



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

**Private GSM Cellular Operators**

**Jan-March'2007**

**9th August'2007**

**Revenues & ARPUs - Circle wise  
Oct-Dec'06 & Jan-Mar'07**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs crores			Rs.		
			Current Quarter (Jan-Mar'07)	Previous Quarter (Oct-Dec'07)	% Change over previous quarter	Current Quarter (Jan-Mar'07)	Previous Quarter (Oct-Dec'07)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	417.91	356.25	17.31%	478.59	449.50	6.47%
	Vodafone Essar	Delhi	286.67	284.53	0.75%	422.29	450.25	-6.21%
	IDEA	Delhi	132.23	123.78	6.83%	318.92	332.41	-4.06%
	<b>Average ARPU - Delhi</b>					<b>425.50</b>	<b>425.50</b>	0.00%
2	Vodafone Essar	Mumbai	367.57	352.09	4.40%	505.22	503.87	0.27%
	BPL Mobile	Mumbai	122.69	121.77	0.76%	384.52	386.28	-0.45%
	Bharti Airtel Ltd	Mumbai	226.02	222.45	1.60%	417.85	447.68	-6.66%
	<b>Average ARPU - Mumbai</b>					<b>451.19</b>	<b>460.86</b>	-2.10%
3	Vodafone Essar	Kolkata	124.08	122.59	1.22%	336.24	352.60	-4.64%
	Bharti Airtel Ltd	Kolkata	95.14	87.45	8.79%	324.01	342.80	-5.48%
	Reliable Internet	Kolkata	11.30	9.23	22.43%	180.99	112.11	61.44%
	<b>Average ARPU - Kolkata</b>					<b>317.92</b>	<b>320.05</b>	-0.67%
4	Bharti Airtel Ltd	Chennai	126.76	127.22	-0.36%	438.74	483.34	-9.23%
	Hutchison Essar	Chennai	73.30	66.92	9.54%	363.54	368.67	-1.39%
	Aircel Cellular	Chennai	95.83	74.49	28.65%	291.81	259.83	12.31%
	<b>Average ARPU - Chennai</b>					<b>361.30</b>	<b>367.27</b>	-1.63%
5	Vodafone Essar	Maharashtra	107.86	98.55	9.45%	332.21	328.32	1.18%
	IDEA	Maharashtra	262.56	234.54	11.95%	321.18	322.41	-0.38%
	Bharti Airtel Ltd	Maharashtra	204.69	194.77	5.09%	288.23	322.44	-10.61%
	<b>Average ARPU - Maharashtra</b>					<b>310.48</b>	<b>323.51</b>	-4.03%
6	Vodafone Essar	Gujarat	333.80	328.21	1.70%	283.20	320.31	-11.58%
	Idea Cellular	Gujarat	124.94	102.69	21.66%	249.80	224.80	11.12%
	Bharti Airtel Ltd	Gujarat	102.39	102.38	0.01%	227.02	264.12	-14.05%
	<b>Average ARPU - Gujarat</b>					<b>263.46</b>	<b>285.31</b>	-7.66%
7	Idea Cellular	AP	149.14	130.98	13.87%	293.15	296.87	-1.25%
	Vodafone Essar	A.P.	132.10	111.60	18.37%	313.38	300.99	4.12%
	Bharti Airtel Ltd	A.P.	321.14	286.29	12.17%	318.76	337.73	-5.62%
	<b>Average ARPU - AP</b>					<b>310.87</b>	<b>318.66</b>	-2.45%
8	Bharti Airtel Ltd	Karnataka	418.50	393.68	6.31%	351.63	383.59	-8.33%
	Spice	Karnataka	58.79	53.53	9.83%	258.20	279.21	-7.53%
	Vodafone Essar	Karnataka	147.49	170.96	-13.73%	300.20	382.44	-21.50%
	<b>Average ARPU - Karnataka</b>					<b>327.25</b>	<b>371.26</b>	-11.85%
9	Aircel Limited	Tamil Nadu	184.78	158.25	16.76%	227.98	224.55	1.53%
	Vodafone Essar	Tamil Nadu	67.49	48.15	40.16%	240.12	206.50	16.28%

