

16th Annual General Meeting

Tata Teleservices (Maharashtra) Limited

16th August 2011

To be the most admired Telecom service provider in Maharashtra and Goa

Disclaimer

Certain statements in this release concerning our Company objectives, future prospects, expectations may be forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Tata Teleservices (Maharashtra) Limited may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.

For any queries, write to: investor.relations@tatatel.co.in

Agenda

- 1 **Highlights - FY 11**
- 2 Progress on Operational Priorities
- 3 Performance in FY 11
- 4 Progress in Q1 FY 12
- 5 Strategic Direction

Milestones

Wireless

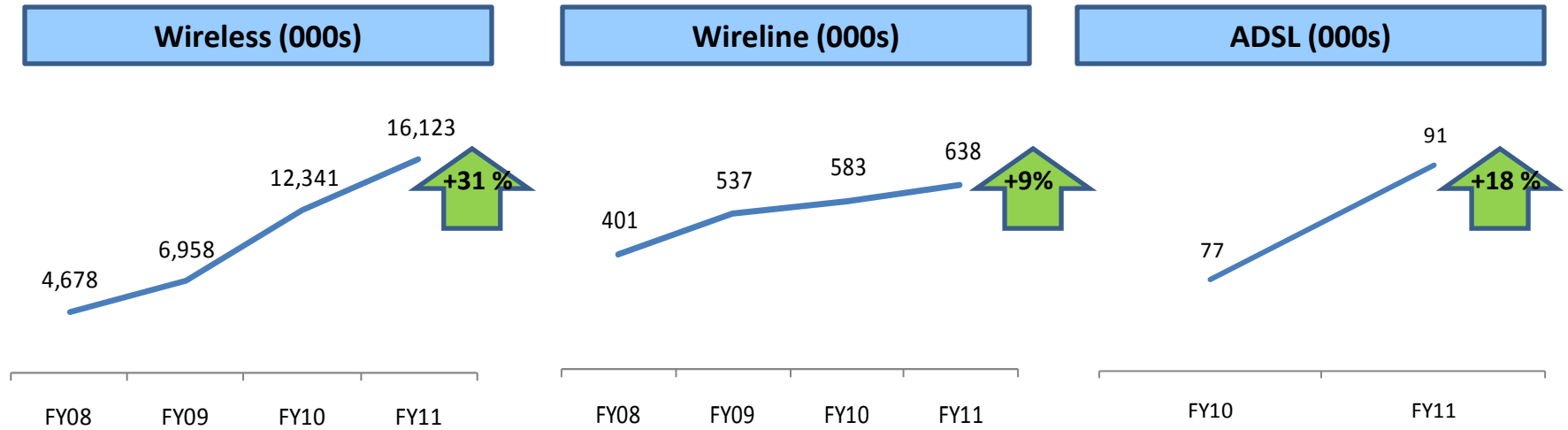
- First private operator to launch 3G
- Offer 3G in 19 towns in ROM
- Expanded Photon+ to 11 towns
- #2 Wireless Player by Subscriber base in Mumbai
- #3 Wireless Player by Subscriber base in ROM

Enterprise/ Wireline

- Wireline :
 - Continue to maintain leadership among Private players
 - Crossed 6 lakh Subscribers
- Crossed 90,000 subs in Broadband
- Crossed 2,000 KM of Fiber across Mumbai

- Divested investment in 21st Century Infra Tele Ltd (tower company) for a profit of Rs 835 Cr (net of related expenses)

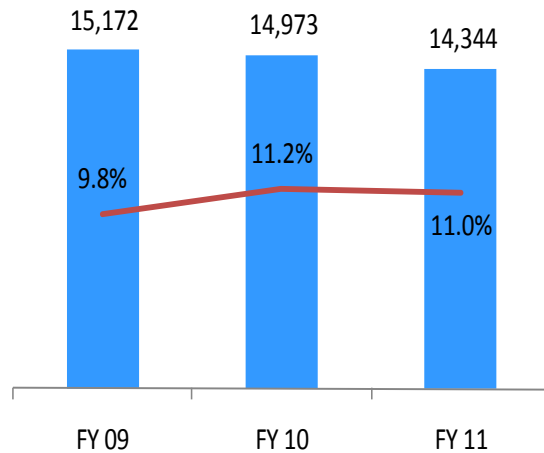
Consistent YoY Growth in Subscriber Base



