



**Final Report**  
on  
**ARPU/Revenue Analysis**  
for  
**Private GSM Cellular Operators**

**Oct-Dec'2006**

**23 March'2007**

**Revenues & ARPUs - Company wise**  
**July-Sep'06 & Oct-Dec'06**

S.No.	Name of the Company	Service Area	REVENUES			ARPU		
			Rs Crores			Rs.		
			Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter	Current Quarter (Oct-Dec'06)	Previous Quarter (Jul-Sep'06)	% Change over previous quarter
1	Bharti Airtel Ltd	Delhi	356.25	357.40	-0.32%	449.50	505.84	-11.14%
	Hutchison Essar	Delhi	284.53	270.24	5.29%	450.25	449.19	0.24%
	IDEA	Delhi	123.78	118.10	4.81%	332.41	374.45	-11.23%
	<b>Average ARPU - Delhi</b>					<b>425.50</b>	<b>459.32</b>	<b>-7.36%</b>
2	Hutchison Essar	Mumbai	352.09	401.84	-12.38%	503.87	609.36	-17.31%
	BPL Mobile	Mumbai	121.77	106.54	14.30%	386.28	303.20	27.40%
	Bharti Airtel Ltd	Mumbai	222.45	183.19	21.43%	447.68	413.50	8.27%
	<b>Average ARPU - Mumbai</b>					<b>460.86</b>	<b>475.68</b>	<b>-3.12%</b>
3	Hutchison Telecom	Kolkata	122.59	115.30	6.32%	352.60	350.23	0.68%
	Bharti Airtel Ltd	Kolkata	87.45	73.58	18.85%	342.80	333.69	2.73%
	Reliable Internet	Kolkata	9.23	17.16	-46.21%	112.11	288.73	-61.17%
	<b>Average ARPU - Kolkata</b>					<b>320.05</b>	<b>338.25</b>	<b>-5.38%</b>
4	<b>Bharti Airtel Ltd</b>	<b>Chennai</b>	<b>127.22</b>	<b>115.52</b>	<b>10.13%</b>	<b>483.34</b>	<b>471.40</b>	<b>2.53%</b>
	Hutchison Essar	Chennai	66.92	67.46	-0.81%	368.67	420.24	-12.27%
	Aircel Cellular	Chennai	74.49	82.38	-9.58%	259.83	327.65	-20.70%
	<b>Average ARPU - Chennai</b>					<b>367.27</b>	<b>403.89</b>	<b>-9.07%</b>
5	Hutchison Essar	Maharashtra	98.55	90.93	8.38%	328.32	333.37	-1.52%
	IDEA	Maharashtra	234.54	200.46	17.00%	322.41	310.53	3.82%
	Bharti Airtel Ltd	Maharashtra	194.77	150.87	29.10%	322.44	295.97	8.94%
	<b>Average ARPU - Maharashtra</b>					<b>323.51</b>	<b>309.70</b>	<b>4.46%</b>
6	Fascel Limited	Gujarat	328.21	286.47	14.57%	320.31	328.26	-2.42%
	Idea Cellular	Gujarat	102.69	95.83	7.17%	224.80	242.80	-7.41%
	Bharti Airtel Ltd	Gujarat	102.38	84.62	20.99%	264.12	260.61	1.35%
	<b>Average ARPU - Gujarat</b>					<b>285.31</b>	<b>293.28</b>	<b>-2.72%</b>
7	Idea Cellular	AP	130.98	115.55	13.35%	296.87	315.85	-6.01%
	Hutchison Essar	A.P.	111.60	120.23	-7.18%	300.99	376.06	-19.96%
	Bharti Airtel Ltd	A.P.	286.29	252.21	13.51%	337.73	358.51	-5.80%
	<b>Average ARPU - AP</b>					<b>318.66</b>	<b>351.32</b>	<b>-9.29%</b>
8	Bharti Airtel Ltd	Karnataka	393.68	339.56	15.94%	383.59	394.73	-2.82%
	Spice	Karnataka	53.53	40.50	32.17%	279.21	253.73	10.04%
	Hutchison Essar	Karnataka	170.96	132.80	28.73%	382.44	335.16	14.11%
	<b>Average ARPU - Karnataka</b>					<b>371.26</b>	<b>362.17</b>	<b>2.51%</b>

