

Indian wireless

Time to hang up

Downgrading Bharti, Idea to Sell

Indian telcos remain the most richly valued in global telecom. While growth rates exceed global peers, we believe upside potential is very limited. Based on a change in the Reliance Equities equity recommendation system, the limited upside to our price targets warrants a Sell rating for Bharti and Idea.

Headwinds to come to the fore in 2009

The next 12 months should see a number of developments which, we believe will pressure valuations in the group. These include increasing competition from existing and new operators; capex spend on 3G and WiMAX; and implementation of mobile number portability. Recent spectrum acquisitions in India imply valuations ranging from US\$0.45/MHz/POP to US\$0.61/MHz/POP. However, we believe 3G and WiMAX bids are unlikely to reach such lofty levels given global liquidity issues. We assume 3G spectrum clears at US\$0.16/MHz/POP and WiMAX at US\$0.02/MHz/POP.

Tough Pay TV economics to drive EBITDA, margin dilution in FY10

Competition in the Indian Pay TV market is set to accelerate and we believe pricing will get more aggressive as operators compete for market share. Direct-to-home (DTH) TV economics for Bharti and RCOM are better than standalone peers. However, we estimate DTH initiatives could dilute the two operators' consolidated EBITDA margins by 120 bps and 170 bps in FY10, respectively. DTH economics are not currently factored into our estimates.

Updated model reflects operationalisation of Indus effective 1 January

We now expect Bharti, Vodafone and Idea to sign an indefeasible rights of use (IRU) agreement with Indus effective 1 January (versus our prior expectation in 3Q FY09). Bharti, which follows US GAAP, will begin accounting for its 42% stake in Indus as an equity investment while Idea, which follows Indian GAAP, will use proportionate consolidation.

Telecommunications

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Key financials

		Current	Target	Market	Enterprise	P/E	CAGR EPS	EV/EBITDA	CAGR EBITDA		
	Rating	price (Rs)	price (Rs)	cap (Rsbn)	value (Rsbn)	FY09E	FY10E	(FY09-12E)	FY09E	FY10E	(FY09-12E)
Bharti	Sell	722	732	1,376	1,465	16.6x	13.4x	17.4%	9.3x	7.4x	18.7%
RCOM	NR	216	NA	472	686	7.9x	7.8x	6.7%	7.1x	5.6x	19.7%
Idea	Sell	53	51	173	300	14.9x	15.3x	16.8%	10.3x	7.4x	27.0%

Source: Company data, Reliance Equities estimates. Prices in this report are as of 19 December 2008

Investment summary

We are downgrading our ratings on Bharti and Idea to Sell from the prior Hold. Our 12-month price target on Bharti increases to Rs 732 from the prior Rs 683 while that for Idea increases to Rs 51 from the prior Rs 48 largely due to rolling over of our price targets to the end of FY10 (March 2010) from March 2009.

However, due to the change in Reliance Equities' equity recommendation system (see disclosures at end), the limited upside potential to our price target warrants a Sell rating for both Bharti and Idea.

We continue to believe macro industry factors and regulatory headwinds will remain overhangs and will limit multiple expansion in the group. In addition, dilution from the DTH launch (which has not been factored into consensus estimates) will lead to a further downward revision in consensus EBITDA and EPS estimates.

Key industry developments expected to occur in the near term that drive our cautious outlook on the sector include:

Auction of 3G and BWA spectrum: January/February 2009

We believe both Bharti and RCOM will bid to win nationwide licences for 3G and WiMAX. In addition, we expect Tata Teleservices to be a competitive bidder following the recent infusion of fresh equity from NTT DoCoMo. Other operators that we believe are likely to be interested bidders in specific circles include Aircel (which has backing from Malaysian operator Maxis) and Idea.

The reserve price for a nationwide 3G licence is Rs 2,020 crore (Rs 20.2 billion) and for WiMAX it is Rs 1,010 crore (Rs 10.1 billion). Recent spectrum transactions could provide clues to the final market price for spectrum. As the table below suggests, Swan Telecom which has 2G licences in 13 circles (Metros, A and B) was valued at US\$2 billion in September 2008, implying a valuation of US\$0.61/MHz/POP (POP = population covered). Subsequently, Unitech Wireless' pan-India licence (including less valuable C circles) was valued at US\$0.45/MHz/POP. We believe valuations in the 3G spectrum are unlikely to reach these levels given current liquidity constraints and relatively stretched balance sheets. However, our estimate of 2x the reserve price for 3G and WiMAX spectrum implies valuations of just US\$0.16/MHz/POP and US\$0.02/MHz/POP, respectively (assuming Rs45/US\$).

