

NTT DOCOMO INC
Form 6-K
May 02, 2011

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 6-K
REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934
For the month of May, 2011.
Commission File Number: 001-31221
Total number of pages: 121**

**NTT DOCOMO, INC.
(Translation of registrant's name into English)**

**Sanno Park Tower 11-1, Nagata-cho 2-chome
Chiyoda-ku, Tokyo 100-6150
Japan
(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

NTT DOCOMO, INC.

Date: May 2, 2011

By: /s/ OSAMU HIROKADO

**Osamu Hirokado
Head of Investor Relations**

Information furnished in this form:

1. Earnings release for the fiscal year ended March 31, 2011
2. Results for the fiscal year ended March 31, 2011
3. Great East Japan Earthquake: Damage and Restoration Status
4. New Disaster Preparedness Measures

Earnings Release

For the Fiscal Year Ended March 31, 2011

April 28, 2011

[U.S. GAAP]

Name of registrant: **NTT DOCOMO, INC.** (URL <http://www.nttdocomo.co.jp/>)
Code No.: 9437
Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section
Representative: Ryuji Yamada, Representative Director, President and Chief Executive Officer
Contact: Ken Takeuchi, Senior Manager, General Affairs Department / TEL +81-3-5156-1111
Scheduled date for the general meeting of shareholders: June 17, 2011
Scheduled date for dividend payment: June 20, 2011
Scheduled date for filing of securities report: June 20, 2011
Supplemental material on annual results: Yes
Presentation on annual results: Yes (for institutional investors and analysts)

(Amounts are rounded off to the nearest 1 million yen.)

1. Consolidated Financial Results for the Fiscal Year Ended March 31, 2011 (April 1, 2010 – March 31, 2011)**(1) Consolidated Results of Operations**

(Millions of yen, except per share amounts)

	Operating Revenues		Operating Income		Income before Income Taxes		Net Income Attributable to NTT DOCOMO, INC.	
Year ended March 31, 2011	4,224,273	(1.4)%	844,729	1.3%	835,338	(0.1)%	490,485	(0.9)%
Year ended March 31, 2010	4,284,404	(3.7)%	834,245	0.4%	836,157	7.1%	494,781	4.9%

Note: Comprehensive income: For the fiscal year ended March 31, 2011: 450,909 million yen (13.8)%
For the fiscal year ended March 31, 2010: 523,091 million yen 28.9%

	Basic Earnings per Share Attributable to NTT DOCOMO, INC.	Diluted Earnings per Share Attributable to NTT DOCOMO, INC.	ROE	ROA	Operating Income Margin
Year ended March 31, 2011	11,797.07 (yen)		10.3%	12.3%	20.0%
Year ended March 31, 2010	11,863.62 (yen)		11.0%	12.6%	19.5%

Note: Equity in net income (losses) of affiliates:	For the fiscal year ended March 31, 2011:	(5,508)million yen
	For the fiscal year ended March 31, 2010:	(852)million yen

(Percentages above represent changes compared to the corresponding previous year)

(2) Consolidated Financial Position

(Millions of yen, except per share amounts)

	Total Assets	Total Equity (Net Assets)	NTT DOCOMO, INC. Shareholders Equity	Shareholders Equity Ratio	NTT DOCOMO, INC. Shareholders Equity per Share
March 31, 2011	6,791,593	4,877,594	4,850,436	71.4%	116,969.29 (yen)
March 31, 2010	6,756,775	4,662,446	4,635,877	68.6%	111,423.97 (yen)

(3) Consolidated Cash Flows

(Millions of yen)

	Cash Flows from Operating Activities	Cash Flows from Investing Activities	Cash Flows from Financing Activities	Cash and Cash Equivalents at Fiscal Year End
Year ended March 31, 2011	1,287,037	(455,370)	(421,969)	765,551
Year ended March 31, 2010	1,182,818	(1,163,926)	(260,945)	357,715

2. Dividends

Date of Record	Cash Dividends per Share (yen)					Total Cash Dividends		Ratio of Dividends to NTT DOCOMO, INC. Shareholders Equity
	End of the First Quarter	End of the Second Quarter	End of the Third Quarter	Year End	Total	for the Year (Millions of yen)	Payout Ratio	
Year ended March 31, 2010		2,600.00		2,600.00	5,200.00	216,750	43.8%	4.8%
Year ended March 31, 2011		2,600.00		2,600.00	5,200.00	215,991	44.1%	4.6%
Year ending March 31, 2012 (Forecasts)		2,800.00		2,800.00	5,600.00		46.3%	

3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2012 (April 1, 2011 March 31, 2012)

(Millions of yen, except per share amounts)

	Operating Revenues		Operating Income		Income before Income Taxes		Net Income Attributable to NTT DOCOMO, INC.		Basic Earnings per Share Attributable to NTT DOCOMO, INC.
Six months ending September 30, 2011									
Year ending March 31, 2012	4,230,000	0.1%	850,000	0.6%	854,000	2.2%	502,000	2.3%	12,105.84
(Percentages above represent changes compared to the corresponding previous year)									

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(1) Changes in significant subsidiaries (Changes in significant subsidiaries for the fiscal year ended March 31, 2011 which resulted in changes in scope of consolidation)		None
(2) Changes in significant accounting policies, procedures and presentation		
i. Changes due to revision of accounting standards and other regulations:		None
ii. Others:		None
(3) Number of issued shares (common stock)		
i. Number of issued shares (inclusive of treasury stock):	As of March 31, 2011:	43,650,000 shares
	As of March 31, 2010:	43,790,000 shares
	As of March 31, 2011:	2,182,399 shares
ii. Number of treasury stock:	As of March 31, 2010:	2,184,258 shares
iii. Number of weighted average common shares outstanding:	For the fiscal year ended March 31, 2011:	41,576,859 shares
	For the fiscal year ended March 31, 2010:	41,705,738 shares

* Presentation on the status of audit process:

This earnings release is not subject to the audit process as required by the Financial Instruments and Exchange Act of Japan. As of the date when this earnings release was issued, the audit process on financial statements as required by the Financial Instruments and Exchange Act had not been finalized.

