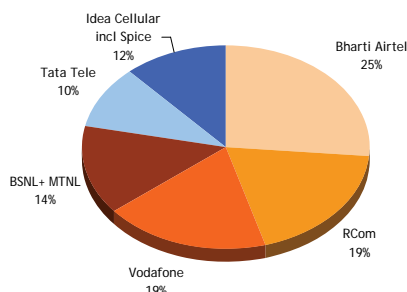
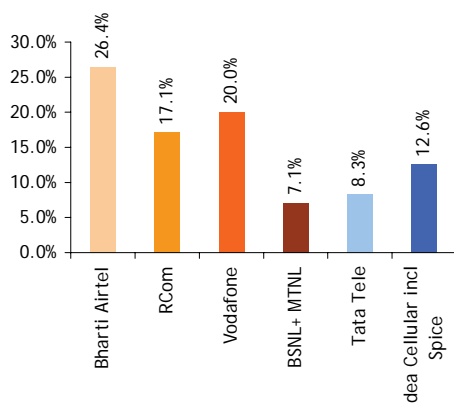


December 18, 2008

**Subscriber Market Share (Nov 2008)**



**Market share of net additions for Nov 2008**



Source: AUSPI, COAI

- **Slowdown yet to impact mobile subscriber net additions:** Subscriber net additions continued on a strong note with 10m subscribers being garnered by telcos for November 2008, a growth of 25% YoY. Greater geographic coverage by incumbents and attractive tariff plans has resulted in this growth.
- **Bharti Airtel's (Bharti's) net additions almost flattish at 2.7m for fourth consecutive month:** Bharti added ~2.7m subscribers in November 2008, implying a market share of ~26% of net additions. Both Bharti and Reliance Communication (RCom) are losing ground to Vodafone Essar (Vodafone) and Idea cellular (Idea) in terms of net addition market share in the last four months.
- **Vodafone continue to impress with 2m subscriber net additions:** Vodafone added ~2m subscribers, up 50% YoY (fastest growth among telcos in last one year). It now operates in 20 circles and is expected to have pan-India footprint by December 2008.
- **RCom net additions flat, MoM at 1.76m:** RCom added ~1.76m subscribers (CDMA net adds -1.38m, GSM net adds -0.38m) for the month. Post its GSM launch in top cities by December 2008-January 2009, we expect the net additions to pick-up significantly in the subsequent months.
- **All operators gaining market share at the cost of BSNL:** In the last 12 months, BSNL has lost 230bps in the market share to 13.4%. Though the net additions for BSNL in the last three months are ~0.72m, the market share of net additions is ~7%.
- **Four circles- UP East, Bihar, Maharashtra and AP formed 33% of total net additions:** Subscriber net additions remained buoyant for Bharti in AP and Maharashtra, adding ~0.3m and 0.2m subscribers, respectively. Idea added ~0.27m subscribers in Maharashtra, thereby maintaining its leadership. Bharti added 0.35m subscribers in Bihar, almost 13% of its net additions.

## Telecom Subscribers-Snapshot

(in m)

Operators	Nov-08	Net Add.	Oct-08	Net Add.	MoM gr.	Nov-07	Net Add.	YoY gr.
Bharti Airtel	82.9	2.72	80.2	2.72	0.0%	53.0	2.05	32.6%
Reliance Communication	59.6	1.77	57.8	1.76	0.4%	39.4	1.56	13.2%
Vodafone Essar	58.8	2.06	56.7	2.08	-0.9%	38.6	1.38	49.7%
BSNL+ MTNL	44.3	0.73	43.6	0.74	-1.0%	34.8	0.98	-25.4%
Tata Teleservices	31.0	0.85	30.2	0.83	3.2%	21.0	0.83	3.2%
Idea Cellular incl Spice	36.5	1.30	35.2	1.24	4.5%	23.9	0.89	45.3%

Source: Auspi, COAI

## Sector valuations

Sector valuation	Rating	CMP (Rs)	Mcap (Rs bn)	Rev. (Rs bn)		EBIDTA (Rs bn)		P/E (x)		EV/E (x)	
				FY09E	FY10E	FY09E	FY10E	FY09E	FY10E	FY09E	FY10E
Bharti Airtel	Accumulate	710	1,367	364	426	147	172	15.7	13.6	9.8	8.2
Reliance Comm	BUY	203	427	236	295	98	118	7.2	6.6	6.5	5.3
Idea Cellular	Reduce	52	170	95	115	25	30	18.9	14.3	8.0	7.3

