

17th Annual General Meeting

August 29, 2012



Access. Content. Solutions.

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Actual results, performances or events may differ materially from these forward-looking statements including the plans, objectives, expectations, estimates and intentions expressed in forward looking statements due to a number of factors, including without limitation, future changes or developments in our business, our competitive environment, telecommunications technology and application, and political, economic, legal and social conditions in India. It is cautioned that the foregoing list is not exhaustive. This presentation is not being used in connection with any invitation of an offer or an offer of securities and should not be used as a basis for any investment decision.

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

FY12 Highlights

Q1 FY13

Strategic Direction

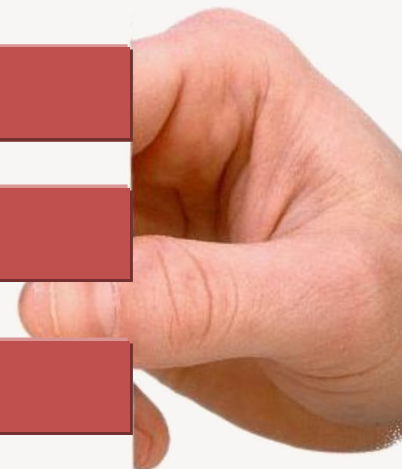
FY12 Highlights

Q1 FY13

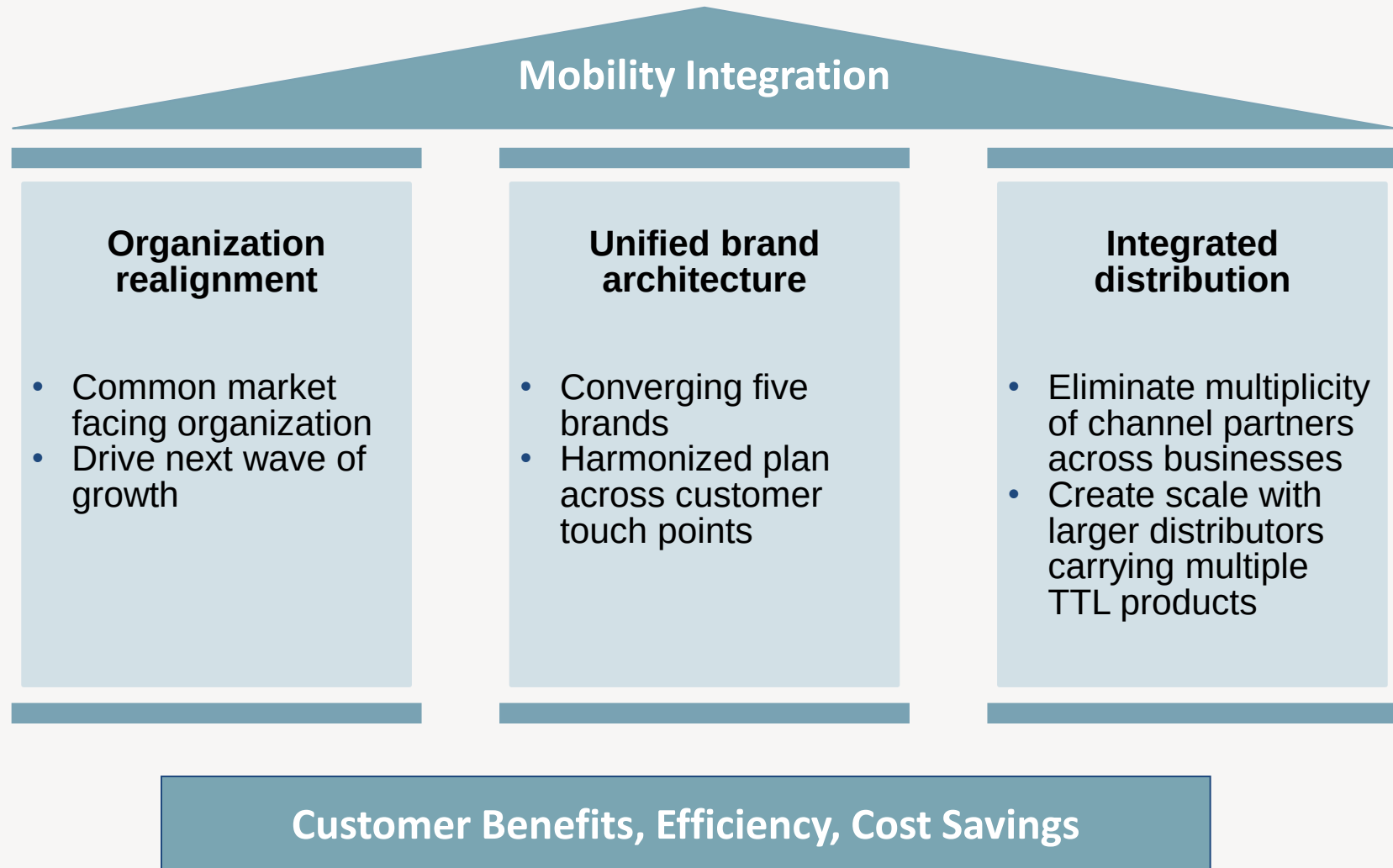
Strategic Direction

FY12 Highlights

- A Mobility Integration
- B Integrated Brand
- C Retail – Strategic Repositioning
- D Network Improvements & Expansion
- E Enterprise & Retail Data
- F Cost Optimisation

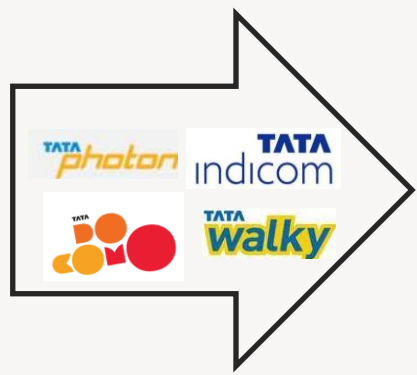


Three pronged strategy for Mobility



CDMA and GSM unified under one brand

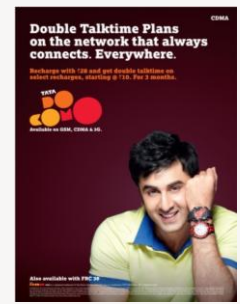
