

ADITYA BIRLA



IDEA Cellular

July 27, 2016

National Stock Exchange of India Limited
"Exchange Plaza",
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Intimation regarding date of Board Meeting (Regulation 29)
Ref: "Idea Cellular Limited" (Scrip Code: 532822)

Pursuant to Regulation 29 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that a meeting of the Board of Directors of Idea Cellular Limited ("the Company") will be held on Monday, the 8th day of August, 2016, inter alia, to consider and take on record the Un-audited Financial Results of the Company for the first quarter ended June 30, 2016.

Further, in terms of the Company's Code of Conduct for Prevention of Insider Trading framed pursuant to SEBI (Prohibition of Insider Trading) Regulations, 2015, the trading window for dealing in the securities of the Company has been closed from July 1, 2016 to August 10, 2016 (both days inclusive).

The above is for your information and dissemination to the members.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