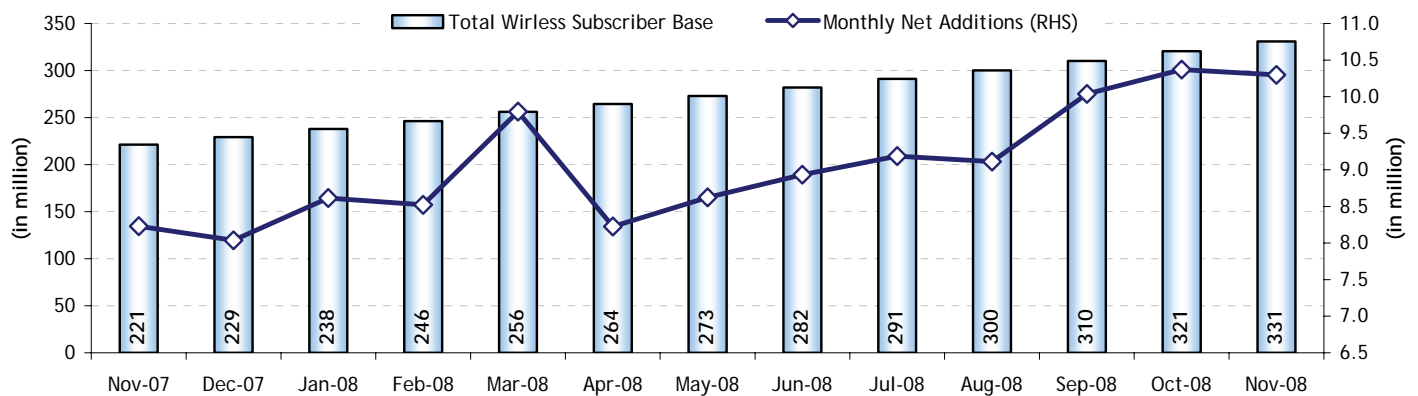
### Operator-wise subscriber trends

(in m)

	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sept-08	Oct-08	Nov-08	CMGR
Bharti Airtel	59.7	62.0	64.4	66.8	69.4	72.1	74.8	77.5	80.2	82.9	3.8%
RCom	44.2	45.8	47.4	49.0	50.8	52.5	54.3	56.0	57.8	59.6	3.5%
Vodafone	42.6	44.1	45.8	47.5	49.2	51.0	52.8	54.6	56.7	58.8	3.6%
BSNL+ MTNL	37.7	39.5	40.0	40.3	40.8	41.5	42.1	42.8	43.6	44.3	2.0%
Tata Tele	23.4	24.3	24.8	25.5	26.3	27.3	28.4	29.3	30.3	31.0	3.3%
Idea Cellular	27.0	28.2	29.4	30.6	31.7	32.4	32.8	34.0	35.2	36.5	3.6%
<b>Total GSM</b>	<b>185</b>	<b>193</b>	<b>199</b>	<b>206</b>	<b>213</b>	<b>219</b>	<b>226</b>	<b>234</b>	<b>242</b>	<b>250</b>	<b>3.5%</b>
<b>Total CDMA</b>	<b>61</b>	<b>64</b>	<b>65</b>	<b>67</b>	<b>69</b>	<b>72</b>	<b>74</b>	<b>77</b>	<b>79</b>	<b>81</b>	<b>3.3%</b>

Source: Auspi, COAI

### Subscriber net additions robust@10m



Source: Auspi, COAI

### Market share operator-wise end of period - November 2008

	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
Bharti Airtel	24.1%	24.2%	24.2%	24.3%	24.5%	24.6%	24.8%	24.9%	25.0%	25.0%	25.1%
Rcom	17.9%	17.9%	17.9%	17.9%	18.0%	18.0%	18.0%	18.1%	18.1%	18.0%	18.0%
Vodafone Essar	17.3%	17.3%	17.2%	17.3%	17.4%	17.4%	17.5%	17.6%	17.6%	17.7%	17.8%
BSNL+ MTNL	15.5%	15.3%	15.4%	15.1%	14.8%	14.5%	14.2%	14.0%	13.8%	13.6%	13.4%
Tata Tele	9.5%	9.5%	9.5%	9.4%	9.3%	9.3%	9.4%	9.4%	9.5%	9.4%	9.4%
Idea incl Spice	10.9%	10.9%	11.0%	11.1%	11.2%	11.3%	11.1%	10.9%	10.9%	11.0%	11.0%