We moved to a single brand in Oct 2011 ...



Tata Docomo
GSM, CDMA
and 3G



Access



- Minutes
- Megabytes
- Recharges
- Bundles
- Dongles

Content



- Movies
- Music
- Games
- Cricket
- Football
- Fashion
- Dating
- Messaging
- TV
- Radio

Solutions



- Money Transfer
- Mobile Wallet
- E Banking
- Online Courses
- E Training
- Surveillance
- GPS

... Making it simple for the end customer

National Campaigns

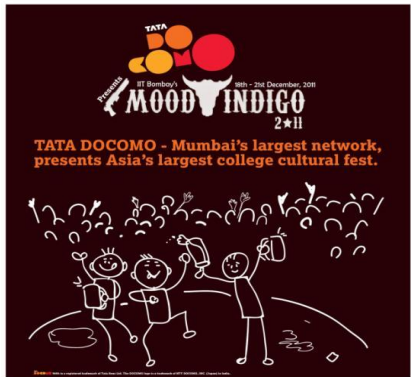


Keep it Simple Campaign

Network Campaign

Brand Integration

Brand Promotions



Jeet ki Ghanti

Campus Calling

Mood Indigo

Schemes & Offers

Move upto 3G speed with Photon 3G.
Recharges Starting From ₹ 500



Now at ₹ 1649

photon 3G
High Speed 3G Smartphone

Call (Toll Free) 1800-266-0000 | www.tatacoms.com

Gulf calling @ 12p/sec



Plan	Benefit	Validity
10	10000 Sec of 3G calling	30 Days
100	100000 Sec of 3G calling	30 Days

Now 3G

All STD calls @ 1p/2 sec.
Validity 60 days
Talktime 735
Available on first recharge of ₹ 700



Now 3G

Diwali Wishes @ 30 paisa
• Local & STD Calls



Plan	Benefit	Validity	Amount
10	10000 Sec of 3G calling	30 Days	₹ 100
100	100000 Sec of 3G calling	30 Days	₹ 1000

Now 3G

Get time for life
Introducing Photon Max.
Twice the speed.
Twice the time for life.



photon max
Get speed. Get time.

Call 1800-266-0000 | www.photon.tatacoms.com

Roam Free Plans.
Incoming free on roaming.
Across India.
No conditions.
Keep it simple.



