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October 22, 2012

**The National Stock Exchange of India Limited
"Exchange Plaza",
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051**

Fax No. 022-26598237/38/8347/8348

Dear Sirs,

Sub: Publication of Un-audited Results for the second quarter and half year ended 30th September 2012 (Clause 41)

Ref: "Idea Cellular Limited" (Symbol: IDEA)

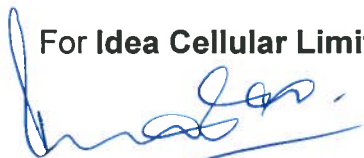
Pursuant to Clause 41 of the Listing Agreement, please find attached herewith Un-audited Financial Results of the Company for the second quarter and half year ended 30th September 2012, together with the Limited Review Report of the Statutory Auditors' thereon.

The aforesaid results have been taken on record by the Board of Directors of the Company at their meeting concluded just now.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited


**Pankaj Kapdeo
Company Secretary**

Encl: As above



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5th Floor "Windsor", Off C.S.T. Road, Kalina,
Santacruz (East), Mumbai 400 098, India

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Website www.ideacellular.com
E mail info@idea.adityabirla.com

LIMITED REVIEW REPORT

The Board of Directors,
Idea Cellular Limited

1. We have reviewed the accompanying statement of "Unaudited Financial Results for the quarter and six months ended 30-Sep-2012" (the Statement) of **Idea Cellular Limited** ("the Company") for the quarter and six months ended September 30, 2012. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the statement is free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly we do not express an opinion.
3. As explained in Note 2 to the statements, the Hon'ble Supreme Court of India, vide judgment dated February 02, 2012 has quashed the Press Release dated January 10, 2008 issued by the Department of Telecommunications (DoT) and consequent grant of licenses. The company and erstwhile Spice have been issued 9 and 4 licenses respectively in January 2008 which have been cancelled due to the above mentioned order of the Hon'ble Supreme Court.

Of the 13 licenses, 7 licenses are being operated by the Company and balance 6 overlapping licenses have been impaired in previous financial years. Vide a further order dated August 27, 2012, the Supreme Court has allowed the affected license holders to operate these licenses upto January 18, 2013.

The impact, if any, on the operations of the Company in the said service areas and on the carrying values of the licenses amounting to Rs. 26,891 Lakhs, is dependent upon the outcome of the auction.

4. As explained in Note 3 to the statements, the Appellate Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 4, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Appellate Bench of the Hon'ble High Court of Delhi has also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation within a period of three months (which has now been extended to November 11, 2012 vide order dated October 17, 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to TDSAT for resolution.



The impact, if any, on the Company is dependent upon the steps taken by DOT in this regard.

5. Read with our comments in Para 3 and 4 above and based on our review, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with Accounting Standards referred to in Section 211 (3C) of the Companies Act, 1956 and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the stock exchanges, including the manner in which it is to be disclosed, or that it contains any material misstatement.
6. Further, we also report that we have traced the number of shares as well as the percentage of shareholdings in respect of the aggregate amount of public shareholdings and the number of shares as well as the percentage of shares pledged/encumbered and non-encumbered in respect of the aggregate amount of promoters and promoter group shareholding in terms of Clause 35 of the Listing Agreements from the details furnished by the Management and the particulars relating to the undisputed investor complaints from the details furnished by the Registrars.

For Deloitte Haskins & Sells
Chartered Accountants
(Registration No. 117 366W)