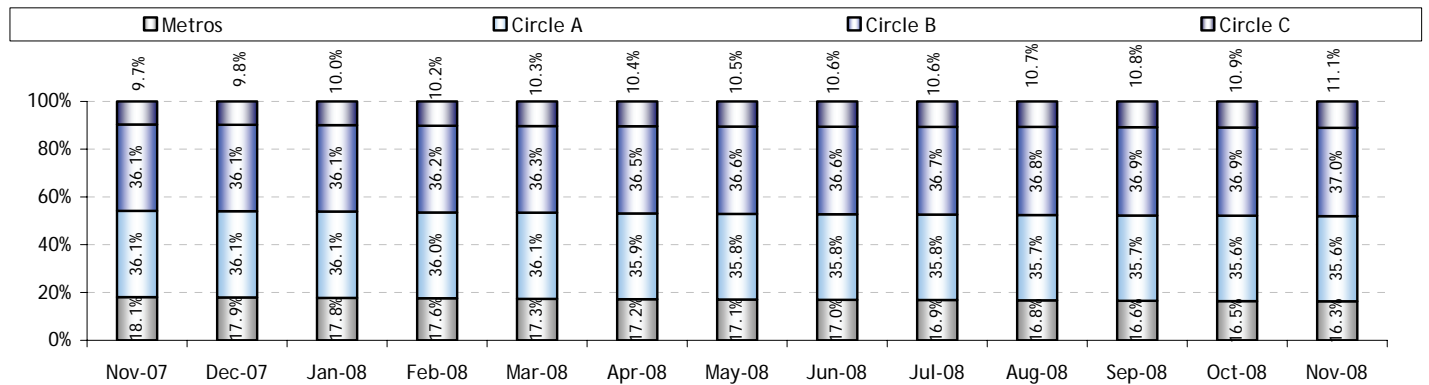
Source: Auspi, COAI

### Market share operator-wise net addition till November 2008

	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
Bharti Airtel	26.2%	26.4%	23.6%	29.0%	28.5%	28.6%	29.3%	29.6%	26.9%	26.0%	26.4%
Rcom	18.6%	18.9%	16.5%	19.7%	18.9%	19.5%	19.0%	19.2%	17.5%	16.8%	17.1%
Vodafone Essar	14.9%	16.6%	16.0%	20.1%	19.6%	19.3%	19.1%	19.8%	18.6%	19.9%	20.0%
BSNL+ MTNL	12.7%	10.9%	17.9%	6.3%	4.4%	5.1%	7.1%	7.4%	7.1%	7.0%	7.1%
Tata Tele	9.3%	10.1%	9.5%	5.4%	8.1%	9.6%	10.9%	11.5%	9.6%	8.8%	8.3%
Idea incl Spice	12.1%	12.4%	12.8%	14.5%	14.3%	12.4%	7.7%	4.3%	11.3%	11.9%	12.6%