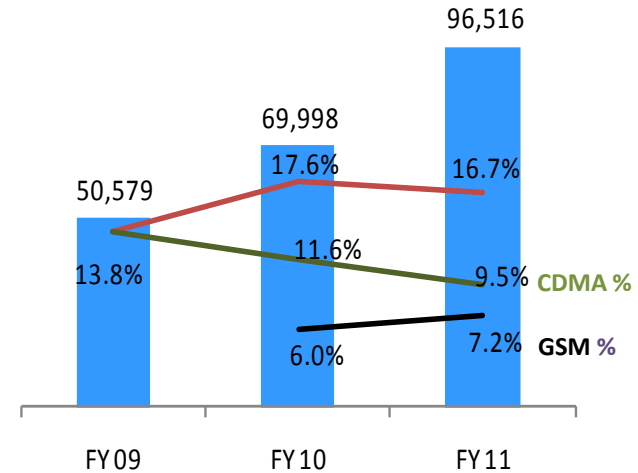
- Subscriber base continues to grow

Market : Revenue, Subscribers & TTML Share

Adjusted Gross Revenue (Rs Cr)

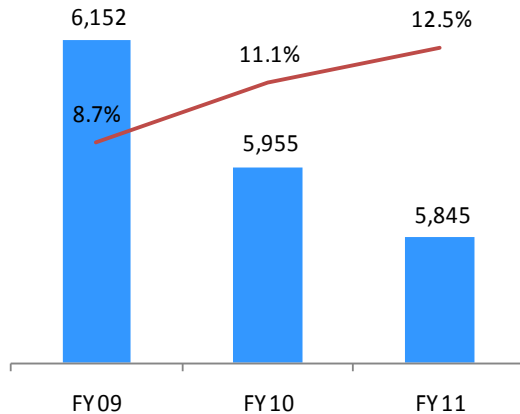


Wireless Subs (000s)



TTML Share

Wireline Subs (000s)



- TTML RMS impacted by prior period adjustments
- GSM CMS partly compensating the decline in CDMA CMS in Wireless Market
- TTML improving CMS in Wireline Market

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Operational Priorities

1

Build Brand & Focus on Innovation

2

Network Expansion

3

Cost Optimization

Tata Docomo Brand Promotion – *Focus on Youth*

National Campaign with Ranbir Kapoor



Family Plans



Colleges – Techfests, Youth Hangouts, B-school Conclaves



Branding in Goa



3G Roll Out - *First Private Operator to launch 3G*

National Campaign



3G launch



BTL Initiative



Outdoor Advertising



Branding



Schemes & Offers

National Roam Free Plan

Roam Free Plans.
Incoming free on roaming. Across India.
Keep it simple.

Available on Postpay.
In TATA INDIACOM network coverage.

Now 3G

Call 1800 284 0000

10 p/min

10p/min. Across India.
Get freedom to talk more.

Recharge: ₹24 Validity: 30 days
For all TATA to TATA calls. Pay per second.

Do the new.
Freezone: www.tata-indicom.com

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Unlimited talktime. Unlimited choices.

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Family Plans

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STD and local @ 25p/min
Available on Pre- & Postpay. Recharge: ₹1000.
Full air coverage. 1800 284 0000. All India 3G & 4G services.

Virgin mobile

RCV 299

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Ramzan - 786

Full Talktime + Gulf @ 12p/sec

At Rs. 786

Call 1800 284 0000

Ganpati -100% Extra

100% Extra.

Pay for 30 secs. Get next 30 secs free.

DOCOMO

Diwali se Diwali

Diwali Se Diwali.

Celebrate with **1p/3sec** (Local TATA World) @ Rs. 99 for a whole year.