Hemant M Joshi
Partner
Membership No: 38019
Mumbai: October 22nd, 2012

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 IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the quarter and six months ended 30-September-2012						
Part I						
Particulars	Quarter ended			Six months ended		Year ended
	30-Sep-12 Unaudited	30-Jun-12 Unaudited	30-Sep-11 Unaudited	30-Sep-12 Unaudited	30-Sep-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	522,187	542,643	456,536	1,064,830	904,504	1,927,532
Other Operating Income	470	101	1,179	571	1,622	4,701
TOTAL REVENUE	522,657	542,744	457,715	1,065,401	906,126	1,932,233
Personnel Expenditure	25,189	24,678	22,035	49,867	40,977	85,883
Network Expenses & IT Outsourcing Cost	156,033	154,032	140,538	310,065	277,705	565,925
Licence & WPC Charges	56,473	60,171	51,324	116,644	102,485	232,318
Roaming & Access Charges	95,062	96,869	78,772	191,931	151,986	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	57,247	72,587	55,643	129,834	111,981	247,515
Depreciation & Amortisation	74,777	72,836	63,087	147,613	122,693	256,277
Other Expenditure	11,740	10,771	10,163	22,511	20,061	41,320
TOTAL EXPENDITURE	476,521	491,944	421,562	968,465	827,888	1,757,226
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	46,136	50,800	36,153	96,936	78,238	175,007
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	46,136	50,800	36,153	96,936	78,238	175,007
Finance and Treasury Charges (Net)	17,896	23,667	25,384	41,563	46,002	90,781
PROFIT BEFORE TAX	28,240	27,133	10,769	55,373	32,236	84,226
Provision for Taxation (Net of MAT credit)	9,095	8,137	3,375	17,232	9,869	26,572
NET PROFIT AFTER TAX	19,145	18,996	7,394	38,141	22,367	57,654
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,085	330,975	330,601	331,085	330,601	330,885
Reserves excluding Revaluation Reserve						962,569
Earnings Per Share for the period (₹)						
- Basic	0.58	0.57	0.22	1.15	0.68	1.74
- Diluted	0.58	0.57	0.22	1.15	0.68	1.74
Part II - Select Information for the quarter and six months ended 30-Sep-2012						
A. Particulars of Share Holding						
1. Public Shareholding						
- Number of Shares	1,790,166,724	1,789,071,837	1,785,330,155	1,790,166,724	1,785,330,155	1,788,166,063
- Percentage of Shareholdings	54.07%	54.05%	54.00%	54.07%	54.00%	54.04%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0%	0%	0%	0%	0%	0%
- Percentage of shares (as a % of the total share capital of the Company)	0%	0%	0%	0%	0%	0%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.93%	45.95%	46.00%	45.93%	46.00%	45.96%
B. Investor Complaints						
Quarter Ended 30-Sep-12						
Pending at the beginning of the quarter	0					
Received during the quarter	51					
Disposed of during the quarter	51					
Remaining unresolved at the end of the quarter	0					



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IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
 Unaudited Financial Results for the quarter and six months ended 30-September-2012

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Six months ended		Year ended
	30-Sep-12 Unaudited	30-Jun-12 Unaudited	30-Sep-11 Unaudited	30-Sep-12 Unaudited	30-Sep-11 Unaudited	31-Mar-12 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	518,662	540,389	455,463	1,059,051	901,851	1,922,251
International Long Distance	8,849	7,131	6,154	15,980	12,613	25,908
Total	527,511	547,520	461,617	1,075,031	914,464	1,948,159
Less: Inter Segment Eliminations	(5,324)	(4,877)	(5,081)	(10,201)	(9,960)	(20,627)
Net sales / Income from operations	522,187	542,643	456,536	1,064,830	904,504	1,927,532
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	45,306	50,053	35,674	95,359	77,095	172,884
International Long Distance	830	747	479	1,577	1,143	2,123
Profit before Finance Charges and Tax	46,136	50,800	36,153	96,936	78,238	175,007
Less: Finance & Treasury Charges (Net)	17,896	23,667	25,384	41,563	46,002	90,781
Profit before tax	28,240	27,133	10,769	55,373	32,236	84,226
Capital Employed (Segment assets - Segment liabilities)						
Mobility	2,146,581	2,186,893	2,127,487	2,146,581	2,127,487	2,234,439
International Long Distance	1,701	1,788	1,051	1,701	1,051	2,307
Unallocated	408,059	347,171	297,736	408,059	297,736	321,547
Total	2,556,341	2,535,852	2,426,274	2,556,341	2,426,274	2,558,293



