

~10 mn subs add per month

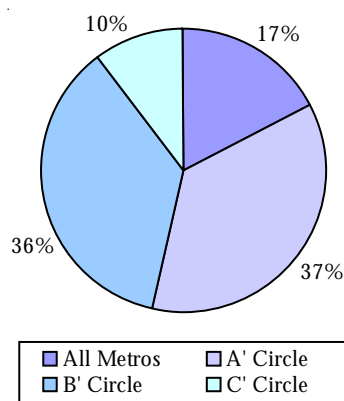
The Indian Telecom space marked yet another record with a staggering addition of 9.9 mn subscribers (subs) in March 2008, highest ever. Indian subs base stands at 256.24 mn, with GSM subs contributing 72.5% to total. Top six operators Bharti, RCom, Vodafone, BSNL, TTSL and Idea showed their best monthly net adds in the last seven months, with Bharti, RCom and Idea recording their best ever monthly net adds.

Highest ever subs add

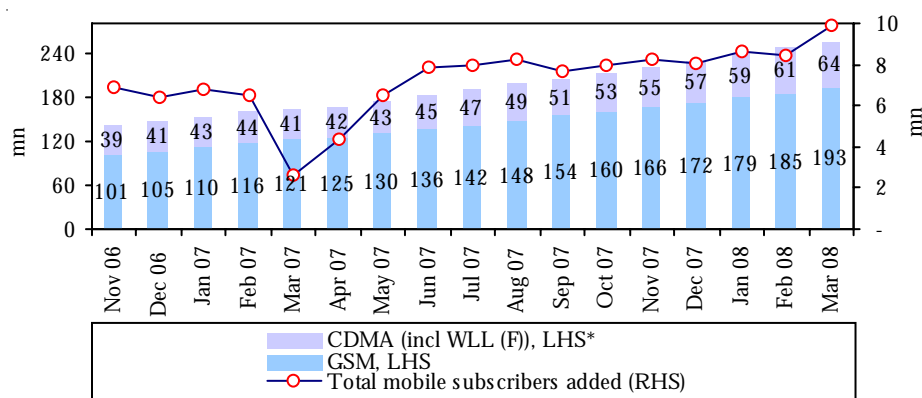
Certain level of clarity; DoT has started awarding licences and allocation spectrum

The Department of Telecom (DoT) has abolished Access Deficit Charge (ADC) from 01 April 2008. ADC for domestic calls has been completely abolished, whereas, on international incoming calls it has been reduced to Re 0.50 per minute, from Re 1 per minute earlier, for six months, after which, it will be totally phased out. DoT also awarded licenses to various operators, including new players as well as incumbents vying to expand to other circles. DoT has also started allocating GSM spectrum, starting from Tamil Nadu and Chennai circles to new players. Shyam-Sistema joint venture has received startup CDMA spectrum in 12 circles. The Telecom Regulatory Authority of India (TRAI), in its draft proposal, has recommended a pan-India Mobile Number Portability (MNP) implementation by June 2009 and has also mentioned guidelines to select the operator for MNP implementation in the country. The DoT has released Mergers and Acquisitions guidelines, same as recommended by TRAI last year.

Category-wise break-up

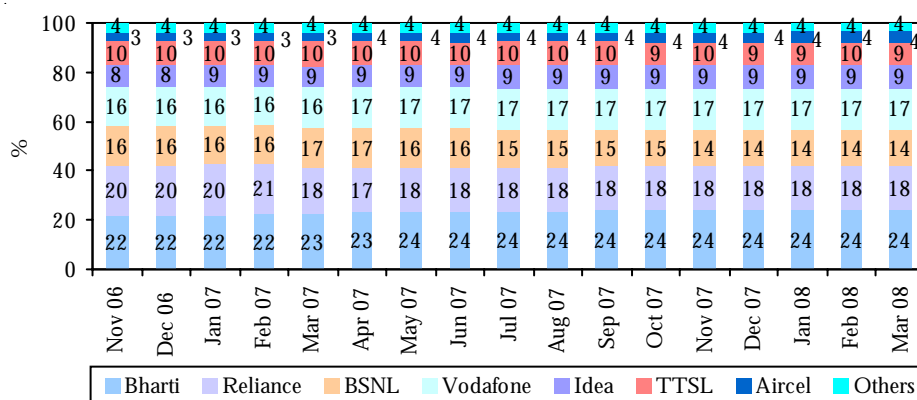


Total cellular subscriber base



Source: COAI, AUSPI, TRAI. *CDMA numbers do not account for the CDMA subs of BSNL and MTNL due to unavailability of these.

Operator-wise break-up



Source: COAI, AUSPI. **Note:** Others include HFCL, Shyam Telelink, Spice Communications, MTNL and BPL Mobile.

Regulatory developments

ADC phased out

No major impact for any telcos

As per the ninth amendment to the Interconnection Usage Charges (IUC) regulation, Access Deficit Charge (ADC) has been phased out from 01 April 2008.

- ADC on the domestic calls has been completely phased out from 01 April 2008. Operators were paying 0.75% of their Adjusted Gross Revenue (AGR) to BSNL, as ADC.
- ADC for international- incoming calls will be reduced from Re 1 per minute to Re 0.50 per minute, for a period of six months between 01 April 2008 and 30 September 2008. After that, ADC on international calls would be completely phased out.
- As per TRAI recommendations, BSNL would be provided support for sustenance of fixed wirelines installed before 01 April 2002, through Universal Services Obligation Fund (USOF). This amount would be Rs 20 bn per year for a period of three years, starting from 01 April 2008 and payable quarterly in advance. This financial aid would be reviewed in the third year for further continuation.

B&K's view

- We feel that the removal of ADC would bring relative clarity in the levy structure. It would also reduce the grey market operations, in the international voice calls, by reducing the existing arbitrage (positive for International Long Distance Operators like VSNL).
- ADC removal should not impact BSNL as the yearly amount that BSNL received over the last five years, ~Rs 25.5 bn, is comparable to Rs 20 bn that it will be receiving annually from the USOF, over the next three years. Moreover, this will decrease the mismatch in the collection and utilisation of the USO fund over the years. For 2007-08, cumulative funds collected under USO will go up to Rs 201.2 bn, against the cumulative utilisation of Rs 53.8 bn.
- Phasing out of ADC is positive for all the telcos; however, we do not see any major impact on financials for any operator. We expect minimum or no reduction in existing tariffs following ADC removal.