* Explanation for forecasts of operations and other notes:

Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and the certain assumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in, or suggested by, any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2012, please refer to the attachment (pages 18 and 21).

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Earnings Release for the Fiscal Year Ended March 31, 2011

1. Information on Consolidated Results

(1) Operating Results

i. Business Overview

As Japan's mobile telecommunications market continues to mature in line with the rise in cellular penetration rate, competition among operators remains intense in such areas as acquisition of subscribers and further improvement of service offerings.

Under these market conditions, we developed our new corporate vision "Pursuing Smart Innovation: HEART" with the aim of achieving further growth and delivering new value to society.

In the fiscal year ended March 31, 2011, based on our medium-term action plan "Change and Challenge", we continued to promote various measures aimed at improving customer satisfaction including, among other things, the enrichment of product lineup, improvement of billing plans and enhancement of after-sales support, which earned us excellent reviews from external research organizations. Positioning this fiscal year as the first year of the execution phase to realize the goals of our "Challenge" programs, we worked to further spread smartphones, launched a new LTE*-based communications service "Xi" (pronounced crossy) and implemented various other measures to respond to the diverse needs of customers. Also, we continued to streamline costs through initiatives such as the reduction of network-related costs and general expenses by measures such as integrating our call centers.

Following the Great East Japan Earthquake on March 11, 2011, some 6,700 base station equipment became temporarily inoperable due to failure of base station facilities, disruption of commercial power supply and/or transmission lines and other reasons. Immediately after the earthquake, we established Disaster Countermeasure Offices in our Tokyo headquarters and the Tohoku Regional Office, and with the help of other NTT Group companies and construction companies, mobilized a total of some 4,000 people to restore our mobile communications services as quickly as possible through the restoration of transmission lines, the deployment of mobile base station vehicles and power supply vehicles, and other measures.

For the fiscal year ended March 31, 2011, with respect to our cellular services revenues, although voice revenues decreased by ¥198.3 billion from the previous fiscal year due to a decline in voice ARPU, packet communications revenues increased by ¥106.0 billion as a result of our efforts to boost packet usage and expand the uptake of packet flat-rate services. Other revenues grew by ¥62.3 billion owing mainly to an increase in the subscriptions to "Mobile Phone Protection & Delivery Service". Equipment sales revenues dropped by ¥30.1 billion primarily due to a decrease in the wholesale price per unit. Consequently, we recognized operating revenues of ¥4,224.3 billion (a decrease of ¥60.1 billion from the previous fiscal year). Operating expenses declined by ¥70.6 billion from the previous fiscal year to ¥3,379.5 billion as a result of a decrease in network-related costs achieved through efficient use of capital expenditures and other ongoing cost-cutting efforts. As a result of the foregoing, we recorded an operating income of ¥844.7 billion (an increase of ¥10.5 billion from the previous fiscal year). Income before income taxes was ¥835.3 billion and net income attributable to NTT DOCOMO, INC. was ¥490.5 billion.

* LTE (Long Term Evolution) is a next-generation mobile communications standard developed as an advancement of the third-generation (3G) mobile phone system.

Notes: 1. The information in this earnings release is unaudited.

2. Amounts in this earnings release are rounded off.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011**

Consolidated results of operations for the fiscal year ended March 31, 2010 and 2011 were as follows:

<Results of operations>

	Billions of yen			
	Year ended March 31, 2010	Year ended March 31, 2011	Increase (Decrease)	
Operating revenues	¥ 4,284.4	¥ 4,224.3	¥ (60.1)	(1.4)%
Operating expenses	3,450.2	3,379.5	(70.6)	(2.0)
Operating income	834.2	844.7	10.5	1.3
Other income (expense)	1.9	(9.4)	(11.3)	
Income before income taxes	836.2	835.3	(0.8)	(0.1)
Income taxes	338.2	337.8	(0.4)	(0.1)
Equity in net income (losses) of affiliates	(0.9)	(5.5)	(4.7)	(546.5)
Net income	497.1	492.0	(5.1)	(1.0)
Less: Net (income) loss attributable to noncontrolling interests	(2.3)	(1.5)	0.8	35.2
Net income attributable to NTT DOCOMO, INC.	¥ 494.8	¥ 490.5	¥ (4.3)	(0.9)%
EBITDA margin*	36.6%	37.1%	0.5 point	
ROCE before tax effect*	16.3%	16.1%	(0.2)point	
ROCE after tax effect*	9.7%	9.5%	(0.2)point	

* EBITDA and EBITDA margin, as we use them in this earnings release, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used by other companies. For an explanation of our definitions of EBITDA, EBITDA margin, ROCE before tax effect and ROCE after tax effect, see 5. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 36.

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<Operating revenues>

	Billions of yen			
	Year ended March 31, 2010	Year ended March 31, 2011	Increase	
			(Decrease)	
Wireless services	¥ 3,776.9	¥ 3,746.9	¥ (30.0)	(0.8)%
Cellular services revenues	3,499.5	3,407.1	(92.3)	(2.6)
- Voice revenues	1,910.5	1,712.2	(198.3)	(10.4)
Including: FOMA services	1,785.5	1,658.9	(126.7)	(7.1)
- Packet communications revenues	1,589.0	1,694.9	106.0	6.7
Including: FOMA services	1,558.3	1,679.8	121.6	7.8
Other revenues	277.5	339.7	62.3	22.4
Equipment sales	507.5	477.4	(30.1)	(5.9)
Total operating revenues	¥ 4,284.4	¥ 4,224.3	¥ (60.1)	(1.4)%

Note: Voice revenues include data communications revenues through circuit switching systems.

