



Tata Teleservices (Maharashtra) Limited

Analyst Meet

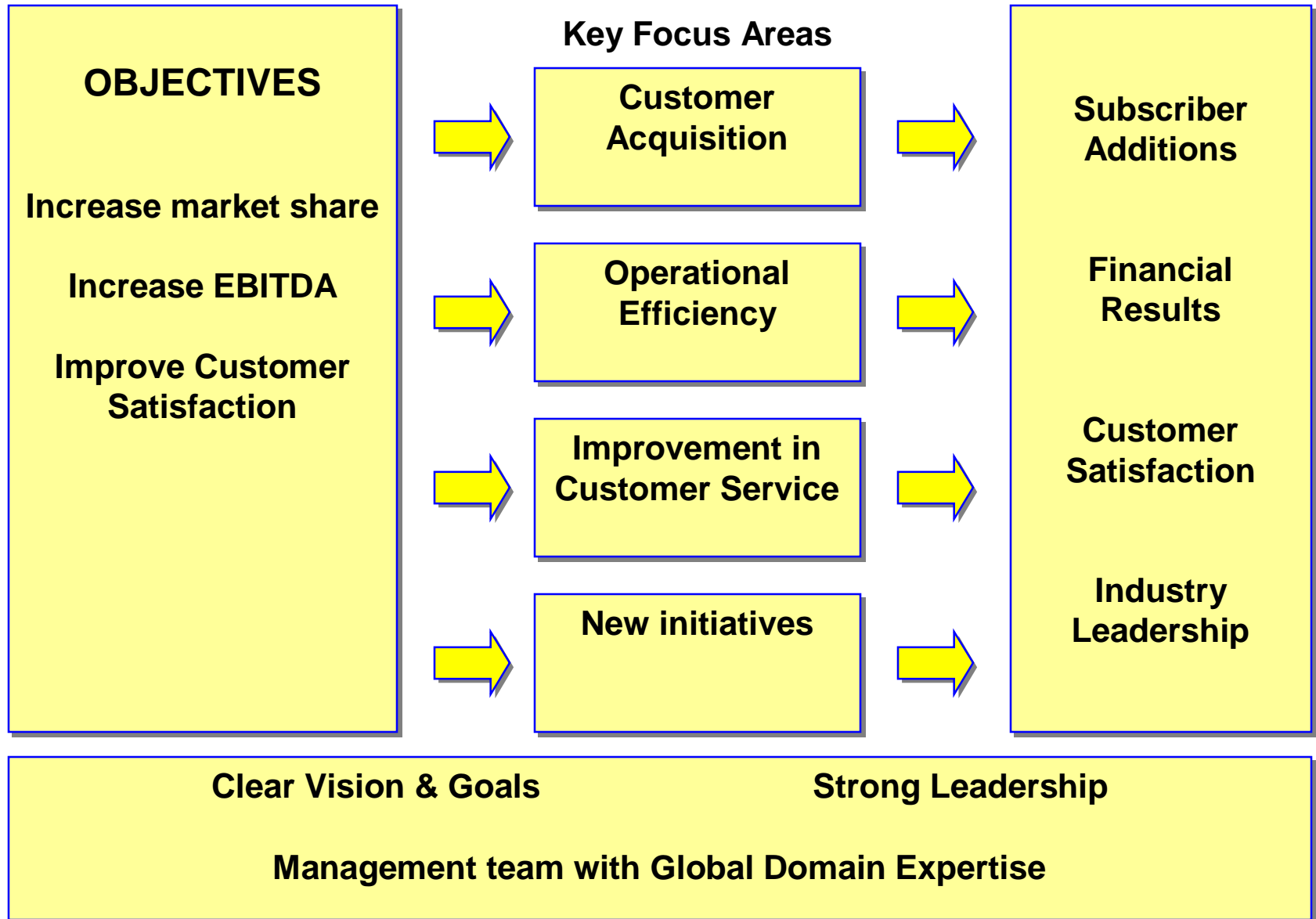
Charles Antony

16 Nov 2005





TTML Business Goals



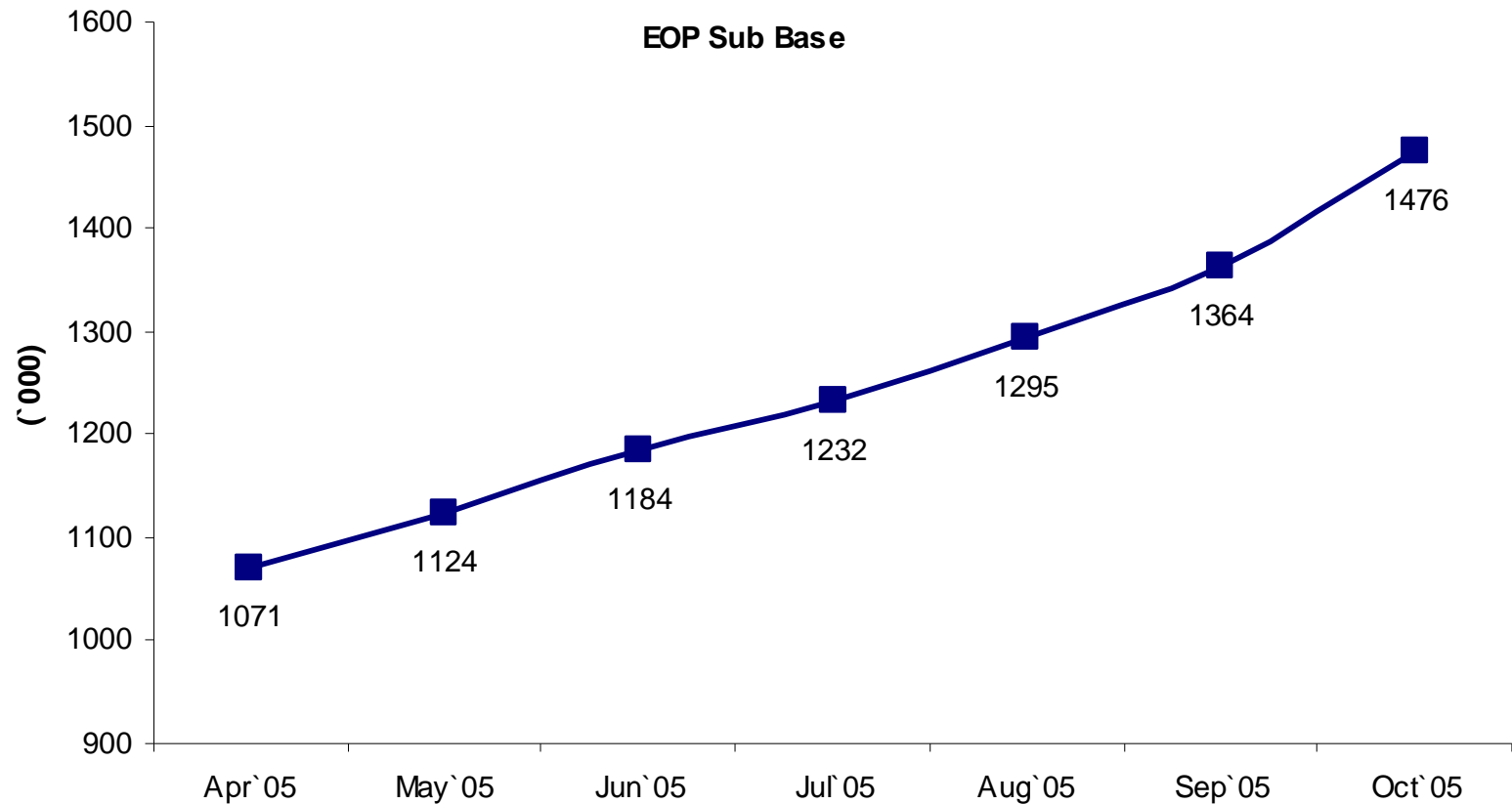


Sales & Marketing





Steadily increasing Customer Base

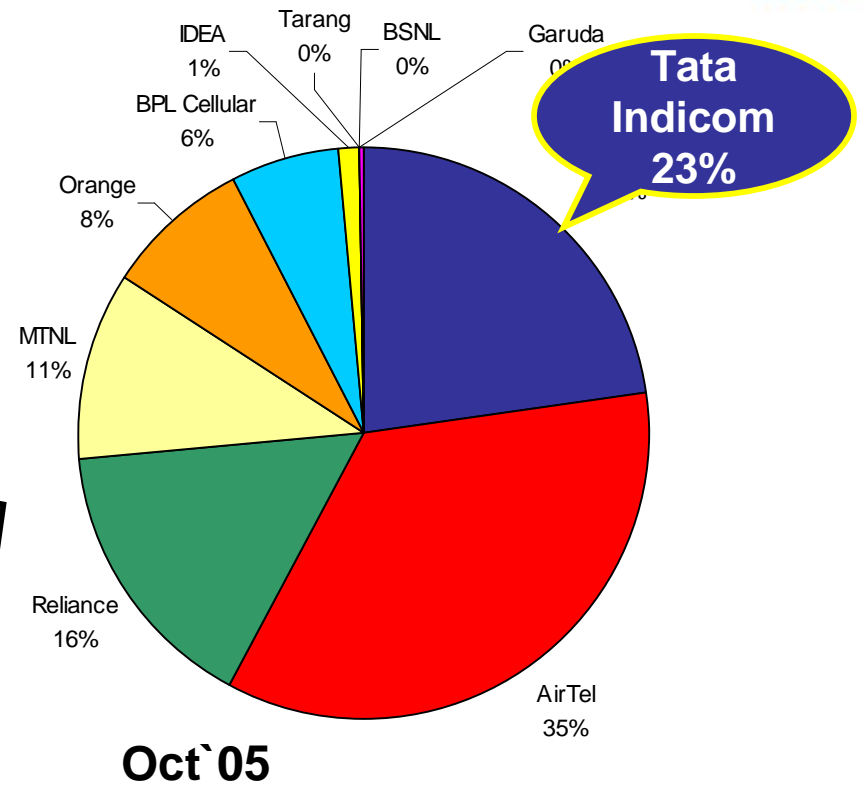
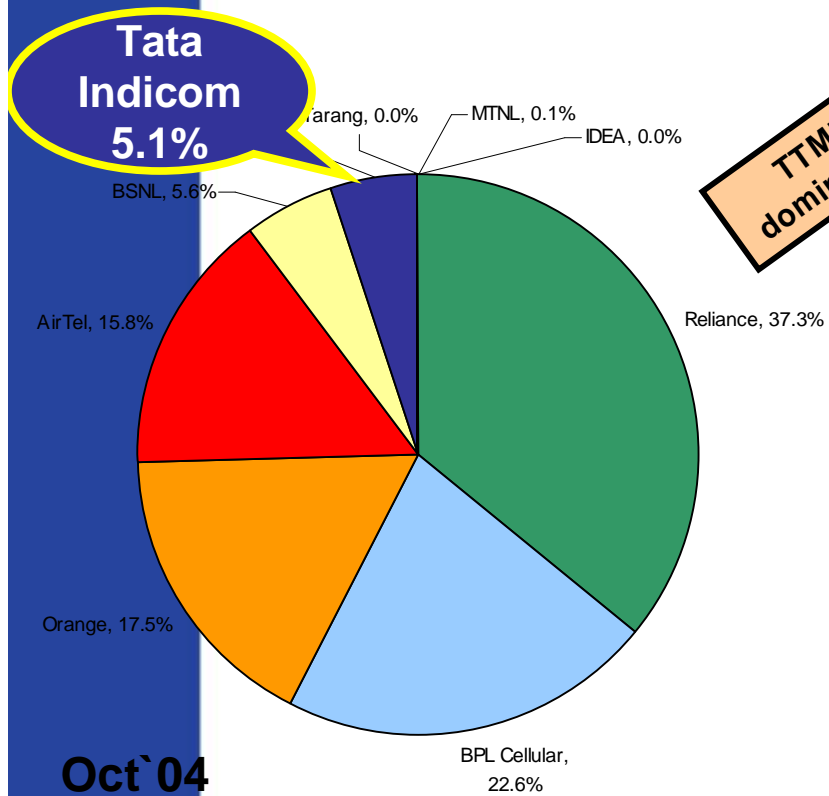




Incremental Wireless Market Share



Source: TRAI

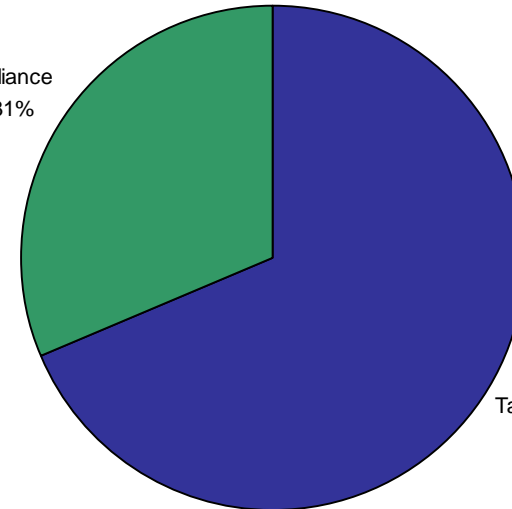




Maintaining FWP Market Share



Reliance
31%

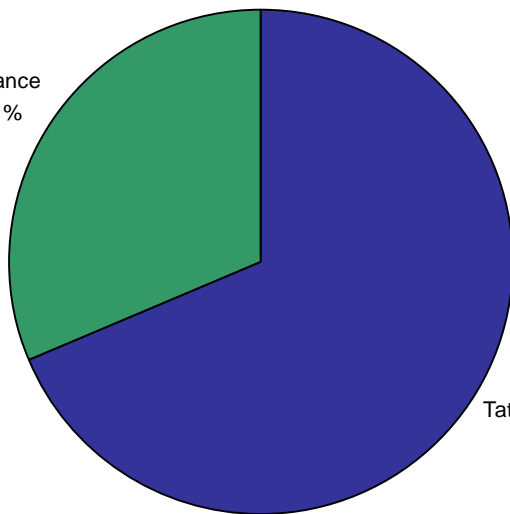