Licences & Spectrum issued to new players

Spectrum allocation on circle to circle basis, as per availability

The DoT, ending a long wait, has issued licences to new and existing players. Further, it has also started allocating 2G GSM (4.4 MHz) and CDMA (2.5 MHz) spectrum to players. The DoT is further likely to allocate 2G GSM spectrum in the circles of Kerala, Kolkata, Bihar, Madhya Pradesh, Andhra Pradesh and Karnataka.

Licence and Spectrum allocation

Players	Technology	Existing operation (circles)	New licences (circles)	Spectrum allocation
Unitech	GSM	–	23	Tamil Nadu and Chennai
Datacom (a Videocon subsidiary)	GSM	–	23	Tamil Nadu and Chennai
Loop Telecom (BPL subsidiary)	GSM	1	22	Tamil Nadu and Chennai
Shyam-Sistema	CDMA	1	22	North East, Assam, J&K, TN, Chennai, HP, MP, Bihar, Haryana, WB, Andhra Pradesh, UP-E and UP-W
Idea Cellular	GSM	13	10	Tamil Nadu and Chennai
Spice Communications	GSM	2	4	–
Swan	GSM	–	13	TN and Chennai
S Tel	GSM	–	6	Orissa
TTSL	CDMA	20	3	North East, Assam and J&K
TTSL	GSM	–	23	Tamil Nadu and Chennai

Note: We are considering Tamil Nadu and Chennai as separate circles

B&K's view

- Recent allotment of spectrum in few circles clearly indicates that the DoT will provide spectrum as per availability, on circle to circle basis, instead of waiting for the pan-India distribution. However, we also expect the DoT to wait for sufficient quantum of spectrum, before starting the allocation, so that it can accommodate 3-4 players per circle, thus avoiding the 'priority in the spectrum queue' mess.
- Shyam-Sistema joint venture (JV) has applied for CDMA spectrum and has received 2G startup CDMA spectrum in 13 circles. Effectively, the JV has bypassed the GSM spectrum queue and now would be able to start operations ahead of other new players, thus saving the precious time as incumbents are consistently adding above 8 mn subs per month. The JV would be seeking GSM spectrum under dual technology clause.

TRAI draft proposal on Mobile Number Portability (MNP)

TRAI has recommended a pan India MNP implementation by June 2009. TRAI, in its draft proposal, has also mentioned certain guidelines regarding the selection of an operator, through a bidding process, for providing and operating MNP solutions. Key points from the draft proposal are:

- The neutral third party operator, which will be operating and maintaining MNP Clearing House and Number Portability Database, should not hold substantial equity, 10%, in any telecom service provider in the country. Similarly, telecom service provider should not hold substantial equity stake in the operator.
- The third party operator would be selected through bidding process in terms of lowest per port transaction fee.

Pan-India MNP implementation by June 2009

- The operator should have a minimum paid up capital of Rs 100 mn on the date of application and a combined net worth of Rs 1 bn.
- FDI limit for third party operator would be 74%.
- The company or the equity stake holder of more than 10% in the company should have a prior experience of implementing MNP in one or more countries for more than 2 years and with a subs base of greater than 25 mn.
- Access/long distance operators would be bearing the cost of upgrading their networks.
- Portability would be intra-circle and the porting time should not exceed three working days initially.

DoT on Mergers and Acquisitions (M&A)

DoT has released guidelines for intra circle M&A. Key highlights are:

- Prior approval from DoT is required for merger. Mergers are allowed only after completing three years from the date of licence.
- The merged entity should not have a market share of more than 40% in terms of subs or adjusted gross revenue (AGR).
- There should be at least 4 players operating per circle.
- After the merger, the entity has three months to meet the existing subs-related spectrum criteria on the entire amount of spectrum. After which, on failure to meet the criteria, the entity has to surrender the extra spectrum.
- Substantial equity holding limit remains at 10%.

B&K's view

Above guidelines are in line with TRAI's recommendations released last year. A waiting period of three years would ensure no merger related activity takes place before FY11. This would ensure an increased and sustainable competition removing the spectrum hoarding doubts. On the other hand, we can expect profitability of telcos to come under serious pressure in the face of competition. However, there is still uncertainty whether the merger waiting period of three years will apply for incumbents (like Idea, Spice), who have received licences and spectrum recently. Market share limit of 40% would stop the big players going for consolidation, which we feel is unlikely in any case.

News

• MNC and Cellebrum ties up

MNC Wireless Bhd, a global Mobile VAS player, has tied up with Cellebrum, a subsidiary of Spice Corp. and an Indian VAS player. The partnership would see marketing arrangements in the collaborative areas and co-developments in the two markets. The VAS players would also combine for R&D, production, distribution & marketing of digital contents and services. MNC would market Cellebrum's mobile platforms, applications, contents and services in Malaysia.

Consolidation in the industry to become difficult for the next three years

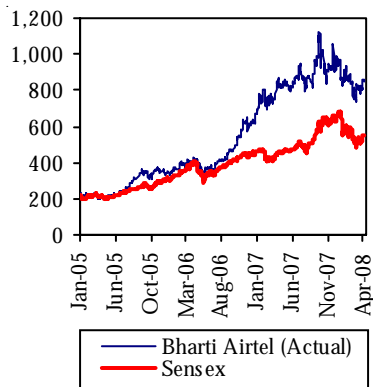
Share Data

Reuters code	BRTI.BO
Bloomberg code	BHARTI IN
Market cap. (US\$ mn)	40,246
6m avg. daily turnover (US\$ mn)	90.0
Issued shares (mn)	1,898
Target price (Rs)	1,011