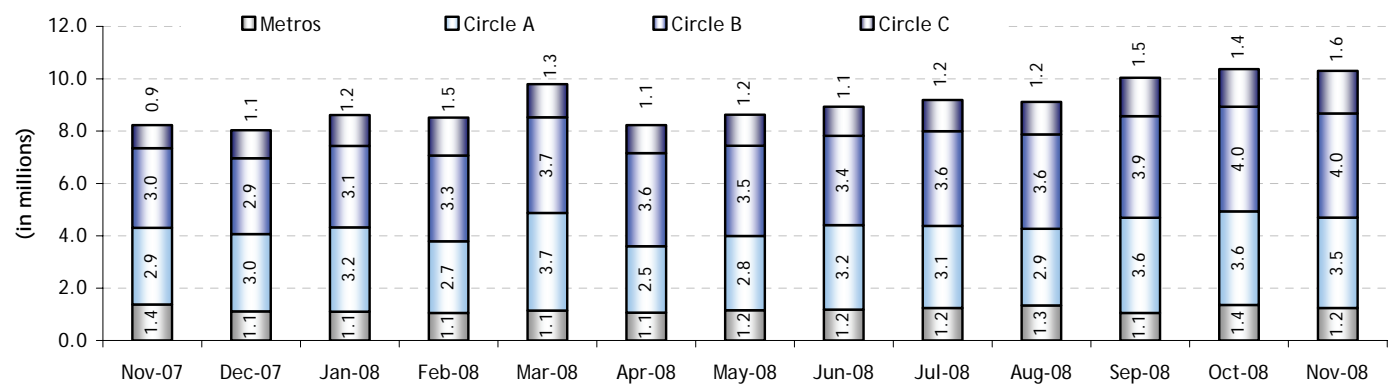
Source: Auspi, COAI, PL Research

### Subscriber distribution by geography



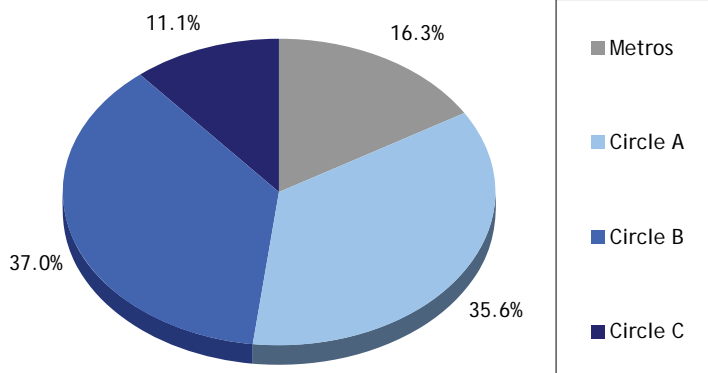
Source: Auspi, COAI, PL Research

### Subscriber distribution of net additions by geography

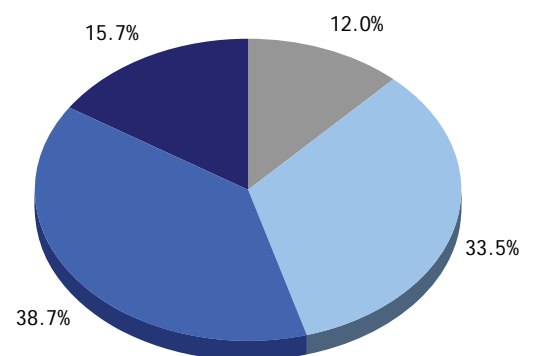


Source: Auspi, COAI, PL Research

### Subscriber distribution end of period - November 2008



### Subscriber distribution of net additions - November 2008



Source: Auspi, COAI, PL Research

■ A and B circles continue to form bulk of the subscriber net additions.

## Subscriber base of operators - Circle-wise

- Bharti and Vodafone have market leadership in 18 out of the 23 circles.
- Wireless penetration has reached ~29%.

