



Bharti Airtel

**Management Presentation – Singtel
Investor Day**



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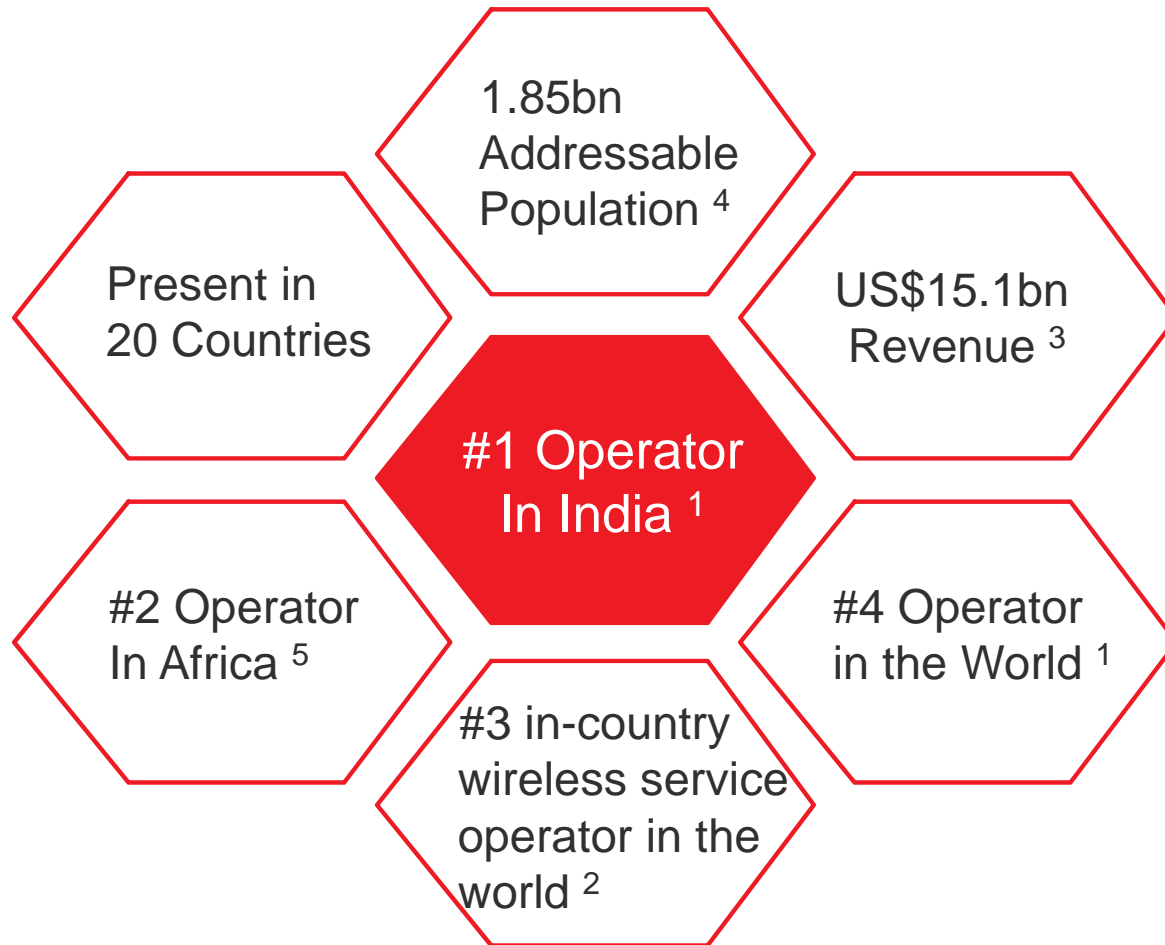
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Certain numbers in this presentation have been rounded off for ease of representation

Investor Relations :- <http://www.airtel.in>
For any queries, write to: ir@bharti.in



Bharti Airtel



Source: TRAI and Informa Telecoms and Media

Notes:

1. As of Dec 31, 2014
2. Based on proportionate equity subscriptions with data from Informa Telecoms and Media. In-country wireless operator refers to single country subscribers
3. FY2015 Revenue
4. Combined population for the regions in which Airtel has a footprint
5. As measured by proportionate equity subscription in a single country, according to 2014 Informa Telecoms and Media



Highlights



1

Diversified operator with dominant position in marketplace

2

Large residual opportunity with bulk investments in place

3

Growth Strategy: Voice Secularity, Mobile Data and New Services

4

Focus on customer stickiness with increasing postpaid share

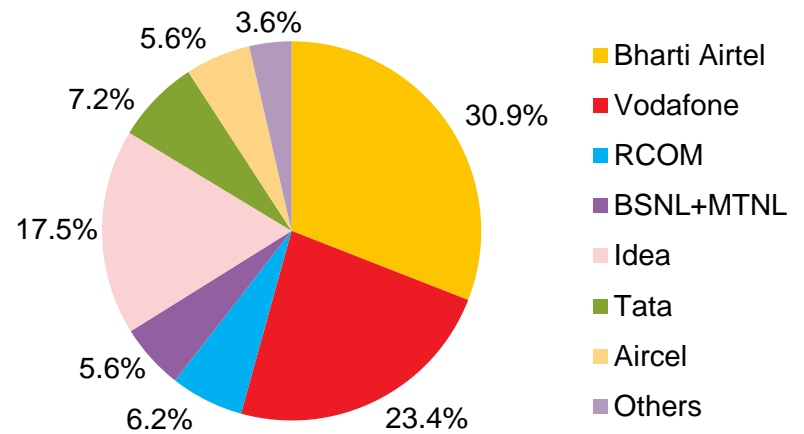
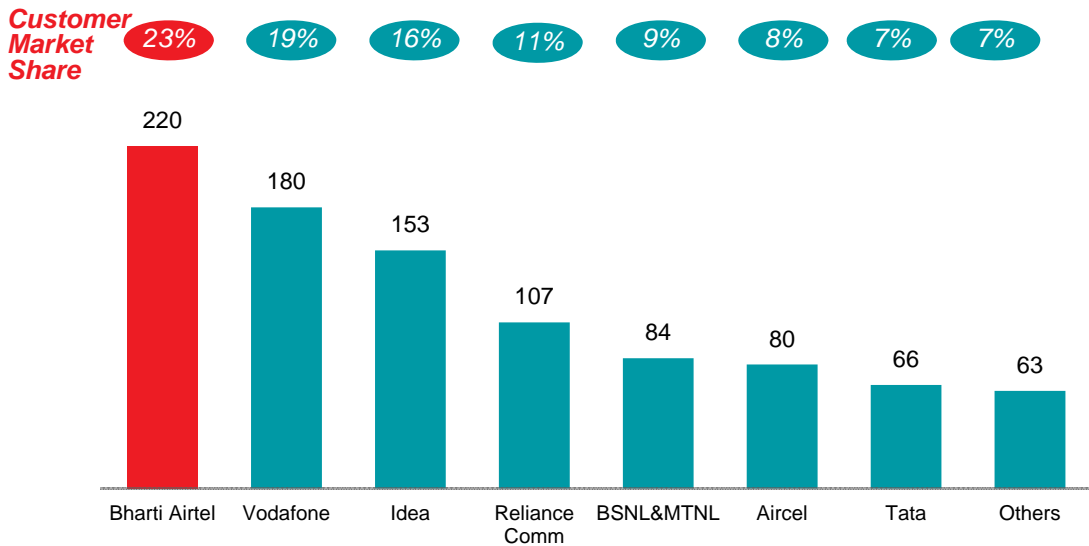
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Focus on generating efficient utilization on operating and capital expenditures

1 The Leading Indian Wireless Operator

23% Wireless Subscriber Market Share¹

31% Wireless Revenue Market Share²



Airtel has leadership in 17 circles of the total 22 circles (rank 1 or 2) with average RMS of 36.4% in these circles



Source: TRAI

Notes:

1. As of Jan 31, 2015
2. For quarter ended Dec 31, 2014. Calculated on the basis of Gross Revenue for UASL + Mobile +CMTS licenses