<Operating expenses>

	Billions of yen			
	Year ended March 31, 2010	Year ended March 31, 2011	Increase	
			(Decrease)	
Personnel expenses	¥ 258.3	¥ 264.6	¥ 6.4	2.5%
Non-personnel expenses	2,122.9	2,077.6	(45.3)	(2.1)
Depreciation and amortization	701.1	693.1	(8.1)	(1.2)
Loss on disposal of property, plant and equipment and intangible assets	47.0	44.3	(2.7)	(5.8)
Communication network charges	281.9	261.3	(20.6)	(7.3)
Taxes and public dues	38.9	38.7	(0.2)	(0.6)
Total operating expenses	¥ 3,450.2	¥ 3,379.5	¥ (70.6)	(2.0)%

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011****ii. Segment Results****Mobile phone business**

As of March 31, 2011, the total number of our cellular services subscriptions was 58.01 million, posting a 1.93 million increase in comparison to the number as of March 31, 2010, and our full-year cellular churn rate was 0.47%. The aggregate number of subscriptions to Fami-wari MAX 50 and other MAX discount programs introduced in August 2007 reached approximately 36.50 million, while the number of subscriptions to the Value Plan launched in November 2007 grew to approximately 41.30 million as of March 31, 2011. Although our packet ARPU increased in comparison to the previous fiscal year, due to the impacts of an expanded uptake of Value Plan and other factors, our aggregate cellular ARPU decreased 5.2% from the previous fiscal year to ¥5,070.

With regard to equipment sales, both equipment sales revenues and cost of equipment sold recorded a decrease compared to the previous fiscal year primarily due to a decline in purchase and wholesale price per unit.

As a result of the foregoing, operating revenues and operating income from mobile phone business for the fiscal year ended March 31, 2011, were ¥4,090.7 billion (a decrease of ¥77.0 billion from the previous fiscal year) and ¥856.7 billion (an increase of ¥11.1 billion from the previous fiscal year), respectively.

A summary of the specific initiatives implemented during the fiscal year ended March 31, 2011, is provided below:

<<No.1 Customer Satisfaction Ranking>>

Now that the Japanese mobile telecommunications market has entered a period of maturation, we have moved ahead with our business transformation programs from a customer-centric perspective in accordance with our Change and Challenge action plan, ensuring a thoroughly hands-on approach to serving customers and uniting the forces of the entire corporate group. We have constantly listened to the voices of our customers through various channels such as docomo Shops and call centers, and strived to respond to them in a steadfast manner. As a consequence, we were awarded the No. 1 ranking in the 2010 Japan Mobile Phone Service StudySM, a consumer satisfaction survey conducted by J.D. Power Asia Pacific*1.

We also received the highest marks among the mobile operators for our enterprise offerings in the 2010 Japan Business Mobile Phone Service StudiesSM by J.D. Power Asia for two consecutive years*2. In addition, we were awarded the highest ranking in the Nikkei BP Consulting customer satisfaction survey of mobile data device users*3 for two consecutive years as well.

We were highly evaluated by a broad base of both consumer and enterprise users in various categories including after-sales support and call quality. However, we are determined not to be content with these achievements, and we are committed to continuing our all-out efforts to achieve further improvement in customer satisfaction.

*1: J. D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM. Study results were based on responses obtained from 7,500 mobile phone users residing in Japan during the period between late July and August 2010. <http://www.jdpower.co.jp/>

*2: J. D. Power Asia Pacific 2009-2010 Japan Business Mobile Telephone/PHS Service Customer Satisfaction Index StudySM. The study results were based on 3,222 responses from individuals responsible for supervising or deciding upon telephone services at 2,345 businesses with 100 or more employees. (Each respondent evaluated up to two mobile telephone/PHS providers.) <http://www.jdpower.co.jp/>

*3: Nikkei BP Consulting Mobile data devices customer satisfaction survey. Results were based on responses to a web-based customer satisfaction survey of 1,600 data device users, conducted between March 10 and March 15, 2010. <http://consult.nikkeibp.co.jp/consult/release/mobile100525.html>

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<<Spread of Smartphones>>

With the diffusion of packet flat-rate services, smartphones have been rapidly growing popular as a mobile device which users can enjoy the Internet, music or videos on large screens, or add various applications developed worldwide. To address the diversifying demands of smartphone users, we have enriched our smartphone lineup by releasing models such as Xperia™*1 and GALAXY S, and implemented the following measures:

In conjunction with the release of Xperia™ on April 1, 2010, we created the docomo market portal for smartphones and started offering a wide array of content and applications that can be used on our smartphones.

Also, in September 2010, to improve our customers convenience, we launched the sp-mode service and ISP smartphones that allows users to carry the same i-mode mail address after migrating to smartphones. In addition, we implemented various other measures including, among other things, the introduction of the Osaifu-Keitai electronic wallet capabilities on FeliCa-enabled smartphones and transplanting to smartphones the docomo map navi navigation service and other services previously accessible only via i-mode.

In addition, we introduced the Monthly Support program in March 2011. Under this program, customers with new smartphones will be given certain levels of discounts, which will vary by each model, on their monthly bills for up to 24 months.

As a result of these actions, the number of smartphones sold during the fiscal year ended March 31, 2011, increased significantly from the previous fiscal year to over 2.5 million units. The total number of sp-mode subscribers as of March 31, 2011, was 2.09 million.

*1: Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communications AB.

*2: ISP (Internet Service Provider) is a service that provides access to the Internet.

<<Launch of Xi Service>>

On December 24, 2010, we launched the next-generation LTE service featuring high-speed, large-capacity and low-latency transmission under a new service brand, Xi. As of March 31, 2011, the total number of Xi base stations installed in the Tokyo/Osaka/Nagoya regions has grown to over 1,000. Customers who signed up for Xi are now enjoying comfortable data access at higher transmission speeds. By the end of March 2012, we plan to roll out a total of some 5,000 Xi base stations in prefectural capital-size cities across Japan to further expand areas in which users can enjoy comfortable data access.

For data access via Xi, we introduced dedicated billing plans Xi Data Plan and Xi Data Plan Ninen. The latter is a time-binding contract that offers cheaper monthly rates compared to the former to customers committing to a two-year subscription. In view of the limited area coverage in the initial phase, we commenced a special introductory offer Xi Start Campaign to provide subscribers with discounts on monthly charges through April 30, 2012.

Going forward, in addition to enhancing the transmission speeds of our existing services through the use of Xi, we will also aim to create a more comfortable communications environment that can satisfy the needs of our customers by delivering new services that take full advantage of LTE's unique properties such as the distribution of long high-quality videos, tourist guide service using AR technology* and simultaneous translation service.