Figure 1: Recent implied valuations of spectrum

Company	Spectrum	Frequency	No. of circles	% Stake sold	Transaction date	Valuation (US\$ m)	Implied EV (US\$m)	Price/MHz/POP (US\$)
Swan	4.4 MHz	1800 MHz	13	45%	23-Sep-08	900	2,000	0.61
Unitech	4.4 MHz	1800 MHz	22	60%	29-Oct-08	1,380	2,300	0.45
3G	5 MHz	2.1 GHz	22	100%	Jan-Feb 2009	-		
BWA	20 MHz	2.3/2.5 GHz	22	100%	Jan-Feb 2009	-		

Source: Company data, Reliance Equities research.

New entrant rollouts: Throughout 2009

The table below highlights our current expectations for the market rollout plans of new operators which have been allotted start-up GSM spectrum over the past one year. RCOM is the farthest along with soft launch already underway across the 14 circles where it currently does not have GSM operations and commercial launches in the metros and major A circles expected in the next few weeks. We believe the entry of as many as six new players will increase competitive pressures and will lead to subscriber market share shifts over the next 12 months. We expect well funded carriers such as RCOM, Tata Teleservices and Aircel to be very aggressive in the new markets at launch.

Figure 2: New carrier rollout plans

Company	Current status	Expected network rollouts
RCOM	Pan-India CDMA operator with GSM operations in eight circles. Total subscriber base of 59.6 million as of Nov-08.	GSM soft launches underway in 14 circles; commercial launch in metros and other major circles expected in next few weeks. Pan-India comprehensive coverage by mid-2009.
Aircel	Pan-India GSM spectrum. Currently operates in nine circles and has a subscriber base of 15.4 million as of Nov-08.	Expected to launch in the Mumbai, Delhi, Haryana and UP (W) circles in 4Q FY09. The company will rollout pan-India coverage by year-end CY09.
Tata Teleservices	Pan-India CDMA operator with GSM spectrum in 12 circles. Total subscriber base of 31 million as of Nov-08.	Company has awarded a managed services network contract to Nokia Siemens for nine circles and to Huawei for the remainder, and is expected to rollout GSM service in all 12 circles by mid-2009.
Idea Cellular	GSM network in 13 circles under the Idea brand; recently acquired Spice, which operates in Karnataka and Punjab. Combined subscriber base of 36.5 million.	Expects to launch network in TN and Orissa in 4Q FY09, followed by Kolkata in the following quarter.
Datacom	GSM spectrum in seven circles. No coverage at present.	We expect no rollouts from these new operators until 2Q FY10 (July-Sep '09). Swan and Shyam Tele have (Requests for Information (RFIs) outstanding, and we expect at least another 2-3 months before network contracts are awarded.
Unitech Wireless	Pan India GSM license with spectrum in 16 circles. No coverage at present.	
Loop Telecom	GSM spectrum in eight circles. No coverage at present.	
Shyam Telelink	Pan-India CDMA spectrum (except Delhi/Mumbai). Already operates in Rajasthan with a subscriber base of 0.3 million.	
Swan Telecom	GSM licence in 13 circles. No coverage at present.	

Source: Reliance Equities research, Company data.

Mobile number portability: August 2009 in metros, Circle A; Feb-10 all India

We believe the consensus view is underestimating the likelihood of mobile number portability (MNP) being implemented in India in 2009. However, based on our conversations with government officials, we believe the Department of Telecommunications (DOT) is committed to MNP. The recently released 3G memorandum also reiterates DOT's commitment to MNP to encourage new foreign operators to bid in the upcoming auction. The following table shows the timeline that DOT has released, which suggests MNP will be implemented in the metros/Circle A by August 2009.

Figure 3: Key dates to watch in the MNP process

Events	Important dates
Start of sale of tender document	26-Nov-08
Pre-bid conference.	17-Dec-08
Last date for submission of bids	6-Jan-09
Opening of pre-qualification bids	6-Jan-09
Announcement of pre-qualified bidders	16-Jan-09
Announcement of successful bidder and issuance of Letter of Intent (LoI)	5-Feb-09
Launch of MNP in metro and category A circles	Within six months of receiving the LoI (Aug-09)
Launch of MNP in rest of the country	Within a year of receiving the LoI (Feb-10)

Source: DOT, Reliance Equities research.

