Media Release

Mumbai: April 23, 2009

Idea Cellular announces un-audited results for the Fourth Quarter and the Financial Year ended March 31, 2009

Fastest growing major telco – back to back years of strong market gains

Highlights for the Year

- Idea, Standalone[1] –Revenue up 47.9%; EBITDA up 21.3% (YoY)
- Idea, Consolidated[2] –Revenue up 50.6%; EBITDA up 24.9% (YoY)

Idea Standalone Rs mn

	Q4 FY09	Q3 FY09	Q4 FY08	FY08-09	FY07-08
Revenues - 11 Service Areas	27,641	25,726	19,853	98,102	67,374
Revenues - New Service Areas*	985	483	-	1,520	-
Total Revenue	28,626	26,209	19,853	99,622	67,374
EBITDA - 11 Service Areas	8,069	7,570	6,735	29,322	22,693
EBITDA - New Service Areas*	(654)	(765)	-	(1,785)	-
Total EBITDA	7,415	6,805	6,735	27,537	22,693
Dep & Amortisation	3,897	3,579	2,597	13,212	8,768
EBIT	3,519	3,226	4,138	14,325	13,925
Interest and Financing Cost (Net)	491	600	1,206	4,070	2,776
PBT	3,027	2,626	2,932	10,255	11,148
PAT	3,032	2,562	2,767	9,754	10,423

* incl. Mumbai, Bihar and service areas under roll-out

Idea Consolidated - incl. proportionate Spice and Indus

	Q4 FY09	Q3 FY09	Q4 FY08	FY08-09	FY07-08
Total Revenue	29,356	27,311	19,853	101,484	67,374
Total EBITDA	8,108	6,974	6,735	28,353	22,693
Depreciation & Amortisation	4,321	3,937	2,597	14,039	8,768
EBIT	3,787	3,037	4,138	14,314	13,925
Interest and Financing Cost (Net)	1,047	874	1,206	4,943	2,776
PBT	2,740	2,163	2,932	9,371	11,148
PAT	2,743	2,195	2,767	9,009	10,423

Standalone - Bucking the economic slowdown and heightened competitive intensity, Idea's standalone revenues for Q4 of Rs.28,626 mn, grew 9.2% on a QoQ basis. Annual revenues of Rs.99,622 mn, grew 47.9% on a YoY basis. This YoY revenue growth of 47.9%, on the back of the FY08 growth of 53.6%, marks Idea as the fastest growing major telco in the world's fastest growing major telecom market.

Total Minutes on the Network at 44,224 mn grew by 9.9% on a QoQ basis. The Average Realised Rate per Minute, which had moved up from 62p to 64p in the previous quarter, settled at 63p.

Idea has quadrupled its network capacity in the last two fiscal years. Consequently, Depreciation & Amortization for FY09 at Rs.13,212 mn increased by 50.7% on a YoY basis. Net Interest and Finance cost for FY09 at Rs.4,070 mn, increased by 46.6% on a YoY basis.

Effective January 1, 2009, Idea has entered into an IRU agreement with Indus Towers covering Idea's 11,094 towers. At the EBITDA level, the net negative impact of Indus IRU is 2.2% for the quarter. However, EBITDA margin for Q4 at 25.9% is almost similar to the Q3 margin, indicative of other operational efficiencies which have absorbed the negative Indus IRU impact.

PAT for the quarter at Rs.3,032 mn was higher by 18.3% on a QoQ basis. After absorbing the losses of the new launches of Mumbai and Bihar, PAT for FY09 was Rs.9,754 mn.

Consolidated - The consolidated EBITDA for the quarter at Rs.8,108 mn was higher by Rs.693 mn compared to standalone, due to the proportionate consolidation of Indus Towers and Spice Communications. At the PAT level, the consolidated amount was lower by Rs.289 mn, compared to standalone, due to a negative contribution of Rs.254 mn by Spice Communications. It was also lowered by Rs.36 mn by Indus Towers, being the first year of Indus operations.

Idea launched its commercial operations in the service area of Orissa in April 2009 and now operates in 16 service areas, covering ~ 80% of national subscribers. With the planned launch of Tamilnadu by June'09, and the remaining service areas by Dec'09, Idea will have pan India operations.

Overall, the coming year will be a testing period for the Indian telecom sector. Idea is equipped to emerge competitively stronger.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries incl. the ABTL service area of Bihar. Effectively, this encompasses all mobile operations in India, excluding Spice and Indus.

2. Idea Consolidated represents Idea, its 100% subsidiaries, and its JVs, grouped together. This covers Idea operating service areas, the ABTL service area of Bihar, the proportionate consolidation of Indus (16%), and the proportionate consolidation of Spice (41.09% w.e.f. October 16, 2008).

3. Figures of past periods have been regrouped, wherever necessary. Finance & Treasury charges represent Interest & Financing cost net of investment income and forex gains/losses.

About Idea Cellular Ltd.

A leading GSM mobile services operator with over 43.02 mn subscribers, Idea Cellular along with Spice Communications and ABTL, has licenses and spectrum to operate in all 22 service areas of India, currently with commercial operations in 16 service areas. 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 25 countries, is anchored by an extraordinary force of over 125,000 employees belonging to 25 nationalities and derives about 50% of its revenues from operations outside India.