2

India: Investments To Yield Results

Nominal Value of liberalized spectrum at USD 12 billion¹

Industry leading revenue² yield/MHz at 2x avg with same cost/MHz

Wide spectrum presence: 16.1%³ spectrum market share

Largest optical fiber network amongst private players

Prime spectrum to yield data growth: Virtually Pan India 3G & 4G



Source:

1. Including Qualcomm licenses, excluding administered spectrum
2. Annualized 9M Revenues for FY15, Utilization based on 2G/3G spectrum
3. Ex 20 MHz BWA spectrum holding in 8 circles

2

India: Strong Spectrum Position

Bharti Airtel's Spectrum Position

Spectrum Band	Industry Spectrum (MHz)	Industry Spectrum ex BSNL/MTNL (MHz)	Spectrum held by Bharti (MHz)	Bharti spectrum Market Share ex BSNL/MTNL
900	439.6	295.2	116.4	39.4%
1800	955.3	877.3	177.1	20.2%
2100	535.0	425.0	100.0	23.5%
2300	660.0	440.0	80.0	18.2%

Spectrum Holdings

- ✓ Spectrum across 900/1800/2100/2300 bands, more or less fungible across technologies
- ✓ Hold 553.5 MHz (393.45 MHz paired & 160 MHz unpaired) spectrum
- ✓ During Mar'15 auctions, the company spent ~58% of the overall spend on acquiring growth spectrum
- ✓ Only operator with pan India 3G & 4G footprint - widest broadband footprint in India.
- ✓ Bharti has rolled out 3G and 4G services - with over 17 million 3G customers and close to 300,000 customers in 4G LTE across 19 cities