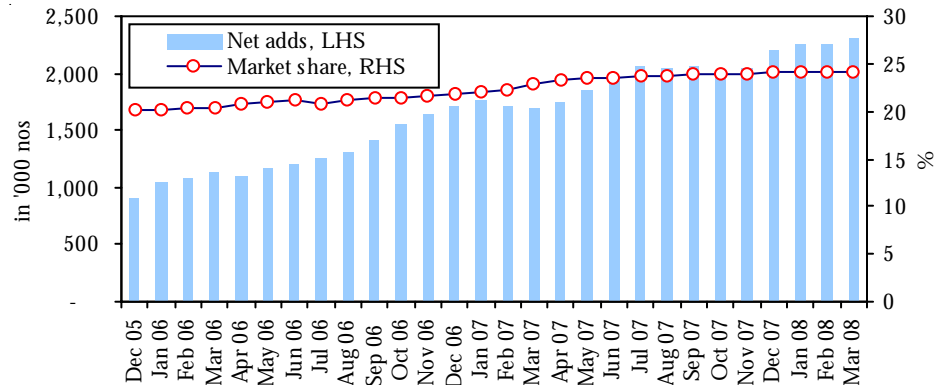
Performance (%)	1m	3m	12m
Absolute	9	0	0
Relative	(2)	5	(16)

Major shareholders (%)

Promoters	66
FII's	25
MF's	2
BFSI's	2
Public & Others	5

Relative to Sensex**Bharti Airtel (Rs 844)****Outperformer**

The company added a record 2.31 mn subs in March 2008 to take its subs base to 61.98 mn. It has opened a gap of 16.16 mn subs over RCom, from 15.47 mn a month back. The company has a market share of 24.2%, same as last month. During FY08, the company has increased its market share by 130 bps capitalising on a dreary performance by BSNL and the subs re-verification exercise in February-March 2007, which saw RCom and other operators surrendering faulty connections.

Subs adds vs. market share

Source: COAI, AUSPI

Recent developments

- **Bharti Airtel in Channel Islands**

Guernsey Airtel, a subsidiary of Bharti Group, has launched mobile services in Guernsey (Channel Islands, Europe). The services would be offered under the brand name of Airtel-Vodafone. Bharti Airtel, last year in June 2007, launched mobile services in Jersey. Guernsey is located in the English Channel and together with Jersey, forms Channel Islands. However, with small population and high teledensity (>98%), we see operations in Channel Islands more as a mean to get a foothold in the region for further expansion, instead of deriving profitability.

- **Web portal airtellive.com**

Airtel Telemedia services, Bharti Airtel's broadband and telephone services arm, has launched a new web portal, airtellive.com. The portal allows the subs to access Google applications like email, documents and search. Subs can browse various contents on airtellive.com free of costs; however, downloading charges are applicable. Subs will also be able to access shaadi.com, 24x7guru, naukri.com and so on from the portal.

- **SupportSoft supports for broadband**

Bharti Airtel has tied up with SupportSoft, Inc. for providing better broadband services to its subs. The company would use SupportSoft's SubscriberAgent software to provide assistance to its broadband subs; like connectivity issues, browser or email issues and so on. Subs can also have an online conversation with the company's customer service representatives regarding any issues they face.

Share Data

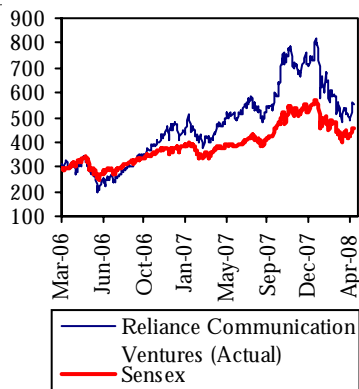
Reuters code	RLCM.BO
Bloomberg code	RCom IN
Market cap. (US\$ mn)	28,466
6m avg. daily turnover (US\$ mn)	120.8
Issued shares (mn)	2,064
Target price (Rs)	622

Performance (%) 1m 3m 12m

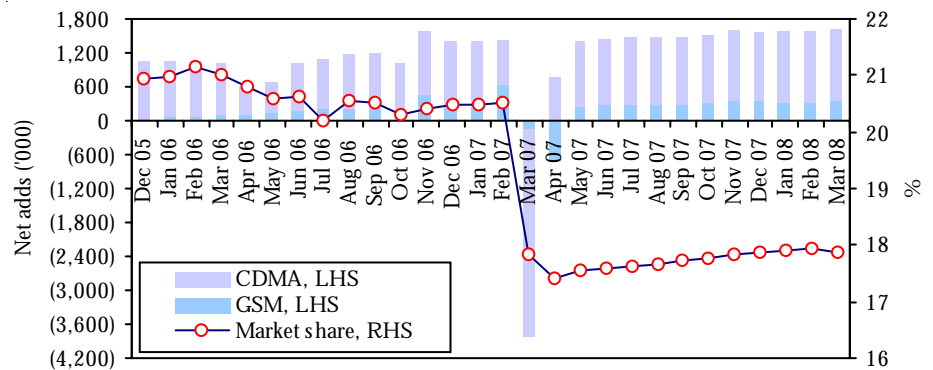
Absolute	8	(11)	18
Relative	(3)	(6)	(1)

Major shareholders (%)

Promoters	66
FII's	11
MF's	3
Custodians (ADR / GDR)	2
BFSI's	6
Public & Others	12

Relative to Sensex**Reliance Communications (Rs 533)****Outperformer**

The company recorded its highest ever subs add of 1.62 mn, taking the total subs base to 45.82 mn. It has improved its market share, from 17.4% in April 2007, to 17.9% in March 2008. This market share would further go up once the company commences its GSM operations in new circles, which we feel would take another 8-10 months. The contribution from GSM operation in existing eight circles has increased to 15.4%, from 15.2% last month and 15% in March 2007.

Subs adds vs. market share

Source: COAI, AUSPI

Recent developments

- **RCom combines with HTC**

RCom has entered into a strategic alliance with HTC, Taiwan based handset manufacturer. RCom will promote HTC's next generation data enabled handsets. It has already launched 2 handsets, P3000 and S720. RCom also offers Blackberry handsets and this move is another indication that the company trying to tap the upper segment along with the marginal one.

- **New value-added services**

The company has tied up with Corporation Bank for providing mobile banking services to its subs. The company already has similar tie ups with ICICI Bank, IDBI Bank, HDFC Bank and Axis Bank.

