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ADITYA BIRLA



IDEA Cellular

January 29, 2013

**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 third quarter ended 31st
December, 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 third quarter ended 31st December, 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

Idea

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

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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 nine months ended 31-December-2012" (the Statement) of **Idea Cellular Limited** ("the Company") for the quarter and nine months ended December 31, 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 audit opinion.
3. As explained in Note 3 to the Statement, the Division Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 04, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Division Bench of the Hon'ble High Court of Delhi has also pronounced that the Department of Telecommunications (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 had been extended to January 05, 2013 vide order dated December 11, 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

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

4. As explained in Note 5 to the Statement, DoT has issued demand notices dated January 08, 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz in the respective telecom service areas for period from July 01, 2008 to December 31, 2012, amounting to Rs. 36,913 lakhs. In the opinion of the Company, inter-alia, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore filed a petition before the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing, which is scheduled for March 01, 2013.

The financial impact of the above mentioned matter is dependent upon the outcome of the petition filed by Company in the Hon'ble High Court of Bombay and therefore no effect for the one time spectrum charges has been given in these Financial Results.



Deloitte Haskins & Sells

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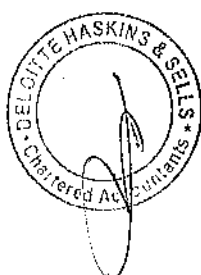
5. Read with our comments in Para 3 and 4 above and based on our review, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with Accounting Standards referred to in Section 211 (3C) of the Companies Act, 1956 and other recognised accounting 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: 29th January, 2013

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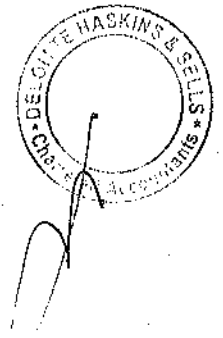
 IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the quarter and nine months ended 31-December-2012						
Part I (₹ In Lacs, except per share data)						
Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-12 Unaudited	30-Sep-12 Unaudited	31-Dec-11 Unaudited	31-Dec-12 Unaudited	31-Dec-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	546,168	522,187	495,729	1,610,998	1,400,233	1,927,532
Other Operating Income	572	470	916	1,143	2,538	4,701
TOTAL REVENUE	546,740	522,657	496,645	1,612,141	1,402,771	1,932,233
Personnel Expenditure	24,268	25,189	21,904	74,135	62,881	85,883
Network Expenses & IT Outsourcing Cost	160,981	156,033	141,864	471,026	419,569	585,925
Licence & WPC Charges	58,972	56,473	56,107	175,616	158,592	232,316
Roaming & Access Charges	101,825	95,052	84,566	293,756	236,552	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	61,328	57,247	65,910	191,162	177,891	247,515
Depreciation & Amortisation	77,879	74,777	65,454	225,492	188,147	256,277
Other Expenditure	12,935	11,740	11,487	35,446	31,548	41,320
TOTAL EXPENDITURE	498,168	476,521	447,292	1,466,633	1,275,180	1,757,226
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	48,572	46,136	49,353	145,508	127,591	175,007
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	48,572	46,136	49,353	145,508	127,591	175,007
Finance and Treasury Charges (Net)	20,493	17,896	25,240	62,056	71,242	90,781
PROFIT BEFORE TAX	28,079	28,240	24,113	83,452	56,349	84,226
Provision for Taxation (Net of MAT credit)	9,810	9,095	7,824	27,042	17,693	26,572
NET PROFIT AFTER TAX	18,269	19,145	16,289	56,410	38,656	57,654
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,191	331,085	330,743	331,191	330,743	330,885
Reserves excluding Revaluation Reserve						962,569
Earnings Per Share for the period (₹)						
- Basic	0.55	0.58	0.49	1.70	1.17	1.74
- Diluted	0.55	0.58	0.49	1.70	1.17	1.74
Part II - Select Information for the quarter and nine months ended 31-December-2012						
A. Particulars of Share Holding						
1. Public Shareholding						
- Number of Shares	1,781,229,773	1,790,166,724	1,786,748,793	1,791,229,773	1,786,748,793	1,788,166,063
- Percentage of Shareholdings	54.08%	54.07%	54.02%	54.08%	54.02%	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)	45.92%	45.93%	45.98%	45.92%	45.98%	45.96%
B. Investor Complaints						
Quarter Ended 31-Dec-12						
Pending at the beginning of the quarter		0				
Received during the quarter		48				
Disposed of during the quarter		48				
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 nine months ended 31-December-2012						
Segmental Reporting ₹ In Lacs						
Particulars	Quarter ended		Nine months ended		Year ended	
	31-Dec-12 Unaudited	30-Sep-12 Unaudited	31-Dec-11 Unaudited	31-Dec-12 Unaudited	31-Dec-11 Unaudited	31-Mar-12 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	540,790	518,662	494,541	1,599,841	1,396,392	1,922,251
International Long Distance	11,376	8,849	6,373	27,356	18,988	25,908
Total	552,166	527,511	500,914	1,627,197	1,415,378	1,948,159
Less: Inter Segment Eliminations	(5,998)	(5,324)	(5,185)	(16,199)	(15,145)	(20,627)
Net sales / Income from operations	546,168	522,187	495,729	1,610,998	1,400,233	1,927,532
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	47,376	45,306	48,959	142,735	126,054	172,884
International Long Distance	1,196	830	394	2,773	1,537	2,123
Profit before Finance Charges and Tax	48,572	46,136	49,353	145,508	127,591	175,007
Less: Finance & Treasury Charges (Net)	20,493	17,896	25,240	62,056	71,242	90,781
Profit before tax	28,079	28,240	24,113	83,452	56,349	84,226
Capital Employed (Segment assets - Segment liabilities)						
Mobility	2,332,726	2,146,581	2,177,292	2,332,726	2,177,292	2,234,439
International Long Distance	1,774	1,701	1,390	1,774	1,390	2,307
Unallocated	508,397	408,059	308,980	508,397	308,990	321,547
Total	2,842,897	2,556,341	2,487,672	2,842,897	2,487,672	2,556,293





