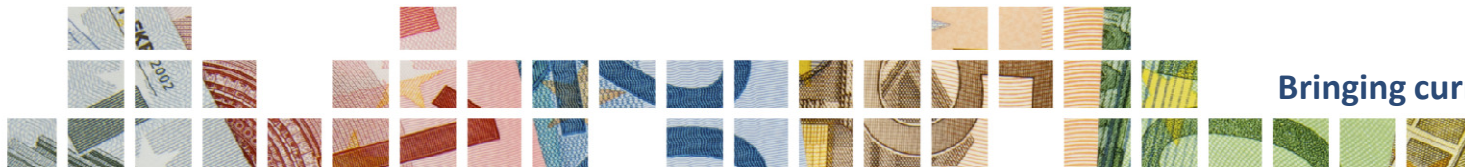




**Idea
Plans/Offers**



Bringing currency to life.

Agenda

- 1- Idea “Prepaid Tariffs”
- 2- Idea Special “Gang Plan ”
- 4- Idea “Super Plan”
- 5- Idea “Various Tariffs”
- 6- Idea “Special Offers”
- 7- Idea “Special Offers”
- 8- Best Top Up of Idea Prepaid Mobile
- 9- Idea Prepaid Plans in Mumbai



Idea Prepaid Tariffs

Special Promotion Plan			
Starter Pack Price	Rs. 19/-		
Talk time	Rs.5/-		
Validity	Lifelong		
Charges			
Outgoing Calls Pulse	IDEA to IDEA	IDEA to Others	IDEA to Fixed
	1p/sec	1.2p/sec	1.2p/sec
STD			
Anywhere In India	IDEA to IDEA	IDEA to Others	IDEA to Fixed
	1p/sec	1.2p/sec	1.2p/sec
SMS			
Local	1.00/sms		
National	1.50/sms		
International	Rs.5/sms		

Power Recharges:-			
Voucher	MRP	Talk time	Validity
2	22	22	2
55	55	55	6
110	110	110	15
190	190	190	30
350	350	350	Nil

Top ups:-			
Voucher	MRP	Talktime	Validity
RC 95	95	0	200 Std Minutes valid for 30 Days
RC 100	100	88.66	0
RC 149	149	0	300 National Minutes Free valid for 30 days
RC 199	199	0	1000 local idea minutes valid for 30 days
RC 200	200	179.32	0
RC 250	250	224.65	0
RC 300	300	269.99	0
RC 350	350	350	0
RC 500	500	500	0
RC 750	750	750	0
RC 1000	1000	1000	0



Idea "Gang Plan"

Gang Plan
(1.) On Voice....Unlimited Local @15p/min On SMS....Unlimited SMS Free On GPRS.... Remain Online....Unlimited GPRS Free
(2.) Local Gang to Gang calls only Local + National SMS – Daily capping of 300 SMSGPRS capped to 60 Mb for first month. Recharge of 98 and 89 applicable
Product:
(1). My Gang is applicable on Recharge now - More freedom
(2). Applicable for New as well as Existing customers
(3). New customers need to recharge with Rs.14, while Existing customers need to recharge with Rs.11
(4). Free GPRS of 60 Mb only applicable on First recharge of Rs.14 by new customers
(5). FR is applicable on all MRP-25 and MRP-49 packs available in the market and Big Bazaar product for Modern Trade

	New Customers	Existing customers	Conditions
MRP	Rs.14	Rs.11	Rs.14 only applicable as FR
TT	NIL	NIL	
Tariff Validity	1 Year	1 Year	
Tariff			
Loc Gang Gang	15p/min	15p/min	First two G-G min of the day will be charged at 50p/min
Loc Gang Idea	25p/min	25p/min	First two G-I min of the day will be charged at 50p/min
Loc Gang Other	50p/min	50p/min	
Gang-STD	60p/min	60p/min	
SMS	300 Local+Nat SMS Free/day	300 Local+Nat SMS Free/day	First two SMS of the day will be charged at Default rate (Local@1/-, STD@1.5/-)
GPRS	60 Mb Free for 30 days	NIL	