Now 3G

Nights get even hotter. 1p/min.



Now 3G

काही तरी करा नवे, बाप्पालाही तेच हवे.
तुला सोबतचोवचूय तुला सगल्यांय मनेस चवुपीन्या हाविक सुपेस.



Now 3G

Photon 3G / Photon Max

Gulf Calling / Roam Free

1p/2sec STD / Night Calling

Festive Offers

Evolving from being a pipe-runner to a solutions provider

**When your car is away from you,
will your network ensure its safety?**

TATA
Access. Content. Solutions.



**When you are away from home,
will your network stand guard?**

TATA
Access. Content. Solutions.



**When your little one is away at school,
will your network watch over?**

TATA
Access. Content. Solutions.



Because there is more to life than just talking

VAS Marketing

पुराने ज़माने के गाने, नए ज़माने के इनाम।

बदौदो हारल रोक, कपडो कोल रो लुवर और डोडो रो नारे हुनग.

जीतो: हॉन्डा सिटी | LCD TV | लेपटोप

भाग लेने के लिए कॉल करें 59000 (टोल-फ्री)

सफल रोक	रोक	पारो की रोक
715	30 रोक	3
725	30 रोक	5
740	30 रोक	10

कॉल कर लो 59000

TATA
Assess. Contact. Solutions.

CRBT Shuffle Contest

Grab-a-song Service.
No matter who's playing it, it can be yours.

Now you can simply grab a song and set it as your Call Me Tune

- Call 57876 (toll free) to grab a song playing on TV, radio or any other source
- Or just SMS the name of the song to 57876

TATA

Subscription: 100/month
Download charge: 100 - 110/month | GSM - 110 for 3 months

Grab A Song

Personalise your greetings with Name Tunes.
Set a message with your name as the CallMe Tune.

Powered by mCARBON

To get started just SMS -FIRST NAME- to 82100 (Toll Free)

Name Tune sample: "Thanks for Calling. Babbar will answer your Call shortly."

Subscription: 130/month
Name Tune download: 15/90 days

Name Tunes

Catch सत्यमेव जयते on Photon Music.

Download Videos
Download Music

photon

Satyamev Jayate

Device Promotion



हुआवे C2835 FM कलर फ़ोन.

पाएं 1099 लोकल मिनट्स और 1099 लोकल SMS फ्री.

Access. Content. Solutions.

CDMA

Music that makes your life colourful.
Huawei C2835 FM Colour Phone.

Get 1099 local mins & 1099 local SMS free with every Huawei C2835

Huawei C2835 @ ₹1099

- 1.5" Colour Screen
- FM Phone
- Long Battery Life (6 hours)
- SMS Scheduler

Access. Content. Solutions.

Share pictures with buddies in a blink

Connect with your gang, real time.
Get on to TATA DOCOMO's HSPA+ network with Samsung Champ 3.5G and connect always, everywhere.

TATA DOCOMO SmartPick

Samsung Champ 3.5G

Latest Android™ 4.0, Ice Cream Sandwich
7 MB 3G & Flash Media™ Video Calling

Access. Content. Solutions.

LG Life's Good

MOVE UP TO 3G SPEED
Get 3GB Data, Mobile TV & 3hrs of Mobile TV and 30 min. Video calling Free from TATA DOCOMO with LG Optimus Smartphones

LG optimus 3D
LG optimus 3D
LG optimus 3D
LG optimus 3D
LG optimus 3D

Access. Content. Solutions.

PRESENTING **Tab2**

Samsung GALAXY Tab2

Display size 17.8 cm

Get free 3GB Data & 3hrs more

Available on TATA DOCOMO's HSPA+ network.