Tata Indicom
69%

Oct`05



Reliance
31%



Tata Indicom
69%

Apr`05



TATA
indicom



Wide Range of Handsets (Total 17)



B/W Phones



Indicom Gem



Samsung Neo



Nokia 2112



Indicom Ace



Nokia 6585



Nokia 3105

Colour Phones



Nokia 3125



LG 5235



Kyocera KX444



Indicom Star



Kyocera Prisma



Pantech PA-711

Camera Phones



Nokia 6235



Nokia 3205



Nokia 6255



LG 6335

Smart Phone



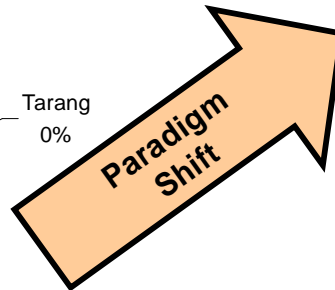
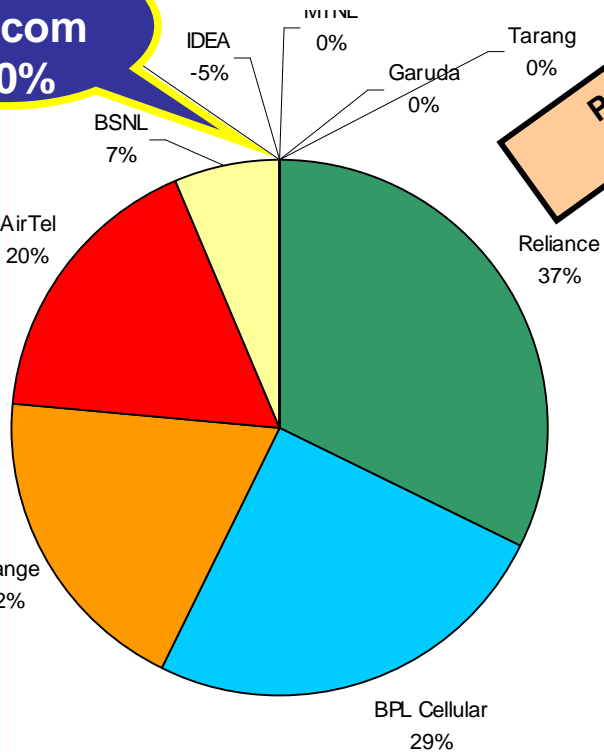
Konquer