RCom has launched an educational portal on Reliance Mobile phones. On dialing 53030101, the subs would be able to get the information regarding exam schedule, college admissions and so on. The service is priced at Re 1 per minute, after the subscription of the pack 'Exam Guru', priced at Rs 10 with a validity of 10 days.

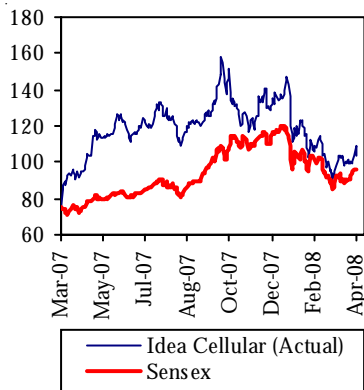
Share Data

Reuters code	IDEA.BO
Bloomberg code	IDEA IN
Market cap. (US\$ mn)	6,818
6m avg. daily turnover (US\$ mn)	14.8
Issued shares (mn)	2,635
Target price (Rs)	115

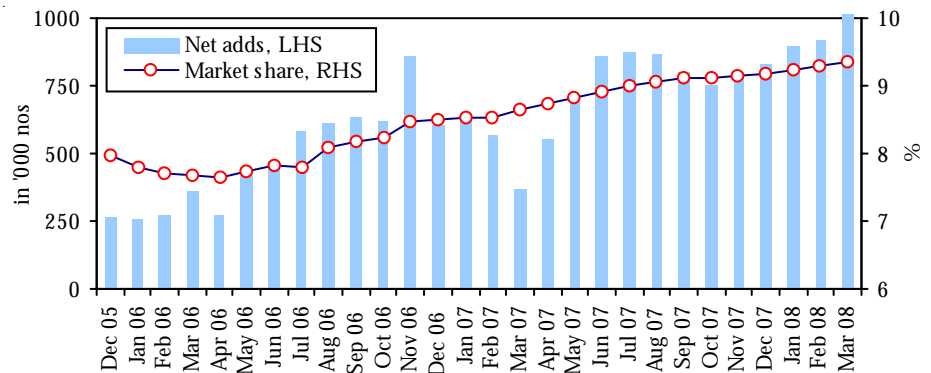
Performance (%)	1m	3m	12m
Absolute	13	(7)	(10)
Relative	1	(2)	(25)

Major shareholders (%)

Promoters	58
FII's	7
MF's	1
BFSI's	2
Public & Others	33

Relative to Sensex**Idea Cellular (Rs 103)****Outperformer**

The company recorded its best ever subs addition of 1.13 mn, improving its market share to 9.4%, from 9.3% last month and 8.6% in March 2007. The company has a subs base of 24 mn and has reduced the gap with Tata Teleservices to 0.34 mn subs from 2.02 mn subs in March 2007. It has a market share of 6% in three new circles of operation, an improvement of 260 bps over the last one year. It has a market share of 16.2% in 11 circles of operation. With the company receiving spectrum in Tamil Nadu and Chennai circles and operations in Mumbai and Bihar about to start, the market share is certainly to increase.

Subs adds vs. market share

Source: COAI, AUSPI

Recent developments

- **US\$ 250 mn approved by IFC**

International Finance Corporation (IFC) has approved a US\$ 250 mn loan facility for Idea Cellular. Idea would utilise this amount for launching operations in Mumbai and Bihar circles. The loan, in two tranches of US\$ 100 mn and US\$ 150 mn, would also help the company to expand its existing network in the country. This funding is a part of US\$ 2.5 bn expansion strategy of the company over FY07-09.

- **Idea with Etisalat for mobile remittance services**

Idea, along with HSBC India, Tata Communications and Mashreqbank, has combined with Etisalat for offering mobile remittance services to emigrants in UAE. The pilot run is already going on and the focus will be on micro transactions. The service is expected to be start from June 2008. Bharti Airtel announced a similar association with Western Union in November 2007.

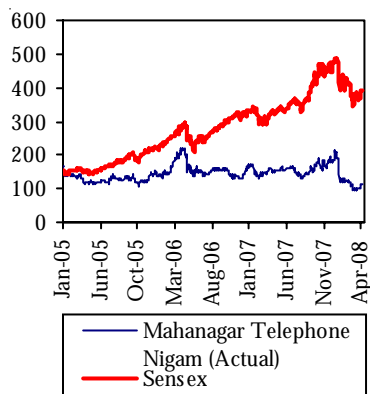
Share Data

Reuters code	MTNL.BO
Bloomberg code	MTNL IN
Market cap. (US\$ mn)	1,764
6m avg. daily turnover (US\$ mn)	15.0
Issued shares (mn)	630

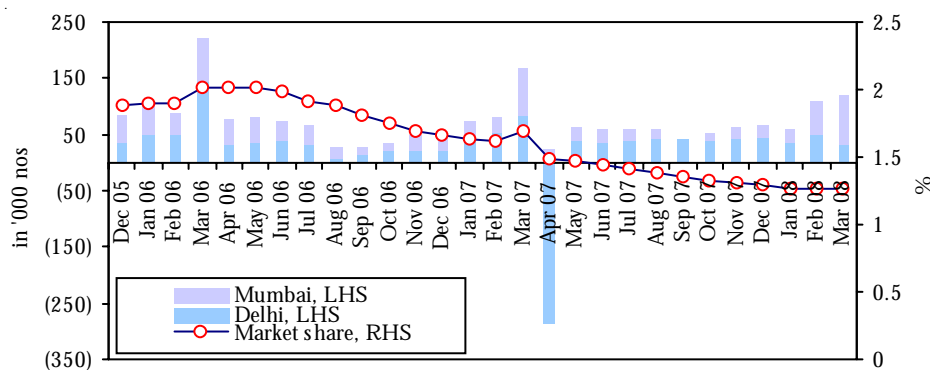
Performance (%)	1m	3m	12m
Absolute	14	(14)	(31)
Relative	3	(10)	(43)

Major shareholders (%)

Promoters	56
FII's	9
MF's	4
Custodians (ADR / GDR)	5
BFSI's	20
Public & Others	6

Relative to Sensex**MTNL (Rs 109)****Not Rated**

The company has added 120 K subs in the month, taking the total base to 3.24 mn. It has maintained its market share at 1.3%, however, its market share in the circles of operation has increased to 10.9%, from 10.8% last month. On an annual basis, its market share in the two circles of operation has decreased by 170 bps. The company added 88 K subs in Mumbai and 31 K subs in Delhi, compared to 59 K and 49 K addition, respectively, last month.