Benefits
Customer can call at as low at 15p/min between the Gang
Customer can enjoy 1.08 Lakh Local + National Free SMS in a year (360 days – 5 Festive charging days have been excluded)
Customer can enjoy calling to idea network locally at 25p/min
Local others and STD remains 50p/min and 60p/min only
Customer enjoys 60 Mb Free GPRS in event of first recharge and can recharge with other Unlimited GPRS recharges of Rs.89 and 98
All i-min and SMS packages are applicable – i-min and sms pack depletion will not be counted for first two min or sms of the day



Idea Super Plan

Idea presents Super Plan for its existing and new prepaid customers - available on per minute tariff as well as per second tariff. What's more, the new roaming tariffs will offer equal flexibility and freedom of calling to subscribers, while on the move.

IDEA Delhi	Idea Super Per Minute	Idea Super Plan (PSB 1year)
	Plan	
Recharge MRP (for New customers)	Rs.37	Rs.38
Recharge MRP (for existing customers)	Rs.37	Rs.38
Talktime	-	-
Main A/C validity	LIFETIME	
Min recharge Condition	Customers need to recharge a minimum of Rs.200 every 6months to avoid disconnection	
Tariff for the first 12 months :-		
Local Tariff		
Idea to Idea	50paise/Min	1 paisa/sec
Idea to others	50paise/Min	1paise/sec
STD Tariff		
Idea to Idea	60paise/Min	
Idea to others	60paise/Min	1 paisa/sec till 10K sec per month after that 1.2p/sec



Idea Various Tariffs

SMS Tariff(Home Network):-		
Local	Re.1	Re.1
National	Rs.1.5	Rs.1.5
International	Rs.5	Rs.5

Roaming Tariff :-		
All Local	70paise/Min	1.4paise/sec
All STD	70paise/Min	1.4paise/sec
All Incoming	70paise/Min	1.4paise/sec

Tariff after 12 months:-		
Local Tariff		
Idea to Idea	Re.1/Min	Re.1/Min
Idea to others	Re.1/Min	Re.1/Min

STD Tariff		
Idea to Idea	Rs.1.50/Min	Rs.1.50/Min
Idea to others	Rs.1.50/Min	Rs.1.50/Min

SMS Tariff(Home Network):-		
Local	Re.1	Re.1
National	Rs.1.5	Rs.1.5
International	Rs.5	Rs.5

Roaming Tariff		
All Local	Re.1/Min	Re.1/Min
All STD	Rs.1.5/Min	Rs.1.5/Min
All Incoming	Re.1/Min	Re.1/Min



Idea Special Offers

Special Recharge:- Per Second Billing				
Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Tariff Validity(Days)
Per Second Billing	Local & STD - 1 paisa/sec (STD will be charged at 1p/sec for first 10000 sec of the month. Post that it will be charged at 1.20p/sec)	16	0	365(Tariff validity)

Note:
 199 I2I, 46 night plan and ISD Voucher applicable on Per second billing plan
 New ISD rate after conversions would be applicable irrespective of original product.

STD minute Voucher				
Name	Benefits	MRP(Rs.)	Talk time(Rs.)	Validity(Days)
STD Minutes Voucher 15	28 Std Minutes(Applicable on all Std calls)	15	NIL	3(Tariff Validity)
STD Minutes Voucher 24	48 Std Minutes(Applicable on all Std calls)	24	NIL	7(Tariff Validity)
STD Minutes Voucher 45	90 Std Minutes(Applicable on all Std calls)	45	NIL	15(Tariff Validity)
STD Minutes Voucher 95	200 Std Minutes(Applicable on all Std calls)	95	NIL	30(Tariff Validity)

Local minute Voucher				
Name	Benefits	MRP(Rs.)	Talktime (Rs.)	Validity(Days)
Local Minute 75	155 Local Minutes(Applicable on all local calls)	75	NIL	15(Tariff Validity)
Local Minute 175	400 Local Minutes (Applicable on all local calls)	175	NIL	30(Tariff Validity)