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 29th January 2013. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. Following the judgment dated 2nd February 2012, passed by Hon'ble Supreme Court, quashing the licenses granted to private operators on or after 10th January 2008 pursuant to two press releases issued on 10th January 2008 and subsequent allocation of spectrum to the licensees, the DoT conducted auction for the 1800 Mhz spectrum in November 2012. As the Company is impacted by the said judgment in respect of 7 (seven) operating licenses, the Company had to participate in the said auction for 1800 Mhz Spectrum in order to maintain continuity of services in these seven service areas. The company was successful in the said auction and won the spectrum for these service areas at an auction determined price of Rs. 198,488 Lacs. DoT has adjusted Rs. 68,459 Lacs paid earlier by the Company for licenses applied in 2008 and, as per the payment options available, the Company has chosen the deferred payment option for the balance amount. The Company has also applied for new licenses in these 7 (seven) service areas to which this earmarked spectrum would be allotted as and when the licenses are issued. In the meanwhile, vide order dated, 14th January 2013, the Hon'ble Supreme Court while seeking further clarifications from the DoT relating to auction, has allowed the licensees to continue operations under the existing licenses till 4th February 2013.
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 had given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses. Thereafter, DoT again filed another application, to further extend the period by three months. The said application of DoT was disposed off by Hon'ble Delhi High Court vide order dated 11th December 2012, wherein DoT was directed to convey the final decision by 5th January 2013. The final decision of the DoT in the matter is awaited.
4. During the quarter, Company received demands from DoT for alleged short payment of license fee for FY06-07 and FY07-08 due to difference of interpretation of Adjusted Gross Revenue (AGR) between Company and DoT and interest thereon, which has been stayed by Hon'ble High Court of Kerala. As the matter is sub-judice, suitable provisioning, if any, would depend upon the final outcome in this regard.
5. On 8th January 2013, DoT issued demand notices towards one time spectrum charges
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to Rs. 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013.

