

ADITYA BIRLA



IDEA Cellular

January 14, 2016

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Dear Sirs,

Sub: Idea launches world-class, high-speed 4G LTE services in three more Telecom service areas – expands 4G offering to 7 circles

Ref: "Idea Cellular Limited" (IDEA / 532822)

Pursuant to the provisions of regulation 30(3) of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, please find enclosed herewith a press release dated January 14, 2016 being issued to media in connection with launch of 4G LTE Services in three more telecom service areas, thereby expanding 4G offering to 7 circles.

The above is for your information and dissemination to the public at large.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above





Idea launches world-class, high-speed 4G LTE services in three more Telecom service areas; expands 4G offering to 7 circles

- Idea launches high speed 4G LTE services in 3 more Telecom service areas of Madhya Pradesh & Chhattisgarh, Punjab and Haryana, today
- Now offers 4G LTE services in 7 telecom service areas; Idea to provide LTE services across 183 towns by 31st January 2016
- Roll out of 4G Services in remaining 3 Telecom service areas by March 2016; Idea's 4G footprint slated to expand across 750 towns by June 2016 in 10 Telecom circles
- Log on to www.ideacellular.com/4g for more details

Mumbai/ New Delhi, 14th January, 2016: Idea Cellular, one of the largest Indian telecom operators, today announced the launch of its high speed 4G LTE services across four more states in India (three Telecom Circles) – Chhattisgarh, Haryana, Madhya Pradesh and Punjab. With this launch, the company has expanded its 4G LTE service footprint to 7 telecom service areas, including the 4 telecom circles of South India, namely Andhra Pradesh & Telangana, Karnataka, Kerala and Tamil Nadu & Chennai, which were launched on 23rd December 2015. Idea's 4G LTE services will be available across 183 towns in these 7 telecom service areas by 31st January 2016.

Major towns to be covered with Idea's 4G LTE services at launch include the cities of Indore, Bhopal and Raipur in Madhya Pradesh and Chhattisgarh (MPCG), Chandigarh, Firozpur, Hoshiarpur, Kapurthala, Moga and Pathankot in Punjab, and Ambala, Karnal, Hissar, Panipat, Rohtak and Sonapat in Haryana. Other major towns including Gwalior, Jabalpur, Jalandhar, Muktsar, Patiala, Sangrur, Charkhidabri and Pinjore will follow by 31st January 2016.

Idea Cellular is the leading mobile telecom service provider in MPCG, providing unmatched coverage on 2G platform and an extensive network of 3G services across these two states. With this launch, Idea Cellular has become the first mobile telecom operator to offer latest 4G services in MPCG. The company's world-class 4G services will rapidly expand to cover 84 towns including Ambikapur, Anuppur, Bhilai, Bilaspur, Chhatarpur, Katni, Kawardha, Korba, Mandasaur, Neemuch, Rajnandgaon, Ratlam, Sagar, Satna, Sehore, Shahdol, Shivpuri, Ujjain and Vidisha by March 2016.

Announcing the expansion of 4G services Mr. Ambrish Jain, Deputy Managing Director, Idea Cellular said, "Since last week of December 2015, Idea has rapidly rolled out its high-speed 4G LTE network to cover 7 major markets in India. By March 2016, our services will extend to 3 more key markets namely, Maharashtra & Goa, North East and Orissa, and by June 2016, Idea's 4G footprint will cover 750 cities across 10 telecom circles."

Idea Cellular currently holds 1800 MHz 4G spectrum in these 10 Telecom circles which cover 50% of telecom market but over 60% of Idea's gross revenue. Additionally, Idea has recently signed an agreement with Videocon Telecommunications Limited for acquiring 'Right to Use' 1800 MHz

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spectrum under 'Spectrum Trading Agreement' in two of its key telecom leadership markets of Gujarat and Uttar Pradesh (West). **Post completion of this transaction, 4G services will be extended to 12 service areas, covering 75% of Idea's revenue base in the country.**

According to **Mr. Sashi Shankar, Chief Marketing Officer, Idea Cellular**, "Idea customers with 4G devices in these 183 towns can now start experiencing superfast speeds **by simply upgrading their existing SIM cards to new 4G SIM cards**. The company is also offering **attractive subscription plans to digital content including a wide range of the latest Music, Movies and Games**. Idea has also partnered with leading handset manufacturers and e-commerce retailers for **special data bundling offers on new 4G smartphones**."

Idea has 2.7 million 4G devices, nearly 4% of its subscriber base in these 7 telecom service areas, registered on its network. In comparison, on an All India basis, Idea has nearly 49.5 million customers owning 3G devices (approx. 29% of EoP) and over 6 million customers with 4G devices (approx. 4% of EoP).

Other details pertaining to Idea's 4G LTE services are available on www.ideacellular.com/4g

About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with over 170 million subscribers. With traffic in excess of 2 billion minutes a day, Idea ranks among the Top 6 country operators in the world. Using the latest in technology, Idea provides world-class service delivery through the most extensive network of customer touch points. Idea is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) in India.

Idea was recognized as the Outstanding Company of the Year at CNBC TV18 India Business Leader Awards 2015, voted by investors as one of Asia's Best Companies in 2015 by Finance Asia in the categories of Best Managed Public Companies, Corporate Governance & Investor Relations. Brand Idea continued to win accolades for its marketing & advertising prowess in 2015. Idea's 'No Ullu Banaoing' campaign has won marketing effectiveness and strategy awards nationally and at the APAC region, the Jay Chiat Award in New York along with WARC Grand Prix in Asia.

IDEA Cellular is an Aditya Birla Group Company, India's first truly multinational corporation. The Group ranks Number 4 globally and Number 1 in the Asia Pacific in the 2011 Top Companies for Leaders (TCFL) study conducted by Aon Hewitt, Fortune (the Global Business Magazine) and the RBL Group. It operates in 36 countries, and is anchored by more than 120,000 employees belonging to 42 nationalities. More information on Idea Cellular is available at www.ideacellular.com and on the Aditya Birla Group at www.adityabirla.com

For further information, please contact:

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