

ADITYA BIRLA



IDEA Cellular

January 14, 2016

National Stock Exchange of India Limited

"Exchange Plaza",
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Email: cmllist@nse.co.in

Email: corp.relations@bseindia.com

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