In the opinion of Company, *inter-alia*, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore, petitioned the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing, which is scheduled for 1st March 2013.

6. 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 : 29th January 2013
Place : Mumbai



Himanshu 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 nine months ended 31-December-2012" (the Statement) of **Idea Cellular Limited** ("the Company"), its **subsidiaries** and **joint venture** (collectively referred as "the Group") for the quarter and nine months ended December 31, 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 audit 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 4 to the Statement, the Division Bench of the Hon'ble High Court of Delhi on July 13, 2012 has reaffirmed High Court Order dated February 05, 2010 and July 04, 2011 sanctioning the Scheme of Amalgamation of Spice Communications Limited (Spice) with the Company. Further the Division Bench of the Hon'ble High Court of Delhi has also pronounced that the Department of Telecommunications (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 had been extended to January 05, 2013 vide order dated December 11, 2012) and dispute, if any, between the Company and DoT related to transfer of licenses should be referred to Hon'ble TDSAT for resolution.

Deloitte Haskins & Sells

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

5. As explained in Note 6 to the Statement, DoT has issued demand notices dated January 08, 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz in the respective telecom service areas for period from July 01, 2008 to December 31, 2012, amounting to Rs. 36,913 lakhs. In the opinion of the Company, inter-alia, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore filed a petition before the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing, which is scheduled for March 01, 2013.

The financial impact of the above mentioned matter is dependent upon the outcome of the petition filed by Company in the Hon'ble High Court of Bombay and therefore no effect for the one time spectrum charges has been given in these Financial Results.

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. 53,643 lakhs and profit after tax of Rs. 3,642 lakhs for the quarter ended December 31, 2012 and Income from operations of Rs. 156,069 lakhs and profit after tax of Rs. 10,917 lakhs for the nine months ended December 31, 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, 14th January, 2013

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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 nine months ended 31-December-2012 Part I (₹ Lacs, except per share data)						
Particulars	Quarter Ended			Nine months Ended		Year Ended
	31-Dec-12 Unaudited	30-Sep-12 Unaudited	31-Dec-11 Unaudited	31-Dec-12 Unaudited	31-Dec-11 Unaudited	31-Mar-12 Audited
Net Sales / Income from Operations	557,216	530,683	502,037	1,638,048	1,414,402	1,948,868
Other Operating Income	642	717	1,046	1,579	2,745	5,248
TOTAL REVENUE	557,858	531,400	503,082	1,639,627	1,417,147	1,954,116
Cost of Trading Goods	5,537	6,193	4,547	17,050	8,833	14,137
Personnel Expenditure	27,310	27,785	24,240	82,496	69,513	94,992
Network Expense & IT Outsourcing Cost	142,085	134,466	121,824	410,626	360,292	488,084
Licence & WPC Charges	58,972	58,473	58,107	175,616	158,582	232,318
Roaming & Access Charges	101,825	95,062	84,586	293,756	238,652	327,988
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	59,932	56,068	64,315	187,014	173,450	241,502
Depreciation & Amortisation	88,360	85,255	75,748	256,861	219,696	298,134
Other Expenditure	14,856	13,080	13,024	39,921	36,392	47,861
TOTAL EXPENDITURE	498,877	474,402	444,371	1,463,340	1,263,320	1,743,016
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	58,981	56,998	58,711	176,287	153,827	211,100
Other Income	-	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	58,981	56,998	58,711	176,287	153,827	211,100
Finance and Treasury Charges (Net)	24,162	21,638	28,803	72,501	82,826	105,573
PROFIT BEFORE TAX	34,819	35,360	29,908	103,786	71,001	105,527
Provision for Taxation (Net of MAT credit)	11,962	11,356	9,810	33,511	22,600	33,228
NET PROFIT AFTER TAX	22,857	24,004	20,098	70,275	48,401	72,299
Paid up Equity Share Capital (Face value ₹ 10 per share)	331,191	331,085	330,743	331,191	330,743	330,885
Reserves excluding Revaluation Reserve						973,945
Earnings Per Share for the period (₹)						
- Basic	0.68	0.73	0.61	2.12	1.46	2.19
- Diluted	0.68	0.72	0.61	2.12	1.46	2.18
Part II - Select Information for the quarter and nine months ended 31-December-2012						
A. Particulars of Share Holding						
1. Public Shareholding						
-Number of Shares	1,791,229,773	1,790,166,724	1,786,748,793	1,791,229,773	1,786,748,793	1,788,186,063
-Percentage of Shareholdings	54.08%	54.07%	54.02%	54.08%	54.02%	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)	45.92%	45.93%	45.98%	45.92%	45.98%	45.96%
B. Investor Complaints						
Quarter Ended 31-Dec-12						
Pending at the beginning of the quarter	0					
Received during the quarter	48					
Disposed of during the quarter	48					
Remaining unresolved at the end of the quarter	0					