* AR (Augmented Reality), through the use of computer technology, adds information to the physical reality which users perceive. It differs from virtual reality which presents a world completely created by methods such as computer graphics.

<<Promotion of Packet Usage>>

We implemented the following measures aiming to promote the use of packet communications services:

Integrated previously separate flat-rate packet billing plans for each handset type into Pake-hodai Double to make our billing structure simpler and easier to understand. Also made a downward revision to the maximum monthly charge for users accessing packet communication services via PCs or other external devices.

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Introduced new flat-rate plans to cater to diversified needs of customers. Pake-hodai Flat is a full flat-rate plan which provides unlimited access for a flat monthly rate ¥525 cheaper than the maximum monthly rate for smartphone use in our existing Pake-hodai Double plan. Pake-hodai Double 2 is a two-tiered packet flat-rate plan which allows users to use more packets on a pay-as-you-go basis than under the existing two-tiered plan before usage reaches the monthly upper limit.

Launched a special discount campaign targeting users of Flat-rate Data Plan Standard Value, a flat-rate plan for customers using devices including data-only devices and 3G-enabled mobile Wi-Fi* routers on our network, in which the monthly maximum rate is reduced by ¥1,575 for one year after subscription.

Also introduced new flat-rate plans, Flat-rate Data Plan Flat Value, a full flat-rate option in which the monthly maximum rate is set ¥525 cheaper than the Flat-rate Data Plan Standard Value, and Flat-rate Data Plan Standard 2 Value, a two-tiered plan which allows the use of more packets than the Flat-rate Data Plan Standard Value on a pay-as-you-go basis before reaching the monthly upper limit.

Launched Ouen Student Discount campaign targeted at students and their families. Under this campaign, the basic monthly charges of new student subscribers and their family members subscribing to Type Simple Value plan are reduced to ¥390 for up to three years, and the maximum monthly rates for subscribers of smartphones are reduced by ¥525.

Introduced Otayori Photo Plan and Otayori Photo Plan Full as new billing plans for our Otayori Photo digital photo frame service. Also launched Otayori Photo Plan-Wari discount plan, which offers discounts allowing users committing to a two-year subscription to use digital photo frame service starting from a minimum rate of ¥390 per month.

Enriched the content offered in BeeTV, EveryStar and various other services, as measures for further expanding the packet usage of light to medium users of i-mode.

Launched an electronic book service through 2Dfacto online bookstore offered by 2Dfacto, Inc., a joint-venture company established by Dai Nippon Printing Co., Ltd., DOCOMO and CHI Group Co., Ltd.

* Wi-Fi is a registered trademark of the Wi-Fi Alliance.

<<Introduction of New Services>>

Below is a list of new services launched during the fiscal year ended March 31, 2011.

Service name	Overview
sp-mode	An ISP service for smartphones that allows users to carry the same i-mode mail address (@docomo.ne.jp) after migrating to smartphones, and use various other services such as mail containing pictograms and decorations, content payment service, access restriction service and the Disaster Message Board Service, etc.
docomo market (for smartphones)	A portal for docomo smartphones containing a wide array of attractive content and applications. (In addition to recommended applications, users can easily obtain popular content such as news, video, electronic books and games, as well as docomo's original content.)
docomo market (for i-mode)	A content store for i-mode that offers a rich variety of content. An applications store offering applications supplied by individual content developers in addition to high-quality applications provided by businesses. A music store offering approximately 1,000,000 pieces of music in broad categories

A book store offering approximately 20,000 titles of popular comics, novels and practical guides, etc.

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Service name	Overview
docomo map navi	A map/navigation service that offers various features to support customer's individual behavior, such as current location map, search of nearby shops/facilities, navigation, driving information, train route finder, etc.
iBodymo	A mobile health-support service, taking advantage of the aspect that a mobile phone is carried around daily, which assists customers to have fun in raising health awareness and improving behavior in their daily lives.
docomo web mail	A service that allows i-mode subscribers to use a dedicated mail addresses (@dwwmail.jp) for free, and view or send/receive emails via browsers of both PCs and mobile phones (In the case of mobile phones, the service can also be used with a special i-appli).
docomo Drive Net	An information delivery service for drivers which provides the latest map data or information on tourist spots, available parking lots, etc., in real time based on the car's current location via DOCOMO's network.
docomo one-time insurance	An insurance service offering four types of coverage (sport/leisure insurance, golfer insurance, domestic travel insurance and overseas travel insurance) that can be subscribed easily from a mobile phone on an as-needed basis only for the required period.
MD+	A free-of-charge membership-based information delivery service for doctors which provides access to medical content such as lectures by leading doctors in Japan and abroad, case studies based on actual clinical application, pharmaceutical information, etc., via PCs and smartphones.
Medical Brain	A membership-based information portal for medical professionals, allowing users to efficiently gather a broad range of information relating to medical care.

<<Enrichment of After-sales Support>>

We have been strengthening our after-sales support with the goal of further improving customer satisfaction. The number of cases handled in our after-sales support activities during the fiscal year ended March 31, 2011, is summarized below:

Field staff dispatch in principle within 48 hours after setting up an appointment with customers requesting coverage improvement, and area quality surveys conducted: approximately 52,000 cases.
 Acceptance of mobile phones in Mobile Phone Checking Service, which provides free basic after-care, including checkups, minor repairs and cleaning at docomo Shops to help customers maintain their mobile phones in the best possible condition: approximately 7 million cases.
 Total number of subscribers to Mobile Phone Protection & Delivery Service, a service which covers handset troubles such as loss, water exposure, and total damage, and delivers a replacement handset (refurbished handset* and new battery pack) with a telephone call from the customer: approximately 32 million.

* Refurbished products are handsets collected from customers that have been repaired, had their covers replaced and undergone quality checks, and then reset to the same state as a new product.