	Bharti Airtel Ltd	TN	135.66	130.59	3.88%	250.13	287.05	-12.86%
	<b>Average ARPU - TN</b>					<b>237.42</b>	<b>241.94</b>	-1.87%
10	Vodafone Essar	Kerala	58.57	47.26	23.93%	237.96	215.95	10.19%
	Bharti Airtel Ltd	Kerala	71.32	65.31	9.20%	259.72	273.52	-5.04%
	IDEA Mobile	Kerala	107.62	95.50	12.69%	244.06	246.34	-0.92%
	<b>Average ARPU - Kerala</b>					<b>246.97</b>	<b>246.15</b>	0.34%
11	Spice	Punjab	125.50	115.00	9.13%	228.56	227.59	0.42%
	Bharti Airtel Ltd	Punjab	230.53	227.54	1.31%	300.98	321.55	-6.40%
	Vodafone Essar	Punjab	83.34	78.99	5.51%	254.75	278.79	-8.63%
	<b>Average ARPU - Punjab</b>					<b>267.56</b>	<b>281.73</b>	-5.03%
12	IDEA Mobile	Haryana	52.33	44.50	17.60%	219.15	230.22	-4.81%
	Bharti Airtel Ltd	Haryana	52.00	51.49	1.00%	237.30	278.63	-14.83%
	Vodafone Essar	Haryana	52.30	50.38	3.80%	251.78	312.39	-19.40%
	<b>Average ARPU - Haryana</b>					<b>235.31</b>	<b>271.38</b>	-13.29%
13	IDEA Mobile	UP(West)	116.60	101.86	14.48%	255.43	241.24	5.88%
	Bharti Airtel Ltd	UP(W)	78.07	70.44	10.84%	269.47	282.54	-4.62%
	Vodafone Essar	UP(W)	103.29	105.56	-2.16%	227.71	289.33	-21.30%
	<b>Average ARPU - UP (W)</b>					<b>248.34</b>	<b>268.10</b>	-7.37%
14	Vodafone Essar	UP (East)	215.42	193.44	11.36%	276.23	279.97	-1.34%
	Bharti Airtel Ltd	UP (East)	116.51	95.19	22.40%	273.88	286.95	-4.56%
	IDEA Telecom	UP (East)	15.25	5.47	178.73%	184.66	174.36	5.91%
	<b>Average ARPU - UP (E)</b>					<b>269.58</b>	<b>279.02</b>	-3.38%
15	Vodafone Essar	Rajasthan	114.27	96.25	18.72%	288.27	307.54	-6.27%
	Bharti Airtel Ltd	Rajasthan	138.64	137.20	1.05%	279.73	336.50	-16.87%
	IDEA Telecom	Rajasthan	15.58	5.83	167.04%	229.41	240.83	-4.74%
	<b>Average ARPU - Rajasthan</b>					<b>279.70</b>	<b>321.22</b>	-12.93%
16	Idea Cellular	MP	117.70	103.50	13.71%	269.90	285.72	-5.54%
	Reliance	M.P	33.42	40.95	-18.38%	177.74	174.28	1.99%
	Bharti Airtel Ltd	MP	92.18	70.74	30.31%	246.62	244.43	0.90%
	<b>Average ARPU - MP</b>					<b>243.81</b>	<b>242.71</b>	0.46%
17	Reliance	WB	18.48	21.90	-15.61%	144.32	147.89	-2.42%
	Bharti Airtel Ltd	WB	58.56	45.50	28.71%	266.01	261.90	1.57%
	Vodafone Essar	WB	89.08	72.31	23.19%	236.22	256.77	-8.00%
	Dishnet Wireless	WB	3.80	2.31	64.16%	93.48	62.36	49.90%
	<b>Average ARPU - WB</b>					<b>221.85</b>	<b>221.73</b>	0.05%
18	Bharti Airtel Ltd	H.P	47.80	49.79	-4.00%	313.04	362.93	-13.75%
	Reliance	HP	6.58	6.44	2.30%	204.47	177.10	15.45%
	IDEA Telecom	HP	1.18	0.47	151.59%	283.92	230.23	23.32%
	Dishnet Wireless	HP	0.33			247.05		
	<b>Average ARPU - HP</b>					<b>293.58</b>	<b>322.92</b>	-9.09%
19	Reliance	Orissa	22.48	21.63	3.91%	207.65	187.67	10.64%
	Bharti Airtel Ltd	Orissa	80.68	67.02	20.39%	318.67	314.22	1.42%
	Dishnet Wireless	Orissa	7.82	3.27	138.87%	159.94	102.56	55.95%
	<b>Average ARPU - Orissa</b>					<b>270.48</b>	<b>255.02</b>	6.06%