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Idea**IDEA CELLULAR LIMITED**

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011

Unaudited Consolidated Financial Results for the quarter and nine months ended 31-December-2012

₹ In Lacs

Segmental Reporting Particulars	Quarter Ended			Nine months Ended		Year Ended
	31-Dec-12 Unaudited	30-Sep-12 Unaudited	31-Dec-11 Unaudited	31-Dec-12 Unaudited	31-Dec-11 Unaudited	31-Mar-12 Audited
Segment Revenue						
Net Sales / Income from each segment						
Mobility	547,818	525,836	499,240	1,619,543	1,405,839	1,937,301
International Long Distance	11,376	8,849	6,373	27,358	18,986	25,908
Passive Infrastructure	64,695	56,022	52,609	173,440	151,794	204,483
Total	623,689	590,507	558,222	1,820,339	1,576,619	2,167,692
Less: Inter Segment Eliminations	(66,473)	(59,824)	(56,185)	(182,291)	(162,217)	(218,824)
Net Sales / Income from Operations	557,216	530,683	502,037	1,638,048	1,414,402	1,948,868
Segment Results						
Profit before Finance Charges and Tax from each segment						
Mobility	47,721	45,248	48,957	143,099	126,228	172,894
International Long Distance	1,196	830	394	2,773	1,537	2,123
Passive Infrastructure	10,064	10,920	9,360	30,415	26,062	35,983
Profit before Finance Charges and Tax	58,981	56,998	58,711	176,287	153,827	211,100
Less: Finance & Treasury Charges (Net)	24,162	21,638	28,803	72,501	82,826	105,573
Profit before tax	34,819	35,360	29,908	103,786	71,001	105,527
Capital Employed (Segment Assets - Segment Liabilities)						
Mobility	2,301,230	2,144,500	2,177,604	2,301,230	2,177,604	2,234,609
International Long Distance	1,774	1,701	1,390	1,774	1,390	2,307
Passive Infrastructure	323,167	302,619	315,126	323,167	315,126	307,892
Unallocated	367,764	257,316	147,022	367,764	147,022	156,681
Total	2,993,936	2,706,136	2,641,142	2,993,936	2,641,142	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 29th January 2013. 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. Following the judgment dated 2nd February 2012, passed by Hon'ble Supreme Court, quashing the licenses granted to private operators on or after 10th January 2008 pursuant to two press releases issued on 10th January 2008 and subsequent allocation of spectrum to the licensees, the DoT conducted auction for the 1800 Mhz spectrum in November 2012. As the Company is impacted by the said judgment in respect of 7 (seven) operating licenses, the Company had to participate in the said auction for 1800 Mhz Spectrum in order to maintain continuity of services in these seven service areas. The company was successful in the said auction and won the spectrum for these service areas at an auction determined price of Rs. 198,488 Lacs. DoT has adjusted Rs. 68,459 Lacs paid earlier by the Company for licenses applied in 2008 and, as per the payment options available, the Company has chosen the deferred payment option for the balance amount. The Company has also applied for new licenses in these 7 (seven) service areas to which this earmarked spectrum would be allotted as and when the licenses are issued. In the meanwhile, vide order dated, 14th January 2013, the Hon'ble Supreme Court while seeking further clarifications from the DoT relating to auction, has allowed the licensees to continue operations under the existing licenses till 4th February 2013.
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 had given further time to the DoT till 11th November 2012 to take final decision of transfer of licenses. Thereafter, DoT again filed another application, to further extend the period by three months. The said application of DoT was disposed off by Hon'ble Delhi High Court vide order dated 11th December 2012, wherein DoT was directed to convey the final decision by 5th January 2013. The final decision of the DoT in the matter is awaited.
5. During the quarter, Company received demands from DoT for alleged short payment of license fee for FY06-07 and FY07-08 due to difference of interpretation of Adjusted Gross Revenue (AGR) between Company and DoT and interest thereon, which has been stayed by Hon'ble High Court of Kerala. As the matter is sub-judice, suitable provisioning, if any, would depend upon the final outcome in this regard.
6. On 8th January 2013, DoT issued demand notices towards one time spectrum charges
 - for spectrum beyond 6.2 Mhz in respective service areas for retrospective period from 1st July 2008 to 31st December 2012, amounting to Rs. 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013.

