



Idea Cellular Raises Rs. 3,000 Crores through Qualified Institutions Placement

Mumbai, June 12, 2014: Idea Cellular Limited, the 3rd largest Indian telecom wireless operator* (the "Company"), announced the successful closure of its qualified institutions placement and has issued and allotted 22.39 crore equity shares of face value of Rs. 10 each (the "Equity Shares") to qualified institutional buyers, at an issue price of Rs. 134 per Equity Share (including a premium of Rs. 124 per Equity Share), aggregating to approximately Rs.3,000 crores (the "Issue"). The Issue witnessed strong interest from both foreign and Indian investors.

The overall allocation to foreign investors is approximately 62% of the Issue and to domestic investors is approximately 38% of the Issue, resulting in diversified representation from a high quality global investor base.

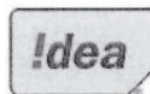
DSP Merrill Lynch Limited, Citigroup Global Markets India Private Limited, Morgan Stanley India Company Private Limited and Standard Chartered Securities (India) Limited acted as Global Coordinators and Book Running Lead Managers, and Axis Capital Limited acted as Book Running Lead Manager to the Issue (collectively, the "Lead Managers"). Amarchand & Mangaldas & Suresh A. Shroff & Co-acted as the legal advisor to the Company as to Indian law, and AZB & Partners and Jones Day acted as legal advisors to the Lead Managers as to Indian law and US law, respectively. Deloitte Haskins & Sells LLP, Chartered Accountants, are the statutory auditors to the Company.

The Company is proposing to undertake a private placement of 5.18 crore equity shares at Rs. 144.68 per equity share aggregating to Rs. 750 crores to a subsidiary of Axiata Group Berhad of Malaysia, an existing key shareholder of company, subject to shareholders' and other necessary approvals.

About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with more than 137 million subscribers. With traffic in excess of 1.75 billion minutes a day, Idea ranks among the Top 10 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 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



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anchored by more than 136,000 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

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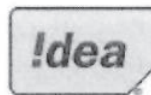
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