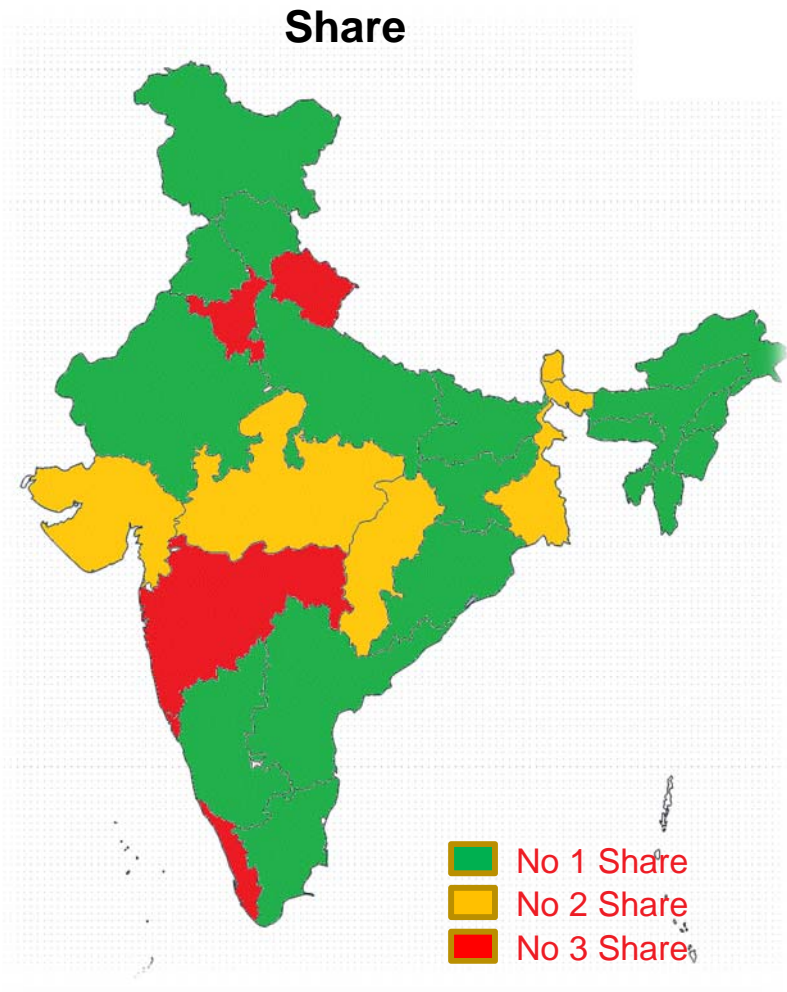
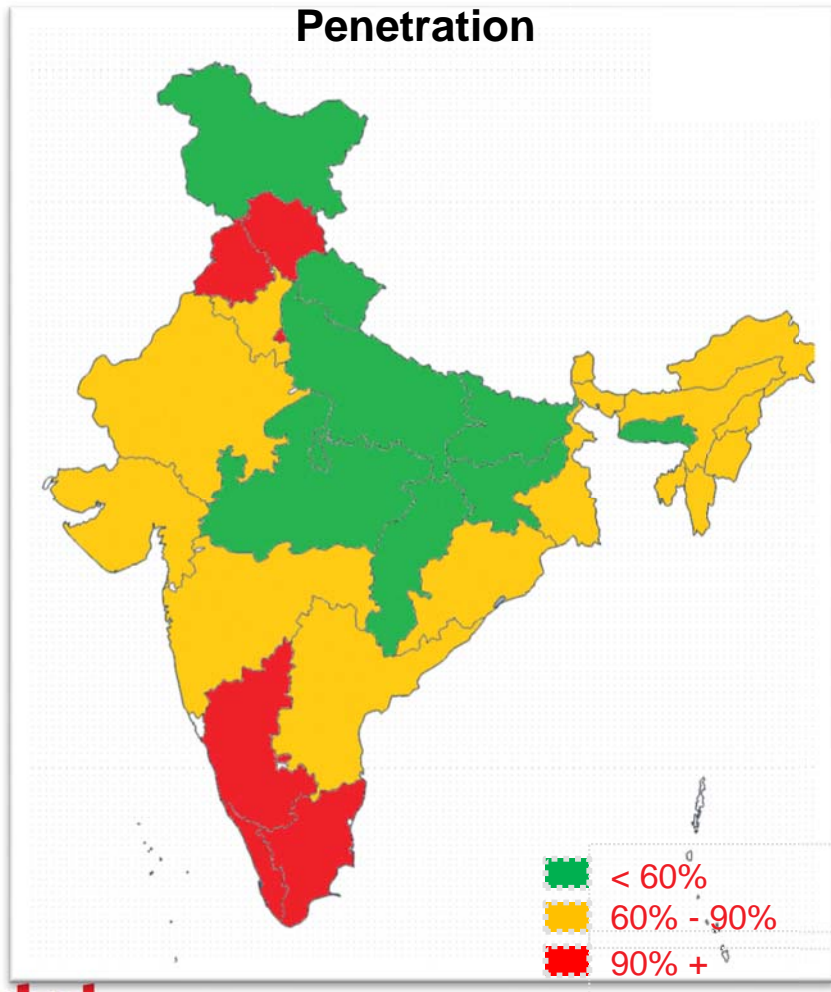
Bharti Airtel plans to leverage its existing network and superior spectrum position for data roll-outs