20	Reliance	Bihar	51.72	49.75	3.95%	202.41	197.56	2.45%
	Bharti Airtel Ltd	Bihar	175.24	134.71	30.09%	282.73	275.79	2.52%
	Dishnet Wireless	Bihar	0.42			90.09		
	<b>Average ARPU - Bihar</b>					<b>258.39</b>	<b>249.18</b>	<b>3.70%</b>
21	Reliance	Assam	31.36	25.50	22.98%	316.47	302.13	4.74%
	Bharti Airtel Ltd	Assam	52.67	45.38	16.05%	328.74	355.62	-7.56%
	Dishnet Wireless	Assam	33.95	24.54	38.33%	203.03	216.32	-6.15%
	<b>Average ARPU - Assam</b>					<b>276.60</b>	<b>293.19</b>	<b>-5.66%</b>
22	Reliance	NE	9.70	9.75	-0.53%	265.33	266.01	-0.26%
	Bharti Airtel Ltd	NE	25.85	19.32	33.82%	373.85	406.83	-8.11%
	Dishnet Wireless	NE	21.41	16.11	32.92%	266.63	270.34	-1.37%
	<b>Average ARPU - NE</b>					<b>306.23</b>	<b>314.33</b>	<b>-2.58%</b>
23	Bharti Airtel Ltd	J & K	61.20	58.20	5.16%	407.84	448.21	-9.01%
	Dishnet Wireless	J & K	5.78	4.10	41.06%	251.09	291.30	-13.80%
	<b>Average ARPU - J&amp;K</b>					<b>386.98</b>	<b>432.87</b>	<b>-10.60%</b>
	<b>All India</b>		<b>7627.34</b>	<b>6974.32</b>	<b>9.36%</b>	<b>301.38</b>	<b>315.93</b>	<b>-4.61%</b>