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2011

<<Reinforcement of Product Lineup>>

Below is a list of the principal new products released during the fiscal year ended March 31, 2011:

docomo Smartphone	<p>Smartphones that can cater to the diverse needs of customers as a tool for enjoying web services.</p> <p>(13 models including Xperia™ arc (SO-01C) MEDIAS (N-04C) GALAXY S (SC-02B) LYNX 3D (SH-03C)*¹ REGZA Phone (T-01C)*² BlackBerry®Curve™ 9300*³ Optimus chat (L-04C) Xperia™ (SO-01B) Optimus Pad (L-06C) GALAXY Tab (SC-01C))</p>
docomo STYLE series	<p>Distinctive mobile phones, designed like accessories and offered in a wide variety of fashionable designs and colors for individuals who want to project the latest look.</p> <p>(20 models including F-04C (109), SH-04C (Q-pot.), F-02C (ANTEPRIMA), N-01C(About a girl), N-02C, SH-02C, P-02C, F-05C, L-01C)</p>
docomo PRIME series	<p>Full-feature mobile phones for the maximum enjoyment of video, games and other entertainment by people who love to explore the latest multimedia.</p> <p>(8 models including P-03C (LUMIX*⁴), N-03C (BURTON), F-01C, SH-01C)</p>
docomo SMART series	<p>Sophisticated mobile phones for busy people who want to live productively and enhance the management of their professional and private lives.</p> <p>(4 models: F-03C, P-01C, N-07B, SH-09B)</p>
docomo PRO series	<p>The most advanced high-spec mobile phones for those who love cutting-edge digital tools and can't get enough of the newest, hottest technology.</p> <p>(4 models: SH-06C, L-03C, SH-05C, N-08B)</p>
Raku-Raku PHONE series	<p>An easy-to-use handset series designed on the concept of user-friendly, simple, easy to read and peace of mind.</p> <p>(Raku-Raku PHONE 7)</p>
Concept phones	<p>The eco-friendly TOUCH WOOD mobile phone with a natural wooden body made from trees culled during forest-thinning operations. (SH-08C)</p> <p>A limited edition phone developed in partnership with French luxury crystal glass maker Baccarat. (SH-09C)</p>

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Otayori Photo panel	Stylish, extra-thin wireless digital photo frame offering easy setup and large internal memory for instant transmission of photos taken by mobile phones. (Photo Panel 03)
Book reader	Compact e-book reader with 5.5-inch color touchscreen. Equipped with web browser for easy access to e-book services. (SH-07C)
Data communications devices	Data device for the Xi service for comfortable data access at higher speeds, and mobile Wi-Fi routers for easy Internet access via the FOMA network.
	Xi-enabled device (L-02C)
	Mobile Wi-Fi routers (2 models: BF-01B, HW-01C)

- *1: LYNX is a registered trademark of Sharp Corporation.
- *2: REGZA Phone is a trademark or registered trademark of TOSHIBA Corporation.
- *3: BlackBerry and related names and logos are trademarks or registered trademarks of Research In Motion Limited.
- *4: LUMIX is a trademark or registered trademark of Panasonic Corporation.

<<Reinforcement of Corporate Marketing>>

We have promoted the following initiatives to propose new values useful for the businesses of our corporate clients:

- Released F-05B handsets equipped with a capability to read commercial bar codes for enterprise users, and F-01B phones equipped with various useful features for business users such as remotely customizable security features.
- Released FOMA ubiquitous module FOMA UM01-HW, which can be incorporated into various devices for packet, voice and SMS services.
- Started a new satellite phone service Widestar II, which provides data communications at lower charges and higher speeds than our conventional Widestar satellite phone service and also started marketing handheld version terminal 01 and maritime/in-vehicle version terminal 01 for Widestar II.
- Launched a new discount service Business Simple, a plan which is simpler and easier to understand compared to various existing discount packages for enterprise users.
- Introduced three types of billing plans (docomo Authentication Plan, docomo One-time Authentication Plan and Client Authentication Plan), which can be subscribed easily by small and medium-sized enterprises subscribing to a limited number of mobile phones, in our remote access service for enterprise users, Business mopera Access Pro. Also introduced Business mopera Access Premium Xi Type in conjunction with the launch of Xi LTE service.
- Started offering Mobile Marketing ASP Service, which realizes CRM leveraging the capabilities of Osaifu-Keitai e-wallet, such as issuing membership certificates and distributing discount coupons.
- Launched simultaneous broadcast service that enables instantaneous information sharing in multiple locations over a wide area using voice, facsimiles and email.
- Started offering Mobile Secure Desktop, a cloud-type service for mobile workers to work safely outside the office using PCs or tablet devices, while preventing the risk of information leakage.

*: CRM (Customer Relationship Management) refers to customer management systems which accumulate and manage customer information and customer correspondence records.

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<<Deployment of International Services>>

To allow customers travelling overseas to use our communication services free of any concern, we expanded the areas where our international roaming service is available, increased the number of overseas support counters and introduced flat-rate packet billing plans for overseas roaming users.

The number of countries/regions where international roaming for each service is available (as of March 31, 2011):

Voice/short message service (SMS): 213 countries/regions

Packet communications service: 177 countries/regions

Videophone service: 53 countries/regions

The number of cities where an overseas support counter was established to provide free battery charging service and handle inquiries pertaining to the use of mobile phone grew to 14.

Launched Global Pake-hodai Service for international roaming users, allowing them to use packet communications under a flat-rate billing scheme (billed per day) through an overseas mobile service provider designated by DOCOMO (available in 39 countries/regions as of March 31, 2011) to eliminate worries about their packet communications bill.

Launched Phone Number Storage and Mail Address Storage services to enhance the convenience of customers studying or working abroad for a long period of time, by allowing them to retain their FOMA phone numbers and mail addresses for up to three years.

<<Overseas Business Deployment>>

We have moved ahead with the deployment of our services through investments/alliances and constructed new collaborative partnerships in overseas markets.

The combined subscription count of our Indian partners TTSL*¹ and TTML*², in which we own equity stakes, grew to over 85 million following the launch of GSM service under the TATA DOCOMO brand. Through our joint efforts, TTSL became the first Indian private telecom operator to launch commercial 3G service.

net mobile AG, our German-based subsidiary engaged in mobile content distribution platform business, started offering MANGA MODE, a mobile comic distribution service on a mobile phone portal that can be used commonly by the users of major mobile operators in France.