Huawei C2835

Samsung Champ Smartpick

Smartpick / Samsung Galaxy Tab

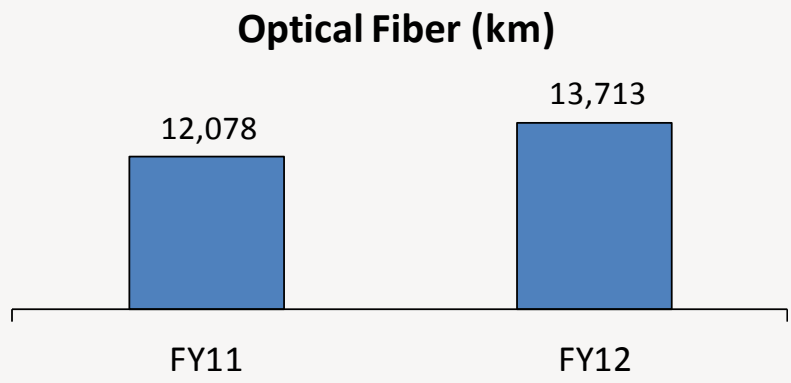
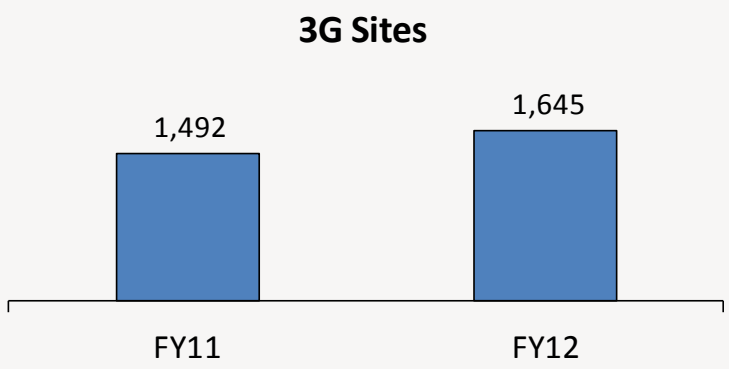
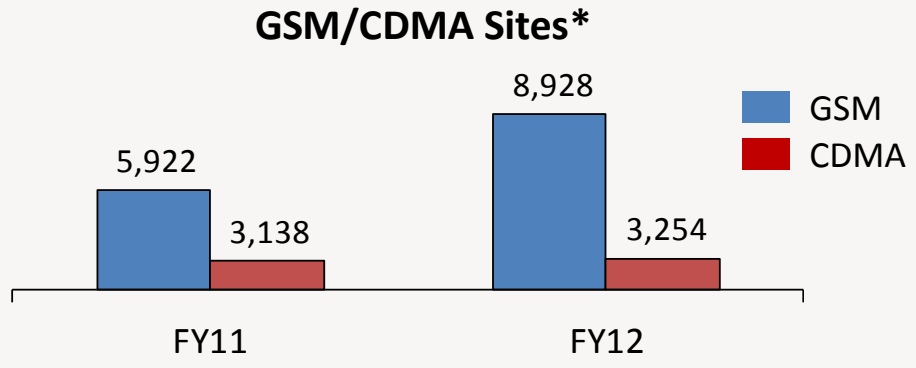
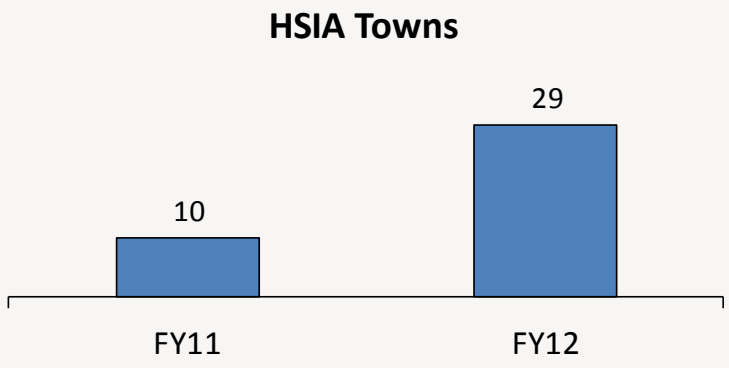
Branded Retail : Strategic Repositioning



Latest in mobile technology and services
to create experiential zones



Network expansion to improve quality and experience



Network coverage in Mumbai improved significantly in the last year

* Including ICR



Significant improvement in our Network coverage in Mumbai



**Catch us.
Or play catch-catch.**

Join Mumbai's largest network with 4500 towers.

Access to our network is available only to our subscribers who are registered with the TATA DOCOMO network. All other services are subject to the TATA DOCOMO terms and conditions. TATA DOCOMO is a registered trademark of Tata Teleservices (Maharashtra) Limited. The TATA DOCOMO logo is a trademark of TATA DOCOMO, INC. (Japan) Ltd.