In the opinion of Company, *inter-alia*, the above demand amounts to alteration of financial terms of the licenses issued in the past. The Company therefore, petitioned the Hon'ble High Court of Bombay, which directed DoT to respond and not to take any coercive action until next date of hearing, which is scheduled for 1st March 2013.



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7. Unaudited financial results of Idea Cellular Limited (Standalone) :-

₹ Lacs

Particulars	Quarter ended			Nine months ended		Year ended
	31-Dec-12 Unaudited	30-Sep-12 Unaudited	31-Dec-11 Unaudited	31-Dec-12 Unaudited	31-Dec-11 Unaudited	31-Mar-12 Audited
Total Revenues	546,740	522,657	496,645	1,612,141	1,402,771	1,932,233
Profit before Tax	28,079	28,240	24,113	83,452	56,349	84,226
Net Profit after Tax	18,269	19,145	16,289	56,410	38,656	57,654

8. 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.
9. 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 : 29th January 2013
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director





Media Release

Mumbai –Jan 29, 2013

Idea Cellular announces un-audited results for the Third Quarter (Q3) and Nine Months ended December 31, 2012

Highlights – Q3 FY13

- Idea – Standalone¹ – Revenue Rs. 56,135 mn, EBITDA Rs. 13,173 mn, PAT Rs. 1,910 mn
- Idea – Consolidated² – Revenue Rs. 55,785 mn, EBITDA Rs. 14,734 mn, PAT Rs. 2,286 mn

