

TTML Investor Presentation

May 2012



Access. Content. Solutions.

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

Highlights of FY12

Performance Highlights

Contents

Highlights FY12

Performance Highlights

An integrated telecom service provider with a diversified business portfolio

Access products, Services & Solutions ...

VOICE

- Mobile
- Fixed

DATA

- Small-Screen Mobile
- Large Screen Mobile
- Fixed

SERVICES / SOLUTIONS

- VAS
- Audio / Video Conferencing
- Solutions

Addressing Diverse Customer Segments

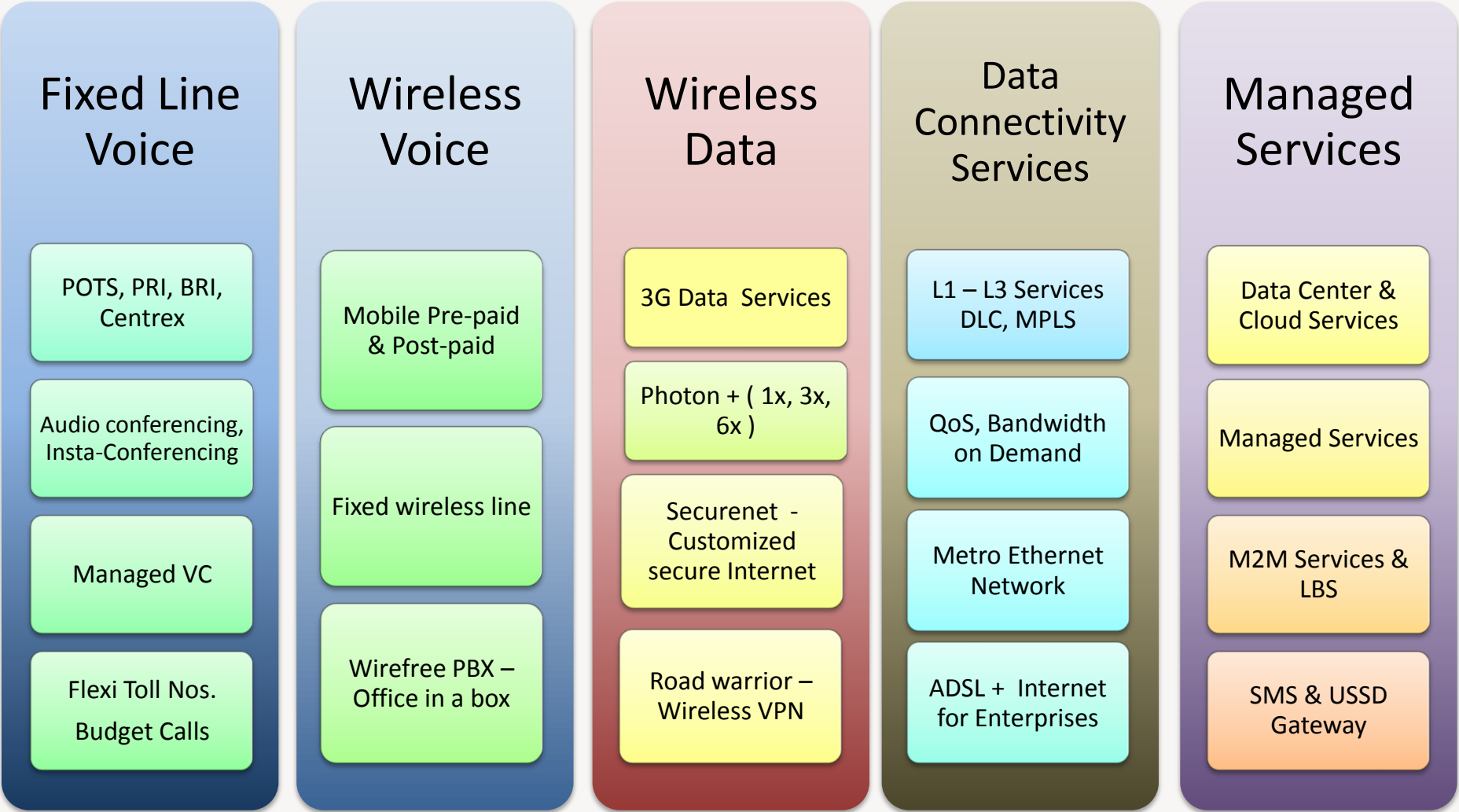
RETAIL

SME

TOP CORPORATES



Enterprise Business : Product Portfolio



← Comprehensive end-to-end solutions for enterprise needs →

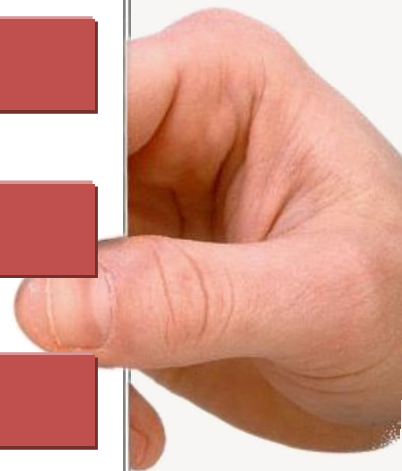