We believe the launch of MNP could cause industry churn to increase significantly from our current estimate of 3.3% per month. The launch of new operator networks concurrent with the implementation of MNP could cause further disruption in the industry. We expect no material increase in advertising and marketing spend from incumbents as a result of MNP although the thrust of the marketing message could change towards issues such as footprint and quality of service. However, maintenance costs per user and network expenses could increase as carriers staff up to handle an expected increase in calls into customer care centres and improve the quality of service. Net-net, we expect MNP to negatively impact operator margins in the near term.

Pay TV: Tough economics set to become more challenging in the near term

RCOM and Bharti have recently entered the Pay TV market through DTH services. The Indian DTH market, with an estimated 10.5 million subscribers as of November 2008 is still nascent (roughly 9% of total TV households), and is set to grow exponentially over the next few years as several new operators have launched services. We expect total DTH households to double over the next year to roughly 22 million and further ramp to 45 million subscribers by end-CY12.

RCOM, which launched its service in mid-August, announced on 20 November that it had reached the 1 million subscribers mark within just three months of launch. The company has rolled out its service across 4,000 towns in India taking advantage of its vast distribution reach. Meanwhile, Bharti has not disclosed subscriber data since its launch in early October. However, we believe the company has been more measured in its launch to date, as it had some initial operating glitches. We believe these have now been ironed out and the company is set to make an aggressive push into the DTH space in CY09.

The following table outlines key operating metrics for DISH TV, the only publicly traded DTH operator in India. As the table illustrates, EBITDA margins after three years of operations are still at -50%, which is an indicator of the challenging economics for the business in India (largely a function of a highly price sensitive consumer).

Figure 4: Dish TV economics

Units as shown	
Total subscribers ('000s)	4,500
Net adds ('000s) *	258
Churn (per month)	0.5%
ARPU (Rs)	157
CPGA (Rs)	2,601
Cash cost/user/month (Rs)	99
EBITDA margin	-50.4%

Source: Company data, Reliance Equities research.
Note: CPGA = Cost per gross add.; Data as of 2Q FY09

We believe Pay TV economics will continue to remain tough as new operators launch services. For instance, Sun Direct, which had concentrated operations in the South, launched pan-India operations on 8 December at very aggressive pricing (see table below).

Figure 5: Comparison of current DTH offers

Company	Equipment/installation fee (Rs)	Promotion
DishTV	2,290	165 channels free for 3 months; Rs 275/month plus tax thereafter
Tata Sky	2,499	No free months; comparable package is Rs 260/month for 114 channels
Sun Direct	1,499	Five-month subscription to 110 channels (including FM) free; Rs 99/month thereafter
Big TV	1,990	No free months; Rs 280 plus tax for roughly 110 channels
Airtel Digital TV	2,500	Three-month subscription of 127 channel platinum pack free; Rs 424/month thereafter

Source: Company data, Reliance Equities research.

Estimating dilution from Pay TV for Bharti and RCOM

We believe Pay TV economics for Bharti and RCOM will be better than standalone competitors given the two are established brands and their ability to leverage an extensive distribution reach. However, even if we assume a 40% reduction in CPGA and a 25% reduction in cash cost per user, it would imply significant EBITDA and margin dilution in the near-term (see Figure 6).

Key assumptions for Bharti and RCOM's Pay TV businesses

- Subscriber monthly net add run rate: 300,000
- Monthly churn: 0.5%
- CPGA: Rs 1,560 (60% of DISH TV)
- Cash cost per user: Rs 74 (75% of DISH TV)

Figure 6: Potential net impact from Pay TV business

Units as shown	Bharti FY10E		RCOM FY10E	
	Current estimates	With DTH	Current estimates	With DTH
	Revenue (Rs m)	447,824	453,032	296,083
Revenue growth (%)	21.1	22.5	26.4	29.4
EBITDA (Rs m)	181,304	178,146	122,235	119,956
EBITDA growth (%)	20.1	18.0	25.8	23.5
Margin (%)	40.5	39.3	41.3	39.6
EPS (Rs)	53.96	53.20	27.62	26.02

Source: Company data, Reliance Equities estimates.

Note that Bharti's EPS impact from DTH will be lower since the listed company only owns 40% economic interest in the DTH operations with the remaining 60% held at Bharti Enterprises.

Are premiums to global telcos justified?

As the table below illustrates, Indian telcos trade at significant premiums to global peers, with Bharti being the most richly valued major telecom stock in the world. We believe a premium is justified given higher expected growth rates for Indian telcos but the magnitude of the premium could be at risk given expected headwinds.