**Revenues & ARPU - Company wise  
Oct-Dec'06 & Jan-Mar'07**

S.No.	Name of the Company	Service Area	REVENUE			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Jan-Mar'07)	Previous Quarter (Oct-Dec'06)	% Change over previous quarter	Current Quarter (Jan-Mar'07)	Previous Quarter (Oct-Dec'06)	% Change over previous quarter
1	Aircel Limited	Tamil Nadu	184.78	158.25	16.76%	227.98	224.55	1.53%
	Aircel Cellular	Chennai	95.83	74.49	28.65%	291.81	259.83	12.31%
	Dishnet Wireless	WB	3.80	2.31	64.16%	93.48	62.36	49.90%
	Dishnet Wireless	Orissa	7.82	3.27	138.87%	159.94	102.56	55.95%
	Dishnet Wireless	Assam	33.95	24.54	38.33%	203.03	216.32	-6.15%
	Dishnet Wireless	NE	21.41	16.11	32.92%	266.63	270.34	-1.37%
	Dishnet Wireless	J & K	5.78	4.10	41.06%	251.09	291.30	-13.80%
	Dishnet Wireless	Bihar	0.42			90.09		
	Dishnet Wireless	HP	0.33			247.05		
<b>Total Revenue/Average monthly ARPU</b>			<b>354.11</b>	<b>283.08</b>	25.09%	<b>235.31</b>	<b>226.91</b>	3.70%
2	BPL Mobile	Mumbai	122.69	121.77	0.76%	384.52	386.28	-0.45%
<b>Total Revenue/Average monthly ARPU</b>			<b>122.69</b>	<b>121.77</b>	0.76%	<b>384.52</b>	<b>386.28</b>	-0.45%
3	Idea Cellular	Maharashtra	262.56	234.54	11.95%	321.18	322.41	-0.38%
	Idea Cellular	AP	149.14	130.98	13.87%	293.15	296.87	-1.25%
	Idea Cellular	Gujarat	124.94	102.69	21.66%	249.80	224.80	11.12%
	Idea Cellular	MP	117.70	103.50	13.71%	269.90	285.72	-5.54%
	Idea Cellular	Delhi	132.23	123.78	6.83%	318.92	332.41	-4.06%
	IDEA Mobile	Kerala	107.62	95.50	12.69%	244.06	246.34	-0.92%
	IDEA Mobile	Haryana	52.33	44.50	17.60%	219.15	230.22	-4.81%
	IDEA Mobile	UP(West)	116.60	101.86	14.48%	255.43	241.24	5.88%
	IDEA Telecom	Rajasthan	15.58	5.83	167.04%	229.41	240.83	-4.74%
	IDEA Telecom	UP (E)	15.25	5.47	178.73%	184.66	174.36	5.91%
	IDEA Telecom	HP	1.18	0.47	151.59%	283.92	230.23	23.32%
<b>Total Revenue/Average monthly ARPU</b>			<b>1095.12</b>	<b>949.11</b>	15.38%	<b>275.99</b>	<b>277.45</b>	-0.52%
4	Vodafone Essar	Mumbai	367.57	352.09	4.40%	505.22	503.87	0.27%
	Vodafone Essar	Gujarat	333.80	328.21	1.70%	283.20	320.31	-11.58%
	Vodafone Essar	Delhi	286.67	284.53	0.75%	422.29	450.25	-6.21%
	Vodafone Essar	Kolkata	124.08	122.59	1.22%	336.24	352.60	-4.64%
	Vodafone Essar	Chennai	73.30	66.92	9.54%	363.54	368.67	-1.39%
	Vodafone Essar	AP	132.10	111.60	18.37%	313.38	300.99	4.12%
	Vodafone Essar	Karnataka	147.49	170.96	-13.73%	300.20	382.44	-21.50%
	Vodafone Essar	Punjab	83.34	78.99	5.51%	254.75	278.79	-8.63%
	Vodafone Essar	Haryana	52.30	50.38	3.80%	251.78	312.39	-19.40%
	Vodafone Essar	Rajasthan	114.27	96.25	18.72%	288.27	307.54	-6.27%
	Vodafone Essar	UP (East)	215.42	193.44	11.36%	276.23	279.97	-1.34%
	Vodafone Essar	UP (W)	103.29	105.56	-2.16%	227.71	289.33	-21.30%
	Vodafone Essar	WB	89.08	72.31	23.19%	236.22	256.77	-8.00%

