

Idea Cellular Limited - Strategy and SWOT Report

Description: Idea Cellular Limited - Strategy and SWOT Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Features:

- Detailed information on Idea Cellular Limited required for business and competitor intelligence needs
- A study of the major internal and external factors affecting Idea Cellular Limited in the form of a SWOT analysis
- An in-depth view of the business model of Idea Cellular Limited including a breakdown and examination of key business segments
- Intelligence on Idea Cellular Limited's mergers and acquisitions (M&A), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors
- News about Idea Cellular Limited, such as business expansion, restructuring, and contract wins
- Large number of easy-to-grasp charts and graphs that present important data and key trends

Highlights:

Idea Cellular Limited (Idea or "the company") is one of the leading providers of wireless communication services in India. The company is part of the Aditya Birla Group. Idea provides wireless and long distance voice and internet services to consumer and enterprise markets. The company also has a presence in telecom infrastructure market through a stake in Indus Towers and other subsidiaries. The company primarily operates in India. It is headquartered in Mumbai, India and employed 7,661 people as on March 31, 2012. The company recorded revenues of INR193,223.3 million (\$3,999.7 million) during the financial year ended March 2012 (FY2012), an increase of 25.6% over FY2011. The operating profit of the company was INR17,500.7 million (\$362.3 million) in FY2012, an increase of 51.5% over FY2011. Its net profit was INR5,765.4 million (\$119.3 million) in FY2012, a decrease of 31.7% compared to FY2011.

Reasons to Purchase:

- Gain understanding of Idea Cellular Limited and the factors that influence its strategies
- Track strategic initiatives of the company and latest corporate news and actions
- Assess Idea Cellular Limited as a prospective partner, vendor or supplier
- Support sales activities by understanding your customers' businesses better
- Stay up to date on Idea Cellular Limited's business structure, strategy and prospects

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