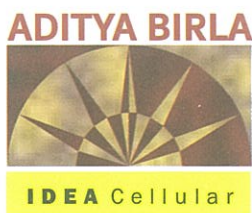


1/14



July 21, 2014

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 Sir,

**Sub: Publication of Un-audited Results for the first quarter ended
30th June, 2014 (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 first quarter ended 30th June, 2014 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 just concluded meeting.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited

A handwritten signature in blue ink, appearing to read "Pankaj Kapdeo", written over a blue horizontal line.

**Pankaj Kapdeo
Company Secretary**

Encl: As above



Deloitte Haskins & Sells LLP

Chartered Accountants
Indiabulls Finance Centre
Tower 3, 27th - 32nd Floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai - 400 013
Maharashtra, India

Tel: +91 (022) 6185 4000
Fax: +91 (022) 6185 4501/4601

INDEPENDENT AUDITORS' REVIEW REPORT TO THE BOARD OF DIRECTORS OF IDEA CELLULAR LIMITED

1. We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of **IDEA CELLULAR LIMITED** ("the Company"), its subsidiaries and jointly controlled entity (the Company, its subsidiaries and jointly controlled entity constitute "the Group") for the quarter ended 30th June 2014 ("the Statement"), being submitted by the Company pursuant to Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 7 below. 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 misstatements. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provides 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. Indus Towers Limited (Jointly controlled entity of ABTL)
4. We did not review the interim financial statements of Indus Towers Limited included in the consolidated financial results, whose interim financial statements reflect the Group's share of Income from Operations of Rs.57,920 Lakhs for the quarter ended 30th June 2014 and profit after tax of Rs.7,877 Lakhs for the quarter ended 30th June 2014, as considered in the consolidated financial results. These interim financial statements have been audited by another auditor whose report has been furnished to us by the Management and our report on the Statement, in so far as it relates to the amounts and disclosures included in respect of this jointly controlled entity, is based solely on the report of the other auditor.
5. Based on our review conducted as stated above and based on the consideration of the report of the other auditor referred to in paragraph 4 above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the Accounting Standards



**Deloitte
Haskins & Sells LLP**

specified under the Companies Act, 1956 (which are deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014) and other accounting principles generally accepted in India, 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. We draw attention to Note 4 of the Statement. The Department of Telecommunication (DoT) had issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for the period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 lakhs and beyond 4.4 Mhz for the period from 1st January 2013 till the expiry of the license amounting to Rs. 174,437 lakhs in the respective telecom service areas. 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 has directed DoT not to take any coercive action until the matter is further heard.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by the 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.

Our conclusion is not qualified in respect of this matter.

7. Further, we also report that we have traced the number of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding 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 with the Stock Exchanges and the particulars relating to investor complaints disclosed in Part II - Select Information for the quarter ended 30th June 2014 of the Statement, from the details furnished by the Management.

For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
(Firm's Registration No. 117366W/W-100018)



Khurshed Pastakia
Partner
Membership No:31544

Mumbai : 21st July, 2014

IDEA CELLULAR LIMITED				
Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976				
Unaudited Consolidated Financial Results for the quarter ended 30-June-2014				
(₹ Lacs, except per share data)				
Part I				
Particulars	Quarter ended			Year ended
	30-Jun-14 Unaudited	31-Mar-14 Audited (refer note 6)	30-Jun-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	755,465	697,472	653,437	2,643,197
Other Operating Income	634	6,910	440	8,694
TOTAL REVENUE	756,099	704,382	653,877	2,651,891
Cost of Trading Goods	3,842	5,510	3,496	19,270
Personnel Expenditure	35,689	31,206	30,734	131,212
Network Expense & IT Outsourcing Cost	181,677	172,702	154,357	649,903
Licence & WPC Charges	83,523	75,822	74,645	292,380
Roaming & Access Charges	114,435	110,114	109,513	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	67,601	68,171	58,777	246,736
Depreciation & Amortisation	115,449	113,801	113,532	451,940
Other Expenditure	18,274	17,842	14,721	62,866
TOTAL EXPENDITURE	620,490	595,168	559,775	2,270,463
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	135,609	109,214	94,102	381,428
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	135,609	109,214	94,102	381,428
Finance and Treasury Charges (Net)	23,423	19,655	22,106	77,001
PROFIT BEFORE TAX	112,186	89,559	71,996	304,427
Provision for Taxation (Net of MAT credit)	39,366	30,582	25,725	107,645
NET PROFIT AFTER TAX	72,820	58,977	46,271	196,782
Paid up Equity Share Capital (Face value ₹ 10 per share)	354,406	331,963	331,557	331,963
Reserves excluding Revaluation Reserve				1,320,542
Earnings Per Share for the period (₹)				
- Basic	2.16	1.78	1.40	5.93
- Diluted	2.15	1.77	1.39	5.92
Part II - Select Information for the quarter ended 30-June-2014				
A. Particulars of Share Holding				
1. Public Shareholding				
-Number of Shares	2,023,380,831	1,798,952,714	1,794,892,089	1,798,952,714
-Percentage of Shareholdings	57.09%	54.19%	54.14%	54.19%
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%
- Percentage of shares (as a % of the total share capital of the Company)	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
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	42.91%	45.81%	45.86%	45.81%
B. Investor Complaints				
		Quarter ended 30-June-14		
Pending at the beginning of the quarter		0		
Received during the quarter		107		
Disposed off during the quarter		107		
Remaining unresolved at the end of the quarter		0		





IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976
Unaudited Consolidated Financial Results for the quarter ended 30-June-2014

Segmental Reporting

₹ Lacs

Particulars	Quarter ended			Year ended
	30-Jun-14 Unaudited	31-Mar-14 Audited (refer note 6)	30-Jun-13 Unaudited	31-Mar-14 Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	744,672	688,986	644,772	2,610,482
International Long Distance	14,810	12,968	12,046	47,256
Passive Infrastructure	63,667	62,634	61,338	246,866
Total	823,149	764,588	718,156	2,904,604
Less: Inter Segment Eliminations	(67,684)	(67,116)	(64,719)	(261,407)
Net Sales / Income from Operations	755,465	697,472	653,437	2,643,197
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	116,788	93,015	77,844	316,402
International Long Distance	3,367	1,091	2,277	7,083
Passive Infrastructure	15,454	15,108	13,981	57,943
Profit before Finance Charges and Tax	135,609	109,214	94,102	381,428
Less: Finance & Treasury Charges (Net)	23,423	19,655	22,106	77,001
Profit before tax	112,186	89,559	71,996	304,427
Capital Employed (Segment Assets - Segment Liabilities)				
Mobility	3,171,041	3,302,303	2,282,585	3,302,303
International Long Distance	1,730	1,366	1,996	1,366
Passive Infrastructure	341,585	347,681	366,677	347,681
Unallocated	616,546	246,168	395,221	246,168
Total	4,130,902	3,897,518	3,046,479	3,897,518



Notes

- 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 21st July 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
- 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. Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited, Idea Mobile Commerce Services Limited and Aditya Birla Telecom Limited (ABTL) & its Joint Venture Indus Towers Limited, have been consolidated.
- The Securities Allotment Committee of the Board of Directors of the Company has at its meeting held on 11th June 2014, issued and allotted 223,880,597 Equity Shares of face value of ₹ 10/- each to eligible Qualified Institutional Buyers at a price of ₹ 134/- per Equity Share, including a premium of ₹ 124/- per Equity Share, aggregating ₹ 300,000 Lacs in accordance with the applicable provisions of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 and Companies Act, 2013.
- On 8th January 2013, Department of Telecommunications (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 ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company had therefore, petitioned the Hon'ble High Court of Bombay, where the matter was admitted and is currently sub-judice. The Hon'ble High Court of Bombay has directed the DoT, not to take any coercive action until the matter is further heard.

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

Particulars	Quarter ended			Year ended
	30-Jun-14 Unaudited	31-Mar-14 Audited	30-Jun-13 Unaudited	31-Mar-14 Audited
Total Revenues	748,480	695,010	647,093	2,617,947
Profit before Tax	99,166	76,964	62,776	260,528
Net Profit after Tax	64,254	50,434	40,438	168,931

- The financial results for the quarter ended 31st March 2014 are balancing figures between audited results for the full financial year and the published year to date figures upto the third quarter.
- Previous periods' figures have been regrouped and rearranged wherever necessary.