For size: 30 cms (w) x 10 cms (h) 2:1

**Drop in.
Or suffer call drops.**

Join Mumbai's largest network with 4500 towers.

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For size: 30 cms (w) x 10 cms (h) 2:1

**Say hello to us. Or live with
broken conversations.**

Join Mumbai's largest network with 4500 towers.

Access to our network is available only to our subscribers who are registered with the TATA DOCOMO network. All other services are subject to the TATA DOCOMO terms and conditions. TATA DOCOMO is a registered trademark of Tata Teleservices (Maharashtra) Limited. The TATA DOCOMO logo is a trademark of TATA DOCOMO, INC. (Japan) Ltd.

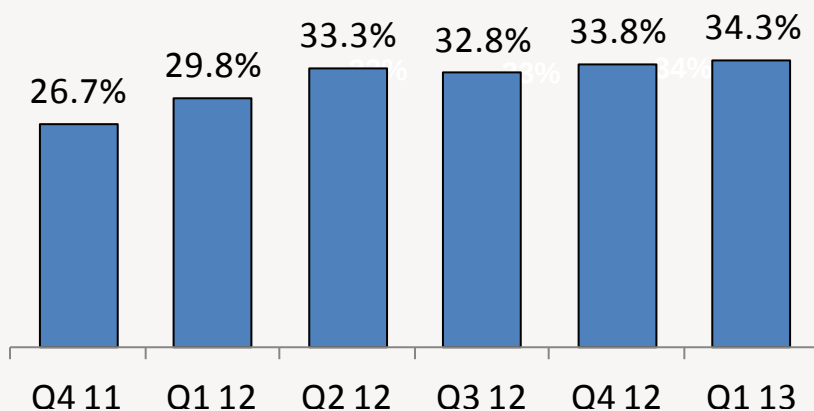
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Mumbai ICR - Poster 1. Size: 14" x 19" (bleed 5mm all side extra). Job No. TTL1003163. Dt: 11-10-11

JP ICR 2 RVT Poster Size 14"x19" Job No. TTL1003163 Date 15.11.1

Strength in Data through both CDMA and 3G technology

Data + VAS % of Wireless Revenue



Photon Max voted Product of the Year 2012



Photon Max, 2012
Photon Plus, 2011

The best internet experience. Always.
Voted by internet users as 'Product of the Year, 2012'.

Buy now, call 1800 266 0000 (toll free)

The advertisement features a dark background with a Photon Max USB modem on the right. It also includes the 'Voted Product of the Year' award logo and the TATA logo.

Variety of Customer offerings catering to specific data needs
Photon Max is now available in Pune and Mumbai

Extensive fiber presence to tap the Enterprise and SME market

TTML's Fiber Network in Mumbai



Extensive Fiber rollout

- Buried fiber on arterial and access routes
- Connected to over 22,000 buildings in prime localities
- Switches deployed across Mumbai in all business locations

State of the art

- FTT technology, with last mile copper connectivity
- DWDM technology on fiber backbone

Reliable

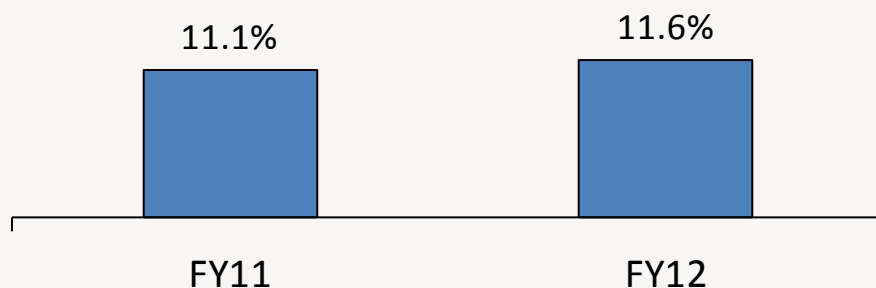
- Real time monitoring of fiber cuts in Mumbai to improve restoration time
- Automatic Switch-over of Optical Network (ASON) for multiple path redundancy
- Centralised NMS - 24*7*365 support

Cost Optimization

- **Mobility Integration** – Integration of GSM and CDMA teams; leveraging synergies with TTSL
- **Brand Integration under ‘Tata Docomo’ umbrella** leading to decrease by 20% in marketing cost per gross add
- **Rationalized Channel Sales Commissions** - 8% decline in acquisition cost per GA YoY; process continues in FY 13
- **Office space rationalization**
- **Lower utilization BTS identified** and to be redeployed to other sites resulting in saving in Power & Fuel