Source: TRAI, Department of Telecom, Company Filings

2

India: Incumbent with Growth Opportunity



2

Africa: Geographical Opportunity & Performance



Mobile Penetration(%)	Number of Countries
< 60%	8
60% - 90%	6
> 90%	3

Market Position	Number of Countries
# 1	8
# 2	6
# 3	3

Number of competitors	<=2	3	>=4
No. of countries ¹	9	6	2

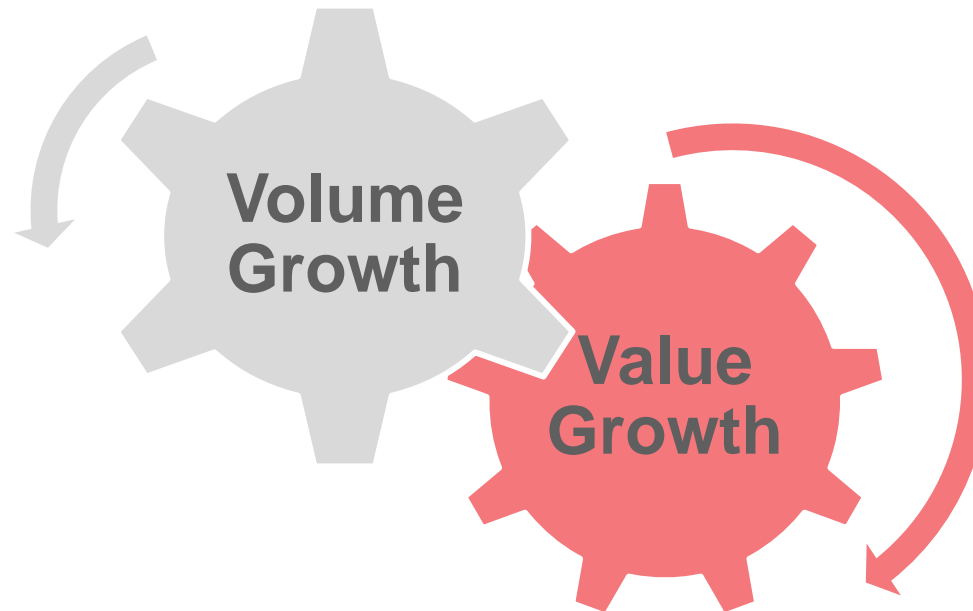
Through organic as well as in-country acquisitions we are #1 or #2 in 14 markets



Source: Company data, CIA World Factbook, World Bank
Note: 1. Only GSMA telecoms considered

3

Growth Lever: Voice Secularity



Carries over 1 trillion minutes
Secular Volume growth Y-o-Y

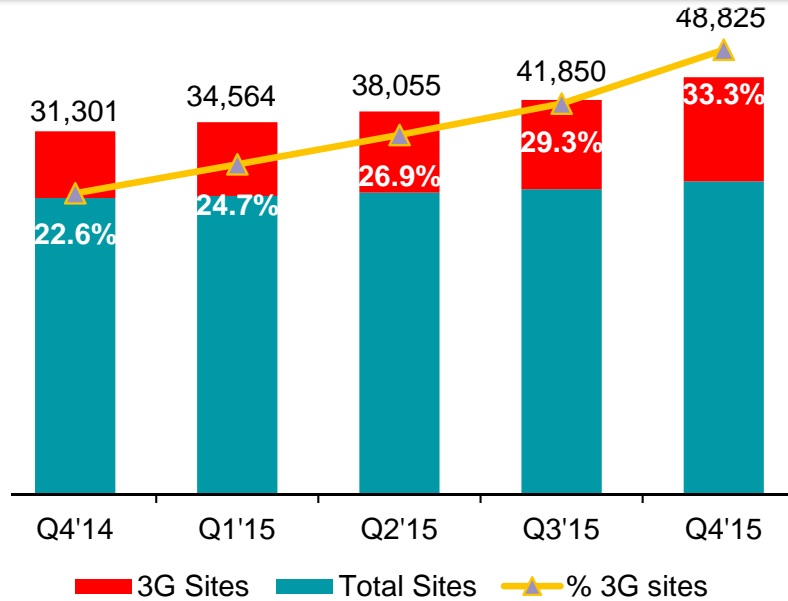
Significant gap between realized and rack rates
(VRPM up 3.5% from trough of 35 paise)
1 paise upside adds \$200 mn to top line