DOCOMO

VAS Marketing

Endless Music



Song Book



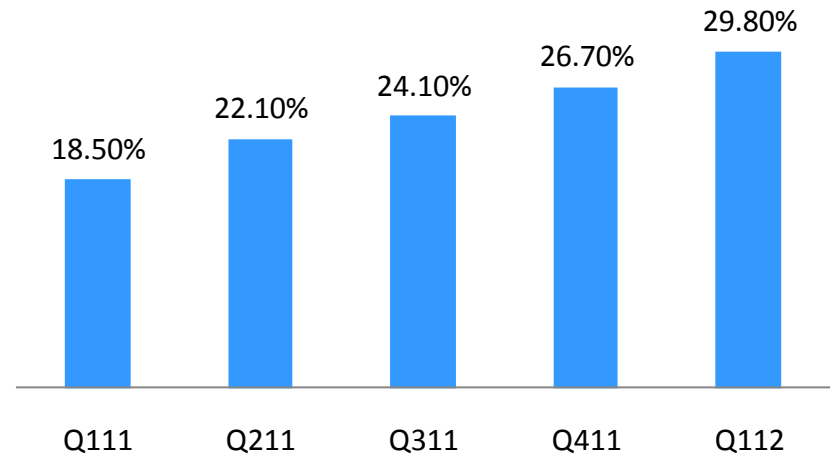
Cricket Pack



Bolnewala SMS



VAS+ Data Revenue as a % of Wireless Revenue



Device Innovation

EVDO OMH



Blackberry with Photon



Photon WiFi Router



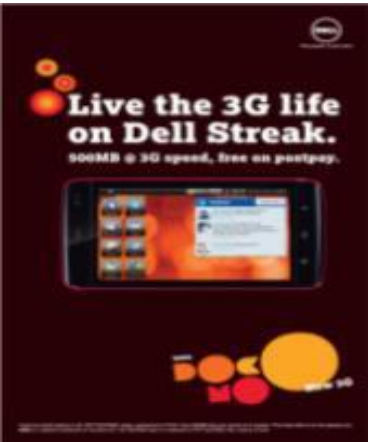
Walky – Delta FM



Nokia Smartpick



Dell Streak



Ideos

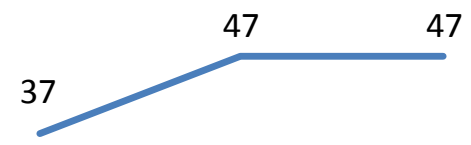


LG Smartpick

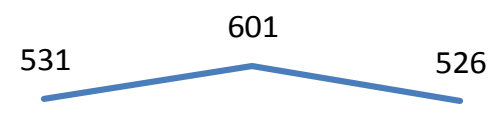


Branded Stores

True Value Hubs (TVH)



True Value Shoppe (TVS)



Rationalizing Stores & focus

Retail– ‘New Design stores being Launched’



Picture of Bangalore Store; First Mumbai store to open in Lokhandwala

Operational Priorities

1

Build Brand & Focus on Innovation

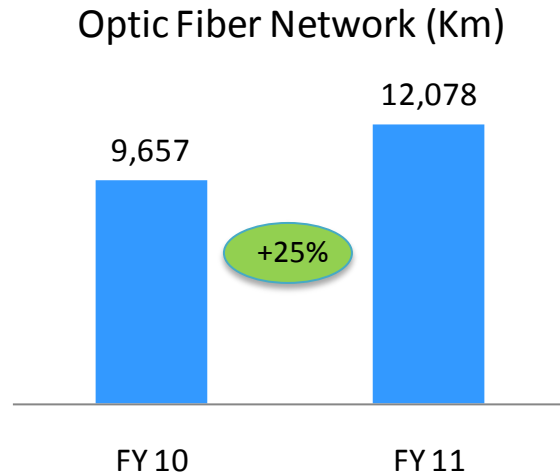
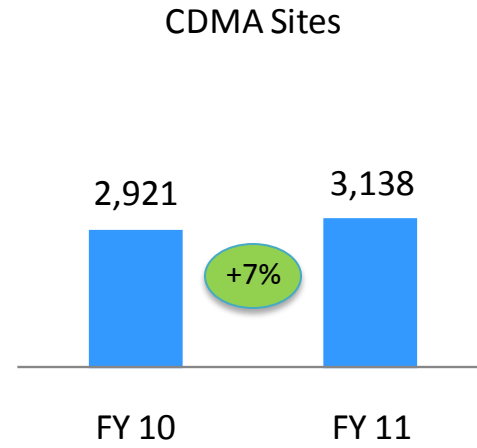
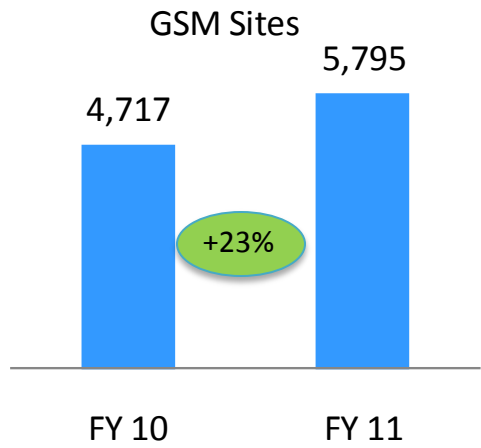
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Network Expansion