Revenue Market Share

TTML RMS %

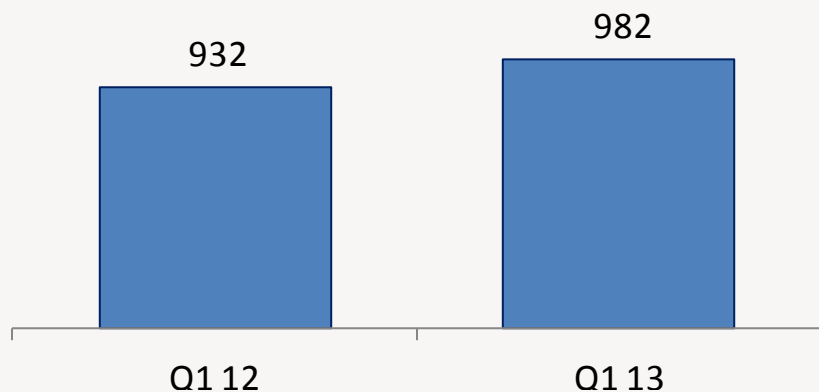


- RMS improved in FY12 by 0.5%
 - #3 in Mumbai
 - #4 in Maharashtra
- GSM growing faster than market; CDMA under pressure
- Photon continues to lead its segment of large screen data; 3G growth slow
- Continued focus on quality of acquisition rather than Gross Adds
 - VLR Ratio improves from 47% in Mar 11 to 58% in Mar 12

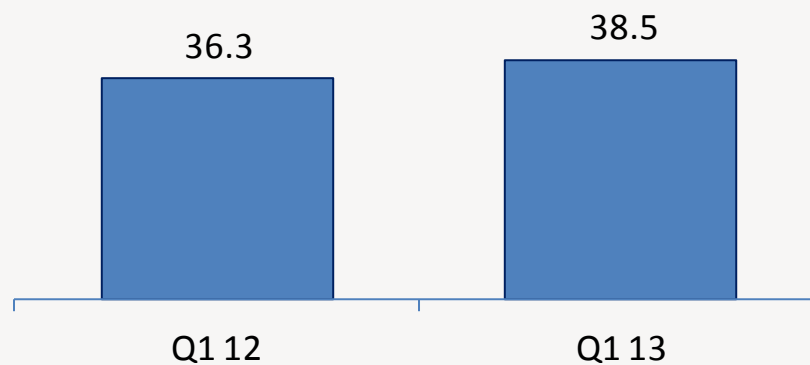
*Note: Revenue Market Share based on TRAI published GR data
Includes only UASL Revenues
Excludes BSNL/MTNL fixed
Excludes NLD/ILD

Operational Trends – Wireless

Overall MOUs (Cr)



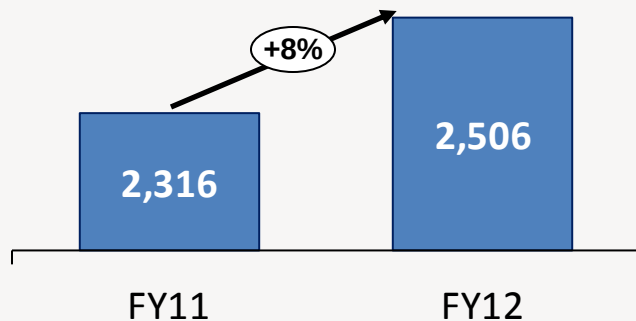
Voice RPM (Paisa/min)