	Idea Standalone ¹				Idea Consolidated ²			
	Q3FY13	Q2FY13	YTD Q3 FY13	YTD Q3 FY12	Q3FY13	Q2FY13	YTD Q3 FY13	YTD Q3 FY12
Revenue - Established Service Areas ³	49,309	47,064	145,187	127,469				
Revenue - New Service Areas ⁴	6,826	6,417	19,810	15,296				
Total Revenue	56,135	53,481	164,997	142,765	55,785	53,140	163,962	141,714
EBITDA - Established Service Areas ³	14,976	14,377	43,929	37,984				
EBITDA - New Service Areas ⁴	(1,804)	(1,762)	(5,252)	(4,895)				
Total EBITDA	13,173	12,615	38,677	33,089	14,734	14,225	43,315	37,353
EBITDA% - Established Service Areas ³	30.4%	30.5%	30.3%	29.8%				
EBITDA% - New Service Areas ⁴	-26.4%	-27.5%	-26.5%	-32.0%				
Total EBITDA%	23.5%	23.6%	23.4%	23.2%	26.4%	26.8%	26.4%	26.4%
Depreciation & Amortisation	8,190	7,881	23,757	20,067	8,836	8,526	25,686	21,970
EBIT	4,983	4,734	14,920	13,023	5,898	5,700	17,629	15,383
Interest and Financing Cost (Net)	2,056	1,825	6,257	7,126	2,416	2,164	7,250	8,283
Dividend from Indus	-	1,543	1,543	-	-	-	-	-
PBT	2,926	4,452	10,206	5,897	3,482	3,536	10,379	7,101
PAT	1,910	3,519	7,410	4,021	2,286	2,400	7,027	4,841
Cash Profit ⁵	11,085	12,313	33,900	25,944	12,141	11,858	35,521	29,052

In-spite of regulatory interventions impacting 'Subscriber Acquisition' & 'Value Added Services' business model, Idea is pleased to report a sequential quarterly revenue growth of 5%. The Standalone Revenue of Rs. 56,135 million during the quarter is an improvement of 10.8% on YoY basis against Q3FY12 revenue of Rs. 50,652 million.

The quarterly revenue growth is primarily led by expansion of Voice Minutes @5.2% to 132.2 billion minutes compared to 125.6 billion minutes in Q2FY13, indicating consumer demand for voice telephony remains robust. The company clocked 2.9 million VLR subscriber additions in Q3FY13 against 0.6 million additions in Q2FY13, despite implementation of stricter verification norms.

Contrary to expectation, the 'Average Realised Rate per Minute' (ARPM) fell this quarter to 41.1p against 41.3p/minute in Q2FY13. The challenge on ARPM is on account of fall in the 'Non-Voice Revenue' contribution to 14.6%, driven down 1% over the last quarter, by TRAI's new VAS regulation.

The standalone EBITDA was at Rs. 13,173 million compared to Rs. 12,615 million in the previous quarter. The EBITDA margin is marginally lower @23.5% on account of higher inflationary burden in 'Network operating expense' led by full quarter impact of increased diesel price & larger outlay for 'Advertising & Business Promotion' expense. The cost of



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acquiring a customer also increased to meet the new guidelines on subscriber verification, largely offsetting the benefit of lower customer churn @ 6.9% and reduced gross additions.

Adverse currency movement has resulted in forex loss of Rs. 133 million during the quarter against a forex gain of Rs. 180 million in Q2, reflected in increased interest and finance cost (net).

Idea maintained trend of Free Cash Flow (after Capex but excluding spectrum payout). However, the PAT at Rs. 1,910 million and Cash Profit at Rs. 11,085 million for the quarter were lower compared to previous quarter primarily due to dividend payment received from Indus in Q2FY13.

In the recently concluded 1800MHz November 2012 spectrum auction, company won back spectrum in all 7 service areas for which licenses were quashed by the Hon'ble Supreme Court, at a bid amount of Rs. 19,848 million for a period of 20 years, ensuring continuity of services to more than 8 million Idea customers in these service areas and pan-India presence for the company.

Idea continues to invest in long term value creators – launched 2,961 new sites (2G+3G), expanded optical fibre network to 71,600 km and strengthened network capacities in NLD, ILD, ISP, Data Services and Devices.

Out of the existing 114 million subscriber base, the number of Idea customers adopting data services has exponentially grown to 21.75 million, now contributing 5.7% to Service Revenue. The Data volume grew by 14.8% to 9,575 TB in Q3FY13 (8,339 TB in Q2FY13), while data revenue on sequential quarter basis grew by 10.8%. The active 3G subscriber base for the company now stands at 4.1 million.

Idea is confident to overcome the current uncertain regulatory phase, emerge competitively 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.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 14.3% (Q2FY13). 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.