Notes

1. The above unaudited financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 22nd October 2012. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the Department of Telecommunications and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 27th August 2012, the Hon'ble Supreme Court, further extended the timeline till 11th January, 2013 for conducting and completing the auction in terms of directions contained in order dated 2nd February 2012, while allowing the licensees to continue operations till 18th January 2013. On 28th September 2012, DoT has issued notice inviting applications and as per timeline mentioned therein, the auction for 1800 Mhz spectrum will start on 12th November 2012. As of date, the Company has filed its application for participating in the auction and is taking necessary steps to safeguard its interests in this matter. The impact, if any, on the operations in the said seven service areas and on the carrying values of these licenses as on 30th September 2012 amounting to Rs. 26,891 Lacs is dependent upon, inter alia, the outcome of the auction, proposed adjustment etc. As mentioned above, operations in these seven service areas continue and therefore the financial results for the quarter and six months include the operational results of these service areas on a going concern basis.
3. The Division bench of Hon'ble Delhi High Court, vide its Order dated 13th July 2012, reaffirmed amalgamation of erstwhile Spice Communications Limited (Spice) with the Company. The said order also re-vested unto the Company the telecom licenses which were transferred to and vested unto DoT pursuant to order dated 4th July 2011, passed by single Judge of Hon'ble Delhi High Court. Vide a separate order dated 13th July 2012, the said Division bench had also directed the DoT to decide on transfer of licenses to the Company within a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution. Vide its letter dated 28th September 2012, DoT has requested the Company to submit a fresh application to consider transfer of licenses, which the Company has since complied. Meanwhile the DoT has made an application to the said division bench of Hon'ble Delhi High Court to extend the said period of three months, which expired on 12th October 2012, by a further period of four months. The division bench of Hon'ble Delhi High Court, vide its order passed on 17th October, 2012 has given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses.



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4. Statement of Assets and Liabilities :-

₹ In Lacs		
Particulars	As at 30-Sep-12 Unaudited	As at 31-Mar-12 Audited
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share Capital	331,085	330,885
(b) Reserves and Surplus	1,001,354	962,569
Sub-total Shareholders' funds	1,332,439	1,293,454
2 Non-current liabilities		
(a) Long-term borrowings	858,714	861,215
(b) Deferred tax liabilities (net)	72,506	55,274
(c) Other long-term liabilities	47,529	45,191
(d) Long-term provisions	19,244	13,896
Sub-total non-current liabilities	997,993	975,576
3 Current liabilities		
(a) Short-term borrowings	80,333	152,601
(b) Trade Payables	314,952	297,038
(c) Other current liabilities	423,585	379,103
(d) Short-term provisions	771	633
Sub-total current liabilities	819,641	829,375
TOTAL - EQUITY AND LIABILITIES	3,150,073	3,098,405
B ASSETS		
1 Non-current assets		
(a) Fixed assets	2,443,333	2,437,653
(b) Non-current investments	163,771	163,681
(c) Long-term loans and advances	245,824	258,240
Sub-total non-current assets	2,852,928	2,859,574
2 Current assets		
(a) Current investments	71,400	-
(b) Inventories	6,773	5,294
(c) Trade receivables	81,091	80,755
(d) Cash and cash equivalents	10,341	13,419
(e) Short-term loans and advances	127,040	139,186
(f) Other current assets	500	177
Sub-total current assets	297,145	238,831
TOTAL - ASSETS	3,150,073	3,098,405

5. Previous period's figures have been regrouped and rearranged wherever necessary.

For and on behalf of the Board of Directors of
IDEA CELLULAR LIMITEDDate : 22nd October 2012
Place : MumbaiHimanshu Kapania
Himanshu Kapania
Managing Director

LIMITED REVIEW REPORT ON CONSOLIDATED FINANCIAL RESULTS

The Board of Directors,
Idea Cellular Limited

1. We have reviewed the accompanying statement of "Unaudited Consolidated Financial Results for the quarter and six months ended 30-Sep-2012" (the Statement) of **Idea Cellular Limited** ("the Company"), its **subsidiaries** and **joint venture** (collectively referred as "the Group") for the quarter and six months ended September 30, 2012. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the statement is free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and, accordingly, we do not express an opinion.
3. The Statement includes the results of the following entities:
 - a. Idea Cellular Limited (ICL) (Holding Company)
 - b. Idea Cellular Services Limited (100% subsidiary of ICL)
 - c. Idea Cellular Infrastructure Services Limited (100% subsidiary of ICL)
 - d. Aditya Birla Telecom Limited (ABTL) (100% subsidiary of ICL)
 - e. Idea Telesystems Limited (100% subsidiary of ICL)
 - f. Idea Mobile Commerce Services Limited (100% subsidiary of ICL)
 - g. Idea Cellular Towers Infrastructure Limited (100% subsidiary of ABTL)
 - h. Indus Towers Limited (Joint Venture of ABTL)
4. As explained in Note 3 to the statements, the Hon'ble Supreme Court of India, vide judgment dated February 02, 2012 has quashed the Press Release dated January 10, 2008 issued by the Department of Telecommunications (DoT) and consequent grant of licenses. The company and erstwhile Spice have been issued 9 and 4 licenses respectively in January 2008 which have been cancelled due to the above mentioned order of the Hon'ble Supreme Court.