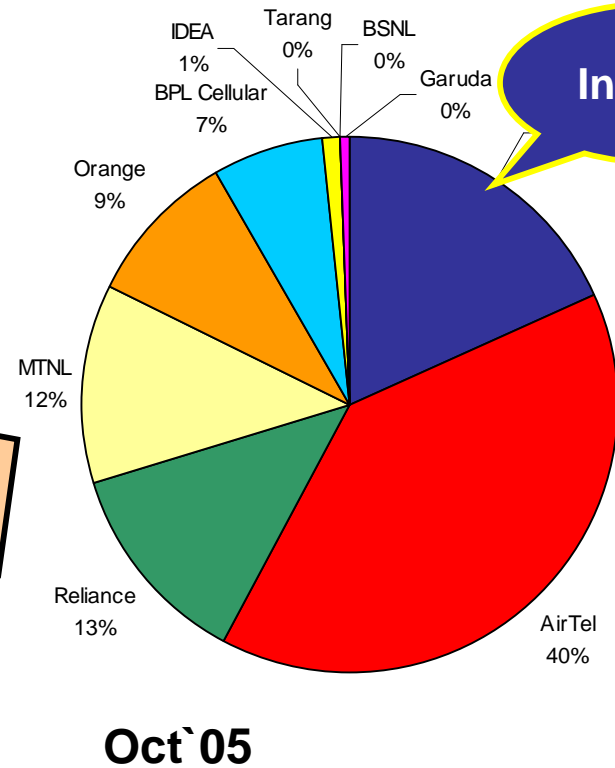
Incremental Mobile Market Share



**Tata
Indicom
-10%**



**Tata
Indicom
19%**



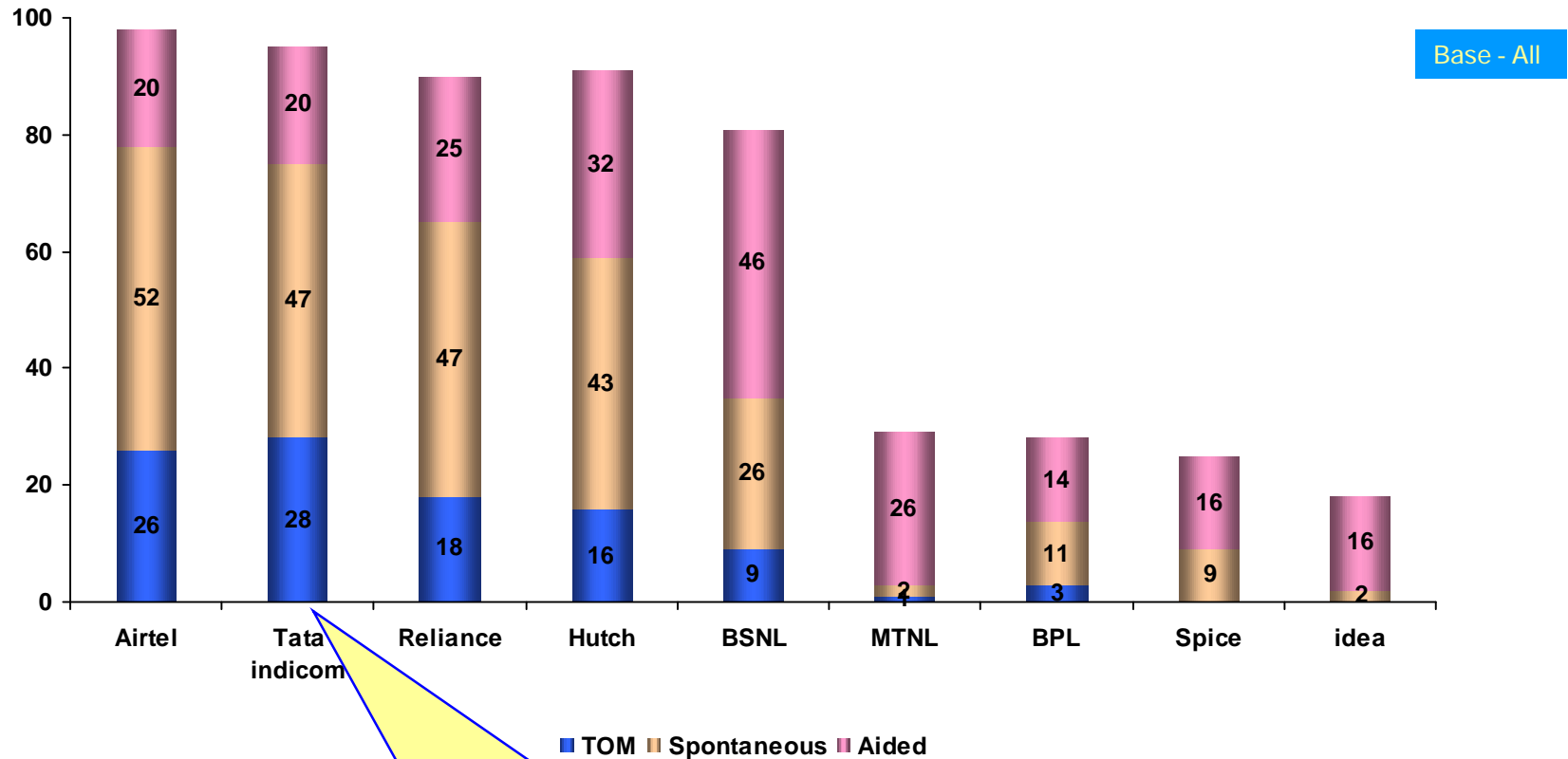
Oct '05

Oct '04





Brand Recall

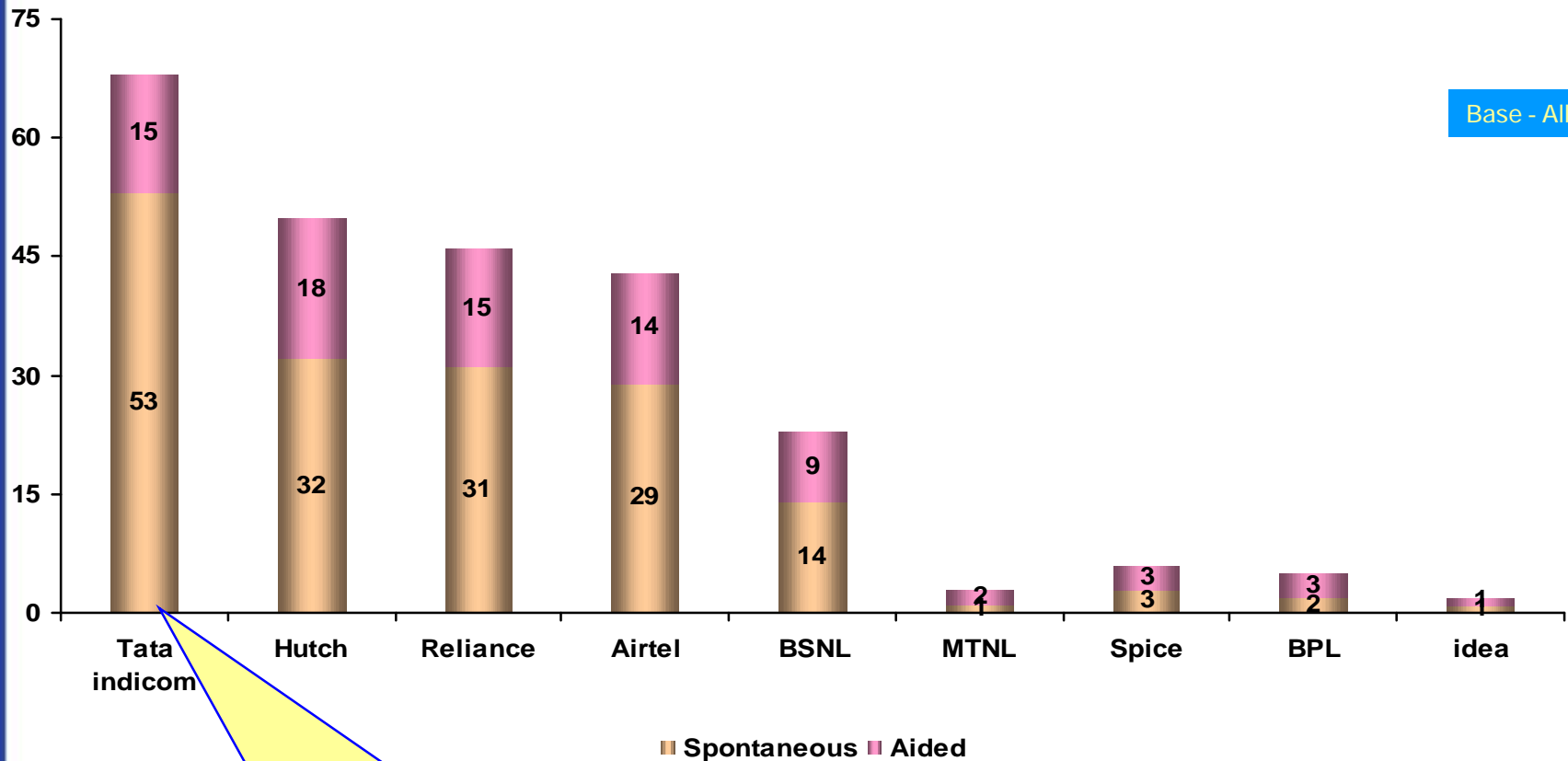


Tata Indicom has the highest "Top Of Mind" brand recall followed by Airtel & Reliance