Subs adds vs. market share

Source: COAI, AUSPI

Recent developments

- **IT refund for MTNL**

The company has received Rs 13.95 bn, as refund for licence fees for the last six years, from the Income Tax department. This includes Rs 1.66 bn as an interest payment, which would significantly increase the profit for FY08. The company had classified these disputed amounts under restrictive assets category in the balance sheet, however, interest received would be reflected in P&L statements.

- **Video phone service from MTNL**

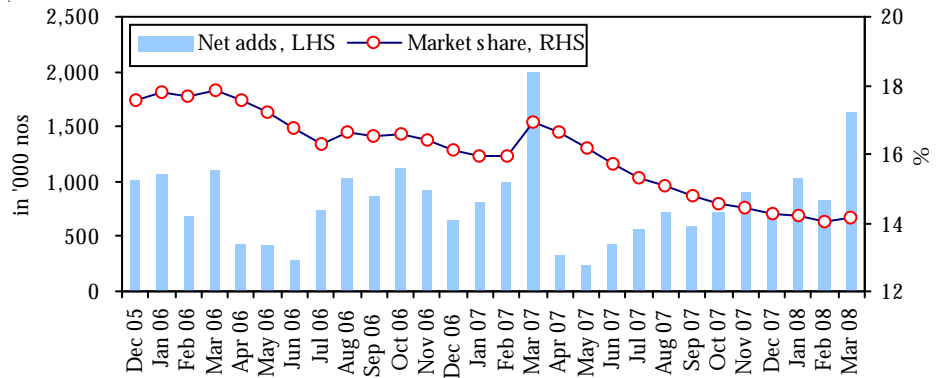
MTNL, with Aksh Optifibre, has launched video phone services. It requires subs to make a one-time connection and registration payment of Rs 500 and life time service charges of Rs 9,999 plus taxes to be collected by Aksh. This amount is refundable after a deduction of Rs 999, if a subscriber surrenders the video phone instruments. Subs have to pay Rs 150 per month as service charges. VOIP calls (SIP to SIP) are priced at Re 0.30 per minute and video calls (SIP to SIP) are priced at Re 1 per minute.

- **Lost Mobile Tracking System (LMTS) by MTNL**

MTNL provides subs an option to track their lost mobile phones. The company has tied up with Micro Technologies to offer LMTS to its subs. LMTS works on GSM technology and is targeted towards subs with expensive and high end handsets. This application, once installed on handset, would alert the subs of handset identification number (IMEI), new SIM number and the handset location in case the handset is lost. The service is priced at Rs 30 per month. Last month, Bharti Airtel launched the similar service for its subs.

BSNL**Not Listed**

After losing its market share for eleven straight months, BSNL showed an improved subs addition in March 2008, increasing its market share to 14.1% from 14% last month. However, on yearly comparison, the company has lost its market share by 280 bps. The company's subs base stands at 36.21 mn and it would be trying to increase this with CDMA operations and expansion of existing GSM operations.

Subs adds vs. market share

Source: COAI, AUSPI

Recent developments

- **BSNL ramping up expansion**

BSNL has awarded a contract to Nortel, worth over US\$ 100 mn, to expand its GSM mobile network in southern India. The network deployment is already in progress and is expected to complete towards the end of 2008. Nortel had previously deployed GSM networks for BSNL in southern and eastern part of the country. BSNL, after lagging behind private operators throughout the year, is ramping up its expansion plans. The company would also be giving passive infrastructure contracts to independent tower companies (like GTL Infrastructures), instead of building itself.

- **Another rural broadband deal with NSN**

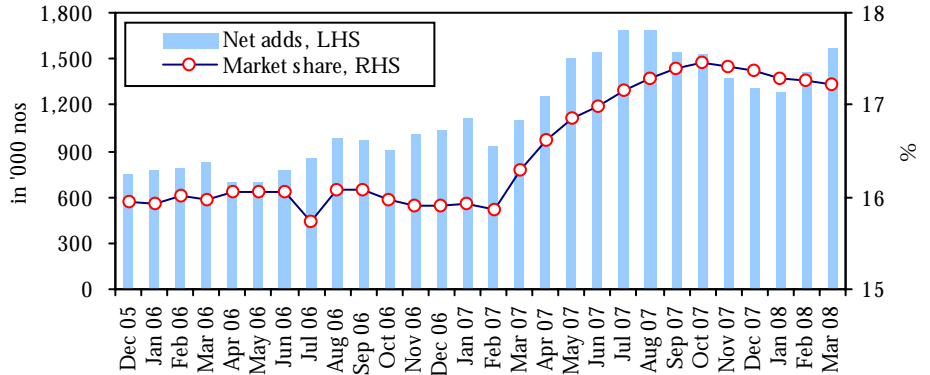
BSNL has signed a deal with Nokia Siemens network (NSN) for rural broadband expansion across 25,000 villages. NSN would provide high speed internet, VPN solutions and connectivity to community service centers (CSCs). NSN is already deploying urban broadband solutions for BSNL in 20 circles. BSNL also awarded a similar rural broadband roll out contract to NSN for 7,000 villages in October 2007.

Vodafone Essar

Not Listed

Subs adds vs. market share

The company added 1.57 mn subs, taking its total base to 44.13 mn. It has a market share of 17.2%, from 16.3% in March 2007, and it would be trying to increase it further as it has received spectrum in the remaining 7 circles. It has maintained its market share of 20.3% in the 16 circles of operation.