Of the 13 licenses, 7 licenses are being operated by the Company and balance 6 overlapping licenses have been impaired in previous financial years. Vide a further order dated August 27, 2012, the Supreme Court has allowed the affected license holders to operate these licenses upto January 18, 2013.



The impact, if any, on the operations of the Company in the said service areas and on the carrying values of the licenses amounting to Rs. 26,891 Lakhs, is dependent upon the outcome of the auction.

5. As explained in Note 4 to the statements, the Appellate Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 4, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Appellate Bench of the Hon'ble High Court of Delhi has also pronounced that the DoT has to take decision regarding transfer of licenses held by erstwhile Spice to the Company arising out of amalgamation within a period of three months (which has now been extended to November 11, 2012 vide order dated October 17, 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to TDSAT for resolution.

The impact, if any, on the Company is dependent upon the steps taken by DOT in this regard.

6. We did not review the financial results of Indus Towers Limited, whose financial results reflect the Group's share of Income from operations of Rs. 52,963 lakhs and profit after tax of Rs. 3,997 lakhs for the quarter ended September 30, 2012 and Income from operations of Rs. 102,426 lakhs and profit after tax of Rs. 7,275 lakhs for the six months ended September 30, 2012 and Group's share of total assets of Rs. 263,013 lakhs as at September 30, 2012. These financial results and other financial information have been audited by another auditor whose report has been furnished to us, and our report on the quarterly financial results, to the extent they have been derived from such interim financial statements is based solely on the report of such another auditor.
7. Read with our comments in Para 4, 5 and 6 above and based on our review, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with Accounting Standards referred to in Section 211 (3C) of the Companies Act, 1956 and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the stock exchanges including, the manner in which it is to be disclosed, or that it contains any material misstatement.
8. Further, we also report that we have traced the number of shares as well as the percentage of shareholdings in respect of the aggregate amount of public shareholdings and the number of shares as well as the percentage of shares pledged/encumbered and non-encumbered in respect of the aggregate amount of promoters and promoter group shareholding in terms of Clause 35 of the Listing Agreements from the details furnished by the Management and the particulars relating to the undisputed investor complaints from the details furnished by the Registrars.

For Deloitte Haskins & Sells
Chartered Accountants
(Registration No. 117 366W)