National Minute Voucher				
Name	Benefits	MRP(Rs.)	Talktime (Rs.)	Validity(Days)
National Minute Voucher	300 National Minutes applicable on both Local and national calls	149	NIL	20(Tariff Validity)

It is applicable on all dealer codes including ULTRALIFEPSB and available only on vtopup recharge

Super Combo Voucher				
Name	Benefits	MRP(Rs.)	Talktime (Rs.)	Validity(Days)
Super Combo Voucher	All Local Calls @ 50p STD @ 60p	17	NIL	365(Tariff Validity)
Call @ 44p	Local @ 44p/min STD @ 44p/min valid for 5 30 days	44	NIL	30(Tariff Validity)

New ISD rate after conversions would be applicable irrespective of original product.

FTT Vouchers				
Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Validity(Days)
Rs 22	FTT	Rs.22	Rs.22	3(Tariff Validity)
Rs. 55	FTT	Rs.55	Rs.55	7(Tariff Validity)
Rs. 110	FTT	Rs.110	Rs.110	15(Tariff Validity)
Rs. 350	FTT	Rs.350	Rs.350	NA

Given talktime has to be used with in validity period, else it will be forfeited.



Idea Special Offers

SMS PACKS

SMS Pack Recharge (Mobile to Mobile Only)

Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Validity(Days)
SMS Pack Recharge	100 Local/National (P2P)SMS Free	12	015	(Tariff Validity)
SMS Pack Recharge	180 Local/National (P2P)SMS Free	18	030	(Tariff Validity)
SMS Pack Recharge	1000 /day Local/ National Sms Free	27	07	(Tariff Validity)
SMS Pack Recharge	450 Local (P2P) SMS free	35	030	(Benefit Validity)
SMS Pack Recharge	750 Local/ National Sms Free	49	030	(Benefit Validity)
SMS Pack Recharge	1000 /day Local/ National Sms Free	91	030	(Tariff Validity)

Note: These FREE SMS have to be used within 30 days hence the benefit validity for this pack is 30 days. After 30 days any SMS left unused will be lapsed.

Free Night Chat Recharge, Special Tariffs for calls during Night hours (11PM to 6 AM) (Not applicable on My Gang)

Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Validity(Days)
Night Voucher 46	300 Local Idea Minutes during Night(11pm to 8am)	46	030	(Tariff Validity)

IDEA TO IDEA CALL VOUCHERS

New Dedicated ! Minutes Vouchers

Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Validity(Days)
Call @ 10p/Minute	All Local Idea calling @ 10p/minute	19	015	(Idea to Idea Validity)
Call @ 10p/Minute	All Local Idea calling @ 10p/minute	34	030	(Idea to Idea Validity)
i Minutes Voucher Rs. 36	100 Local Idea to Idea minutes	36	015	(Idea to Idea Validity)
i Minutes Voucher Rs. 60	200 Local Idea to Idea minutes	60	030	(Idea to Idea Validity)
i Minutes Voucher Rs. 135	500 Local Idea to Idea minutes	135	030	(Idea to Idea Validity)
Idea to Idea Recharge Rs. 199	1000 Local Idea to Idea Minutes	199	030	(Idea to Idea Validity)

ISD CALL PACKS

Special ISD Recharge (For USA and Canada Only)(Not Applicable on My Gang Card)

Name	Benefits	MRP(Rs.)	Talktime(Rs.)	Validity(Days)
Rs. 09 Recharge	Nepal, Pakistan, Bangladesh @ Rs.7.99/min	9	030	(Tariff Validity)
Rs. 23 Recharge	Calls to USA and Canada @ Rs. 2.99 per min. Gulf Calling @ 7.49 per min and Oman @ Rs.8.99	23	030	(Tariff Validity)
Rs. 48 Recharge	Calls to USA and Canada @ Rs. 2 per min. Gulf,Pakistan,Bangladesh,Nepal Calling @ 7.49 per min and Oman @ Rs.8.99	48	030	(Tariff Validity)
Rs. 57 Recharge	Calls to USA and Canada @1p/second	57	030	(Tariff Validity)