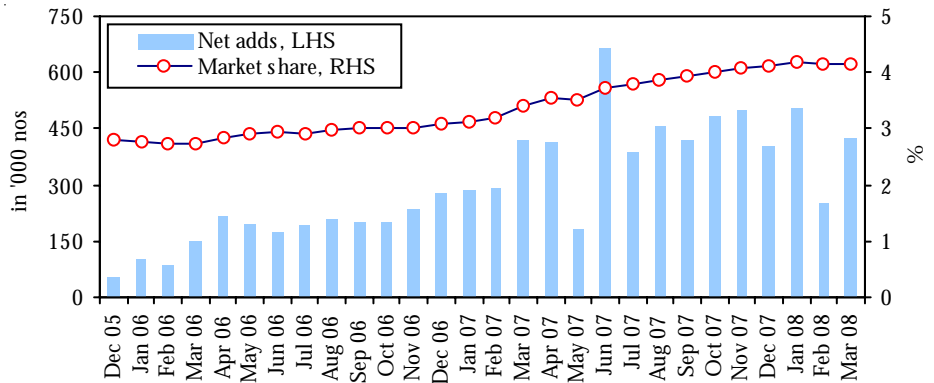
Source: COAI, AUSPI

Aircel

Not Listed

Subs adds vs. market share

The company added 0.43 mn subs, maintaining its market share at 4.1%. It has a subs base of 10.61 mn and a market share of 17.5% in 9 circles of operation, down from 17.6% last month. On an annual basis, the company has improved its overall market share by 70 bps.



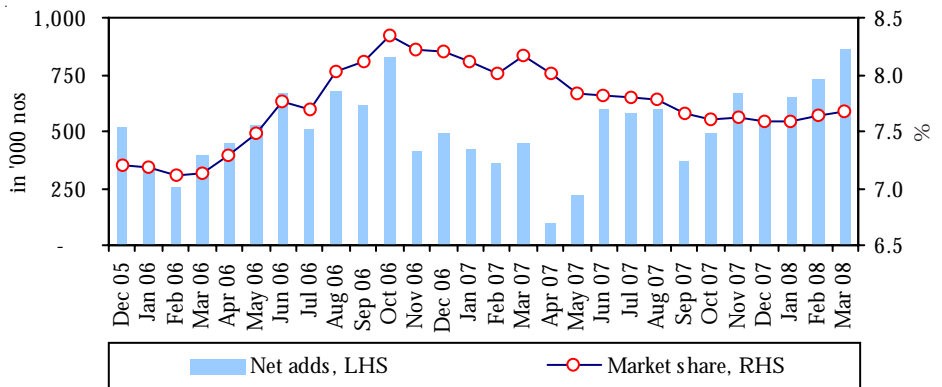
Source: COAI, AUSPI

TTSL*

Not Listed

Subs adds vs. market share

The company added 0.86 mn subs, up from 0.73 mn subs last month. The company improved its market share to 7.7%, from 7.6% last month.



Source: COAI, AUSPI

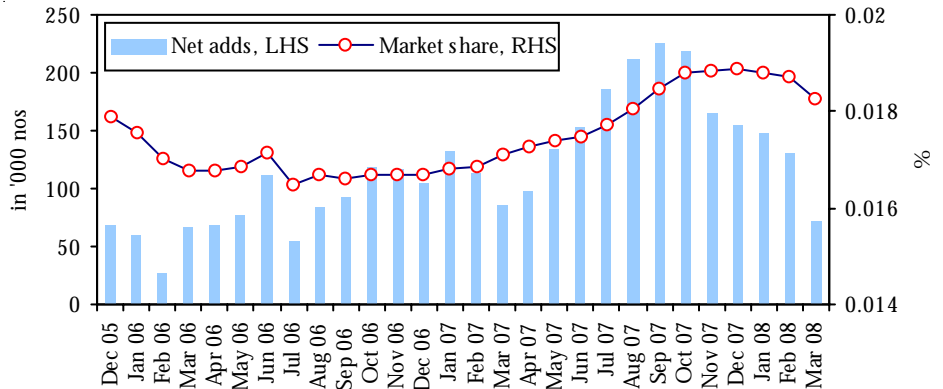
*Does not include TTML

TTML (Rs 36)

Underperformer

Subs adds vs. market share

The company showed a subdued addition of 73 K subs, compared to 130 K subs last month. It has an overall market share of 1.8% and a market share of 13.7% in the two circles of operation.



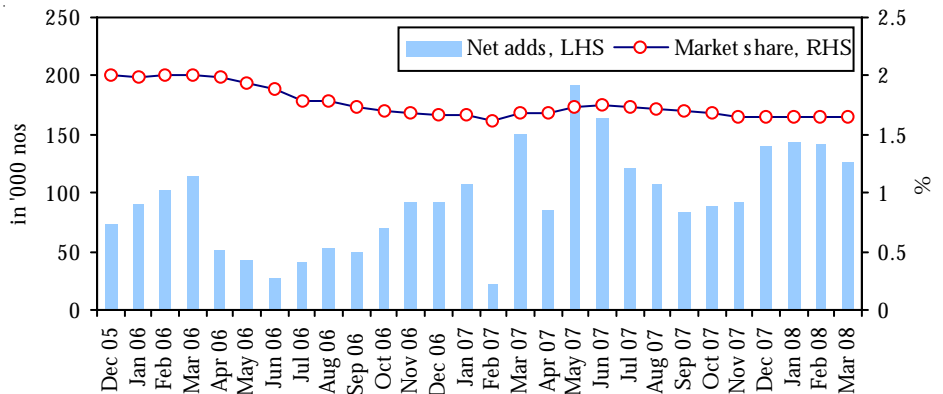
Source: COAI, AUSPI

Spice (Rs 43)

Underperformer

Subs adds vs. market share

The company's market share declined to 1.6%, from 1.7% last month. It has a subs base of 4.21 mn and a market share of 14.8% in the two circles of operation, same as last month.