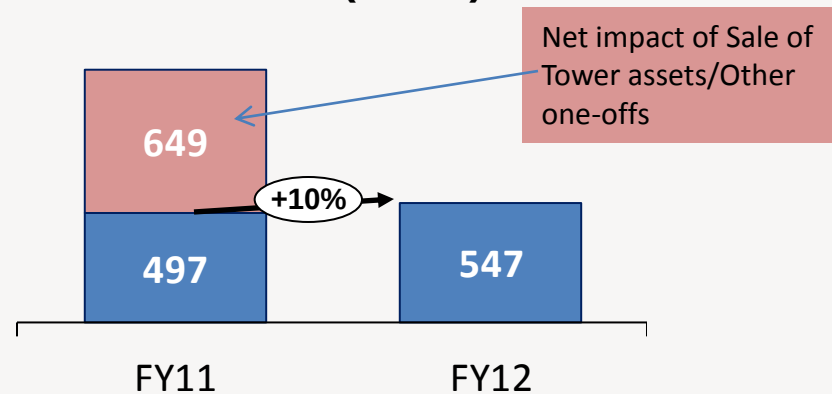
MoU – GSM compensating for losses in CDMA
RPM holding despite competitive pressure

Financial Highlights

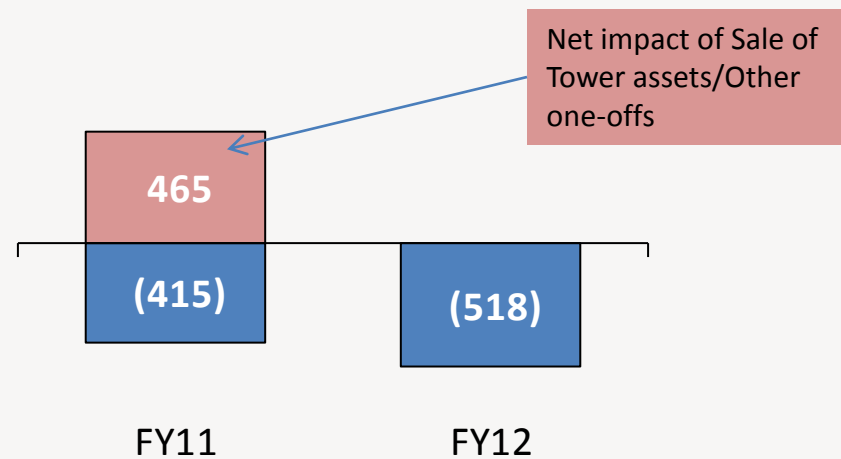
Revenue (Rs Cr)



EBITDA (Rs Cr)



PBT (Rs Cr)