3

Cost Optimization

Network Expansion



Continued investment in focus areas

Operational Priorities

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Build Brand & Focus on Innovation

2

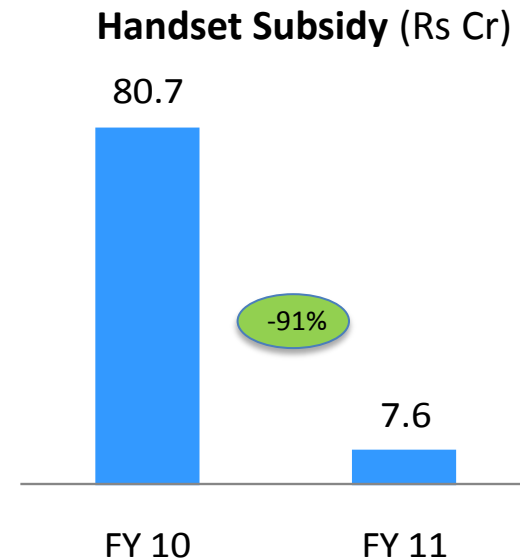
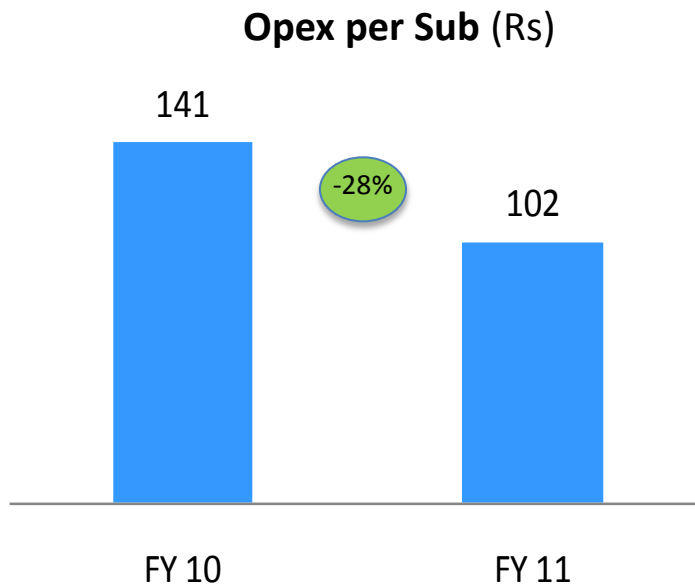
Network Expansion

3

Cost Optimization

Focus on Cost Optimization

- **Voice Termination (NLD/ILD) Cost reduction** through better rates from suppliers
- **Lower Handset Subsidy Cost** due to expansion in Open market handsets
- **Rationalized Channel Sales Commissions; process continues in FY 12**
- **Scaled down PCO Retention Activity** in line with declining PCO business
- **Operational Synergies** with TTSL in sourcing, marketing and admin expenses