Hemant M Joshi
Partner
Membership No: 38019
Mumbai: October 22, 2012

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IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Consolidated Financial Results for the quarter and six months ended 30-September-2012						
Part I Particulars (₹ Lacs, except per share data)						
Particulars	Quarter Ended			Six months Ended		Year Ended
	30-Sep-12 Unaudited	30-Jun-12 Unaudited	30-Sep-11 Unaudited	30-Sep-12 Unaudited	30-Sep-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	530,683	550,149	460,781	1,080,832	912,365	1,948,868
Other Operating Income	717	220	1,211	937	1,700	5,248
TOTAL REVENUE	531,400	550,369	461,992	1,081,769	914,065	1,954,116
Cost of Trading Goods	6,193	5,320	2,417	11,513	4,286	14,137
Personnel Expenditure	27,785	27,401	24,169	55,186	45,273	94,992
Network Expense & IT Outsourcing Cost	134,486	134,055	120,642	268,541	238,468	486,084
Licence & WPC Charges	56,473	60,171	51,324	116,644	102,485	232,318
Roaming & Access Charges	95,062	96,869	78,772	191,931	151,986	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	56,068	71,014	54,215	127,082	109,135	241,502
Depreciation & Amortisation	85,255	83,246	73,687	168,501	143,948	298,134
Other Expenditure	13,080	11,985	11,790	25,065	23,368	47,861
TOTAL EXPENDITURE	474,402	490,061	417,016	964,463	818,949	1,743,016
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	56,998	60,308	44,976	117,306	95,116	211,100
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	56,998	60,308	44,976	117,306	95,116	211,100
Finance and Treasury Charges (Net)	21,638	26,701	29,389	48,339	54,023	105,573
PROFIT BEFORE TAX	35,360	33,607	15,587	68,967	41,093	105,527
Provision for Taxation (Net of MAT credit)	11,356	10,193	5,011	21,549	12,790	33,228
NET PROFIT AFTER TAX	24,004	23,414	10,576	47,418	28,303	72,299
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,085	330,975	330,601	331,085	330,601	330,885
Reserves excluding Revaluation Reserve						973,945
Earnings Per Share for the period (₹)						
- Basic	0.73	0.71	0.32	1.43	0.86	2.19
- Diluted	0.72	0.71	0.32	1.43	0.85	2.18
Part II - Select Information for the quarter and six months ended 30-Sep-2012						
A. Particulars of Share Holding						
1. Public Shareholding						
-Number of Shares	1,790,166,724	1,789,071,837	1,785,330,155	1,790,166,724	1,785,330,155	1,788,166,063
-Percentage of Shareholdings	54.07%	54.05%	54.00%	54.07%	54.00%	54.04%
2. Promoters and promoter group shareholding						
a) Pledged/Encumbered						
- No. of shares	-	-	-	-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
b) Non-encumbered						
- No. of shares	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	45.93%	45.95%	46.00%	45.93%	46.00%	45.96%
B. Investor Complaints						
Quarter Ended 30-Sep-12						
Pending at the beginning of the quarter	0					
Received during the quarter	51					
Disposed of during the quarter	51					
Remaining unresolved at the end of the quarter	0					



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IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011
Unaudited Consolidated Financial Results for the quarter and six months ended 30-September-2012

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Segmental Reporting

₹ In Lacs

Particulars	Quarter Ended			Six months Ended		Year Ended
	30-Sep-12 Unaudited	30-Jun-12 Unaudited	30-Sep-11 Unaudited	30-Sep-12 Unaudited	30-Sep-11 Unaudited	31-Mar-12 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	525,636	546,289	458,167	1,071,925	906,599	1,937,301
International Long Distance	8,849	7,131	6,154	15,980	12,613	25,908
Passive Infrastructure	56,022	52,723	50,216	108,745	99,185	204,483
Total	590,507	606,143	514,537	1,196,650	1,018,397	2,167,692
Less: Inter Segment Eliminations	(59,824)	(55,994)	(53,756)	(115,818)	(106,032)	(218,824)
Net Sales / Income from Operations	530,683	550,149	460,781	1,080,832	912,365	1,948,868
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	45,248	50,130	35,854	95,378	77,271	172,994
International Long Distance	830	747	479	1,577	1,143	2,123
Passive Infrastructure	10,920	9,431	8,643	20,351	16,702	35,983
Profit before Finance Charges and Tax	56,998	60,308	44,976	117,306	95,116	211,100
Less: Finance & Treasury Charges (Net)	21,638	26,701	29,389	48,339	54,023	105,573
Profit before tax	35,360	33,607	15,587	68,967	41,093	105,527
Capital Employed (Segment Assets - Segment Liabilities)						
Mobility	2,144,500	2,188,631	2,127,839	2,144,500	2,127,839	2,234,609
International Long Distance	1,701	1,788	1,051	1,701	1,051	2,307
Passive Infrastructure	302,619	298,603	326,148	302,619	326,148	307,892
Unallocated	257,316	196,440	119,645	257,316	119,645	156,661
Total	2,706,136	2,685,462	2,574,683	2,706,136	2,574,683	2,701,469