Significant headroom for value as well as volume upside on a secular basis

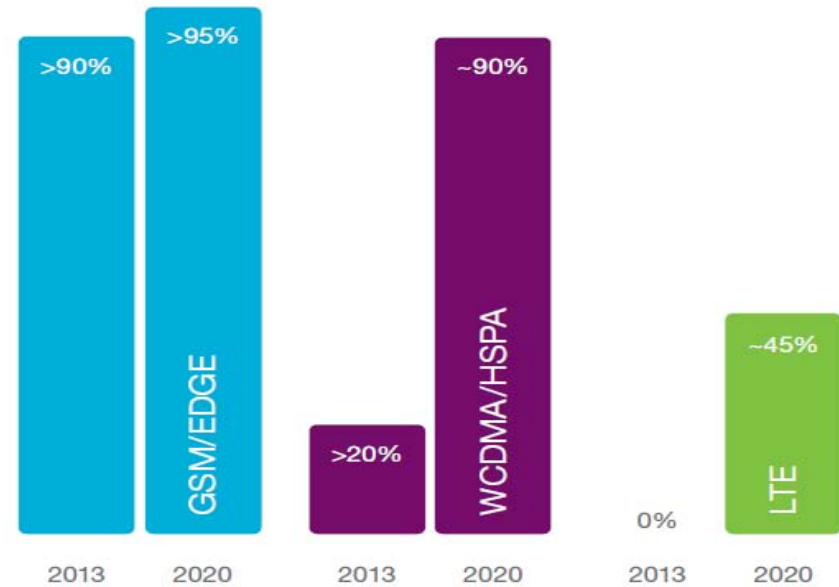
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Data Opportunity: Largest Data Network In India

3G sites up 56.0% YoY ¹



Expected Population Coverage Growth ²



4G services launched

- Launched in 19 cities in India on mobiles, mifi, dongles, home wifi routers
- Africa's first 4G service: 4G launch in the Seychelles
- Partnering Nokia Networks to launch ultrafast 4G services in India's first FDD-LTE on 1800 MHz across 6 circles