Entered into a business collaboration agreement with China's largest mobile operator, China Mobile Communications Corporation, and leading South Korean telecom operator, KT Corporation, to explore opportunities for collaboration in areas such as network technologies and common platforms.

*1: Tata Teleservices Limited

*2: Tata Teleservices (Maharashtra) Limited

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Number of subscriptions by services, trend of ARPU and other operating data are as follows:

<Number of subscriptions by services>

	Thousand subscriptions			
	March 31,	March 31,	Increase	
	2010	2011	(Decrease)	
Cellular services	56,082	58,010	1,928	3.4%
Cellular (Xi) services		26		
Cellular (FOMA) services	53,203	56,746	3,542	6.7
Including: i-channel services	16,818	16,233	(585)	(3.5)
Including: i-concier services	4,200	6,224	2,024	48.2
Cellular (mova) services	2,879	1,239	(1,640)	(57.0)
packet flat-rate services	25,767	31,921	6,154	23.9
i-mode services	48,992	48,141	(851)	(1.7)
sp-mode services		2,095		

Notes: 1. Number of subscriptions to Cellular services, Cellular (FOMA) services and Cellular (mova) services includes Communication Module services subscriptions.

2. Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscriptions.

3. Number of subscriptions to packet flat-rate services includes subscriptions to Pake-hodai Flat, Pake-hodai double, Pake-hodai double 2, Pake-hodai simple, Pake-hodai full, Pake-hodai, Biz-hodai, Xi data plan Ninen, Xi data plan, Flat-rate data plan Flat, Flat-rate data plan Standard, Flat-rate data plan Standard2 Flat-rate data plan 64K, and Flat-rate data plan HIGH-SPEED (Number as of March 31, 2010 includes subscriptions to Biz-hodai double and Biz-hodai simple in addition to the aforementioned plans.)

4. Number of i-mode subscriptions includes Cellular (FOMA) i-mode subscriptions and Cellular (mova) i-mode subscriptions.

<Number of handsets sold and churn rate>

	Thousand units			
	Year ended	Year ended	Increase	
	March 31,	March 31,	(Decrease)	
	2010	2011		
Cellular services	18,037	19,055	1,018	5.6%
Cellular (Xi) services				
New Xi subscription		25		
Change of subscription from FOMA or mova		1		
Xi handset upgrade by Xi subscribers		0		
Cellular (FOMA) services				
New FOMA subscription	4,499	5,086	587	13.1
Change of subscription from Xi or mova	2,274	1,385	(889)	(39.1)
FOMA handset upgrade by FOMA subscribers	11,247	12,547	1,300	11.6

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Cellular (mova) services				
New mova subscription	10	7	(3)	(28.1)
mova handset upgrade by mova subscribers and change of subscription from Xi or FOMA	7	3	(4)	(56.1)
Churn Rate	0.46%	0.47%	0.01 point	

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<Trend of ARPU and MOU>

	Yen		Increase	
	Year ended March 31, 2010	Year ended March 31, 2011	(Decrease)	
Aggregate ARPU* (Xi+FOMA+mova)	¥ 5,350	¥ 5,070	¥ (280)	(5.2)%
Voice ARPU	2,900	2,530	(370)	(12.8)
Packet ARPU	2,450	2,540	90	3.7
Aggregate ARPU (FOMA)	5,480	5,120	(360)	(6.6)
Voice ARPU	2,900	2,520	(380)	(13.1)
Packet ARPU	2,580	2,600	20	0.8
Aggregate ARPU (mova)	3,460	3,280	(180)	(5.2)
Voice ARPU	2,870	2,720	(150)	(5.2)
Packet ARPU	590	560	(30)	(5.1)
MOU* (Xi+FOMA+mova) (minutes)	136	134	(2)	(1.5)%

* See 5. (2) Definition and Calculation Methods of ARPU and MOU on page 35 for definition and calculation methods.

Results of operations are as follows:

<Results of operations>

	Billions of yen		Increase	
	Year ended March 31, 2010	Year ended March 31, 2011	(Decrease)	
Operating revenues from mobile phone business	¥ 4,167.7	¥ 4,090.7	¥ (77.0)	(1.8)%
Operating income from mobile phone business	845.6	856.7	11.1	1.3

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011****Miscellaneous businesses**

<<Promotion of Credit Business>>

We have worked to expand the adoption of our credit brand **iD** and our credit service **DCMX** compatible with **iD** which can be used as **Osaifu-Keitai** electronic payment solutions.

With respect to our credit brand **iD**, we have worked to increase the member stores where **iD** credit payment can be used, especially in places frequently visited by users in their everyday activities. We completed the roll-out of **iD** payment terminals in all outlets of Seven-Eleven and Mini-Stop convenience store chains nationwide by July 2010 and January 2011, respectively. Meanwhile, we started offering **iD** service for smartphones equipped with FeliCa IC chips from February 2011. As a result, the total number of **iD** reader terminals installed reached 510,000 units as of March 31, 2011 (an increase of 70,000 units compared to March 31, 2010), and the total number of **iD** subscribers reached 15.84 million as of March 31, 2011. We also strived to increase the number of subscriptions and boost the usage of our mobile credit payment service, **DCMX**, by revising its loyalty point program, increasing the number of tie-up stores where users can earn **docomo Points**, expanding the number of virtual stores on our Internet shopping site **DCMX docomo Point mall** and conducting various other promotional campaigns. As a result, the combined subscriptions to the **DCMX** services reached 12.32 million as of March 31, 2011 (an increase of 1.06 million from March 31, 2010).

<<Others>>

In addition to the above-mentioned initiatives, we worked to increase our revenues through our home shopping service provided mainly through TV media, our mobile advertisement business primarily on i-mode sites, development and sales of various system solutions leveraging our mobile techniques and know-how, provision of high-speed Internet access service for hotel facilities and other measures mainly in the Asia-Pacific region.