Source: COAI, AUSPI

Subscriber additions operator-wise (mn)

Operator	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08
Bharti	2.05	2.06	2.03	2.05	2.20	2.25	2.25	2.31
<i>% of total</i>	<i>24.9</i>	<i>26.7</i>	<i>25.5</i>	<i>24.8</i>	<i>27.4</i>	<i>26.2</i>	<i>26.8</i>	<i>23.4</i>
Reliance	1.48	1.50	1.51	1.60	1.57	1.60	1.60	1.62
<i>% of total</i>	<i>17.9</i>	<i>19.5</i>	<i>18.9</i>	<i>19.3</i>	<i>19.5</i>	<i>18.6</i>	<i>19.0</i>	<i>16.4</i>
BSNL	0.73	0.60	0.73	0.91	0.77	1.04	0.82	1.64
<i>% of total</i>	<i>8.8</i>	<i>7.8</i>	<i>9.2</i>	<i>11.0</i>	<i>9.5</i>	<i>12.0</i>	<i>9.8</i>	<i>16.5</i>
Vodafone	1.68	1.54	1.53	1.38	1.30	1.28	1.41	1.57
<i>% of total</i>	<i>20.4</i>	<i>20.0</i>	<i>19.2</i>	<i>16.6</i>	<i>16.2</i>	<i>14.9</i>	<i>16.8</i>	<i>15.9</i>
Idea	0.87	0.80	0.75	0.80	0.83	0.90	0.92	1.13
<i>% of total</i>	<i>10.5</i>	<i>10.4</i>	<i>9.4</i>	<i>9.7</i>	<i>10.3</i>	<i>10.5</i>	<i>10.9</i>	<i>11.4</i>
Tata Teleservices	0.81	0.60	0.71	0.83	0.71	0.80	0.86	0.93
<i>% of total</i>	<i>9.8</i>	<i>7.7</i>	<i>8.9</i>	<i>10.0</i>	<i>8.8</i>	<i>9.3</i>	<i>10.2</i>	<i>9.4</i>
Aircel	0.46	0.42	0.48	0.50	0.40	0.51	0.25	0.43
<i>% of total</i>	<i>5.6</i>	<i>5.4</i>	<i>6.1</i>	<i>6.1</i>	<i>5.0</i>	<i>5.9</i>	<i>3.0</i>	<i>4.3</i>
Spice Comm	0.11	0.08	0.09	0.09	0.14	0.14	0.14	0.13
<i>% of total</i>	<i>1.3</i>	<i>1.1</i>	<i>1.1</i>	<i>1.1</i>	<i>1.7</i>	<i>1.7</i>	<i>1.7</i>	<i>1.3</i>
MTNL	0.06	0.04	0.05	0.06	0.07	0.06	0.11	0.12
<i>% of total</i>	<i>0.7</i>	<i>0.6</i>	<i>0.7</i>	<i>0.8</i>	<i>0.8</i>	<i>0.7</i>	<i>1.3</i>	<i>1.2</i>
BPL	0.01	0.05	0.05	0.02	0.02	0.02	0.02	0.02
<i>% of total</i>	<i>0.1</i>	<i>0.7</i>	<i>0.6</i>	<i>0.2</i>	<i>0.2</i>	<i>0.2</i>	<i>0.2</i>	<i>0.2</i>
Others	0.00	0.01	0.03	0.03	0.03	0.02	0.02	0.01
<i>% of total</i>	<i>0.0</i>	<i>0.1</i>	<i>0.4</i>	<i>0.3</i>	<i>0.4</i>	<i>0.2</i>	<i>0.3</i>	<i>0.1</i>
Total	8.24	7.71	7.97	8.27	8.04	8.61	8.41	9.90

Source: COAI, AUSPI

Total subscriber base operator-wise (mn)

Operator	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	'Feb 08	Mar 08
Bharti	46.81	48.88	50.91	52.96	55.16	57.42	59.67	61.98
% market share	23.7	23.8	23.9	23.9	24.1	24.1	24.2	24.2
% mom	4.6%	4.4	4.2	4.0	4.2	4.1	3.9	3.9
Reliance	34.82	36.32	37.83	39.43	41.00	42.60	44.20	45.82
% market share	17.6	17.7	17.8	17.8	17.9	17.9	17.9	17.9
% mom	4.4	4.3	4.2	4.2	4.0	3.9	3.8	3.7
BSNL	29.70	30.30	31.03	31.95	32.71	33.75	34.57	36.21
% market share	15.1	14.8	14.6	14.4	14.3	14.2	14.0	14.1
% mom	2.5	2.0	2.4	2.9	2.4	3.2	2.4	4.7
Vodafone	34.12	35.66	37.19	38.56	39.86	41.15	42.56	44.13
% market share	17.3	17.4	17.5	17.4	17.4	17.3	17.3	17.2
% mom	5.2	4.5	4.3	3.7	3.4	3.2	3.4	3.7
Idea	17.87	18.67	19.42	20.22	21.05	21.95	22.87	24.00
% market share	9.1	9.1	9.1	9.1	9.2	9.2	9.3	9.4
% mom	5.1	4.5	4.0	4.1	4.1	4.3	4.2	4.9
Tata Teleservices	18.90	19.50	20.21	21.04	21.75	22.54	23.41	24.34
% market share	9.6	9.5	9.5	9.5	9.5	9.5	9.5	9.5
% mom	4.5	3.2	3.6	4.1	3.4	3.7	3.8	4.0
Aircel	7.62	8.04	8.52	9.03	9.43	9.93	10.19	10.61
% market share	3.9	3.9	4.0	4.1	4.1	4.2	4.1	4.1
% mom	6.4	5.5	6.0	5.9	4.5	5.4	2.5	4.2
Spice Comm	3.40	3.48	3.57	3.66	3.80	3.94	4.08	4.21
% market share	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.6
% mom	3.3	2.5	2.5	2.6	3.8	3.7	3.6	3.1
MTNL	2.73	2.77	2.83	2.89	2.95	3.01	3.12	3.24
% market share	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3
% mom	2.3	1.6	1.9	2.3	2.3	2.0	3.6	3.8
BPL	1.10	1.15	1.20	1.22	1.24	1.26	1.28	1.29
% market share	0.6	0.6	0.6	0.6	0.5	0.5	0.5	0.5
% mom	0.7	4.7	4.2	1.6	1.5	1.4	1.6	1.5
Others	0.25	0.26	0.29	0.32	0.35	0.37	0.40	0.41
% market share	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
% mom	0.9	3.5	12.3	9.2	10.2	5.4	6.4	2.6
Total	197.33	205.04	213.01	221.28	229.32	237.93	246.34	256.24
% mom	4.36	3.90	3.89	3.88	3.63	3.76	3.54	4.02