Please note that in Rs.57 Recharge The Tariff of 1p/sec for US, Canada calls will be applicable for First 300 Mins only after that it will be charged @ Rs.1.99/minute

The 300 Mins will be based on Rounded Duration basis that is if a subscriber makes a call for 30 secs it will be counted as 1 min



Best Top Up for Idea Prepaid

MRP: Rs. 95: Talk time: Rs. 0 Validity: 200 Std Minutes valid for 30 Days

MRP: Rs. 135: Talk time: Rs. 0 Validity: 500 Local Idea to Idea minutes free valid for 30 Days

MRP: Rs. 149: Talk time: Rs. 0 Validity: 300 National Minutes Free valid for 30 days

MRP: Rs. 199: Talk time: Rs. 0 Validity: 1000 local idea minutes valid for 30 days

MRP: Rs. 55: Talk time: Rs. 55 Validity: 6

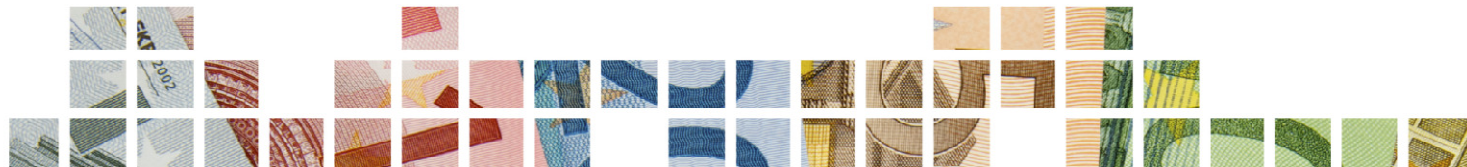
MRP: Rs. 110: Talk time: Rs. 110 Validity: 15

MRP: Rs. 100: Talk time: Rs. 88.66 Validity: 0

MRP: Rs. 250: Talk time: Rs. 224.65 Validity: 0

MRP: Rs. 190: Talk time: Rs. 190 Validity: 30

MRP: Rs. 200: Talk time: Rs. 179.32 Validity: 0



Idea Prepaid Planes in Mumbai

SPECIAL Pack			
MRP	Benefit	Validity	Other Conditions
18	Mumbai I2I @ 10p/min, Maharashtra & Goa I2I @ 20p/min	30 days	NA
19	Local Calls @ 30p/min	30 days	NA
37	STD calls to UP, Bihar & Jharkhand @25p/min	30 days	STD calls to other states as per existing tariff
21	STD calls @ 35p/min	15 days	daily cap - 35 mins
22	STD calls @ Re1/3 mins + Rs.10 Talktime	30 days	NA
29	500 Idea Mumbai Night (11pm-6am) mins free	30 days	NA
49	Local/STD & All India Roaming: 1 paisa/sec + Rs.10 free TT	365 days	NA
57	110 STD mins free	15 days	NA
60	Upto 60% discount on ISD calls + Rs.54.4 ISD TT	15 days	NA

SMS Packs			
MRP	Benefit	Validity	Other Conditions
15	250 free Local + National SMS	15 days	NA
35	1500 free Local + National SMS	30 days	daily cap-50 SMS
55	3000 free Local + National SMS	30 days	daily cap-100 SMS

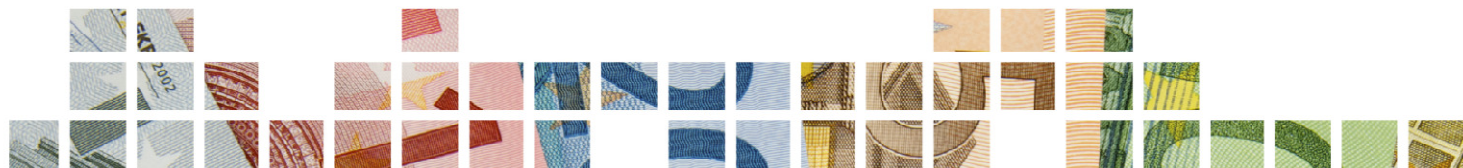
Conditions:

Unlimited GPRS has fair usage policy of 70MB/day for RC 28/98 and total 500MB for RC 14

Fair usage policy of quality of speed applicable on NetSetter above 7.5 GB usage

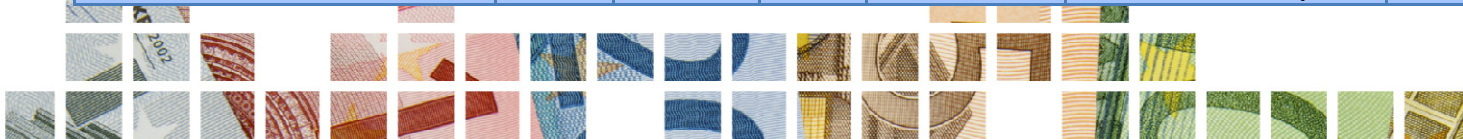
Customers with datacard sim will only get benefit of datacard recharge. Other prepaid customers will get the resp TT associated with that RC

Top Up Vouchers					
MRP	Admin Fee	Tax(10.30%)	Talktime	Benefit	Tariff Validity
9	1	0.84	8	Talktime for local and STD voice calls	2 days
10	2	0.9	7.1	Talktime	NA
25	3	2.3	19.7	Talktime & 10 free mins (Idea-Idea Mum Night (11pm-6am) for 3 days)	NA
30	2	2.8	25.2	Talktime	NA
50	3	4.7	42.3	Talktime & 10 free mins (Idea-Idea Mum Night (11pm-6am) for 3 days)	NA
100	2	9.3	88.7	Talktime	NA
11-10000	2	As applicable	As applicable	Talktime	NA



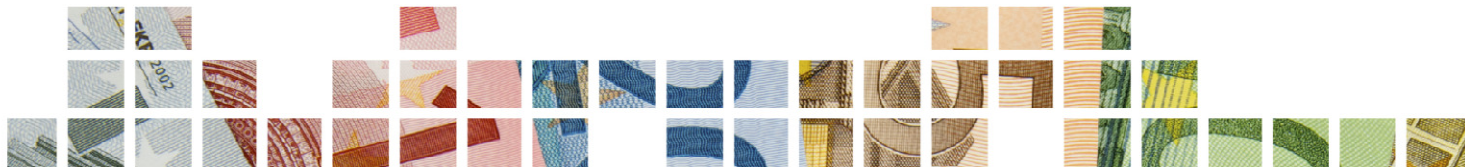
Idea Prepaid Plan in Mumbai

Recharge Vouchers With Roaming Benefit							
Recharge MRP (Rs.)	Admin Fee (Rs.)	Tax(10.30%)	Talktime (Rs.)	Description	Home Benefit	National Roaming (to Idea Circles)	Tariff Validity
3	0	0.28	2.72	1p/seconds Plan + Carry Home Benefit in Maharashtra & Goa	Local/STD: 1paisa/ sec,	Local/Incoming: Re.1/min, STD:Rs1.5/min	365
					(100 Free Loc P2P SMS applicable after 3 paid Loc SMS: 60p each day)	Local/STD SMS : Rs.1.5/SMS in Idea Circles, Rs.3.45/SMS in Non Idea Circles	
					National SMS : Rs.1.2/SMS, International: Rs.5/SMS		
47	42.61	4.39	0	Loc 40p/min, STD50p/min+ Carry Home Benefit in Maharashtra & Goa + National Roaming	Loc 40p/min, STD50p/min	Local/STD & Incoming: 70paisa/min	367
					Carry Home in Mah& Goa: Loc50p/min, STD70p/min	Local/STD SMS: Rs.1.5/SMS in Idea Circles, Rs.3.45/SMS in Non Idea Circles	
					Local & National SMS : 50p/SMS, International: Rs.5/SMS		
49	34.4	4.58	10	1p/seconds Plan + Carry Home Benefit in Maharashtra & Goa + National Roaming	Local/STD: 1paisa/sec	Local/STD & incoming: 1paisa/sec	367
					(100 Free Loc P2P SMS applicable after 3 paid Loc SMS: 60p each day)	Local/STD SMS : Rs.1.5/SMS in Idea Circles, Rs.3.45/SMS in Non Idea Circles	
					National SMS : Rs.1.2/SMS, International: Rs.5/SMS		