In September 2010, our subsidiary, Multimedia Broadcasting, Inc.*, received the approval from the Ministry of Internal Affairs and Communications of Japan to become the sole commissioned carriage operator for providing nationwide multimedia broadcasting services for mobile devices. In January 2011, Japan Mobilecasting, Inc. was spun off as the operating company providing commissioned multimedia broadcasting services and started preparations toward the service launch scheduled in April 2012.

As a result, operating revenues from miscellaneous businesses for the fiscal year ended March 31, 2011, were ¥133.6 billion (an increase of ¥16.9 billion from March 31, 2010). Operating expenses were ¥145.6 billion (an increase of ¥17.5 billion) and operating loss from miscellaneous businesses was ¥12.0 billion.

* On April 1, 2011, Multimedia Broadcasting, Inc. changed its name to mmbi, Inc.

Results of operations are as follows:

<Results of operations>

	Billions of yen			
	Year ended March 31, 2010	Year ended March 31, 2011	Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥ 116.7	¥ 133.6	¥ 16.9	14.5%
Operating income (loss) from miscellaneous businesses	(11.4)	(12.0)	(0.6)	(5.4)

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011****iii. Trend of Capital Expenditures**

Below summarizes the principal capital investments made in the fiscal year ended March 31, 2011.

<<Capital Expenditures for Telecommunications Facilities>>

We continued further quality enhancements of FOMA service areas meticulously responding to the requests from customers.

We also continually reinforced our network facilities to provide a comfortable communications environment to users of large-capacity content, and accommodate the growth in traffic resulting from the expanded uptake of smartphones, etc.

As a result of these measures, the total number of FOMA outdoor and indoor base stations installed as of March 31, 2011 grew to 62,800 and 29,200, respectively (an increase of 7,100 units and 4,400 units, respectively, from March 31, 2010). For Xi service, we completed the installation of 700 outdoor and 300 indoor base stations.

<<Initiatives Aimed for Efficiency and Cost Reduction>>

By facilitating the conversion into an IP-based network, we streamlined our network structure and pursued the integration and/or capacity expansion of our existing equipment, while continually working toward the reduction of equipment procurement costs.

We also constructed our service areas and achieved quality improvement in an efficient manner, using the optimal equipment among various options taking into consideration the surrounding environmental conditions, traffic volume and other factors.

As a result of an efficient implementation of the above measures, the total capital expenditures for the fiscal year ended March 31, 2011, decreased by 2.6% from the previous fiscal year to ¥668.5 billion.

<Capital expenditures>

	Billions of yen				
	Year ended March 31, 2010	Year ended March 31, 2011		Increase	
				(Decrease)	
Total capital expenditures	¥ 686.5	¥ 668.5	¥	(18.0)	(2.6)%
Mobile phone business	556.8	520.8		(36.1)	(6.5)
Other (including information systems)	129.7	147.7		18.0	13.9

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011****iv. Impact of the Great East Japan Earthquake and Restoration Efforts**

<<Damages of the Great East Japan Earthquake>>

Following the Great East Japan Earthquake on March 11, 2011, some 6,700 base station equipment became inoperable due to physical damages to these facilities, disruption of commercial power supply and transmission lines and other factors. With regard to docomo Shops, in the immediate aftermath of the earthquake, 159 out of 195 shops in the Tohoku region were forced to close temporarily, and a total of 90 shops including those located in the Kanto region were either completely or partially destroyed.

Immediately after the earthquake, we established Disaster Countermeasures Offices in our headquarters and the Tohoku Regional Office to create an organizational structure capable of close collaboration 24 hours a day, and activated the Disaster Message Board Service. In cooperation with other NTT Group companies and construction companies, we have worked to assess the damages and restore our communication facilities as quickly as possible and initiated support activities for disaster victims.

<< Restoration Activities>>

The specific actions undertaken by our group for the restoration of communication facilities and the support for disaster victims are as follows:

Restoration of Communication Facilities

In our efforts toward the restoration of damaged communication facilities, we mobilized a total of some 4,000 people, and deployed approximately 30 mobile base station vehicles, approximately 30 mobile power supply vehicles and approximately 400 units of portable power generators to supply electricity to base stations and other facilities where commercial power supply was disrupted. We also recovered the transmission lines through the use of optical fiber, micro-wireless circuits and satellite circuits, and deployed base stations employing a large zone scheme* on mountaintops and other locations to resume services as quickly as possible. In areas where access was restricted due to the accident at the Fukushima Daiichi Nuclear Power Plant, we used high-performance antennas to transmit signals from outside the 20-km exclusion zone and replaced the transmission lines inside exchange-office buildings within the 20-km exclusion zone. As a result of these efforts, most of the service areas near the nuclear power plant and along major trunk roads in its vicinity were restored, enabling the resumption of FOMA service.

- * Large zone scheme is a method to cover areas normally covered by multiple stations by utilizing a single station.
Initiatives for Securing Means for Communication

To assist the restoration of disaster-stricken areas, we rented to local administrative institutions and installed at evacuation shelters approximately 900 satellite mobile phones, approximately 1,700 mobile phones and approximately 300 tablet devices. We also established approximately 300 stations where mobile phones can be recharged for free using multi-chargers, solar chargers and other means.

Provision of Disaster Message Board Service

We activated the Disaster Message Board Service immediately after the earthquake to provide disaster victims with a means of communication. To allow a greater number of people to use this service, we expanded the areas from which messages can be posted to cover the entire nation within one week after the quake, and also enabled its use through smartphones.

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Reopening of docomo Shops

To offer assistance to customers whose mobile phones were damaged or lost due to the disaster, we strived to reopen our docomo Shops as quickly as possible. As of March 31, 2011, approximately 90% of our docomo Shops, excluding those in buildings that were severely damaged or those within the exclusion zone around Fukushima Nuclear Power Plant, have reopened. For customers living in areas near shops which could not resume operations, nearby docomo Shops provided on-site services to answer to their needs.

Provision of Restoration Area Maps

For the three prefectures of Iwate, Miyagi and Fukushima, which suffered the severest damages from the earthquake, we started providing the Restoration Area Maps (Japanese only) on our home page from March 20, 2011, to allow users to confirm on maps such details as areas where FOMA service is available, areas that have been restored or planned to be restored through the use of mobile base station vehicles, locations where satellite mobile phones and free recharging services are available and docomo Shops store information.