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

Date : 21st July 2014
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director



Deloitte Haskins & Sells LLP

Chartered Accountants
Indiabulls Finance Centre
Tower 3, 27th - 32nd Floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai - 400 013
Maharashtra, India

INDEPENDENT AUDITORS' REVIEW REPORT TO THE BOARD OF DIRECTORS OF IDEA CELLULAR LIMITED

Tel: +91 (022) 6185 4000
Fax: +91 (022) 6185 4501/4601

1. We have reviewed the accompanying Statement of Standalone Unaudited Financial Results of **IDEA CELLULAR LIMITED** ("the Company") for the quarter ended 30th June 2014 ("the Statement"), being submitted by the Company pursuant to the requirement of Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 5 below. 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 provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
3. Based on our review conducted as stated above nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the Accounting Standards specified under the Companies Act, 1956 (which are deemed to be applicable as per Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014) and other accounting principles generally accepted in India, 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.
4. We draw attention to Note 3 of the Statement. The Department of Telecommunication (DoT) had issued demand notices dated 8th January 2013 towards one time spectrum charges for spectrum held by the Company beyond 6.2 Mhz for the period from 1st July 2008 to 31st December 2012 amounting to Rs. 36,913 lakhs and beyond 4.4 Mhz for the period from 1st January 2013 till the expiry of the license amounting to Rs. 174,437 lakhs in the respective telecom service areas. 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 has directed DoT not to take any coercive action until the matter is further heard.

The financial impact of the abovementioned matter is dependent upon the outcome of the petition filed by the 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.

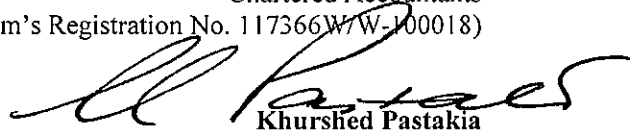
Our conclusion is not qualified in respect of this matter.

8/14

**Deloitte
Haskins & Sells LLP**

5. Further, we also report that we have traced the number of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding 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 with the Stock Exchanges and the particulars relating to investor complaints disclosed in Part II - Select Information for the quarter Ended 30th June 2014 of the Statement, from the details furnished by the Management.

For DELOITTE HASKINS & SELLS LLP
Chartered Accountants
(Firm's Registration No. 117366W/W-100018)



Khurshed Pastakia
Partner
(Membership No. 31544)

MUMBAI: 21st July 2014

IDEA CELLULAR LIMITED

Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011, CIN-L32100GJ1996PLC030976
Unaudited Financial Results for the quarter ended 30-June-2014



Part I

(₹ in Lacs, except per share data)

Particulars	Quarter ended			Year ended
	30-Jun-14 Unaudited	31-Mar-14 Audited (refer note 4)	30-Jun-13 Unaudited	31-Mar-14 Audited
Net Sales / Income from Operations	748,325	688,642	646,980	2,611,040
Other Operating Income	155	6,368	113	6,907
TOTAL REVENUE	748,480	695,010	647,093	2,617,947
Personnel Expenditure	31,483	27,209	27,234	116,101
Network Expenses & IT Outsourcing Cost	206,925	197,851	178,427	747,455
Licence & WPC Charges	83,523	75,822	74,645	292,380
Roaming & Access Charges	114,435	110,114	109,513	416,156
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	70,285	70,716	60,038	255,221
Depreciation & Amortisation	104,975	103,163	103,130	409,324
Other Expenditure	16,921	16,653	13,153	58,303
TOTAL EXPENDITURE	628,547	601,528	566,140	2,294,940
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	119,933	93,482	80,953	323,007
Other Income	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	119,933	93,482	80,953	323,007
Finance and Treasury Charges (Net)	20,767	16,518	18,177	62,479
PROFIT BEFORE TAX	99,166	76,964	62,776	260,528
Provision for Taxation (Net of MAT credit)	34,912	26,530	22,338	91,597
NET PROFIT AFTER TAX	64,254	50,434	40,438	168,931
Paid up Equity Share Capital (Face value ₹ 10 per share)	354,406	331,963	331,557	331,963
Reserves excluding Revaluation Reserve				1,226,472
Earnings Per Share for the period (₹)				
- Basic	1.91	1.52	1.22	5.09
- Diluted	1.90	1.51	1.22	5.08

Part II - Select Information for the quarter ended 30-June-2014

A. Particulars of Share Holding

1. Public Shareholding				
- Number of Shares	2,023,380,831	1,798,952,714	1,794,892,089	1,798,952,714
- Percentage of Shareholdings	57.09%	54.19%	54.14%	54.19%
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%
- Percentage of shares (as a % of the total share capital of the Company)	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
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)	42.91%	45.81%	45.86%	45.81%

B. Investor Complaints

Quarter Ended 30-June-14

Pending at the beginning of the quarter	0
Received during the quarter	107
Disposed off during the quarter	107
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, CIN-L32100GJ1996PLC030976
 Unaudited Financial Results for the quarter ended 30-June-2014