Subscriber Base (Figs in Mn)	Operators						
As at end November '08	Bharti	Rcom	Vodafone	BSNL+ MTNL	Idea incl Spice	TTSL	Penetration
<b>METROS</b>	<b>11.3</b>	<b>10.2</b>	<b>11.8</b>	<b>6.0</b>	<b>2.5</b>	<b>7.8</b>	<b>91.4%</b>
Mumbai	2.7	3.4	4.1	2.0	0.2	2.1	89.6%
Delhi	4.4	3.0	3.7	1.8	2.3	4.2	116.4%
Kolkatta	2.2	2.4	2.5	1.2	0.0	1.4	60.2%
Chennai	2.0	1.3	1.5	1.0	0.0	0.0	110.5%
<b>CIRCLE A</b>	<b>31.4</b>	<b>17.9</b>	<b>22.3</b>	<b>13.0</b>	<b>15.9</b>	<b>10.5</b>	<b>34.1%</b>
Maharashtra	5.2	3.6	3.8	3.4	6.5	3.9	29.5%
Andhra Pradesh	8.1	4.8	3.4	2.7	4.5	3.0	32.2%
Karnataka	9.0	3.3	3.3	1.9	1.5	1.3	35.2%
Gujarat	3.7	3.0	7.2	2.4	3.4	1.2	37.0%
Tamilnadu	5.4	3.2	4.5	2.6	0.0	1.1	40.2%
<b>CIRCLE B</b>	<b>27.0</b>	<b>21.9</b>	<b>24.3</b>	<b>19.1</b>	<b>17.9</b>	<b>10.6</b>	<b>22.6%</b>
Haryana	1.2	1.2	1.9	1.3	1.4	1.2	33.6%
Rajasthan	6.0	2.2	4.3	2.5	1.1	2.3	29.1%
UP East	5.1	3.8	5.6	4.7	1.5	1.4	17.0%
UP West	2.1	2.9	3.8	2.2	3.5	1.9	23.4%
West Bengal	3.0	2.6	4.0	1.6	0.0	0.9	18.6%
Kerala	2.0	2.5	2.7	2.3	3.8	0.7	41.7%
Punjab	3.6	1.3	1.9	2.3	2.3	1.2	48.2%
MP	4.0	5.4	0.0	2.2	4.3	1.1	13.9%
<b>CIRCLE C</b>	<b>13.2</b>	<b>9.6</b>	<b>0.3</b>	<b>6.2</b>	<b>0.3</b>	<b>2.1</b>	<b>18.9%</b>
Himachal Pradesh	0.9	0.9	0.0	0.6	0.1	0.1	42.3%
Bihar	6.4	5.1	0.1	2.1	0.1	1.4	17.6%
Orissa	2.5	1.9	0.1	1.2	0.0	0.6	17.7%
Assam	1.2	1.3	0.0	0.9	0.0	0.0	17.0%
North Eastern States	0.8	0.4	0.0	0.6	0.0	0.0	20.0%
Jammu & Kashmir	1.4	0.0	0.0	0.8	0.0	0.0	24.7%
<b>Total</b>	<b>82.9</b>	<b>59.6</b>	<b>58.8</b>	<b>44.3</b>	<b>36.5</b>	<b>31.0</b>	<b>29.1%</b>
<b>Market Share</b>	<b>25.1%</b>	<b>18.0%</b>	<b>17.8%</b>	<b>13.4%</b>	<b>11.0%</b>	<b>9.4%</b>	

Source: Auspi, COAI, PL Research

\* Note: Tata Tele has consolidated its Chennai Subscribers with Tamil Nadu circle

## Marketshare of operators - Circle-wise

- Bharti and Vodafone continue to maintain leadership in metros, followed closely by RCom.
- Bharti, Vodafone and Idea enjoy the incumbency advantage in key metros and A circles

Market Share	Operators					
As at end November '08	Bharti	Rcom	Vodafone	BSNL+ MTNL	Idea	TTSL
<b>METROS</b>	20.9%	18.8%	21.8%	11.1%	4.6%	14.3%
Mumbai	16.4%	20.7%	24.9%	12.3%	1.5%	12.9%
Delhi	22.8%	15.5%	19.3%	9.2%	11.7%	21.5%
Kolkatta	21.6%	23.9%	24.6%	11.8%	0.0%	14.3%
Chennai	25.0%	16.5%	18.3%	12.3%	0.0%	0.0%
<b>CIRCLE A</b>	26.6%	15.2%	19.0%	11.0%	13.5%	8.9%
Maharashtra	19.7%	13.5%	14.5%	12.8%	24.7%	14.7%
Andhra Pradesh	30.5%	18.3%	12.9%	10.3%	16.8%	11.2%
Karnataka	44.4%	16.1%	16.4%	9.5%	7.2%	6.4%
Gujarat	17.6%	14.2%	34.6%	11.3%	16.4%	5.8%
Tamilnadu	22.8%	13.7%	19.1%	11.0%	0.0%	4.8%
<b>CIRCLE B</b>	22.1%	17.9%	19.9%	15.6%	14.6%	8.7%
Haryana	14.4%	15.0%	23.1%	16.1%	17.0%	14.3%
Rajasthan	32.1%	11.9%	23.1%	13.2%	5.9%	12.3%
UP East	23.2%	17.3%	25.3%	21.3%	6.9%	6.1%
UP West	12.7%	17.6%	23.4%	13.3%	21.5%	11.5%
West Bengal	23.0%	20.2%	30.6%	12.4%	0.0%	6.6%
Kerala	14.3%	17.8%	19.2%	16.5%	27.0%	5.2%
Punjab	27.6%	9.7%	15.1%	17.6%	17.5%	9.4%
MP	23.8%	31.7%	0.2%	12.7%	25.2%	6.4%
<b>CIRCLE C</b>	35.9%	26.1%	0.8%	17.0%	0.7%	5.8%
Himachal Pradesh	31.8%	32.4%	0.0%	22.9%	4.4%	4.6%
Bihar	39.0%	30.9%	0.5%	13.0%	0.9%	8.6%
Orissa	35.5%	26.6%	2.0%	17.0%	0.0%	8.4%
Assam	24.8%	25.5%	0.9%	17.0%	0.0%	0.1%
North Eastern States	28.7%	16.2%	1.1%	21.1%	0.0%	0.0%
Jammu & Kashmir	50.1%	0.0%	0.0%	30.4%	0.0%	0.0%
<b>Market Share</b>	25.1%	18.0%	17.8%	13.4%	11.0%	9.4%