9	Aircel Limited	Tamil Nadu	158.25	175.43	-9.79%	224.55	283.64	-20.83%
	Hutchison Essar	Tamil Nadu	48.15	58.33	-17.44%	206.50	300.31	-31.24%
	Bharti Airtel Ltd	TN	130.59	108.84	19.98%	287.05	276.60	3.78%
	<b>Average ARPU - TN</b>					<b>241.94</b>	<b>284.03</b>	<b>-14.82%</b>
10	Hutchison Essar	Kerala	47.26	49.00	-3.55%	215.95	266.87	-19.08%
	Bharti Airtel Ltd	Kerala	65.31	55.57	17.53%	273.52	263.16	3.94%
	IDEA Mobile	Kerala	95.50	87.25	9.46%	246.34	277.51	-11.23%
	<b>Average ARPU - Kerala</b>					<b>246.15</b>	<b>270.48</b>	<b>-9.00%</b>
11	Spice	Punjab	115.00	105.67	8.83%	227.59	221.00	2.98%
	Bharti Airtel Ltd	Punjab	227.54	208.79	8.98%	321.55	328.78	-2.20%
	Hutchison Essar	Punjab	78.99	76.74	2.93%	278.79	316.70	-11.97%
	<b>Average ARPU - Punjab</b>					<b>281.73</b>	<b>288.60</b>	<b>-2.38%</b>
12	IDEA Mobile	Haryana	44.50	38.41	15.86%	230.22	271.53	-15.21%
	Bharti Airtel Ltd	Haryana	51.49	43.76	17.65%	278.63	285.44	-2.39%
	ADIL	Haryana	50.38	43.55	15.70%	312.39	340.81	-8.34%
	<b>Average ARPU - Haryana</b>					<b>271.38</b>	<b>297.53</b>	<b>-8.79%</b>
13	IDEA Mobile	UP(West)	101.86	99.84	2.02%	241.24	276.66	-12.80%
	Bharti Airtel Ltd	UP(W)	70.44	59.15	19.08%	282.54	282.59	-0.02%
	Hutchison Essar	UP(W)	105.56	94.44	11.78%	289.33	334.84	-13.59%
	<b>Average ARPU - UP (W)</b>					<b>268.10</b>	<b>297.37</b>	<b>-9.84%</b>
14	ADIL	UP (East)	193.44	182.77	5.84%	279.97	312.76	-10.48%
	Bharti Airtel Ltd	UP (East)	95.19	79.05	20.41%	286.95	287.12	-0.06%
	IDEA Telecom	UP (East)	5.47			174.36		
	<b>Average ARPU - UP (E)</b>					<b>279.02</b>	<b>304.55</b>	<b>-8.38%</b>
15	ADIL	Rajasthan	96.25	82.40	16.80%	307.54	334.16	-7.97%
	Bharti Airtel Ltd	Rajasthan	137.20	121.84	12.61%	336.50	358.31	-6.09%
	IDEA Telecom	Rajasthan	5.83			240.83		
	<b>Average ARPU - Rajasthan</b>					<b>321.22</b>	<b>348.16</b>	<b>-7.74%</b>
16	Idea Cellular	MP	103.50	93.29	10.94%	285.72	315.23	-9.36%
	Reliance	M.P	40.95	42.12	-2.77%	174.28	216.26	-19.41%
	Bharti Airtel Ltd	MP	70.74	52.65	34.35%	244.43	245.14	-0.29%
	<b>Average ARPU - MP</b>					<b>242.71</b>	<b>266.57</b>	<b>-8.95%</b>
17	Reliance	WB	21.90	28.13	-22.16%	147.89	223.16	-33.73%
	Bharti Airtel Ltd	WB	45.50	34.18	33.14%	261.90	261.16	0.28%
	Hutchison Essar	WB	72.31	53.73	34.60%	256.77	253.25	1.39%
	Dishnet Wireless	WB	2.31	1.36	70.51%	62.36	47.41	31.54%
	<b>Average ARPU - WB</b>					<b>221.73</b>	<b>235.88</b>	<b>-6.00%</b>
18	Bharti Airtel Ltd	H.P	49.79	48.38	2.93%	362.93	387.09	-6.24%
	Reliance	HP	6.44	6.04	6.63%	177.10	236.48	-25.11%
	IDEA Telecom	HP	0.47			230.23		
	<b>Average ARPU - HP</b>					<b>326.72</b>	<b>361.55</b>	<b>-9.63%</b>