Idea

Segmental Reporting

₹ In Lacs

Particulars	Quarter ended			Year ended
	30-Jun-14 Unaudited	31-Mar-14 Audited (refer note 4)	30-Jun-13 Unaudited	31-Mar-14 Audited
Segment Revenue				
Net Sales / Income from each segment				
Mobility	739,915	682,570	640,621	2,588,015
International Long Distance	14,810	12,968	12,046	47,256
Total	754,725	695,538	652,667	2,635,271
Less: Inter Segment Eliminations	(6,400)	(6,896)	(5,687)	(24,231)
Net sales / Income from operations	748,325	688,642	646,980	2,611,040
Segment Results				
Profit before Finance Charges and Tax from each segment				
Mobility	116,566	92,391	78,676	315,924
International Long Distance	3,367	1,091	2,277	7,083
Profit before Finance Charges and Tax	119,933	93,482	80,953	323,007
Less: Finance & Treasury Charges (Net)	20,767	16,518	18,177	62,479
Profit before tax	99,166	76,964	62,776	260,528
Capital Employed (Segment assets - Segment liabilities)				
Mobility	3,173,936	3,304,714	2,299,048	3,304,714
International Long Distance	1,730	1,366	1,996	1,366
Unallocated	717,113	341,625	500,802	341,625
Total	3,892,779	3,647,705	2,801,846	3,647,705



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 21st July 2014. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. The Securities Allotment Committee of the Board of Directors of the Company has at its meeting held on 11th June 2014, issued and allotted 223,880,597 Equity Shares of face value of ₹ 10/- each to eligible Qualified Institutional Buyers at a price of ₹ 134/- per Equity Share, including a premium of ₹ 124/- per Equity Share, aggregating ₹ 300,000 Lacs in accordance with the applicable provisions of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 and Companies Act, 2013.
3. On 8th January 2013, Department of Telecommunications (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 ₹ 36,913 Lacs, and
 - for spectrum beyond 4.4 Mhz in respective service areas effective 1st January 2013 till expiry of the period as per respective licenses, amounting to ₹ 174,437 Lacs.

In the opinion of Company, *inter-alia*, the above demands amount to alteration of financial terms of the licenses issued in the past. The Company had therefore, petitioned the Hon'ble High Court of Bombay, where the matter was admitted and is currently sub-judice. The Hon'ble High Court of Bombay has directed the DoT, not to take any coercive action until the matter is further heard.
4. The financial results for the quarter ended 31st March 2014 are balancing figures between audited results for the full financial year and the published year to date figures upto the third quarter.
5. Previous periods' figures have been regrouped and rearranged wherever necessary.

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

Date : 21st July 2014
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director





12/14

Media Release

Mumbai – July 21, 2014

Idea Cellular announces un-audited results for the First Quarter (Q1) ended June 30, 2014

Highlights – Q1 FY15

- Idea – Standalone¹ – Revenue Rs. 75,562mn, EBITDA Rs. 22,664mn, PAT Rs. 10,117mn
- Idea – Consolidated² – Revenue Rs. 75,610mn, EBITDA Rs. 25,106mn, PAT Rs. 7,282mn

	INR mn					
	Idea Standalone ¹			Idea Consolidated ²		
	Q1FY15	Q4FY14	Q1FY14	Q1FY15	Q4FY14	Q1FY14
Revenue - Established Service Areas ³	71,547	66,699	61,965			
Revenue - New Service Areas ⁴	4,015	3,707	3,390			
Total Revenue	75,562	70,406	65,355	75,610	70,438	65,388
EBITDA - Established Service Areas ³	24,376	21,555	19,750			
EBITDA - New Service Area ⁴	(1,713)	(1,674)	(1,314)			
Total EBITDA	22,664	19,881	18,436	25,106	22,302	20,763
EBITDA% - Established Service Areas ³	34.1%	32.3%	31.9%			
EBITDA% - New Service Areas ⁴	-42.7%	-45.2%	-38.8%			
Total EBITDA%	30.0%	28.2%	28.2%	33.2%	31.7%	31.8%
Depreciation & Amortisation	10,586	10,402	10,407	11,545	11,380	11,353
EBIT	12,078	9,479	8,030	13,561	10,922	9,410
Interest and Financing Cost (Net)	2,072	1,653	1,832	2,342	1,966	2,211
Dividend from Indus	3,623	-	838	-	-	-
PBT	13,628	7,826	7,036	11,219	8,957	7,199
PAT	10,117	5,138	4,829	7,282	5,898	4,627
Cash Profit ⁵	20,230	16,694	17,438	18,372	18,505	18,264

Idea, the fastest growing large Indian Mobile operator, starts the new financial year with highest ever incremental revenue growth of Rs. 5,157 million in a quarter, helping the company reach 30% EBITDA margin. Continuing its upward trajectory, the company achieved 7.3% sequential quarterly revenue growth, on the back of 6.5% growth in Q4FY14. This quarter Idea delivered balanced growth with sequential quarterly voice minutes expansion by 5.2% and 'Average Realisation per Minute' (ARPM) improvement of 3.3%.