	Vodafone Essar	Maharashtra	107.86	98.55	9.45%	332.21	328.32	1.18%
	Vodafone Essar	Tamil Nadu	67.49	48.15	40.16%	240.12	206.50	16.28%
	Vodafone Essar	Kerala	58.57	47.26	23.93%	237.96	215.95	10.19%
	<b>Total Revenue/Average monthly ARPU</b>		<b>2356.62</b>	<b>2227.78</b>	<b>5.78%</b>	<b>315.81</b>	<b>340.15</b>	<b>-7.16%</b>
5	Spice	Punjab	125.50	115.00	9.13%	228.56	227.59	0.42%
	Spice	Karnataka	58.79	53.53	9.83%	258.20	279.21	-7.53%
	<b>Total Revenue/Average monthly ARPU</b>		<b>184.29</b>	<b>168.53</b>	<b>9.35%</b>	<b>237.25</b>	<b>241.79</b>	<b>-1.88%</b>
6	Bharti Airtel Ltd	Delhi	417.91	356.25	17.31%	478.59	449.50	6.47%
	Bharti Airtel Ltd	H.P	47.80	49.79	-4.00%	313.04	362.93	-13.75%
	Bharti Airtel Ltd	A.P.	321.14	286.29	12.17%	318.76	337.73	-5.62%
	Bharti Airtel Ltd	Karnataka	418.50	393.68	6.31%	351.63	383.59	-8.33%
	Bharti Airtel Ltd	Kolkata	95.14	87.45	8.79%	324.01	342.80	-5.48%
	Bharti Airtel Ltd	Chennai	126.76	127.22	-0.36%	438.74	483.34	-9.23%
	Bharti Airtel Ltd	Punjab	230.53	227.54	1.31%	300.98	321.55	-6.40%
	Bharti Airtel Ltd	Mumbai	226.02	222.45	1.60%	417.85	447.68	-6.66%
	Bharti Airtel Ltd	UP(W)	78.07	70.44	10.84%	269.47	282.54	-4.62%
	Bharti Airtel Ltd	UP (E)	116.51	95.19	22.40%	273.88	286.95	-4.56%
	Bharti Airtel Ltd	MP	92.18	70.74	30.31%	246.62	244.43	0.90%
	Bharti Airtel Ltd	Haryana	52.00	51.49	1.00%	237.30	278.63	-14.83%
	Bharti Airtel Ltd	Kerala	71.32	65.31	9.20%	259.72	273.52	-5.04%
	Bharti Airtel Ltd	TN	135.66	130.59	3.88%	250.13	287.05	-12.86%
	Bharti Airtel Ltd	Maharashtra	204.69	194.77	5.09%	288.23	322.44	-10.61%
	Bharti Airtel Ltd	Gujarat	102.39	102.38	0.01%	227.02	264.12	-14.05%
	Bharti Airtel Ltd	Rajasthan	138.64	137.20	1.05%	279.73	336.50	-16.87%
	Bharti Airtel Ltd	WB	58.56	45.50	28.71%	266.01	261.90	1.57%
	Bharti Airtel Ltd	Orissa	80.68	67.02	20.39%	318.67	314.22	1.42%
	Bharti Airtel Ltd	J & K	61.20	58.20	5.16%	407.84	448.21	-9.01%
	Bharti Airtel Ltd	Bihar	175.24	134.71	30.09%	282.73	275.79	2.52%
	Bharti Airtel Ltd	Assam	52.67	45.38	16.05%	328.74	355.62	-7.56%
	Bharti Airtel Ltd	North East	25.85	19.32	33.82%	373.85	406.83	-8.11%
	<b>Total Revenue/Average monthly ARPU</b>		<b>3329.46</b>	<b>3038.89</b>	<b>9.56%</b>	<b>321.15</b>	<b>343.17</b>	<b>-6.42%</b>
7	Reliance Internet	Kolkata	11.30	9.23	22.43%	180.99	112.11	61.44%
	Reliance Telecom	M.P	33.42	40.95	-18.38%	177.74	174.28	1.99%
	Reliance Telecom	Orissa	22.48	21.63	3.91%	207.65	187.67	10.64%
	Reliance Telecom	HP	6.58	6.44	2.30%	204.47	177.10	15.45%
	Reliance Telecom	WB	18.48	21.90	-15.61%	144.32	147.89	-2.42%
	Reliance Telecom	Assam	31.36	25.50	22.98%	316.47	302.13	4.74%
	Reliance Telecom	NE	9.70	9.75	-0.53%	265.33	266.01	-0.26%
	Reliance Telecom	Bihar	51.72	49.75	3.95%	202.41	197.56	2.45%
	<b>Total Revenue/Average monthly ARPU</b>		<b>185.05</b>	<b>185.15</b>	<b>-0.06%</b>	<b>203.31</b>	<b>187.04</b>	<b>8.70%</b>
	<b>All India</b>		<b>7627.34</b>	<b>6974.32</b>	<b>9.36%</b>	<b>301.38</b>	<b>315.93</b>	<b>-4.61%</b>

\* AGR - Adjusted Gross Revenue as defined by DoT