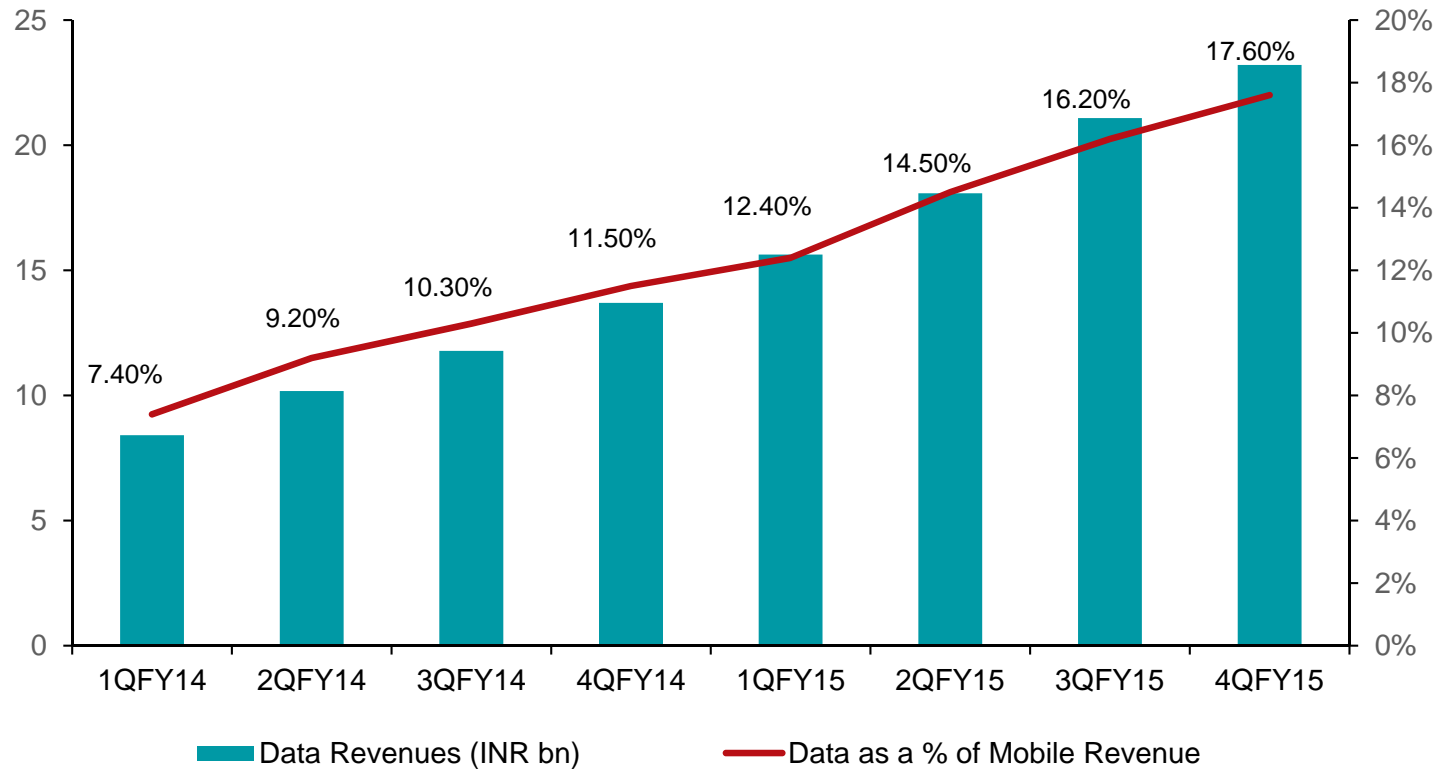


Source:

1. Company filings
2. Ericsson

3

Annualized Data Revenues Surpassed \$1.5bn



Source:
1. Company filings

3

Growth Story: Airtel Money, Wynk, Industry First Initiatives

Airtel Money

- Offered in India and all 17 opcos in Africa
- KPI: Africa (Q4FY15)
 - Sub base of 6.2 million (up 1.8x YoY), transaction Value: \$2,925 million (up 31% YoY)

Wynk

- Carrier agnostic music app with a curated library of 1.8 million songs
- 5 million downloads in just 6 months of launch

One Touch Internet

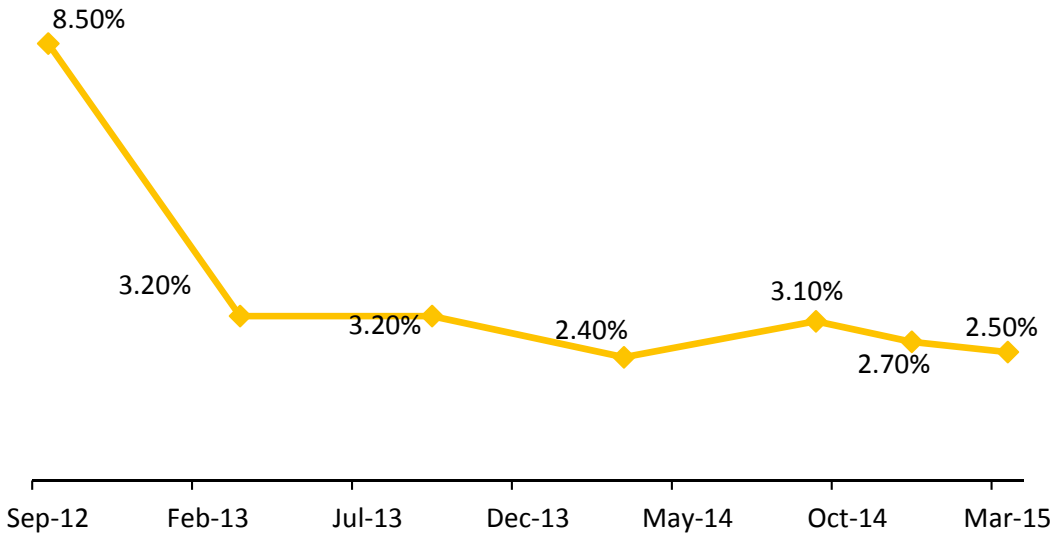
- Makes internet discovery easy for first time users
- 53 million page views within 4 months of launch
- Accredited as “Best Mobile Service of the Year for customers” at GSMA Global Mobile Awards 2015 at Barcelona