Support for Disaster Victims

To support our customers affected by the disaster, we provided various services such as the extension of payment deadlines on phone bills, discounts on handset repair charges and free data restoration service for handsets damaged due to water exposure. In addition, for customers affected by the disaster, we decided to refund the basic monthly fees and other charges for the periods when services were not available.

Launch of Charity Drive Website for Affected Areas, etc.

To support the disaster-stricken areas, we launched a website to collect donations from customers through DOCOMO mobile remittance service, DOCOMO Points and other methods. We have donated ¥780 million, which was collected through March 30, 2011. We have also started accepting donations through the sale of charity applications and content from April 2011, and a total sum of ¥120 million collected by April 13, 2011 was donated. In a separate effort, the Company made a disaster-relief donation of ¥500 million.

As expenses related to the disaster and the above-mentioned restoration and other initiatives, we recorded ¥7.1 billion in operating expenses for the fiscal year ended March 31, 2011. The main items comprising these expenses were losses on disposal of base station and other facilities, personnel and other expenses incurred in response for the disaster.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2011****v. Prospects for the Fiscal Year Ending March 31, 2012**

As Japan's mobile phone market continues to mature in line with the rise in cellular penetration rate, competition among operators is expected to remain intense in such areas as acquisition of subscribers and further improvement of service offerings.

Under these market conditions, although decline in voice ARPU due to the penetration of Value Plan is projected, operating revenues for the fiscal year ending March 31, 2012 are estimated to be ¥4,230.0 billion, an increase of ¥5.7 billion from the prior fiscal year, primarily because of the projected increase in packet ARPU and equipment sales revenues as a result of our efforts to strengthen sales of smartphones, to accelerate the migration to Xi, and to boost subscribers' packet usage. On the expense side, while recovery operations and enhancements in the disaster prevention system related to the Great East Japan Earthquake and the actions aimed for expanding future revenues and enhancing customer satisfaction are expected to be implemented, operating expense is estimated to be approximately the same level as that of prior fiscal year because we will also promote our various efforts to make our operations efficient. Accordingly, operating income is estimated to be ¥850.0 billion, an increase of ¥5.3 billion from the prior fiscal year.

	Billions of yen			
	Year ended March 31, 2011 (Actual results)	Year ending March 31, 2012 (Forecasts)	Increase (Decrease)	
Operating revenues	¥ 4,224.3	¥ 4,230.0	5.7	0.1%
Operating income	844.7	850.0	5.3	0.6
Income before income taxes	835.3	854.0	18.7	2.2
Net income attributable to NTT DOCOMO, INC.	490.5	502.0	11.5	2.3
Capital expenditures	668.5	705.0	36.5	5.5
Adjusted free cash flows*	589.8	480.0	(109.8)	(18.6)
EBITDA*	1,565.7	1,573.0	7.3	0.5
EBITDA margin*	37.1%	37.2%	0.1 point	
ROCE before tax effect*	16.1%	15.9%	(0.2)point	
ROCE after tax effect*	9.5%	9.4%	(0.1)point	

* EBITDA and EBITDA margin, as we use them, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used by other companies. For an explanation of our definition of free cash flows excluding irregular factors and changes in investments for cash management purposes, EBITDA, EBITDA margin, ROCE before tax effect and ROCE after tax effect, see 5. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 36.

The financial forecasts for the fiscal year ending March 31, 2012 are based on the forecasts of the following operation data:

	March 31, 2011 (Actual results)	March 31, 2012 (Forecasts)	Increase (Decrease)	
Cellular services (million subscriptions)	58.01	59.96	1.95	3.4%

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Cellular (Xi) services	0.03	1.03	1.00	
Cellular (FOMA) services	56.75	58.93	2.18	3.8
Cellular (mova) services	1.24		(1.24)	
i-mode services	48.14	44.44	(3.70)	(7.7)
Aggregate ARPU (Xi + FOMA + mova) (yen) ¥	5,070	¥ 4,890	¥ (180)	(3.6)
Voice ARPU	2,530	2,220	(310)	(12.3)
Packet ARPU	2,540	2,670	130	5.1

Notes: 1. Number of i-mode subscriptions includes numbers of cellular (FOMA) and cellular (mova) i-mode subscriptions.

2. See 5. (2) Definition and Calculation Methods of ARPU and MOU on page 35 for definition and calculation methods.

* The mobile communications market in Japan is characterized by rapid changes in the market environment due to technical innovations, market entry by new competitors and other factors. To respond to such changes, our corporate group may introduce new billing plans or other measures that could potentially have a significant impact on our revenues and income. The timing of introduction of such measures will be decided after comprehensively taking into consideration our operational circumstances and the actions of our competitors, and therefore, is not necessarily decided beforehand. Such measures, depending on the timing of implementation, may significantly affect our results forecasts to be made at the time of our first-half results announcement. Providing such prospects on a half-year basis, therefore, may not be adequate or useful as information to be disclosed to investors. Accordingly, we will provide prospects for the full year only, and report progress vis-à-vis the projected full-year forecasts by disclosing actual results on a quarterly basis.

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	Billions of yen			
	March 31, 2010	March 31, 2011	Increase (Decrease)	
Total assets	¥ 6,756.8	¥ 6,791.6	¥ 34.8	0.5%
NTT DOCOMO, INC. shareholders equity	4,635.9	4,850.4	214.6	4.6
Liabilities	2,094.3	1,914.0	(180.3)	(8.6)
Including: Interest bearing liabilities	610.3	428.4	(182.0)	(29.8)
Shareholders equity ratio (1)	68.6%	71.4%	2.8 point	
Market equity ratio (2)*	87.7%	89.3%	1.6 point	
Debt ratio (3)	11.6%	8.1%	(3.5)point	

Notes: (1) Shareholders equity ratio = NTT DOCOMO, INC. shareholders equity / Total assets

(2) Market equity ratio = Market value of total share capita