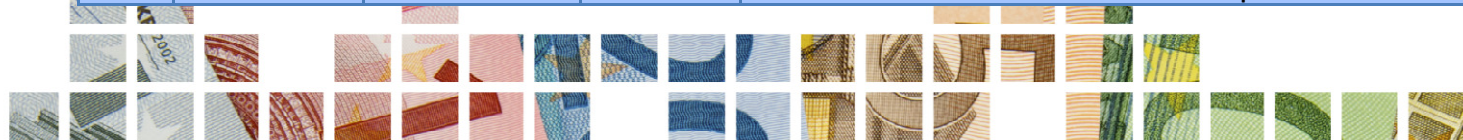
Idea Prepaid Plan in Mumbai

Full Value Vouchers					
MRP	Admin Fee	Tax(10.30%)	Talktime	Benefit	Tariff Validity
20	0	1.9	20	Rs 20 for local, STD & ISD voice calls	2
111	0	10.4	111	Rs 111 Talktime	NA
222	0	20.7	222	Rs 222 Talktime	NA
333	0	31.1	333	Rs 333 TT & 333 mins (Idea-Idea Mum Night (11pm-6am) for 15 days)	NA
444	0	41.5	444	Rs 444 TT & 444 mins (Idea-Idea Mum Night (11pm-6am) for 15 days)	NA
555	0	51.8	555	Rs 555TT & 555 mins (Idea-Idea Mum Night (11pm-6am) for 15 days)	NA
666	0	62.2	666	Rs 666TT & 666 mins (Idea-Idea Mum Night (11pm-6am) for 15 days)	NA
777	0	72.6	777	Rs 777TT & 777 mins (Idea-Idea Mum Night (11pm-6am) for 15 days)	NA
786	0	73.4	786	Special Ramzan Offer	NA
				Rs. 786 Full Talk Time	