Notes

1. The above unaudited consolidated financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 22nd October 2012. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The consolidated financial results have been prepared in accordance with Accounting Standard -21 on "Consolidated Financial Statements" and Accounting Standard – 27 on "Financial Reporting of Interests in Joint Ventures". Financial results of the following subsidiaries viz. Aditya Birla Telecom Limited (ABTL) (including its subsidiary Idea Cellular Towers Infrastructure Limited (ICTIL) and its Joint Venture Indus Towers Limited), Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited and Idea Mobile Commerce Services Limited have been consolidated.
3. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the Department of Telecommunications and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 27th August 2012, the Hon'ble Supreme Court, further extended the timeline till 11th January, 2013 for conducting and completing the auction in terms of directions contained in order dated 2nd February 2012, while allowing the licensees to continue operations till 18th January 2013. On 28th September 2012, DoT has issued notice inviting applications and as per timeline mentioned therein, the auction for 1800 Mhz spectrum will start on 12th November 2012. As of date, the Company has filed its application for participating in the auction and is taking necessary steps to safeguard its interests in this matter. The impact, if any, on the operations in the said seven service areas and on the carrying values of these licenses as on 30th September 2012 amounting to Rs. 26,891 Lacs is dependent upon, inter alia, the outcome of the auction, proposed adjustment etc. As mentioned above, operations in these seven service areas continue and therefore the financial results for the quarter and six months include the operational results of these service areas on a going concern basis.
4. The Division bench of Hon'ble Delhi High Court, vide its Order dated 13th July 2012, reaffirmed amalgamation of erstwhile Spice Communications Limited (Spice) with the Company. The said order also re-vested unto the Company the telecom licenses which were transferred to and vested unto DoT pursuant to order dated 4th July 2011, passed by single Judge of Hon'ble Delhi High Court. Vide a separate order dated 13th July 2012, the said Division bench had also directed the DoT to decide on transfer of licenses to the Company within a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution. Vide its letter dated 28th September 2012, DoT has requested the Company to submit a fresh application to consider transfer of licenses, which the Company has since complied. Meanwhile the DoT has made an application to the said division bench of Hon'ble Delhi High Court to extend the said period of three months, which expired on 12th October 2012, by a further period of four months. The division bench of Hon'ble Delhi High Court, vide its order passed on 17th October, 2012 has given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses.
5. Unaudited financial results of Idea Cellular Limited (Standalone) :-

₹ Lacs

Particulars	Quarter ended			Six months ended		Year ended
	30-Sep-12 Unaudited	30-Jun-12 Unaudited	30-Sep-11 Unaudited	30-Sep-12 Unaudited	30-Sep-11 Unaudited	31-Mar-12 Audited
Total Revenues	522,657	542,744	457,715	1,065,401	906,126	1,932,233
Profit before Tax	28,240	27,133	10,769	55,373	32,236	84,226
Net Profit after Tax	19,145	18,996	7,394	38,141	22,367	57,654



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6. Statement of Assets and Liabilities :-

₹ In Lacs		
Particulars	As at 30-Sep-12 Unaudited	As at 31-Mar-12 Audited
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share Capital	331,085	330,885
(b) Reserves and Surplus	1,019,504	973,945
Sub-total Shareholders' funds	1,350,589	1,304,830
Compulsorily Convertible Preference Shares (issued by Subsidiary Company)	193	193
2 Non-current liabilities		
(a) Long-term borrowings	959,914	952,216
(b) Deferred tax liabilities (net)	80,605	62,730
(c) Other long-term liabilities	44,991	43,124
(d) Long-term provisions	29,798	19,204
Sub-total non-current liabilities	1,115,308	1,077,274
3 Current liabilities		
(a) Short-term borrowings	92,486	172,753
(b) Trade Payables	342,195	314,179
(c) Other current liabilities	439,762	393,563
(d) Short-term provisions	1,275	727
Sub-total current liabilities	875,718	881,222
TOTAL - EQUITY AND LIABILITIES	3,341,808	3,263,519
B ASSETS		
1 Non-current assets		
(a) Fixed assets	2,774,017	2,766,752
(b) Goodwill	612	612
(c) Long-term loans and advances	228,353	225,627
Sub-total non-current assets	3,002,982	2,992,991
2 Current assets		
(a) Current investments	71,400	9,760
(b) Inventories	9,122	9,257
(c) Trade receivables	82,741	82,270
(d) Cash and cash equivalents	19,201	15,207
(e) Short-term loans and advances	156,317	153,857
(f) Other current assets	45	177
Sub-total current assets	338,826	270,528
TOTAL - ASSETS	3,341,808	3,263,519

7. ICTIL's scheme of arrangement for merger with Indus Towers Limited with an appointed date of 1st April 2009 is pending before the Hon'ble High Court of Delhi. Effects of the scheme on the consolidated financials will be given in the accounting period in which the scheme is sanctioned and made effective.