Source: Auspi, COAI, PL Research

\* Note: Tata Tele has consolidated its Chennai Subscribers with Tamil Nadu circle

# Net additions by operators - Circle-wise for November 2008

- Subscriber market share of Tata Tele has risen in Delhi; hints of subscriber additions by Virgin picking up.
- UP and Bihar accounted for 19% and 24% of net additions for Bharti and Rcom, respectively.
- Subscriber net additions for BSNL in Assam circle negative for the fifth consecutive month.

Net Additions (Figs in '000)	Operators					
As at end November '08	Bharti	Rcom	Vodafone	BSNL+ MTNL	Idea	TTSL
<b>METROS</b>	176.4	263.0	247.5	116.6	107.7	158.1
Mumbai	18.6	67.8	72.6	34.7	63.2	25.5
Delhi	101.4	89.8	82.8	42.7	44.5	98.0
Kolkatta	53.2	71.4	80.1	65.7	0.0	34.6
Chennai	3.2	33.9	12.0	-26.6	0.0	0.0
<b>CIRCLE A</b>	1005.3	462.1	618.6	248.9	540.9	299.2
Maharashtra	199.6	79.2	164.0	-19.9	274.2	148.1
Andhra Pradesh	301.8	126.2	102.9	85.1	135.2	89.9
Karnataka	272.1	96.7	51.0	40.4	18.1	26.3
Gujarat	32.1	86.1	165.5	54.1	113.4	27.0
Tamilnadu	199.7	73.8	135.3	89.2	0.0	7.9
<b>CIRCLE B</b>	908.2	728.4	1072.9	267.9	567.4	311.0
Haryana	21.3	33.8	101.0	39.4	41.4	36.6
Rajasthan	279.7	70.3	190.1	24.1	38.2	53.6
UP East	136.3	163.5	310.9	142.3	68.6	42.4
UP West	32.5	95.8	140.8	-82.8	140.2	66.2
West Bengal	118.8	85.7	150.2	35.2	0.0	24.7
Kerala	39.8	56.9	95.6	22.2	95.2	4.2
Punjab	104.7	38.2	59.1	29.3	50.6	38.6
MP	175.1	184.2	25.2	58.1	133.2	44.7
<b>CIRCLE C</b>	630.9	311.9	121.8	94.9	79.5	85.5
Himachal Pradesh	14.6	33.1	0.0	24.4	4.5	1.1
Bihar	351.4	171.8	50.2	95.0	75.1	61.0
Orissa	94.5	60.2	41.4	29.8	0.0	16.3
Assam	40.2	39.9	15.9	-23.3	0.0	7.1
North Eastern States	29.1	6.8	14.3	-10.1	0.0	0.0
Jammu & Kashmir	101.1	0.0	0.0	-20.8	0.0	0.0
<b>Total</b>	2721	1765	2061	728	1296	854
<b>Market Share</b>	26.4%	17.1%	20.0%	7.1%	12.6%	8.3%

Source: Auspi, COAI, PL Research \* Note: Tata Tele has consolidated its Chennai Subscribers with Tamilnadu circle

## Market share of net additions operator-wise for November 2008

■ BSNL market share of net additions the lowest in pan-India operators.