Ad Recall – Mobile Brands

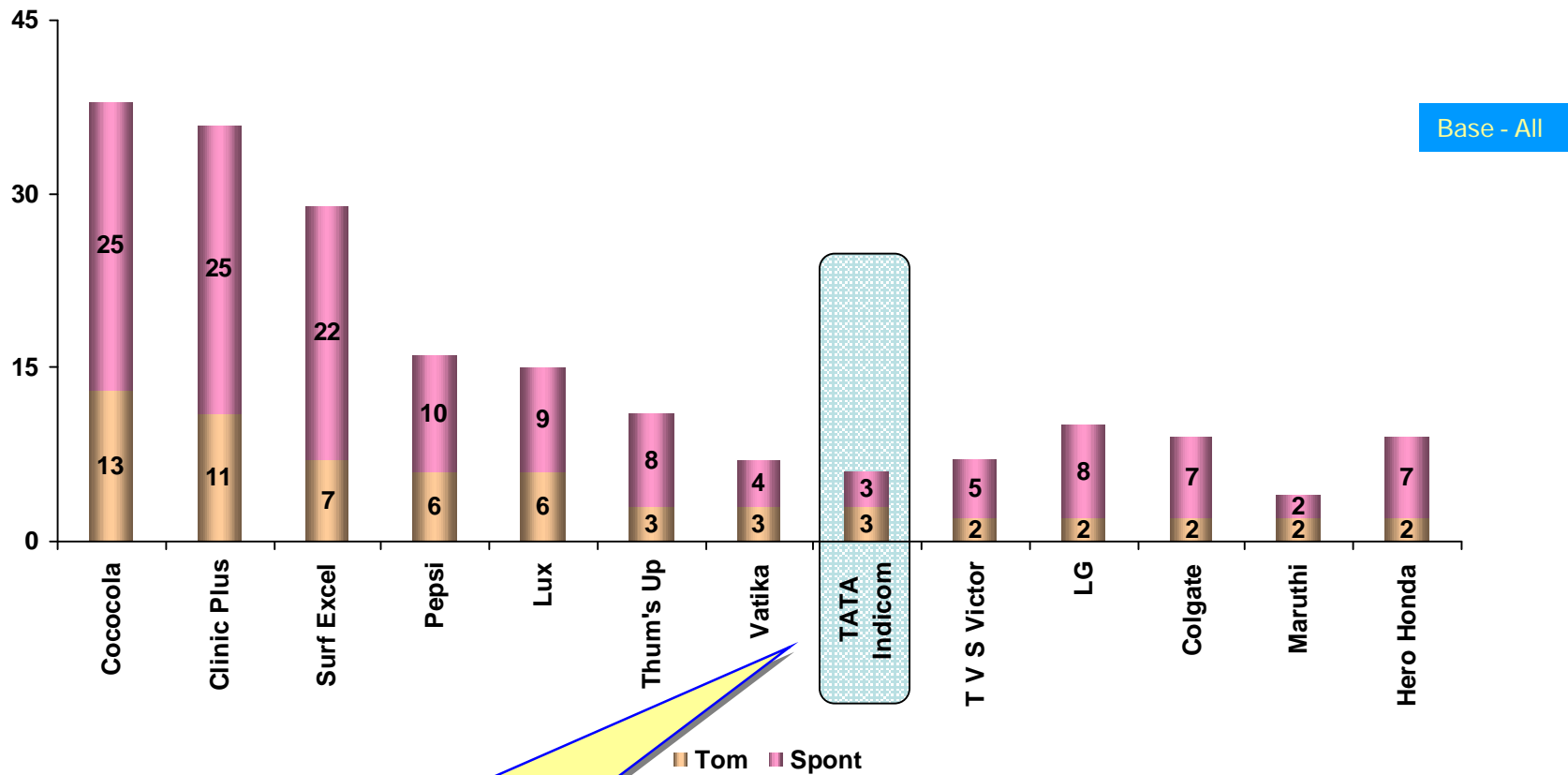


Tata Indicom has the highest Spontaneous & Total Ad recall followed by Hutch, Reliance & Airtel





Ad Recall - Overall



Tata Indicom is the only Telecom Brand recalled at this level



Operational Efficiency



ISO 9001:2000



- For the first time, **no non conformity**
- The team appreciated the significant improvement in the Customer Service area over the previous year
- PAZE Audits and regular review by Management Team
- Process Training and Certification for all employees
- Process maturity level in terms of improvements through cross functional teams such as ZEBRA, CARE



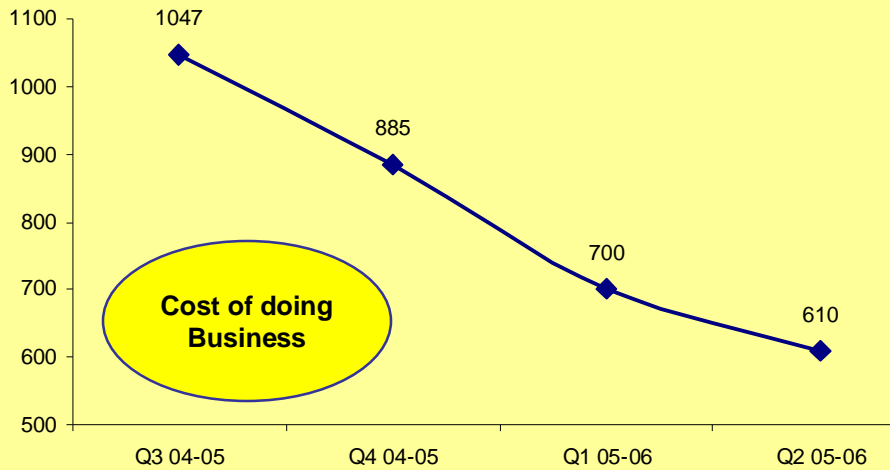


Achieving Operational Efficiency

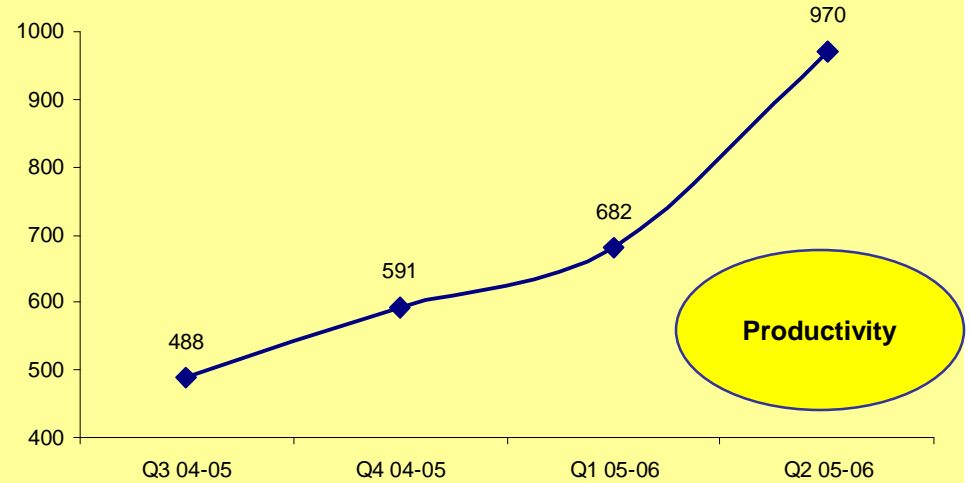


(Critical Operational Parameters Improved)