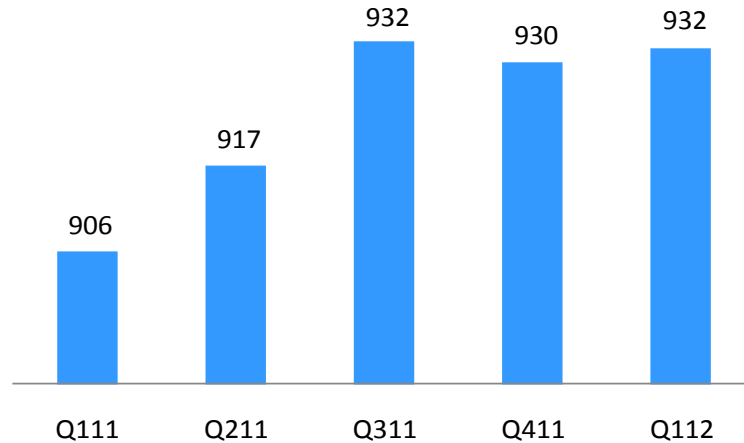


Agenda

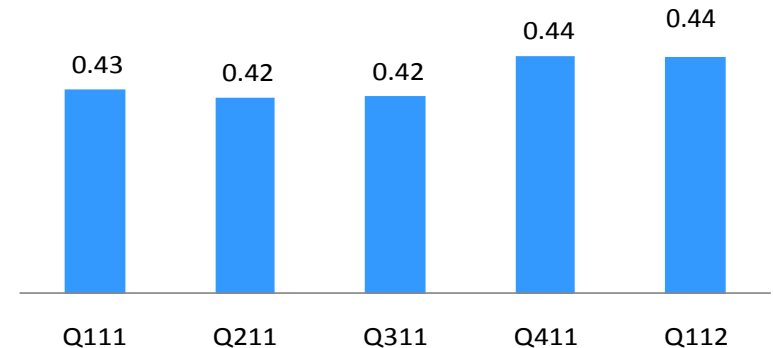
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Operational Trends – Wireless

Overall MOUs (Cr)