8. Previous period's figures have been regrouped and rearranged wherever necessary.

For and on behalf of the Board of Directors of
IDEA CELLULAR LIMITED

Date : 22nd October 2012
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director



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Media Release

Mumbai –Oct 22, 2012 Idea Cellular announces un-audited results for the Second Quarter (Q2) and Half Year ended September 30, 2012

Highlights – Q2 FY13

- Idea – Standalone¹ – Revenue Rs. 53,481 mn, EBITDA Rs. 12,615 mn, PAT Rs. 3,519 mn
- Idea – Consolidated² – Revenue Rs. 53,140 mn, EBITDA Rs. 14,225 mn, PAT Rs. 2,400 mn

	INR mn							
	Idea Standalone ¹				Idea Consolidated ²			
	Q2FY13	Q1FY13	H1FY13	H1FY12	Q2FY13	Q1FY13	H1FY13	H1FY12
Revenue - Established Service Areas ³	47,064	48,814	95,878	82,325				
Revenue - New Service Areas ⁴	6,417	6,568	12,985	9,789				
Total Revenue	53,481	55,382	108,862	92,113	53,140	55,037	108,177	91,407
EBITDA - Established Service Areas ³	14,377	14,575	28,952	24,276				
EBITDA - New Service Areas ⁴	(1,762)	(1,687)	(3,448)	(3,173)				
Total EBITDA	12,615	12,889	25,504	21,103	14,225	14,355	28,581	23,907
EBITDA% - Established Service Areas ³	30.5%	29.9%	30.2%	29.5%				
EBITDA% - New Service Areas ⁴	-27.5%	-25.7%	-26.6%	-32.4%				
Total EBITDA%	23.6%	23.3%	23.4%	22.9%	26.8%	26.1%	26.4%	26.2%
Depreciation & Amortisation	7,881	7,685	15,567	13,115	8,526	8,325	16,850	14,395
EBIT	4,734	5,203	9,937	7,988	5,700	6,031	11,731	9,512
Interest and Financing Cost (Net)	1,825	2,376	4,201	4,599	2,164	2,670	4,834	5,402
Dividend from Indus	1,543	-	1,543	-	-	-	-	-
PBT	4,452	2,828	7,280	3,389	3,536	3,361	6,897	4,110
PAT	3,519	1,981	5,500	2,334	2,400	2,341	4,742	2,831
Cash Profit ⁵	12,313	10,502	22,816	16,493	11,858	11,522	23,380	18,493

With the increasing proportion of rural subscribers, the seasonal slowdown in the second quarter has become more pronounced resulting in sharp contraction in the 'Voice Minutes of Use' by 4%, to 125.6 billion minutes compared to 130.9 billion minutes in Q1FY13.

The overall wireless telecom business outlook for the quarter remains muted due to headwinds emerging from uncertain regulatory interventions, weak seasonal demand and continued grim battle for market supremacy, resulting slide in Idea's sequential quarterly revenues by 3.4%, to Rs. 53,481 million against Rs. 55,382 million in Q1FY13.

The company was quick to spot the external challenges and in-spite of fall in demand, is happy to report an improvement of EBITDA margin by 0.3%, to 23.6%, primarily through optimisation of 'Subscriber Acquisition & Servicing' and 'Advertisement & Business Promotion' expenditure. Additionally, Idea continued to invest in long term value creators - launched 3,023 new sites (2G+3G) and expanded new business streams – ILD, ISP and Devices. The absolute EBITDA in Q2FY13 has improved by 20.9% (YoY) when compared with EBITDA of Q2FY12.

The Average Realisation Per Minute (ARPM) was flat at 41.3p against previous quarter ARPM of 41.2p, in a falling voice ARPM market, supported by increasing mobile data contribution. The company has managed to increase 'Non-Voice Revenue' contribution to 15.6%; an improvement from 14.5% in Q1FY13, while fully complying with TRAI's latest stiff and consumer friendly 'VAS Regulations'.