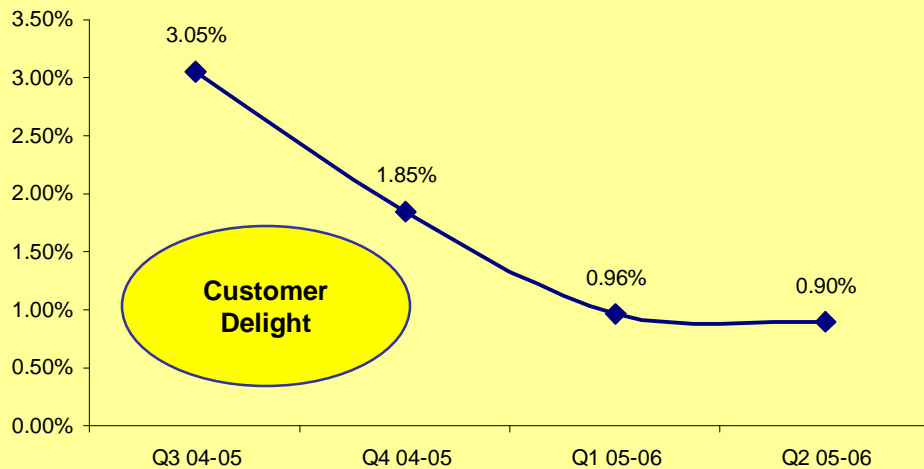
Operational Cost per sub



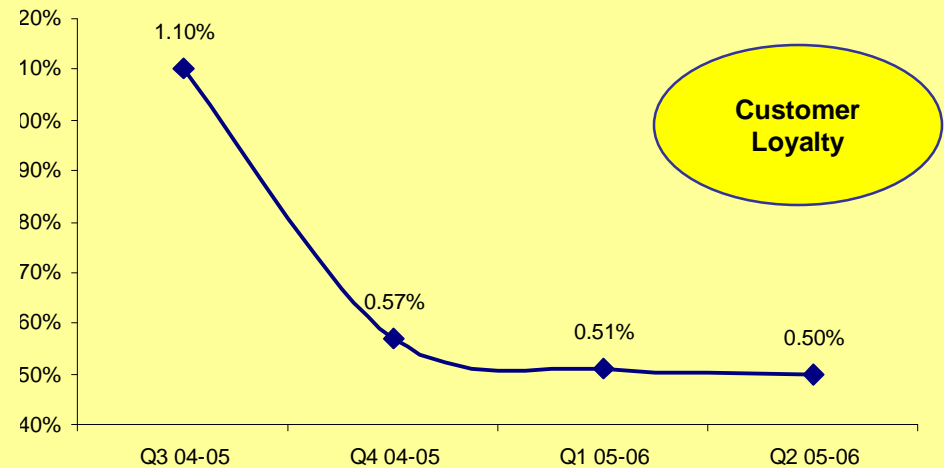
Subs per employee



Billing Complaints



Voluntary Churn

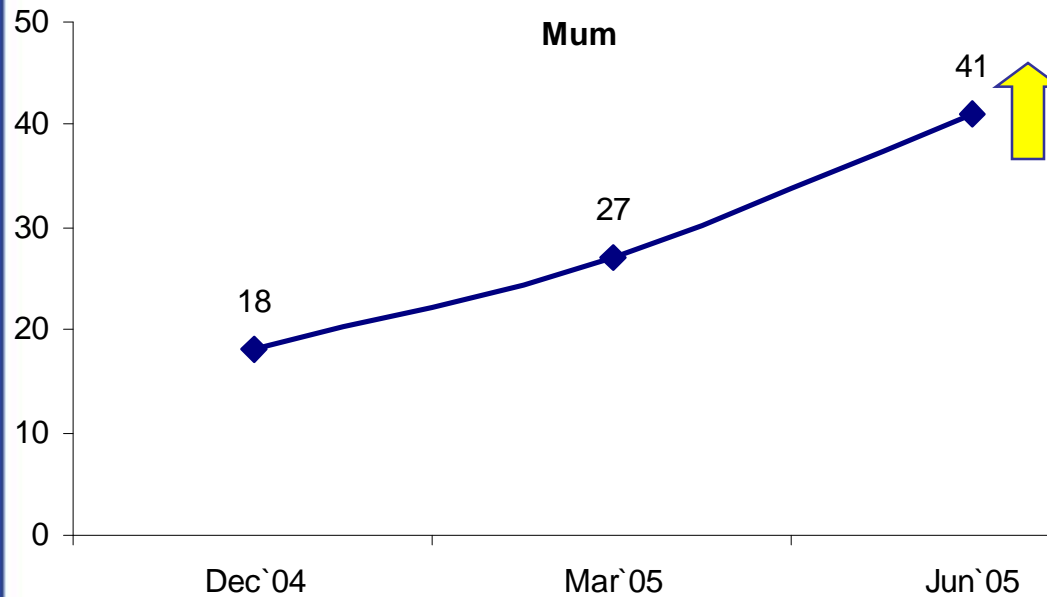


Significant improvement in Customer Satisfaction: CSI Independent Survey





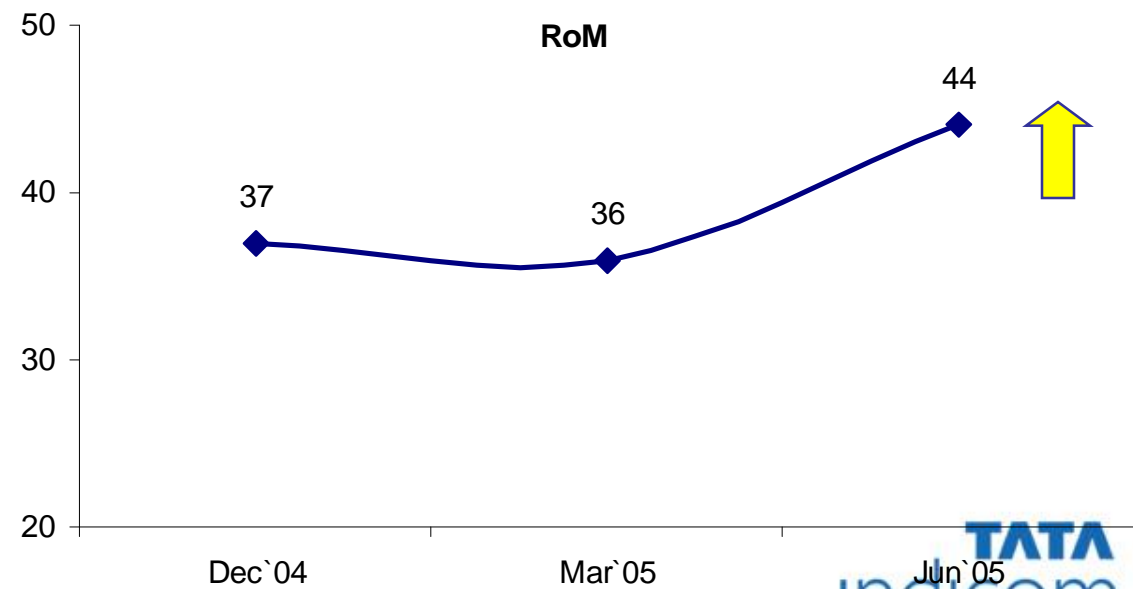
Customer Satisfaction



Positive impact on C-SAT due to

- Network performance
- Improved Customer Service

Survey conducted by independent agency





Customer Satisfaction (Prepaid)



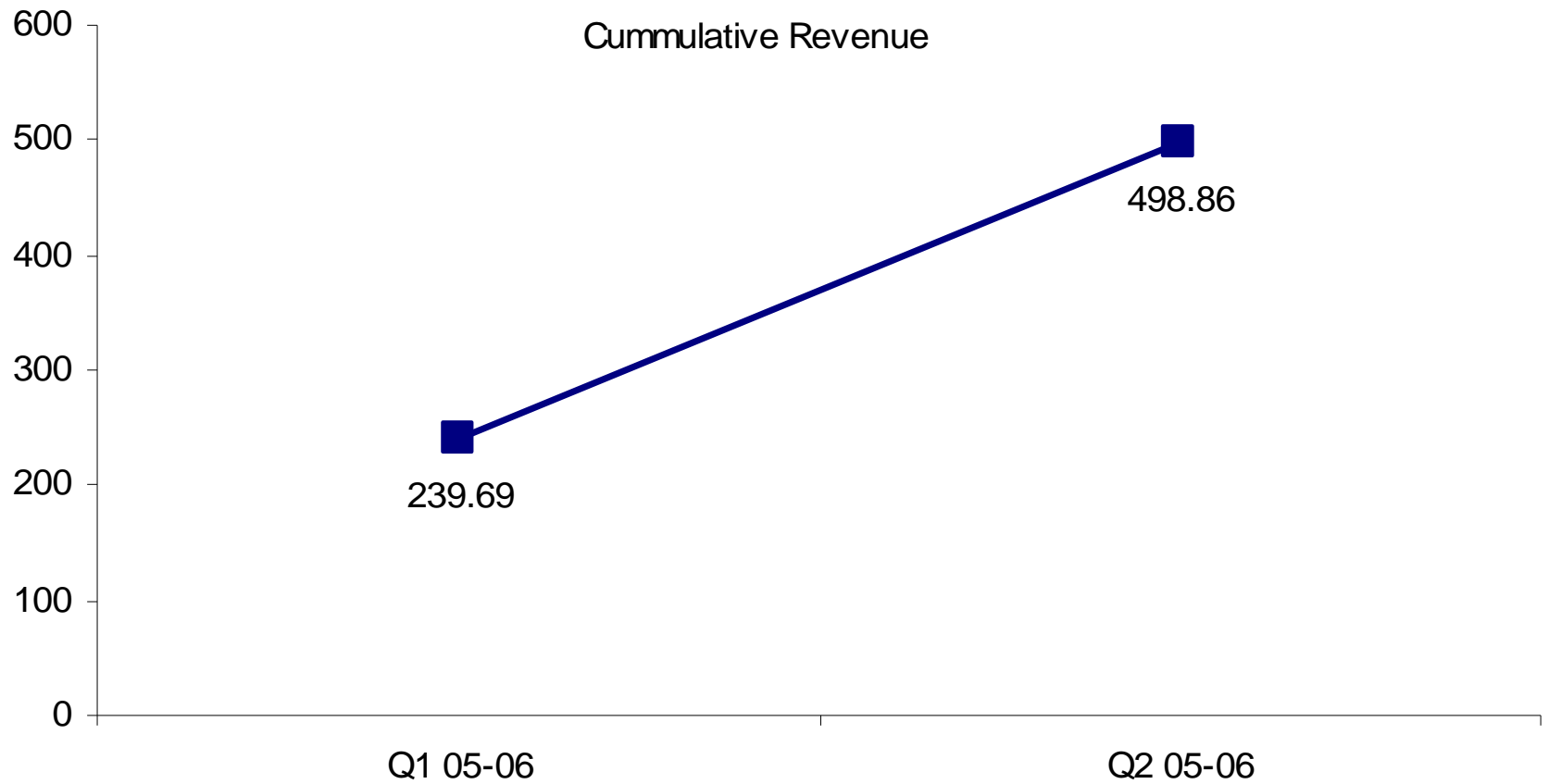
- India has a phenomenal 68mn mobile subscribers
- 80% of these are pre-paid
- Mumbai contributes the highest in terms of pre-paid subscribers.
- **TTML Mumbai has been Rated No. 1**
 - ▶ Across all competition
 - ▶ Across all other Tata Indicom circles