Idea Prepaid Plan in Mumbai

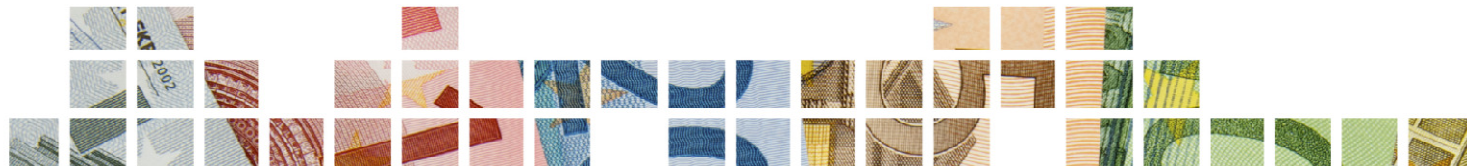
MRP	Admin Fee	Tax(10.30%)	Talktime	Benefit	Tariff Validity
Local					
19	17.2	1.8	0	Local @ 30p/min. STD 1p/sec (for Per Sec Plan) and 50p/min (for Per Min Plan)	30
32	29	3	0	Local @ 1p/2 sec	30
40	36.3	3.7	0	120 local min	30
295	267.5	27.5	0	1000 Local Mins	30
ISD					
Idea reduces Japan ISD call rates by 60%. Japan call rates revised to Rs. 4 per min till 15th Apr 2011. TnC Apply					
24	21.8	2.2	0	US,Canada@Rs1; UK Fixed, Bangladesh, Russia@ Rs1.5; Singapore, Malaysia, Thailand, China, Hong Kong & France Fixed @ Rs2, Pakistan, Nepal, Gulf, Oman, Australia @ Rs3.5. Qatar @ Rs.4, Spain, Netherlands, Romania @Rs4.5 on 30 sec pulse	30
60	54.4	5.6	0	Rs 54.4 ISD Talk time; US, Canada@ 3p; UK Fixed@ 4p, Bangladesh, Russia@ 6p; Pakistan, Nepal, Gulf, Australia, Oman@ 12p; Qatar @ 14p; Singapore, Malaysia, Thailand, China, Hong Kong, & France Fixed @ 8p, Spain, Netherlands, Romania @ 18p on Per Second Pulse	15
110	99.7	10.3	0	Rs. 99.7 ISD Talk time; US,Canada@Re1; UK Fixed, Bangladesh, Russia @ Rs1.5; Singapore, Malaysia, Thailand, China, Hong Kong & France Fixed @ Rs2; Pakistan, Nepal, Gulf, Oman, Australia Rs3.5; Qatar @ Rs4; Spain, Netherlands, Romania @ Rs.4.5 on 30 sec pulse	21
220	199.5	20.5	0	Rs. 99.7 ISD Talk time; US,Canada@Re1; UK Fixed, Bangladesh, Russia @ Rs1.5; Singapore, Malaysia, Thailand, China, Hong Kong & France Fixed @ Rs2; Pakistan, Nepal, Gulf, Oman, Australia Rs3.5; Qatar @ Rs4; Spain, Netherlands, Romania @ Rs.4.5 on 30 sec pulse	30
Codes Excluded: France Special(0033638, 0033640), Australia Special(006113, 006114), Spain Special(0034700, 0034904), Netherlands Special(0031660,003167, 003184, 003187, 0031900, 0031906, 0031909, 00319), Romania Special(004033851,004033951, 00409), Russi					
Idea to Idea (Mumbai, Maharashtra & Goa) Recharge					
17	15.4	1.6	0	Mumbai, Maharashtra & Goa I2I @1p/5sec. Only for Per sec Plan	30
18	16.3	1.7	0	Mumbai I2I @10p/min, Maharashtra & Goa I2I @20p/min	30
26	23.6	2.4	0	125 I2I min (Maharashtra & Goa and Mumbai)	21
62	56.2	5.8	0	500 I2I minutes (Maharashtra & Goa and Mumbai)	21
Idea to Idea Mumbai Recharge					
13	11.8	1.2	0	200 mins I2I Mumbai	1
96	87	9	0	1500 mins I2I Mumbai	15
195	176.8	18.2	0	3000 mins I2I Mumbai	30
Idea Night Recharges					
29	26.3	2.7	0	500 local I2I Minutes from 11pm to 6am	30



Idea Prepaid Plan in Mumbai

SMS Recharges				
Plan Name	MRP	Benefit	Daily SMS Usage Limit	Validity
SMS Pack Rs 6	Rs 6/-	Send first 3 sms@Re.1/day to avail the next 150 free local & national sms for the same day	NA	120 Days
SMS Pack Rs 4**	Rs 4/-	Send first 2 paid sms to avail the next 100 free local sms for the same day	NA	6 Months
SMS Pack Rs 12	Rs 12/-	200 Local + National SMS	NA	5 days
SMS Pack Rs 35	Rs 35/-	1500 Local + National SMS	50	30 Days
SMS Pack Rs 55	Rs 55/-	3000 Local + National SMS	100	30 Days
SMS Pack Rs 95	Rs 95/-	6000 Local + National SMS	200	30 Days

Bachat Recharges for					
MRP	Admin Fee	Tax(10.30%)	Talktime	Benefit	Tariff Validity
STD					
37	33.54	3.46	0	STD calls to UP, Bihar & Jharkhand @ 25p/min	30
21	19.03	1.97	0	STD calls @ 35p/ min, Daily Cap-35 min	15
22	19.94	2.06	10	STD @ Re.1/3mins	30
27	24.5	2.5	0	50 STD min	15
57	51.7	5.3	0	110 STD min	15
180	163.2	16.8	0	350 STD min	



Thank You