19	Reliance	Orissa	21.63	24.46	-11.55%	187.67	274.67	-31.67%
	Bharti Airtel Ltd	Orissa	67.02	53.45	25.39%	314.22	295.20	6.44%
	Dishnet Wireless	Orissa	3.27	0.68	380.74%	102.56	25.26	306.00%
	<b>Average ARPU - Orissa</b>					<b>255.02</b>	<b>264.56</b>	-3.61%
20	Reliance	Bihar	49.75	47.50	4.75%	197.56	247.13	-20.06%
	Bharti Airtel Ltd	Bihar	134.71	107.06	25.82%	275.79	270.96	1.78%
	<b>Average ARPU - Bihar</b>					<b>249.18</b>	<b>263.16</b>	-5.31%
21	Reliance	Assam	25.50	24.18	5.46%	302.13	335.52	-9.95%
	<b>Bharti Airtel Ltd</b>	<b>Assam</b>	<b>45.38</b>	<b>31.89</b>	<b>42.30%</b>	<b>355.62</b>	<b>310.28</b>	<b>14.61%</b>
	Dishnet Wireless	Assam	24.54	12.13	102.34%	216.32	169.55	27.59%
	<b>Average ARPU - Assam</b>					<b>293.19</b>	<b>276.80</b>	5.92%
22	Reliance	NE	9.75	9.02	8.12%	266.01	280.16	-5.05%
	Bharti Airtel Ltd	NE	19.32	10.18	89.78%	406.83	334.07	21.78%
	Dishnet Wireless	NE	16.11	9.47	70.12%	270.34	214.43	26.07%
	<b>Average ARPU - NE</b>					<b>314.33</b>	<b>268.36</b>	17.13%
23	Bharti Airtel Ltd	J & K	58.20	49.43	17.73%	448.21	453.32	-1.13%
	Dishnet Wireless	J & K	4.10	1.40	192.86%	291.30	150.97	92.95%
	<b>Average ARPU - J&amp;K</b>					<b>432.87</b>	<b>429.62</b>	0.76%
	All India		<b>6974.32</b>	<b>6330.27</b>	10.17%	<b>315.93</b>	<b>335.46</b>	-5.82%

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	Aircel Cellular	Chennai	74.49	82.38	-9.58%	259.83	327.65	-20.70%
	Dishnet Wireless	WB	2.31	1.36	70.51%	62.36	47.41	31.54%
	Dishnet Wireless	Orissa	3.27	0.68	380.74%	102.56	25.26	306.00%
	Dishnet Wireless	Assam	24.54	12.13	102.34%	216.32	169.55	27.59%
	Dishnet Wireless	NE	16.11	9.47	70.12%	270.34	214.43	26.07%
	Dishnet Wireless	J & K	4.10	1.40	192.86%	291.30	150.97	92.95%
<b>Total Revenue/Average monthly ARPU</b>			<b>283.08</b>	<b>282.85</b>	<b>0.08%</b>	<b>226.91</b>	<b>269.26</b>	<b>-15.73%</b>
2	BPL Mobile	Mumbai	121.77	106.54	14.30%	386.28	303.20	27.40%
<b>Total Revenue/Average monthly ARPU</b>			<b>121.77</b>	<b>106.54</b>	<b>14.30%</b>	<b>386.28</b>	<b>303.20</b>	<b>27.40%</b>
3	Idea Cellular	Maharashtra	234.54	200.46	17.00%	322.41	310.53	3.82%
	Idea Cellular	AP	130.98	115.55	13.35%	296.87	315.85	-6.01%
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	IDEA Telecom	Rajasthan	5.83			240.83		
	IDEA Telecom	UP (E)	5.47			174.36		
	IDEA Telecom	HP	0.47			230.23		
<b>Total Revenue/Average monthly ARPU</b>			<b>949.11</b>	<b>848.73</b>	<b>11.83%</b>	<b>277.45</b>	<b>299.47</b>	<b>-7.35%</b>
4	Hutchison Essar	Mumbai	352.09	401.84	-12.38%	503.87	609.36	-17.31%
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	ADIL	Haryana	50.38	43.55	15.70%	312.39	340.81	-8.34%
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	Hutchison Essar	Maharashtra	98.55	90.93	8.38%	328.32	333.37	-1.52%
	Hutchison Essar	Tamil Nadu	48.15	58.33	-17.44%	206.50	300.31	-31.24%
	Hutchison Essar	Kerala	47.26	49.00	-3.55%	215.95	266.87	-19.08%
<b>Total Revenue/Average monthly ARPU</b>			<b>2227.78</b>	<b>2126.21</b>	<b>4.78%</b>	<b>340.15</b>	<b>373.99</b>	<b>-9.05%</b>