Financials

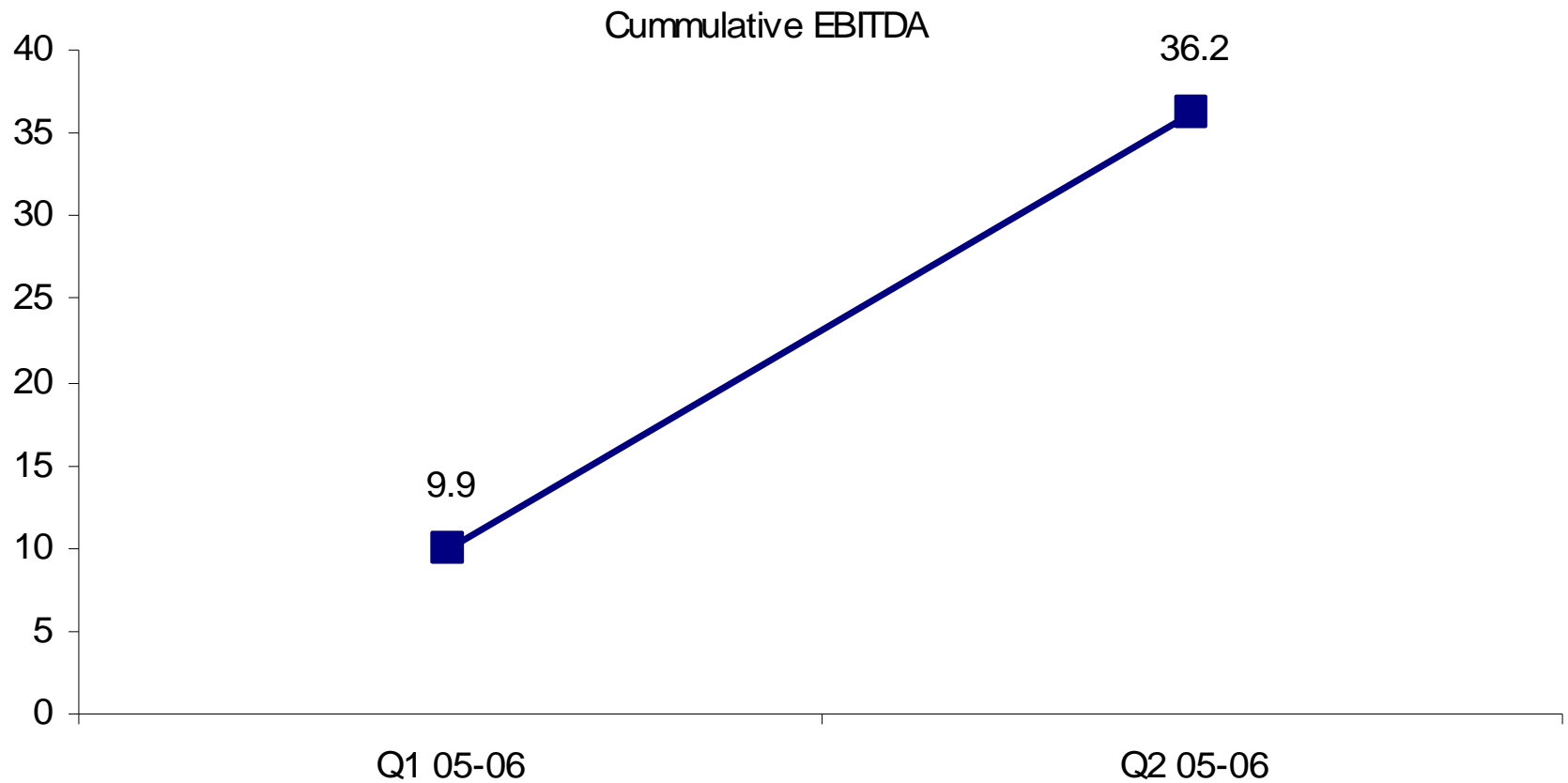


Telecom Revenue (Rs. Cr. YTD)





EBITDA (Rs. Cr. YTD)





Way Ahead





Next 12 Months



- Dominate RoM Market
- Continue to be a strong player in Mumbai market
- Maintain the FWP Market Share
- Grow the Mobile Sub Base
- Renewed emphasis on Wired Line business
- Grow the Enterprise business
- Grow the SME business



Key Initiatives



Introducing



TATA INDICOM

Non-stop
MOBILE





Exiting Range of Handsets



Indicom Ace
Rs. 2499/-



Samsung – Neo
Rs. 2999/-



Indicom Star (Colour)
Rs. 3999/-



Nokia 2112
Rs. 3999



Pantech (Colour)
Rs. 4699



Kyocera Prisma (Colour)
Rs. 3249/-





Tata Indicom Non Stop Mobile



2 years incoming free
without recharging!

TATA INDICOM
Non-stop
MOBILE

2 saal tak
chal chala chal

TATA
indicom
TRUE PAID
100% TALKTIME

- Very attractive call rates
 - ▶ 0123, India's best prepaid plan
 - ▶ No roaming rental
- Recharge from a wide range of vouchers starting @ Rs. 50/-
- STD/ISD preactivated
- Free CLI
- Can be used across India – **over 1600 locations**