Highlights of FY12

A Data Business

B Integrated Brand

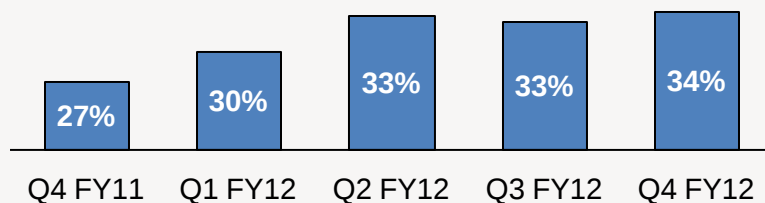
C Retail presence

D Network



Strength in Data through both CDMA and 3G technology

Data + VAS % of Wireless Revenue



Photon Max voted Product of the Year 2012



Two consecutive wins:

Photon Max, 2012
Photon Plus, 2011

The best internet experience. Always.

Voted by internet users as 'Product of the Year, 2012'.

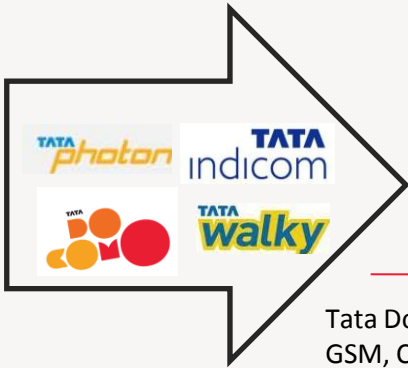
Buy now, call 1800 266 0000 (toll free)

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

CDMA and GSM unified into one brand

We moved to a single brand in Oct 2011

**Unified
Brand**



Access. Content. Solutions.

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



Access. Content. Solutions.