During the quarter ABTL (a fully owned subsidiary) has received a dividend of Rs. 1,543 mn from Indus; and same is reflected in 'Standalone' PAT and Cash Profit. However, this dividend income gets eliminated in the 'Consolidated' financials.

Idea maintained last quarter trend of Free Cash Flow (after Capex) with Q2FY13 cash profit of Rs. 12,313 million against Rs. 10,502 million for Q1FY13. This was supported by lower Interest and Financing cost (net) at Rs. 1,825 million (drop by Rs. 550 mn, in comparison to Q1FY13) due to strengthening of Indian Rupee and dividend payment from Indus. The standalone 'Profit After Tax' stands at Rs. 3,519 million in comparison to Rs. 1,981 million in Q1FY13.

Company's 3G investment plans are on track and high speed broadband services are now available in 3,500 towns (census and non-census) in 20 service areas (including roaming arrangements). The company, in its own way, is assisting development of 3G ecosystem, with the launch of 4th Idea branded 3G handset AURUS. Over 18.9 million of Idea's strong 115 million subscriber base, use mobile data services, contributing 5.4% of total service revenue.

Idea is confident to overcome the current uncertain regulatory phase, emerge stronger as the overcapacity comes to an inevitable decline, consolidate its position in the telecom voice market and aggressively expand in the ever evolving wireless broadband business.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Joint Venture i.e. Indus.
2. Idea Consolidated represents Idea Standalone and proportionate consolidation of Indus (@16%).
3. Established Service Areas represent 13 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh which East, Rajasthan and Himachal Pradesh, Punjab and Karnataka service areas.
4. New Service Areas represent 9 service areas of Mumbai, Bihar, Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and North East.
5. Cash Profit is calculated as summation of PAT, Depreciation & Amortisation, charge on account of ESOPs and Deferred tax, for the relevant period.
6. Figures for past periods have been regrouped, wherever necessary.
7. The divisional bench of Hon'ble Delhi High Court, vide its order dated 13th July 2012, reaffirmed amalgamation of erstwhile Spice Communications Limited (spice) with the company. The said order also re-vested unto the company the telecom licenses which were transferred and vested unto DoT pursuant to order dated 4th July 2011 passed by single Judge of Hon'ble Delhi High Court. Vide a separate order dated 13th July 2012, the said divisional bench has also directed the DoT to decide on transfer of licenses within a period of 3 months and dispute if any, between the Company and DoT relating to such transfer should be referred to Hon'ble TDSAT for resolution. Vide its letter dated 28th September 2012, DoT has requested the company to submit a fresh application to consider transfer of licenses, which the Company has since complied. Meanwhile the DoT has made an application to the said division branch to extend the said period of three months, which expire on 12th October 2012, by a further period of four months. The divisional bench of Hon'ble Delhi High Court, vide its order passed on 17th October, 2012 has given further time to the DoT till 11th November 2012 to take final decision on transfer of licenses.
8. The Hon'ble Supreme Court, while pronouncing its judgment dated 2nd February 2012 in the Writ Petition filed, inter alia, by the Centre for Public Interest Litigations & others, quashed the Press Release dated 10th January 2008 issued by the DoT and consequent grant of licenses including operational licenses held by the Company for 7 (seven) service areas and 6 (six) non operational licenses, (four out of the said six non operational licenses having been granted to erstwhile Spice Communications Limited) and allocation of related spectrum. On 27th August 2012, the Hon'ble Supreme Court, further extended the timeline till 11th January, 2013, conducting and completing the auction in terms of directions contained in order dated 2nd February, 2012, while allowing licensees to continue operations till 18th January, 2013. On 28th September 2012, DoT has issued notice inviting applications and as per the time lines mentioned therein, the auction for 1800 MHz spectrum will start on 12th November 2012. As of date, the company has filed its application for participating in the auction.

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About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 14.9% (Q1FY13). Idea is listed on the National Stock Exchange (NSE), and the Bombay Stock Exchange (BSE) in India. Idea is part of the Aditya Birla Group, India's first truly multinational group. The group operates in 36 countries, is anchored by an extraordinary force of over 136,000 employees belonging to 42 nationalities, and derives over 53% of its revenues from operations outside India.