Source: COAI, AUSPI

Subscriber additions circle-wise (mn)

Circles	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	'Feb 08	Mar 08
All Metros	1.16	1.22	1.25	1.40	1.12	1.11	1.06	1.14
<i>% of total</i>	<i>14.1</i>	<i>15.9</i>	<i>15.7</i>	<i>16.9</i>	<i>14.0</i>	<i>12.8</i>	<i>12.6</i>	<i>11.6</i>
A' Category	3.25	2.86	3.12	2.93	2.96	3.23	2.74	3.72
<i>% of total</i>	<i>39.5</i>	<i>37.2</i>	<i>39.1</i>	<i>35.4</i>	<i>36.8</i>	<i>37.5</i>	<i>32.5</i>	<i>37.6</i>
B' Category	3.05	2.91	2.89	3.06	2.90	3.13	3.30	3.70
<i>% of total</i>	<i>37.0</i>	<i>37.8</i>	<i>36.3</i>	<i>37.0</i>	<i>36.1</i>	<i>36.4</i>	<i>39.2</i>	<i>37.4</i>
C' Category	0.78	0.71	0.71	0.89	1.05	1.15	1.32	1.33
<i>% of total</i>	<i>9.5</i>	<i>9.2</i>	<i>8.9</i>	<i>10.7</i>	<i>13.1</i>	<i>13.3</i>	<i>15.7</i>	<i>13.4</i>
Total	8.24	7.71	7.97	8.27	8.04	8.61	8.41	9.90

Source: COAI, AUSPI

Total subscriber base circle-wise (mn)

Circles	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	'Feb 08	Mar 08
All Metros	36.21	37.44	38.68	40.08	41.21	42.31	43.37	44.52
<i>% market share</i>	<i>18.4</i>	<i>18.3</i>	<i>18.2</i>	<i>18.1</i>	<i>18.0</i>	<i>17.8</i>	<i>17.6</i>	<i>17.4</i>
<i>% mom</i>	<i>3.3</i>	<i>3.4</i>	<i>3.3</i>	<i>3.6</i>	<i>2.8</i>	<i>2.7</i>	<i>2.5</i>	<i>2.6</i>
A' Category	70.87	73.73	76.85	79.78	82.74	85.96	88.70	92.42
<i>% market share</i>	<i>35.9</i>	<i>36.0</i>	<i>36.1</i>	<i>36.1</i>	<i>36.1</i>	<i>36.1</i>	<i>36.0</i>	<i>36.1</i>
<i>% mom</i>	<i>4.8</i>	<i>4.0</i>	<i>4.2</i>	<i>3.8</i>	<i>3.7</i>	<i>3.9</i>	<i>3.2</i>	<i>4.2</i>
B' Category	71.10	74.01	76.91	79.97	82.87	86.01	89.30	93.00
<i>% market share</i>	<i>36.0</i>	<i>36.1</i>	<i>36.1</i>	<i>36.1</i>	<i>36.1</i>	<i>36.1</i>	<i>36.3</i>	<i>36.3</i>
<i>% mom</i>	<i>4.5</i>	<i>4.1</i>	<i>3.9</i>	<i>4.0</i>	<i>3.6</i>	<i>3.8</i>	<i>3.8</i>	<i>4.1</i>
C' Category	19.15	19.86	20.56	21.45	22.50	23.65	24.97	26.30
<i>% market share</i>	<i>9.7</i>	<i>9.7</i>	<i>9.7</i>	<i>9.7</i>	<i>9.8</i>	<i>9.9</i>	<i>10.1</i>	<i>10.3</i>
<i>% mom</i>	<i>4.2</i>	<i>3.7</i>	<i>3.6</i>	<i>4.3</i>	<i>4.9</i>	<i>5.1</i>	<i>5.6</i>	<i>5.3</i>
Total	197.33	205.04	213.01	221.28	229.32	237.93	246.34	256.24
<i>% mom</i>	<i>4.4</i>	<i>3.9</i>	<i>3.9</i>	<i>3.9</i>	<i>3.6</i>	<i>3.8</i>	<i>3.5</i>	<i>4.0</i>

Source: COAI, AUSPI

Operator-wise market share

% market share (Mar 2008)	Bharti Telecom	Reliance Telecom	BSNL	Vodafone	Idea	Aircel	BPL	MTNL	Spice Comm	Teleservices	Tata Infocomm	Reliance Infocomm	HFCL Infotel	Siyam Telelink
Delhi	24%			20%	12%			9%		21%		15%		
Mumbai	18%			26%			10%	13%		13%		21%		
Chennai	24%		13%	17%		26%				5%		14%		
Kolkata	23%	5%	13%	25%						15%		18%		
Maharashtra	20%		15%	13%	24%					14%		14%		
Gujarat	16%		12%	36%	16%					6%		14%		
A. P.	30%		11%	13%	16%					12%		19%		
Karnataka	41%		11%	17%					10%	7%		15%		
Tamilnadu	22%		13%	18%		28%				3%		15%		
Kerala	15%		19%	18%	24%					6%		18%		
Punjab	27%		17%	14%					22%	8%		9%	3%	
Haryana	17%		19%	20%	16%					14%		14%		
Uttar Pradesh (W)	12%		16%	22%	20%					12%		17%		
Uttar Pradesh (E)	20%		27%	22%	6%					7%		18%		
Rajasthan	29%		17%	22%	6%					13%		13%		1%
Madhya Pradesh	22%	12%	15%		26%					6%		19%		
West Bengal	20%	9%	15%	30%		6%				7%		12%		
Himachal Pradesh	38%	17%	26%		3%					5%		9%		
Bihar	39%	16%	15%							8%		17%		
Orissa	34%	17%	20%		9%					9%		11%		
Assam	24%	24%	21%			31%								
N.E. Total	23%	17%	31%			29%								
J&K	48%		39%			13%								

Market leader

2nd position

Note: We are considering the overall market share of RCom for determining the relative position in a circle

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