The brand evolved from being a pipe-runner to a solutions provider

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



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



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



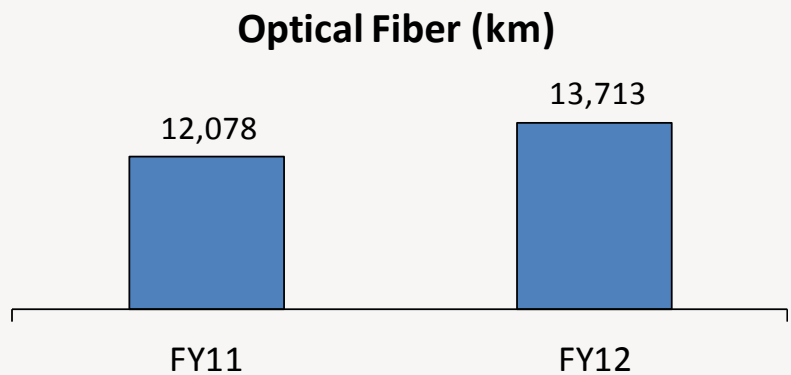
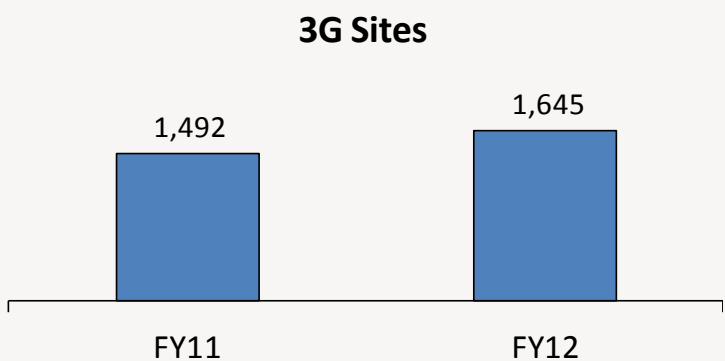
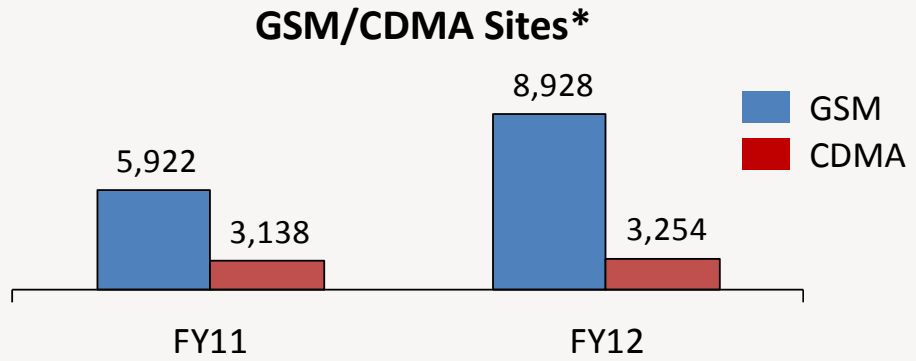
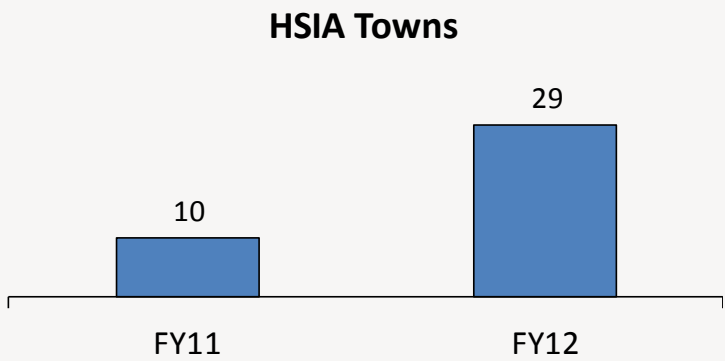
Because there is more to life than just talking

Branded Retail



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 services is available only when you are within the network of TATA DOCOMO. The DOCOMO logo is a trademark of NTT 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.



Access to our services is available only when you are within the network of TATA DOCOMO. The DOCOMO logo is a trademark of NTT DOCOMO, INC. (Japan) Ltd. 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 services is available only when you are within the network of TATA DOCOMO. The DOCOMO logo is a trademark of NTT DOCOMO, INC. (Japan) Ltd. For size: 30 cms (w) x 10 cms (h) 2:1





Significant improvement in our Network coverage in Mumbai

Western, Central or Harbour. Catch us everywhere.

Join Mumbai's largest network with over 4500 towers.

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Mumbai ICR - Poster 1, Size: 14" x 19" (folded from all side extra), Job No: TTL1003163, Dk: 11-10-11

Eastern or Western Expressway. Catch us everywhere.

Join Mumbai's largest network with over 4500 towers.

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JP_JCR 2 RVT Poster Size 14"x19", Job No:TTL1003163 Date 15.11.11

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

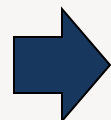
- FTTC technology, with last mile copper connectivity
- DWDM technology on fiber backbone

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

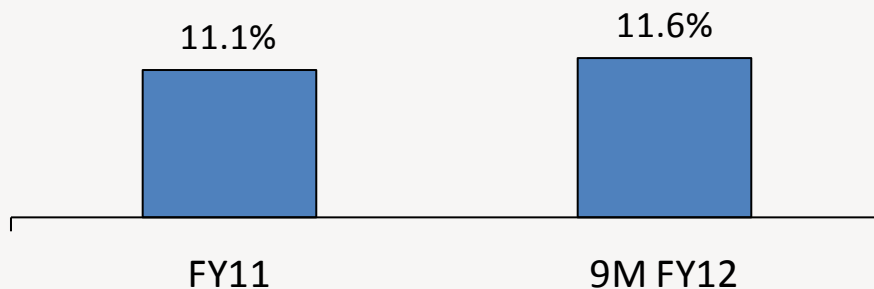
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Highlights of FY12