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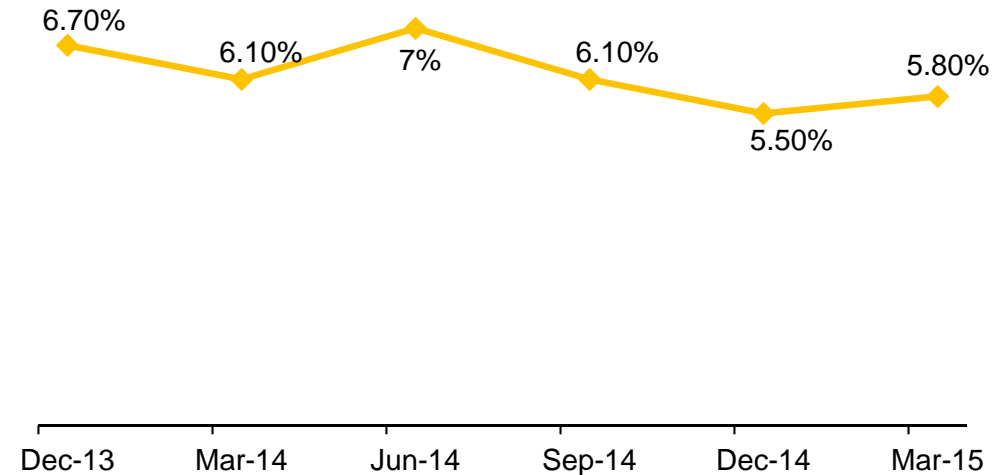
Quality Subscriber Acquisitions

India: Churn %



- Airtel has industry wide lowest churn at 2.5%
- Led to rationalization of Gross Acquisition Costs driving INR 10bn savings

Africa: Churn %



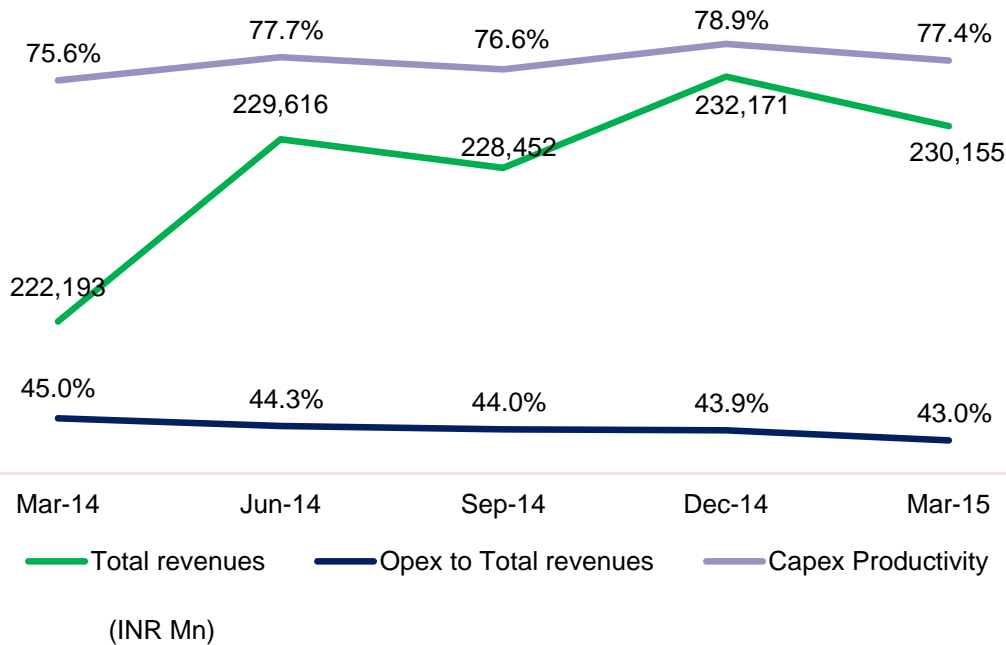
- In Africa, churn % decreased from 7% to 5.8% YoY



Source: As per company's reported numbers

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Focus On Efficient Utilization Of Opex/Capex



- Invested for growth -> yielding results
- Passive Infrastructure sharing
- Divestment of towers in Africa underway

Increasing Operating and Capital expenditure productivity

THANK YOU