Revenue/Average monthly ARPU		232.33	208.14	11.63%	212.69	208.59	1.97%
6	Bharti Airtel Ltd	Delhi	468.75	436.12	7.48%	430.50	425.89	1.08%
	Bharti Airtel Ltd	H.P	60.81	59.80	1.70%	278.86	298.40	-6.55%
	Bharti Airtel Ltd	A.P.	476.10	427.84	11.28%	314.82	321.84	-2.18%
	Bharti Airtel Ltd	Karnataka	547.95	507.29	8.02%	307.75	323.90	-4.99%
	Bharti Airtel Ltd	Kolkata	141.11	127.25	10.89%	313.90	322.99	-2.81%
	Bharti Airtel Ltd	Chennai	170.18	159.50	6.70%	395.21	425.46	-7.11%
	Bharti Airtel Ltd	Punjab	264.63	252.71	4.72%	297.72	300.77	-1.01%
	Bharti Airtel Ltd	Mumbai	272.84	248.53	9.78%	408.61	401.22	1.84%
	Bharti Airtel Ltd	UP(W)	111.71	105.91	5.48%	280.45	282.90	-0.87%
	Bharti Airtel Ltd	UP (E)	193.89	164.05	18.19%	262.87	266.74	-1.45%
	Bharti Airtel Ltd	MP	158.93	135.29	17.47%	232.30	235.93	-1.54%
	Bharti Airtel Ltd	Haryana	67.25	61.94	8.58%	249.77	247.81	0.79%
	Bharti Airtel Ltd	Kerala	120.90	101.39	19.25%	295.87	279.18	5.98%
	Bharti Airtel Ltd	TN	242.20	218.60	10.80%	246.18	271.24	-9.24%
	Bharti Airtel Ltd	Maharashtra	269.67	242.75	11.09%	256.04	261.69	-2.16%
	Bharti Airtel Ltd	Gujarat	154.78	136.91	13.05%	239.61	244.45	-1.98%
	Bharti Airtel Ltd	Rajasthan	239.65	196.97	21.67%	264.41	262.84	0.60%
	Bharti Airtel Ltd	WB	106.14	92.05	15.30%	230.99	243.52	-5.14%
	Bharti Airtel Ltd	Orissa	115.08	106.69	7.87%	276.79	290.54	-4.73%
	Bharti Airtel Ltd	J & K	103.63	92.93	11.51%	437.21	459.19	-4.79%
	Bharti Airtel Ltd	Bihar	263.72	234.75	12.34%	254.71	257.74	-1.18%
	Bharti Airtel Ltd	Assam	72.87	64.50	12.97%	324.67	304.32	6.69%
	Bharti Airtel Ltd	North East	41.42	35.60	16.35%	376.79	358.77	5.02%
	Total Revenue/Average monthly ARPU		4664.21	4209.36	10.81%	298.88	306.43	-2.46%
7	Reliance Internet	Kolkata	12.61	8.40	50.12%	145.62	101.61	43.32%
	Reliance Telecom	M.P	54.36	48.97	11.01%	144.29	163.91	-11.97%
	Reliance Telecom	Orissa	41.08	30.64	34.08%	205.98	187.35	9.94%
	Reliance Telecom	HP	19.60	13.20	48.48%	206.00	191.34	7.66%
	Reliance Telecom	WB	29.68	24.28	22.24%	160.13	146.74	9.12%
	Reliance Telecom	Assam	54.36	45.40	19.74%	259.30	253.19	2.42%
	Reliance Telecom	NE	21.42	18.48	15.90%	278.43	276.91	0.55%
	Reliance Telecom	Bihar	77.00	75.80	1.58%	180.79	215.11	-15.95%
	Total Revenue/Average monthly ARPU		310.11	265.17	16.95%	187.29	192.45	-2.68%
	All India		10346.62	9496.56	8.95%	267.91	280.53	-4.50%

* AGR - Adjusted Gross Revenue as defined by DoT