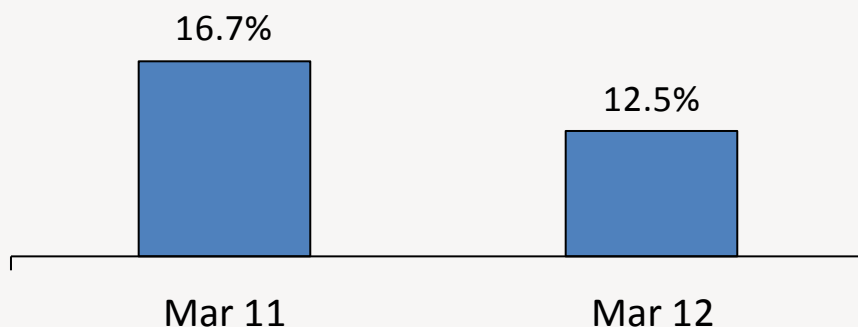
 Performance Highlights

Revenue / Customer Market Share

TTML RMS %



TTML CMS %

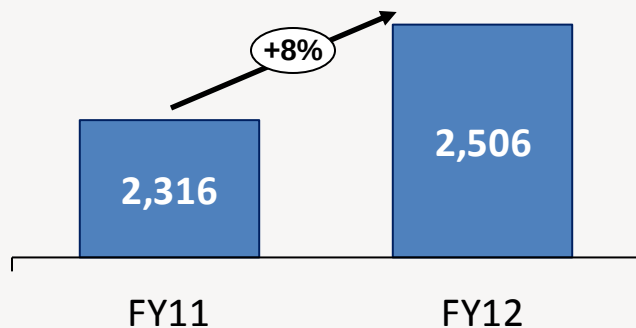


- No 4 player by Revenue
- No 5 by CMS in Mumbai & Maharashtra circles
- Focus shifted to quality of acquisition rather than gross adds leading to improving trends of VLR Ratio (47% in Mar'11 to 58% in Mar'12)
- Wireless minutes on network over 3 billion per month

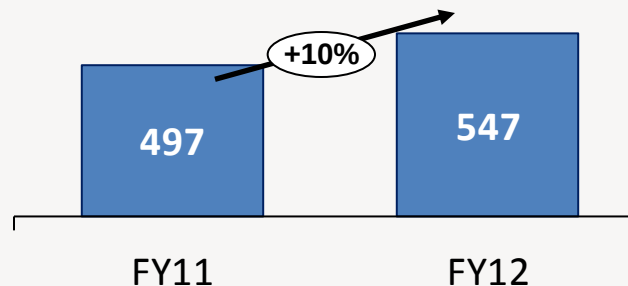
Note: Revenue Market Share based on TRAI published GR data
Includes only UASL Revenues
Excludes BSNL/MTNL fixed
Excludes NLD/ILD

Financial Highlights

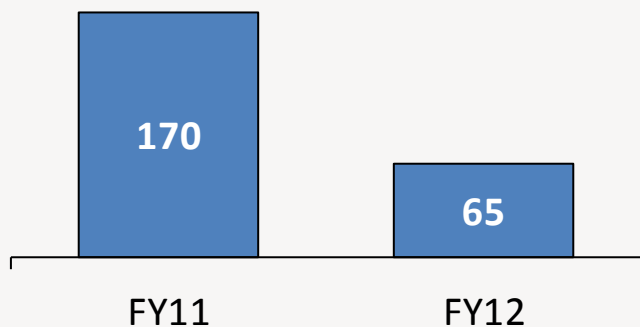
Revenue (Rs. Cr)



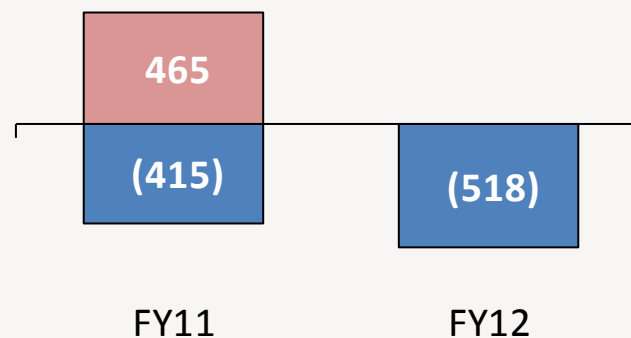
EBITDA* (Rs. Cr)



Cash Profit*¹ (Rs. Cr)



PBT (Rs. Cr)



*Excludes Extraordinary Items

¹ Excludes Forex loss/Gain

Net impact due to Sale of Tower assets/Other one-off

Improving Operational Performance

Cash Profit decline due to higher Financing charges driven by 3G

Thank You