

Industry Flash

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India Wireless

Service Tax Cut: Mildly Positive; Cushion for FY10E

- Reduced from 12% to 10% Service tax is included in the final consumer bill so the reduction would reduce the outgo for postpaid and increase the net talktime available for the pre-paid subs. All other things remaining equal and if the tax cut is not reversed by the new government, it could provide some cushion for APRUs in FY10E (Citi estimates a 7% YoY decline).
- Pre-paid ARPUs could get some support Pre-paid market works on the popular recharge coupon denominations (Rs100, 150, 200, etc.) which may not get revised downwards. Instead, user will get more talktime for the same coupon. If the average user is comfortable with his monthly spend, this could end up lifting his usage to consume the enhanced talktime. In some high value recharges, operators bear the service tax cost, which will now get reduced.
- Pre-paid is 93-95% of subs & 80% of revenues Though pre-paid is a large percentage of revenues, it is difficult to gauge how much of the 2% cut would translate into higher usage/ARPU vs. savings to the subscriber. However, it could definitely provide some cushion against the ARPU decline from reducing tariffs (Citi estimates a rev/min decline of 11% in FY10).

Bharti is our top pick

Figure 1. India wireless - Statistical Abstract

		M Cap	Price (Rs)	P/E	(x)	EV/EBITDA (x)	
Company name	Rating	US\$M	25-Feb-09	FY09E	FY10E	FY09E	FY10E
Bharti (BRTI.BO)	1L	24,524	642	15.0	11.8	8.5	6.4
RCOM (RLCM.BO)	3H	6,412	154	5.3	8.3	6.2	6.5
ldea (IDEA.BO)	2H	3,052	49	16.7	17.2	7.3	6.4

Source: Citi Investment Research estimates

See Appendix A-1 for Analyst Certification and important disclosures.

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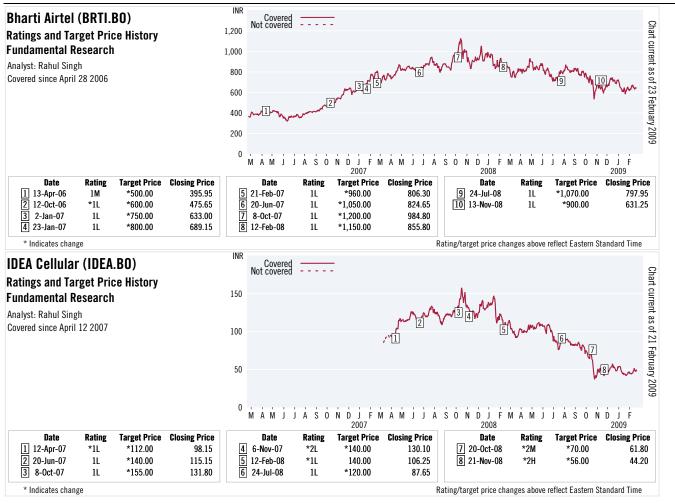
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Appendix A-1

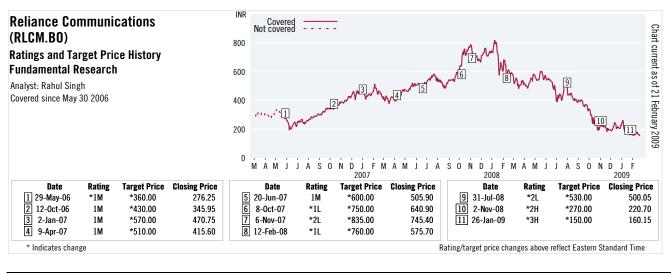
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