Figure 7: Global valuation comparison

Units as shown														
		Rtng	CMP	TP	Market	Enterprise	P/E(x)		EPS growth		EV/EBITDA		EBITDA growth	
			(LC)	(LC)	cap (US\$ m)	value (US\$ m)	FY1E	FY2E	FY1E	FY2E	FY1E	FY2E	FY1E	FY2E
India	Bharti Airtel	Sell	722	732	29,009	30,283	16.6x	13.4x	23.3%	23.9%	9.3x	7.4x	38.0%	25.5%
	RCOM	NR	216	NA	9,456	16,281	7.9x	7.8x	10.2%	0.4%	7.1x	5.6x	18.5%	25.8%
	Idea Cellular	Sell	53	51	3,469	4,953	14.9x	15.3x	-10.1%	-2.7%	10.3x	7.4x	28.0%	39.8%
Asia	China Mobile *	NR	72	NA	210,870	185,224	12.7x	11.4x	34.7%	11.6%	5.8x	5.2x	10.8%	10.8%
	China Unicom *	NR	9	NA	31,955	31,483	13.5x	14.4x	23.6%	-5.7%	3.8x	3.1x	73.7%	20.1%
	NTT Docomo	NR	170,000	NA	85,798	85,809	14.3x	14.0x	9.8%	2.5%	4.6x	4.7x	5.7%	-2.5%
	SK Telecom *	NR	218,000	NA	13,691	16,234	13.3x	10.5x	NM	26.7%	5.2x	4.7x	-1.4%	10.4%
EU, LAT, EM	America Movil *	NR	22	NA	55,378	65,120	11.9x	9.8x	10.4%	21.3%	5.8x	5.4x	13.7%	8.3%
	MTN *	NR	100	NA	19,218	25,274	11.7x	8.8x	39.3%	33.0%	5.5x	4.5x	33.4%	21.4%
	Vodafone	NR	1	NA	103,082	151,655	9.7x	9.2x	7.1%	5.9%	6.8x	6.5x	7.9%	4.7%
	Orascom * (in US\$)	NR	5	NA	4,689	9,893	3.1x	7.2x	56.5%	-57.2%	4.3x	4.1x	6.1%	4.5%
US	AT&T *	NR	28	NA	163,354	238,534	9.8x	9.8x	2.5%	0.1%	5.4x	5.3x	4.6%	1.6%
	Verizon *	NR	33	NA	94,588	173,581	13.0x	12.3x	7.8%	5.6%	5.6x	5.2x	4.2%	7.7%

Source: Reliance Equities estimates for Bharti and Idea; Bloomberg for the rest.

Note: * = December year-end; FY1 = FY08E and FY2 = FY09E.

Valuations and price targets

Bharti Airtel: Our 12-month SOTP-based price target for Bharti is Rs 732, equivalent to our fair value per share for the company, which comprises Bharti's stake in Indus at Rs 101 and the DCF value of the core business (including Infratel ex-Indus) at Rs 631.

Figure 8: DCF valuation and SOTP fair value

Rs in million except per share data													
	FY08	FY09E	FY10E	FY11E	FY12E	FY13E	FY14E	FY15E	FY16E	FY17E	FY18E	FY19E	FY20E
EBIT (1-t)	66,515	91,693	110,303	120,476	127,729	137,265	141,282	144,315	139,265	136,142	133,789	138,592	143,393
Depreciation	37,261	45,619	54,519	70,085	85,807	101,673	117,281	132,839	148,049	162,639	176,261	189,018	200,633
Less: Cash capital exp.	(138,467)	(136,414)	(115,961)	(124,984)	(125,719)	(128,336)	(129,148)	(130,160)	(129,762)	(128,605)	(126,463)	(128,055)	(130,878)
Less: Working capital	15,471	(1,277)	(1,828)	6,068	5,099	595	(1,832)	2,295	1,490	1,060	615	525	336
Free cash flow	(19,220)	(378)	47,033	71,644	92,915	111,196	127,583	149,289	159,043	171,237	184,202	200,080	213,483
Discount rate	12.4%										Check:		
PV of FCF, FY09–19E	676,301										m	12.0x	
Terminal value	2,551,186										r	12.4%	
PV of terminal value	893,220										g	4.00%	
Corporate value	1,569,521										cf	213,483.3	
Net debt	66,797										v	2,551,186	
Equity value	1,502,724										Beta	95.0%	
Public market discount	20%		Weight		Cost	Tax rate	A/T cost	Wtd. cost		Risk free rate	7.75%		
Market value of equity	1,202,179		Debt	20%	12.0%	33.0%	8.0%	1.6%		Mkt prem.	6.0%		
Share O/S (FD) (m)	1,907		MV equity	80%	13.5%	0.0%	13.5%	10.8%		Cost of equity	13.5%		
Core bus. shr price (Rs)	631		WACC		12.4%								
Indus Tower value (Rs)	109												
Min. int. (11% of Infratel)	(6.9)												
Fair value (Rs)	732												

Source: Company data, Reliance Equities estimates.