Market Share	Operators					
As at end November '08	Bharti	Rcom	Vodafone	BSNL+ MTNL	Idea	TTSL
<b>METROS</b>	14.2%	21.2%	20.0%	9.4%	8.7%	12.7%
Mumbai	5.2%	19.0%	20.3%	9.7%	17.7%	7.1%
Delhi	22.1%	19.6%	18.0%	9.3%	9.7%	21.3%
Kolkatta	14.7%	19.7%	22.1%	18.1%	0.0%	9.5%
Chennai	5.2%	55.0%	19.5%	-43.1%	0.0%	-
<b>CIRCLE A</b>	29.1%	13.4%	17.9%	7.2%	15.7%	8.7%
Maharashtra	23.6%	9.4%	19.4%	-2.4%	32.4%	17.5%
Andhra Pradesh	35.9%	15.0%	12.2%	10.1%	16.1%	10.7%
Karnataka	53.9%	19.2%	10.1%	8.0%	3.6%	5.2%
Gujarat	6.7%	18.0%	34.6%	11.3%	23.7%	5.6%
Tamilnadu	25.4%	9.4%	17.2%	11.4%	0.0%	1.0%
<b>CIRCLE B</b>	22.8%	18.3%	26.9%	6.7%	14.2%	7.8%
Haryana	7.8%	12.3%	36.9%	14.4%	15.1%	13.4%
Rajasthan	38.1%	9.6%	25.9%	3.3%	5.2%	7.3%
UP East	15.8%	18.9%	36.0%	16.5%	7.9%	4.9%
UP West	8.3%	24.4%	35.9%	-21.1%	35.7%	16.9%
West Bengal	26.0%	18.7%	32.8%	7.7%	0.0%	5.4%
Kerala	12.7%	18.1%	30.4%	7.1%	30.3%	1.3%
Punjab	32.3%	11.8%	18.2%	9.0%	15.6%	11.9%
MP	28.2%	29.7%	4.1%	9.4%	21.5%	7.2%
<b>CIRCLE C</b>	38.9%	19.2%	7.5%	5.9%	4.9%	5.3%
Himachal Pradesh	16.8%	38.2%	0.0%	28.1%	5.2%	1.3%
Bihar	41.6%	20.3%	5.9%	11.2%	8.9%	7.2%
Orissa	33.0%	21.0%	14.4%	10.4%	0.0%	5.7%
Assam	22.5%	22.4%	8.9%	-13.1%	0.0%	4.0%
North Eastern States	34.0%	7.9%	16.7%	-11.8%	0.0%	0.0%
Jammu & Kashmir	72.6%	0.0%	0.0%	-15.0%	0.0%	0.0%
<b>Market Share</b>	26.4%	17.1%	20.0%	7.1%	12.6%	8.3%

Source: Auspi, COAI, PL Research

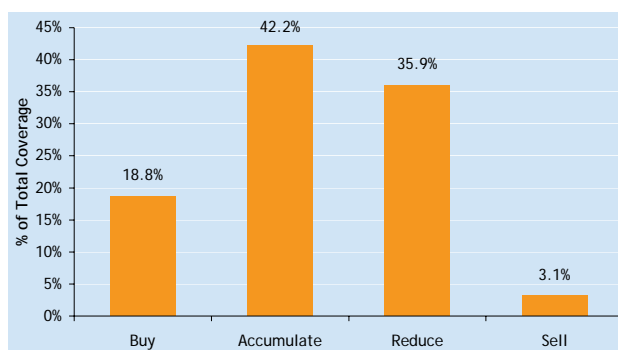
\* Note: Tata Tele has consolidated its Chennai Subscribers with Tamil Nadu circle

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#### Rating Distribution of Research Coverage



#### PL's Recommendation Nomenclature

<b>BUY</b>	: Over 15% Outperformance to Sensex over 12-months	<b>Accumulate</b>	: Outperformance to Sensex over 12-months
<b>Reduce</b>	: Underperformance to Sensex over 12-months	<b>Sell</b>	: Over 15% underperformance to Sensex over 12-months
<b>Trading Buy</b>	: Over 10% absolute upside in 1-month	<b>Trading Sell</b>	: Over 10% absolute decline in 1-month
<b>Not Rated (NR)</b>	: No specific call on the stock	<b>Under Review (UR)</b>	: Rating likely to change shortly

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