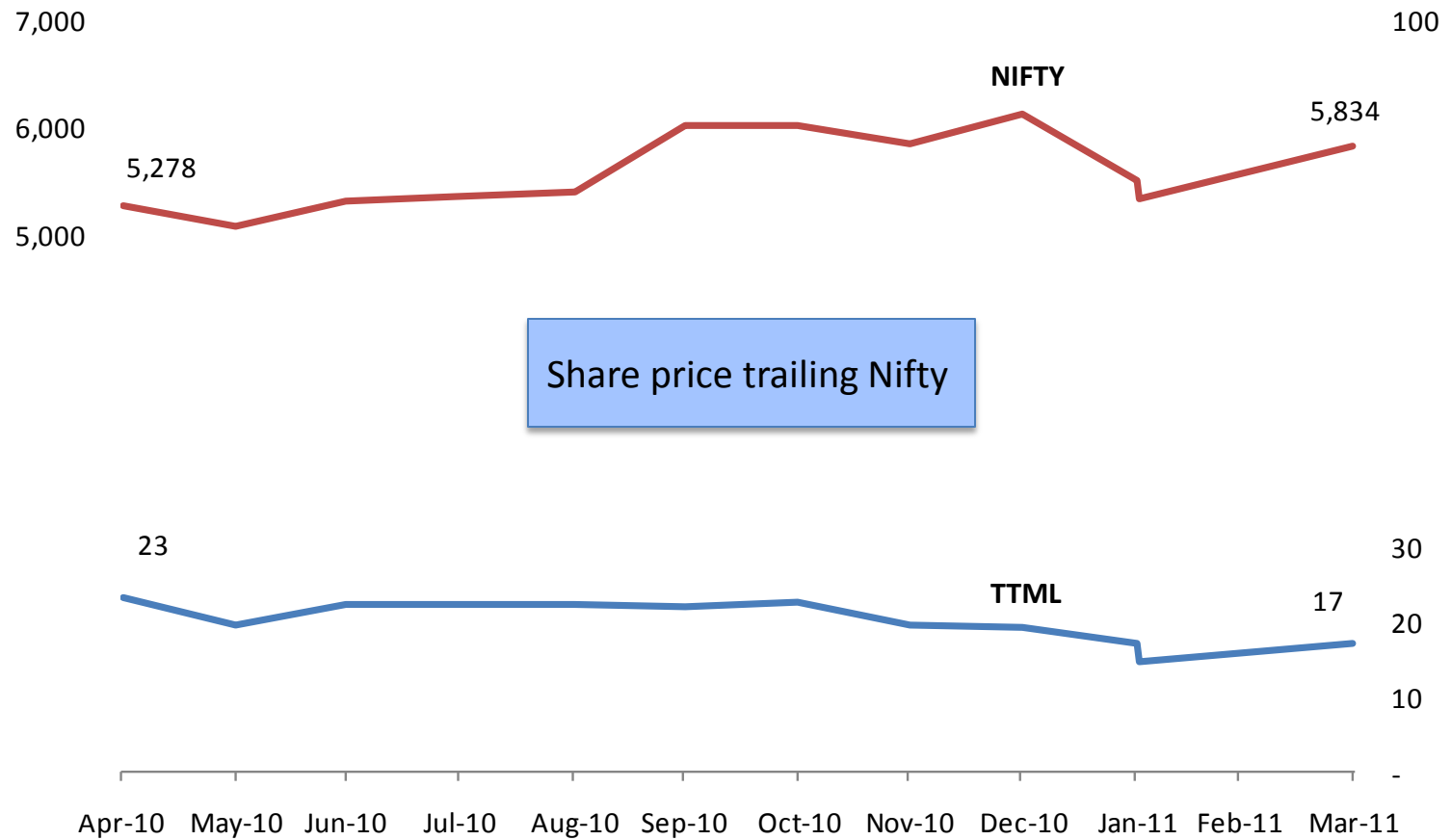


RPM (Rs/min)



MoU – GSM compensating for losses in CDMA
RPM showing early signs of increase

Share Price Trend



Financial Scorecard

Details	FY 09	FY 10	FY 11	YoY
M				FY11 vs FY10
EOP Subscribers	7.5	13.0	16.9	130%
Rs Cr				
Income				
Telecommunication Services	1,942	2,069	2,249	109%
Other Income	112	209	67	32%
Profit on Sale of LT Investment	-	-	835	
Total	2,054	2,278	3,151	138%
Operations and Other Expenses	1,461	1,737	1,819	
Prov for Contingencies	-	-	186	
EBITDA	593	541	1,147	212%
EBITDA Margin	28.9%	23.7%	36.4%	
Finance & Treasury Charges	305	318	346	109%
Forex Loss / (Gain)	36	4	19	422%
Depreciation & Amortisation	447	521	751	144%
PAT	(160)	(298)	50	+

- Other income lower on USO Subsidy
- 3G Impact on Finance charges and Depn/Amortzn

Recognitions & Awards Won

Tata DoCoMo wins '**Best carrier in emerging markets**' at the 13th Telecom Asia Awards



TTML honored with **Maharashtra State IT Award** in the Service Provider category by the Directorate of Industries, Govt. of Maharashtra for promoting entrepreneurship, IT/ITES industry development and employment in the state

TTL wins '**Consumer Charging Innovation**' award at Global Telecoms Business Innovation Awards 2010 for its real-time billing systems

Tata Photon+ wins the '**Gadget of the Year Jury's Choice**' at 'NDTV Tech Life Awards 2010' for its innovative broadband on the move offering

Certifications

- **ISO 9001:2008 Certification : Awarded Certificate of continuation with 'Nil' Non-Conformance**
- **ISO 27001:2005 Certification for Information Security Management**

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Financial Scorecard Q1 12

Q4 11	Details	Q1 12	QoQ	YoY
M				
16.9	EOP Subscribers (Mn)	17.4	103%	125%
Rs Cr				
	Income			
575	Telecommunication Services	585	102%	106%
11	Other Income	6	58%	57%
-	Profit on sale of LT Inv	-	-	-
586	Total	591	101%	42%
460	Operations and Other Expenses	471	102%	106%
21	Prov for Contingencies	-	0%	0%
105	EBITDA	121	114%	15%
18.0%	EBITDA Margin	20.4%		
108	Finance & Treasury Charges	113	104%	126%
328	Depreciation & Amortisation	127	39%	90%
(330)	PAT	(119)		

Tower investment sale in Q1 FY 11

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Business Goals – FY 12

Brand Building

- Strengthen Brand story

Customized Products

- Identifying new customer needs and servicing them through focused wireline and wireless products

Cost Optimization

- Alignment with TTSL
- Controlling manpower and Sub acquisition costs
- Unification of CDMA & GSM operations

Network Improvement & Customer Service

- Expanding GSM, HSIA and 3G Network coverage
- Quick resolution of customer complaints

Thank You