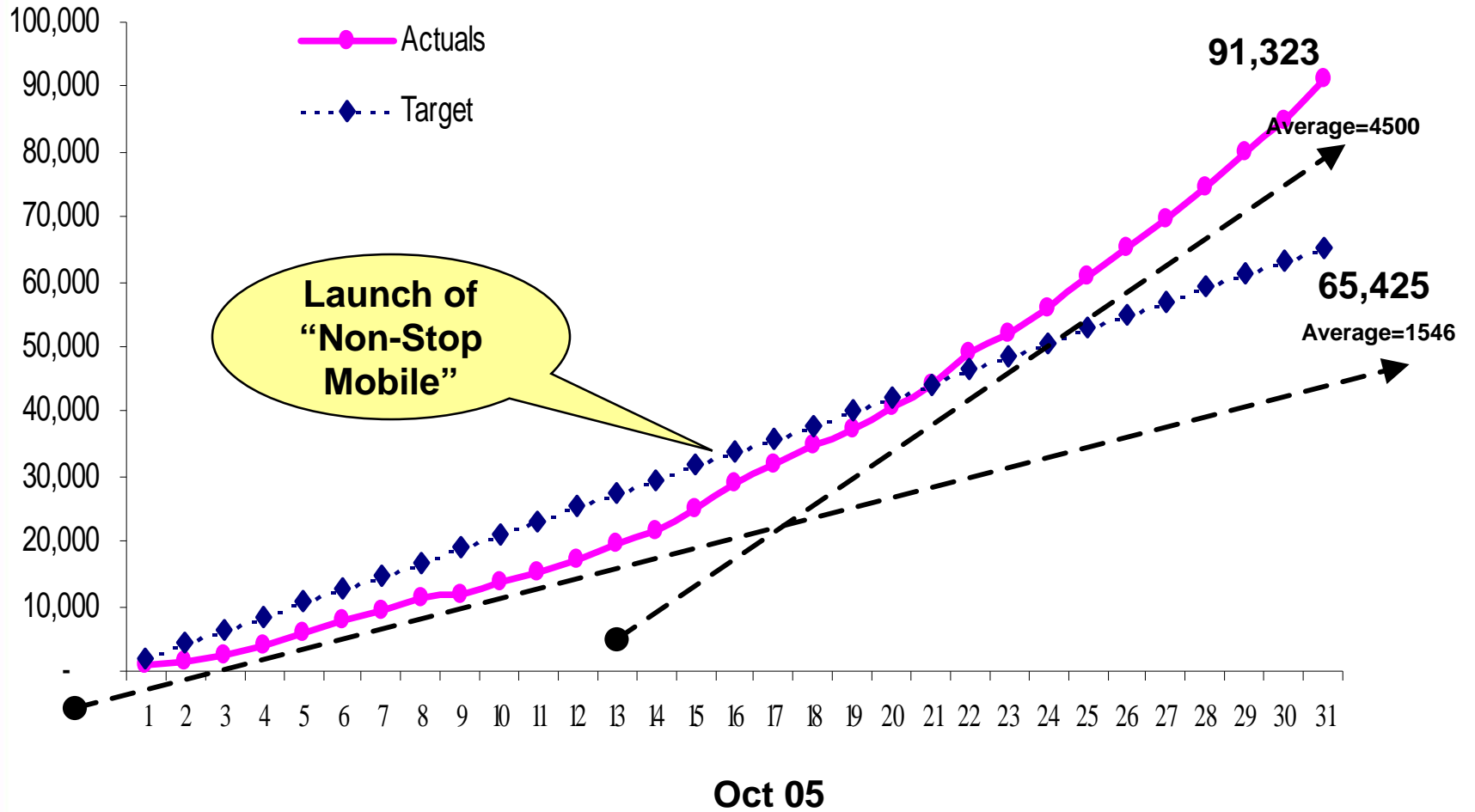




Non-Stop Mobile Sales

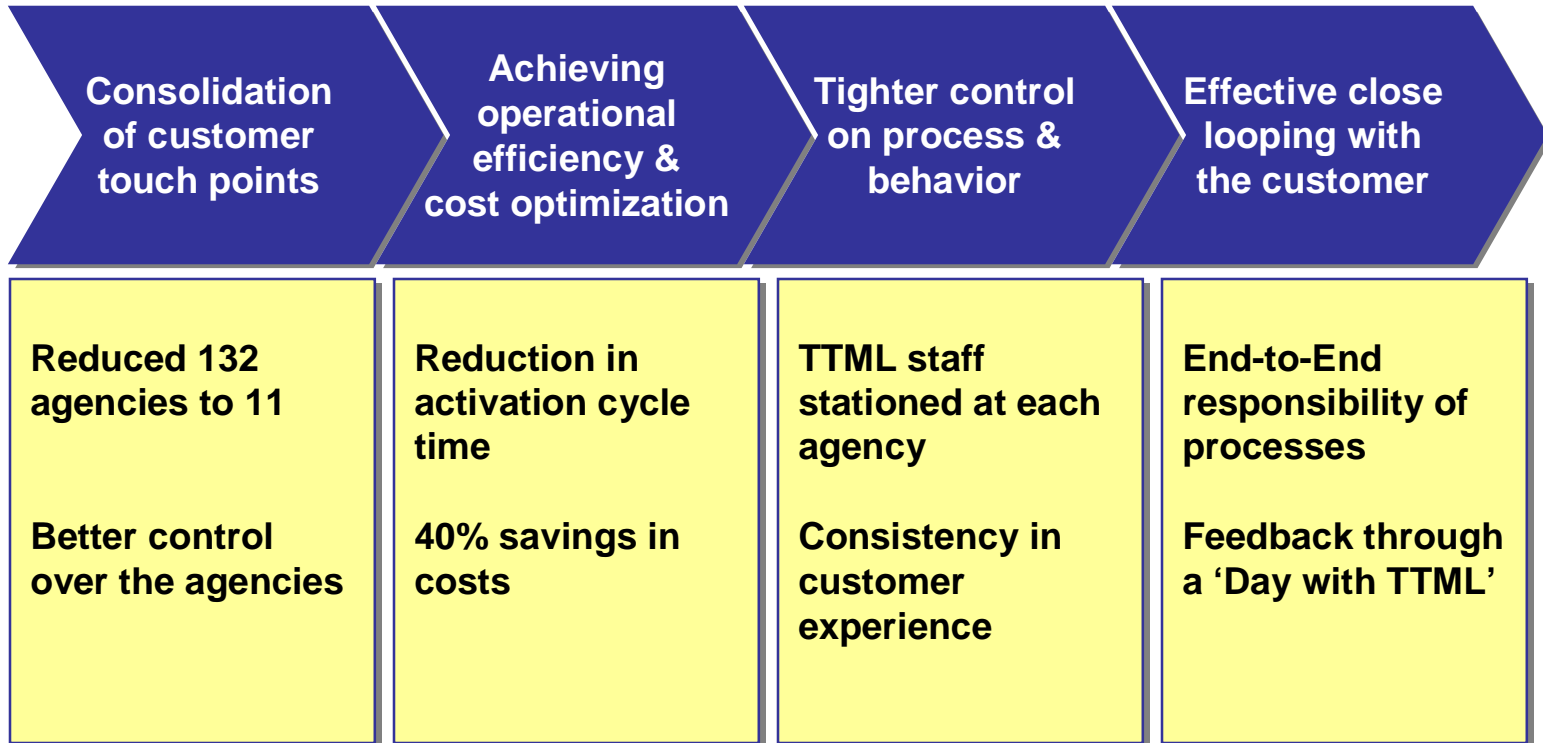


Truepaid Oct 05





E2E



Scope of work

Order Entry è CV è Installation è Warm Calling è Welcome Letter è
è First Bill Explanation è Bill Delivery è Collections.

● *The Rural E2E model also includes Sales.*



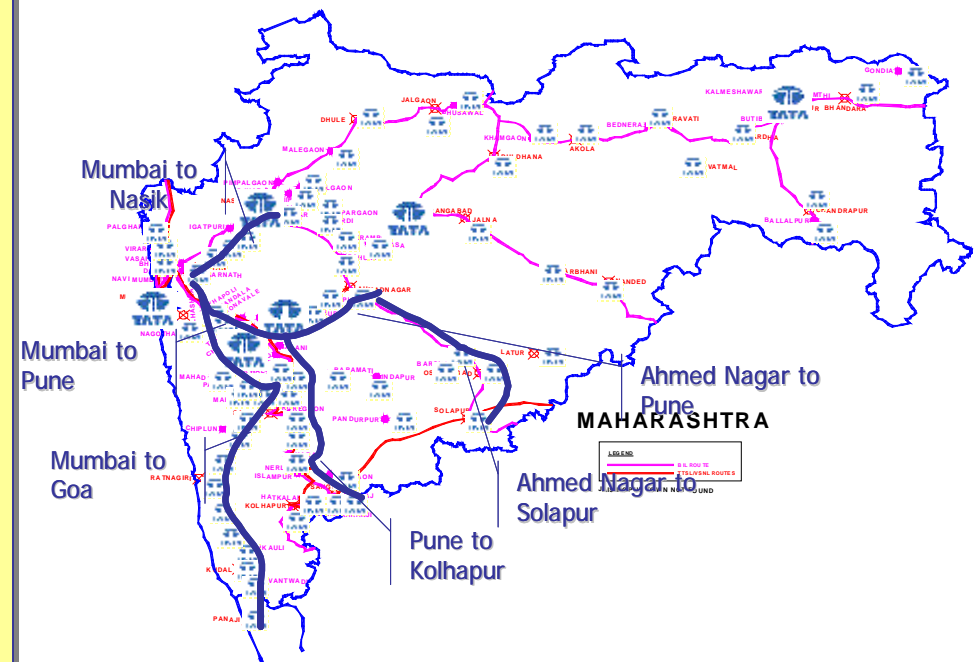


Focus Maharashtra



- Large percentage of the Population is in Rest-Of-Maharashtra & Goa (RoM)
- Mumbai reaching saturation
- RoM having Low Tele-density with huge potential
- Many pockets with Rich farmer communities and small to medium scale industries (SME).
- TTML readiness for RoM markets
 - ▶ Coverage increased from 13 to 136 towns
 - ▶ All major highways covered

	Population	Teledensity
Mumbai	1.6 Cr	51%
RoM	10 Cr.	8.5%





Project Eagle

Talk Goa

Win Marathwada

Win Vidharbha

Mission Nasik

Mission Kolhapur

Win Vasai

- Objective

- ▶ To be the market leader in their respective region of operation

- Focus

- ▶ Enhance Sales through regionwise focus
- ▶ Improve key business parameters like Active Base, Collections, Prepaid Documentation, TVS Productivity.

Goa Network Coverage

Coverage at par with competition

- 4 major Towns
 - ▶ Vasco, Panjim, Majorda and Mapsa Including surrounding areas
- 4 out of 5 major highways
 - ▶ Panjim-Mapusa
 - ▶ Panjim-Madgaon
 - ▶ Panjim-Vasco
 - ▶ Panjim-Ponda

Market reach

- Around 500 retail shops across Goa

Product Positioning

- Foreign Tourists visiting Goa
 - ▶ Lowest STD/ISD rates
 - ▶ Rent-a-mobile
- Indian Tourists visiting Goa
 - ▶ Go Mobile at Rs.499 with cheapest STD calling rates
 - ▶ Mumbai-Maharashtra local rates
- Local Goans
 - ▶ Go Mobile at only Rs.499 (effective)
 - ▶ Walky prepaid at lowest calling rate @ 90 paise only





Win Vidharbha (Nagpur)



Coverage at par with competition

- 6 major markets
 - ▶ Nagpur, Akola, Amravati, Bhandara, Hingna, Chandrapur.
 - ▶ Most of the 2nd level towns are also covered

Market reach

- Around 2000 retail shops across Nagpur Cluster

Product Positioning

- Non-stop mobile for the masses
- Post-paid Mobile & Walky for institutions
- New Festival promotions & schemes





Win Marathwada (Aurangabad)



Coverage at par with competition

- 3 major markets
 - ▶ Aurangabad, Nanded, Ahmednagar.
 - ▶ Most of the 2nd level towns are also covered

Market reach

- Around 1200 retail shops across Aurangabad Cluster

Product Positioning

- Non-stop mobile for the masses
- Post-paid Mobile & Walky for institutions
- New Festival promotions & schemes

AURANGABAD (Maharashtra)





Mission Nasik (Nasik)



Coverage at par with competition

- 8 major markets
 - ▶ Nasik, Jalgaon, Niphad, Malegaon, Lasalgaon, Pimpalgaon, Bhusawal, Dhule.
 - ▶ Most of the 2nd level towns are also covered

Market reach

- Around 1800 retail shops across Nasik Cluster

Product Positioning

- Non-stop mobile for the masses
- Post-paid Mobile & Walky for institutions
- New Festival promotions & schemes