Figure 9: Sensitivity to terminal wireless margins and capex/revenue ratio

Terminal margin	Terminal wireless capex/revenue				
		7.6%	8.6%	9.6%	10.6%
25.5%	738	725	712	699	685
26.5%	749	735	722	709	696
27.5%	759	745	732	719	706
28.5%	769	756	742	729	716
29.5%	779	766	753	739	726

Source: Reliance Equities estimates.

Figure 10: Sensitivity to WACC and terminal growth rate

WACC	Terminal growth				
		3.0%	3.5%	4.0%	4.5%
10.4%	885	921	963	1,013	1,071
11.4%	777	803	832	865	904
12.4%	692	711	732	756	783
13.4%	624	639	654	672	691
14.4%	569	580	592	605	619

Source: Reliance Equities estimates.

Idea Cellular: Our 12-month SOTP-based price target for Idea is Rs 51 comprising a DCF value of Rs 22 for the core business (assuming a WACC of 13.1% and terminal growth of 4.0%) and Rs 29 for the company's stake in Indus.

Figure 11: DCF valuation and SOTP fair value

Rs in million except per share data														
	FY08	FY09E	FY10E	FY11E	FY12E	FY13E	FY14E	FY15E	FY16E	FY17E	FY18E	FY19E	FY20E	
EBIT (1-t)	12,532	18,014	18,063	22,686	26,352	30,371	33,692	37,409	40,295	42,102	45,454	48,559	51,678	
Depreciation	8,768	7,158	13,461	16,623	18,960	20,445	20,664	20,015	19,396	18,763	18,097	17,358	16,528	
Less: cash capital exp.	(54,994)	(75,123)	(60,704)	(55,524)	(49,825)	(43,947)	(34,563)	(28,698)	(30,416)	(31,933)	(33,422)	(34,730)	(35,996)	
Less: working capital	1,998	(19,046)	9,379	8,521	6,981	5,637	4,494	4,301	3,304	2,820	2,725	2,298	2,184	
Free cash flow	(31,695)	(68,997)	(19,801)	(7,694)	2,468	12,506	24,286	33,027	32,579	31,751	32,853	33,486	34,394	
Discount rate	13.1%											Check:		
PV of FCF, FY10-20E	98,881											m 11.0x		
Terminal value	378,453											r 13.1%		
PV of terminal value	110,623											g 4.00%		
Corporate value	209,504											cf 34,394		
Net debt	91,235											v 378,453		
Minority interest	27,040											Beta 110.0%		
Equity value	91,229											Risk free 7.75%		
Public market discount	20%						Weight	Cost	Tax rate	A/T cost	Wtd. cost			Mkt prem 6.0%
Market value of equity	72,983	Debt		20%	12.0%	33.0%	8.0%	1.6%					Cost of Eq. 14.4%	
Share o/s (FD)	3,282.8	MV equity		80%	14.4%	0.0%	14.4%	11.5%						
Core business value/shr (Rs)	22.2						WACC						13.1%	
Indus Tower value/shr (Rs)	28.6													
Fair value/TP (Rs)	51													

Source: Reliance Equities estimates.

Figure 12: Sensitivity to terminal wireless margins and capex/revenue ratio

		Terminal wireless capex/revenue					
		51	8.0%	9.0%	10.0%	11.0%	12.0%
Terminal margin	21.8%	52	49	46	43	40	
	22.8%	55	52	49	46	43	
	23.8%	57	54	51	48	45	
	24.8%	59	56	53	50	47	
	25.8%	61	58	55	52	49	

Source: Reliance Equities estimates.

Figure 13: Sensitivity to WACC and terminal growth rate

		Terminal growth					
		51	3.0%	3.5%	4.0%	4.5%	5.0%
WACC	11.1%	63	66	68	71	75	
	12.1%	55	57	58	61	63	
	13.1%	48	49	51	52	54	
	14.1%	43	44	45	46	47	
	15.1%	38	39	40	41	42	

Source: Reliance Equities estimates.

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Key to REIPL recommendations

Buy = Expected return more than +15%

Sell = Expected return +15% or less

All returns calculated over a 12-month period (including dividend).

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