During the quarter, the company carried 165.2 billion minutes on its network, registering 12.2% YoY growth and 32.5 billion Megabytes of Mobile Data on its 2G+3G platform, YoY growth of 136%, reaffirming strong consumer demand for brand Idea.

The higher voice rate realization and jump in Data contribution to 11.5% of service revenue helped improve 'Average Realisation per Minute' (ARPM) by 1.5 paisa from 43.6p in Q4FY14 to 45.1p in Q1FY15. The Value Added Services (VAS) contribution has improved sharply to 17.8% of overall service revenue.



The standalone EBITDA at Rs. 22,664 million grew faster by 14% on QoQ basis due to multiple drivers including scale benefit, better cost management and robust voice & data growth. The EBITDA margin has improved sequentially by 1.8% to 30%. Including Indus dividend receipt of Rs. 3,623 million, the company has delivered highest ever standalone 'Profit After Tax' (PAT) of Rs. 10,117 million, nearly double the previous quarter.

Brand Idea continued its subscriber growth momentum with 3.2 million net new customer additions, now servicing 139 million quality base as 'Average Revenue Per User' (ARPU) improved to Rs. 181 (Rs. 173 in Q4FY14) and MoU/Subscriber increased to 401 minute (397 minute in Q4FY14). The company continued its journey of strengthening its competitive market standing with VLR subscriber market share climbing to 17.7% (May 2014) and Revenue Market Share (RMS) @16.6% in Q4FY14, an increase of 0.9% compared to Q4FY13.

This quarter, Idea reversed the falling 'Average Realisation per MB' (ARMB) data rate trend by improvement of 1 paisa to 26.3p (vs 25.3p in Q4FY14). The explosive mobile data volume growth and ARMB improvement has helped company deliver 23.6% Mobile data revenue growth. The net Mobile data consumer base has risen in the quarter by 2.6 million to 27.9 million. The blended Data ARPU (2G+3G) also improved to Rs. 108 and Usage per Data subscriber is at 409 MB, among the highest in industry. Further, the company launched its 3G services in Punjab service area from May 29, 2014 extending Idea own 'High Speed 3G Broadband' Services presence to 11 service areas covering 72% of its subscriber base.

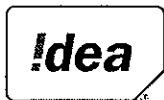
In June 2014, company successfully completed its 'Qualified Institutions Placement' (QIP) and allotted 223.9 million fresh equity shares at an issue price of Rs. 134 per Equity Share (including a premium of Rs. 124 per Equity Share), aggregating to Rs. 30,000 million. Both Foreign and Indian large institutional investors evinced strong interest for Idea's fresh capital. With additional equity infusion and strong Cash Profit of Rs. 20,230 million in the quarter, Idea has reduced its Net Debt by Rs. 52,087 million to Rs. 139,769 million. The Net Debt to Annualised EBITDA ratio now stands at 1.54, providing the company sufficient headroom to participate in the forthcoming spectrum auction.

For Q1FY15, on consolidated basis including Indus 16% contribution, Idea revenue grew by 15.6% against same quarter year ago and EBITDA rose by 20.9%, driving the EBITDA margin to 33.2%. The consolidated PAT at Rs. 7,282 million has grown sharply by 57.4% from Rs. 4,627 million in Q1FY14.

The strong consumer demand & brand affinity, expanding network footprint & spectrum portfolio and steady Cash flows from operations reaffirms Idea ability to deliver consistent, competitive, responsible and profitable growth. The company is well geared to meet all volatile, uncertain, complex and ambiguous developments and remain on course of its mission to improve its market standing both in Mobile voice and data 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 15 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh East, Rajasthan, Himachal Pradesh, Punjab, Karnataka, Mumbai and Bihar service areas.
4. New Service Areas represent 7 service areas of 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 16.6% (Q4FY14). 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 more than 30 countries, is anchored by an extraordinary force of over 136,000 employees belonging to 42 nationalities, and derives over 50% of its revenues from operations outside India.

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