ADITYA BIRLA

IDEA Cellular

January 28, 2015

To,

The National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East),
Mumbai - 400 051

Fax No. 022-26598237/38/8347/8348

Dear Sirs,

Ref: "Idea Cellular Limited" (Symbol: IDEA)

Sub: Allotment of 123,527 equity shares of Rs.10/- each under Employee Stock Option Scheme, 2006 (ESOS -2006)

With reference to the captioned subject, we wish to inform you that the Nomination and Remuneration Committee has at its meeting held on January 27, 2015 allotted 123,527 Equity Shares of Rs.10/- each to the Option Grantees, pursuant to the exercise of Stock Options granted under the Company's Employee Stock Option Scheme, 2006 (ESOS-2006).

Further, please note that post the said allotment, the Equity Share Capital of the Company stands increased to 3,597,607,905 equity shares of Rs.10/- each aggregating to Rs. 35,976,079,050/-.

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

Thanking you,

Yours faithfully,

For **Idea Cellular Limited**

Pankaj Kapdeo
Company Secretary

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