Increasing Visibility



Hoardings



Uni-poles



Wall Painting



Creating Awareness



**Banners & Umbrellas
in key locations**



Mobile PCOs



Branded Vehicles



**Promoters giving
free demos**

**Corporate Road
Shows**

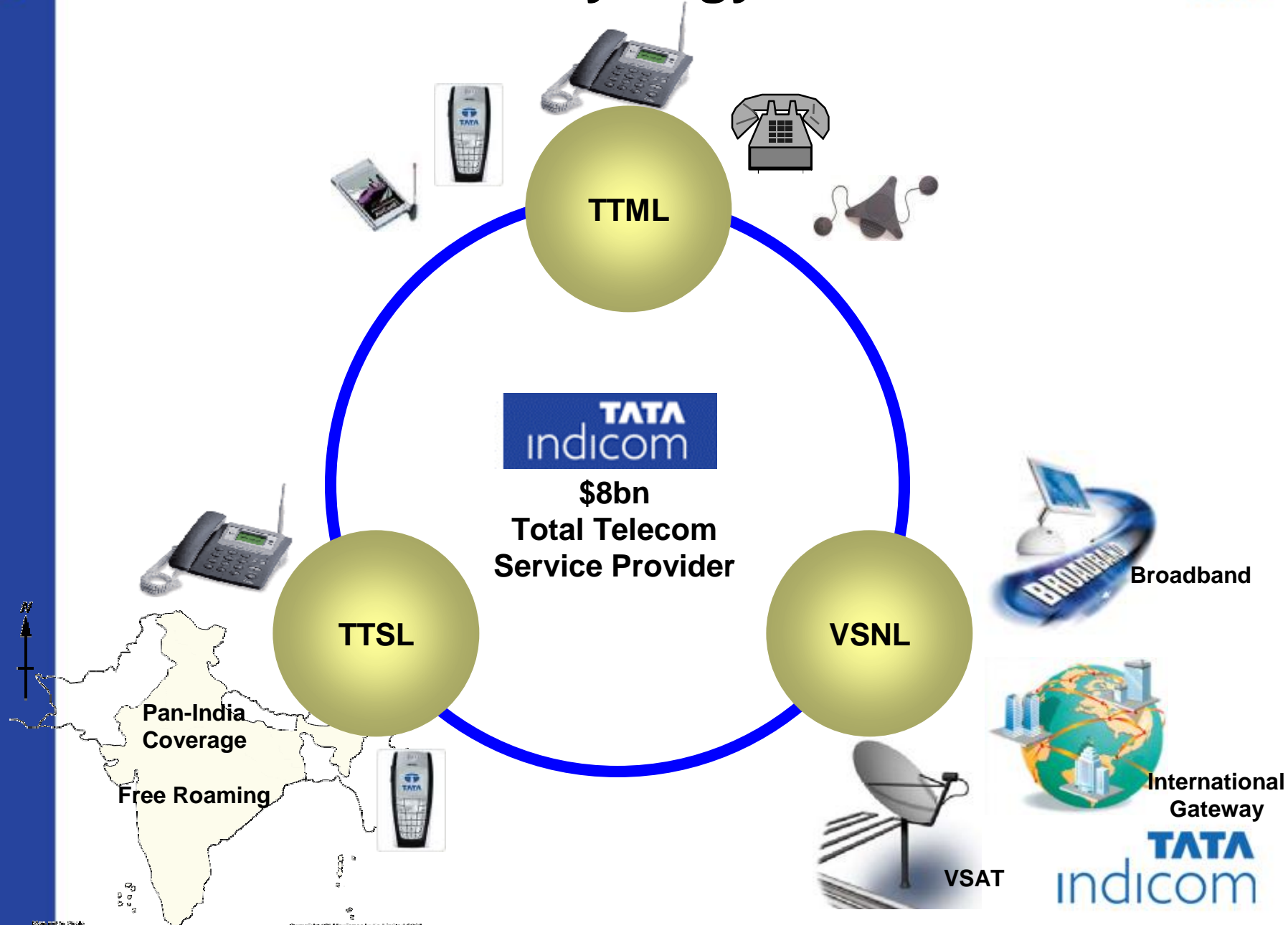


**Consumer Road
Shows**





The Tata Telecom Synergy



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Score Card - H1 FY 06 v/s H1 FY 05

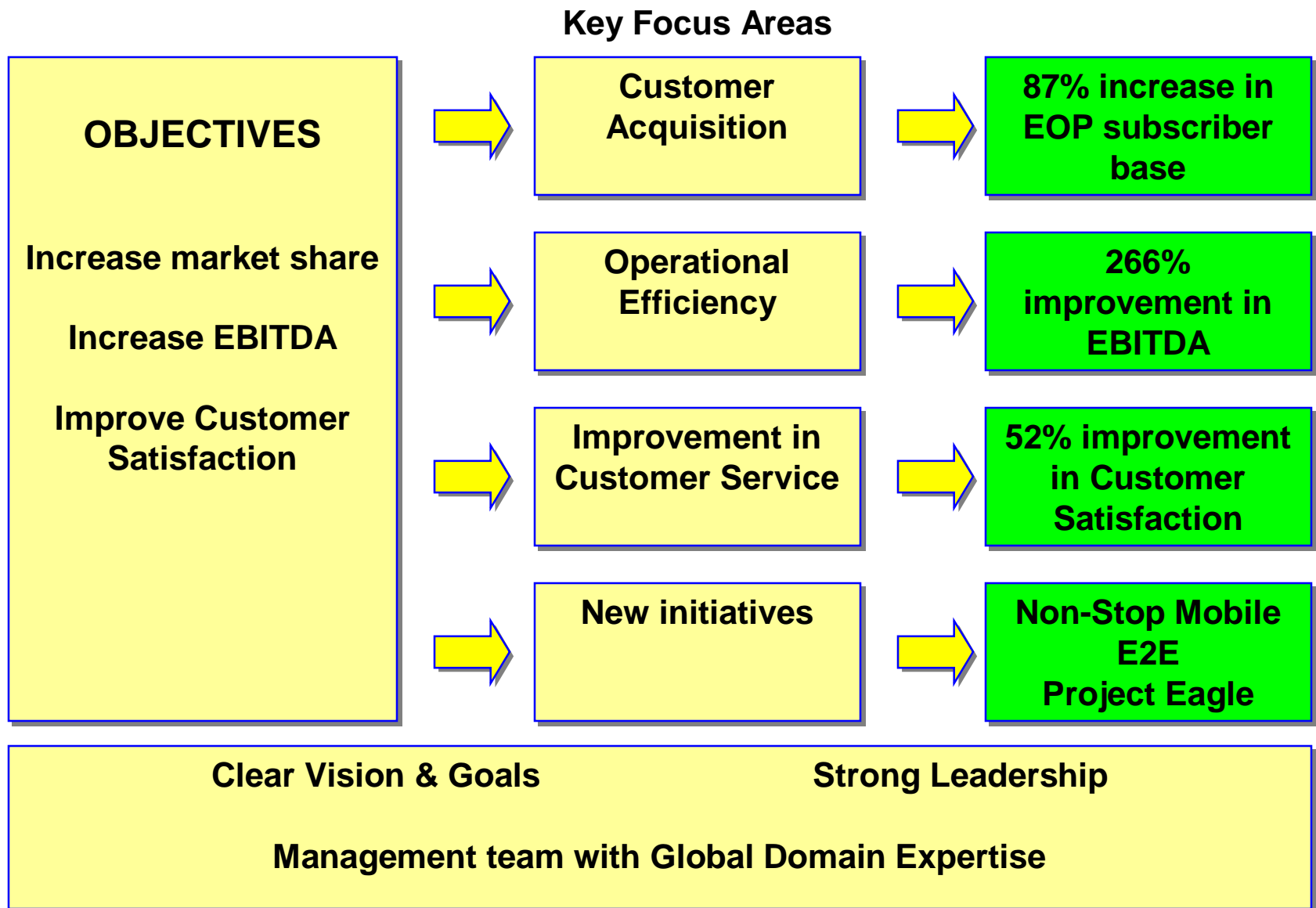
	H1 FY 05	H1 FY 06	% improvement
EOP Sub Base ('000)	728	1364	87% ↑
Total Revenue (Rs.Crs.)	400	499	25% ↑
EBITDA (Rs.Crs.)	9.9	36.2	266% ↑

H1 FY 06 v/s Plan

	Plan	Actual	% Achievement
EOP Sub Base ('000)	1441	1364	95% ↔
Total Revenue (Rs.Crs.)	500	499	100% ↑
EBITDA (Rs.Crs.)	24.7	36.2	147% ↑



...in Summary (2005-2006 performance)





**23% Wireless
Market Share**

**300%
improvement
in Mobile
Market Share**

**Highest
Brand Recall**

**#1 in
Customer
Satisfaction
on Prepaid
Mobile**

**Towards
Industry
Leadership**

**Highest Ad
recall among
Mobile Brand**

**87% increase
in Sub Base**

**266%
improvement
in EBITDA**

**Lowest Vol.
Churn in the
industry**

**TATA
indicom**



Thank You

TATA
indicom