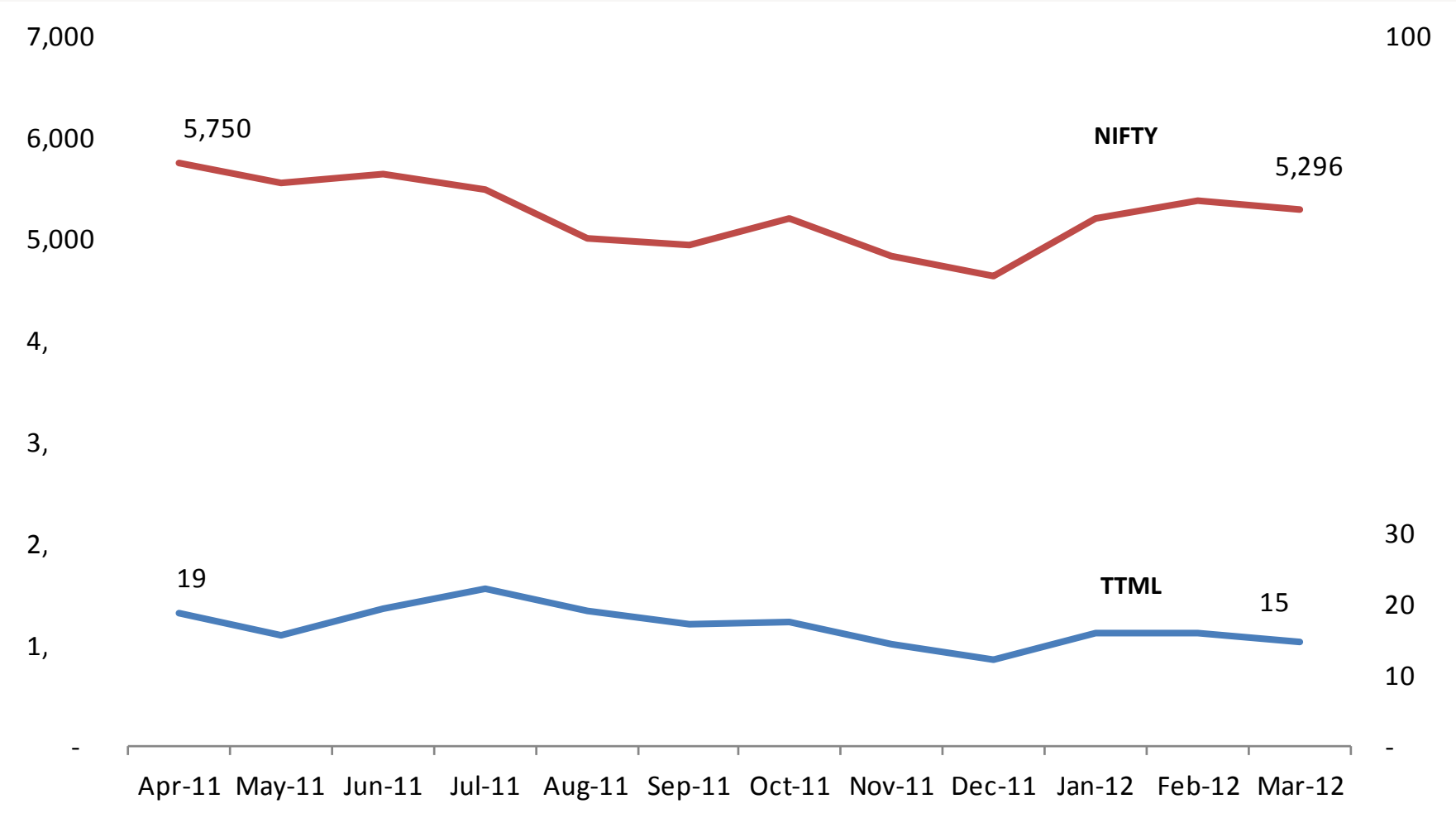


- Improving Operational Performance
- PBT impacted by full year cost of 3G funding, increased interest, higher forex losses

Details	FY 11	FY12
M		
EOP Subscribers	16.9	14.1
Rs Cr		
Income		
Telecommunication Services	2,249	2,470
Other Income	67	35
Profit on Sale of LT Investment	835	-
Total	3,151	2,506
Operations and Other Expenses	1,819	1,945
Prov for Contingencies	186	13
EBITDA	1,147	547
EBITDA Margin	36.4%	21.8%
Finance & Treasury Charges	346	521
Depreciation & Amortisation	751	543
PAT	50	(518)

Towers	Interest
Contingcy	
Acc Depn+	

Share Price Trend



Share price trailing Nifty

Recognitions & Awards



Exchange 4 Media Awards 2011-12

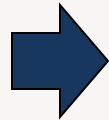
- Maharashtra circle received "Silver Award" for use of unconventional media.



Outdoor Advertising Convention

- Tata DOCOMO, Maharashtra received "Bronze Award" for an innovative media of Photon 3G Revolving Tower in Kolhapur

FY12 Highlights

 Q1 FY13

Strategic Direction

Financial Scorecard Q1 13

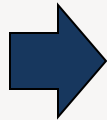
Q4 12	Details	Q1 13	QoQ	YoY
	M			
14.1	EOP Subscribers	13.2	93%	76%
	Rs Cr			
	Income			
648	Telecommunication Services	659	102%	113%
12	Other Income	2	14%	28%
660	Total	661	100%	112%
513	Operations and Other Expenses	528	103%	112%
147	EBITDA	134	91%	111%
22.3%	EBITDA Margin	20.2%	91%	100%
128	Finance & Treasury Charges	150	117%	134%
143	Depreciation & Amortisation	146	102%	115%
(123)	PAT	(163)	68%	64%

Finance & Treasury charges include Forex Loss of 5 Cr in Q4 12 and 13 Cr in Q1 13

- Q1 difficult for industry
- EBITDA impacted by flat Revenues, higher Usage Bad debts, higher regulatory fees
- Interest expense impacted by forex fluctuation

FY12 Highlights

Q1 FY13

 Strategic Direction

Business Goals – FY13

- Enhanced Profitability through
 - Continue focus on **quality of acquisition; HVC**
 - Improving **asset utilization**
 - Leadership in **Photon**
 - New **Non-voice** services incubation
 - Growth in **Enterprise** Business
 - Opex Savings – **process** and **efficiency**
- Linked to **Regulatory Developments on Spectrum**

Thank You