



October 21, 2011

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

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

Dear Sirs,

Sub: Publication of Un-audited Results for the second quarter and half year ended 30th September 2011 (Clause 41)

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

Pursuant to Clause 41 of the Listing Agreement, please find attached herewith Un-audited Financial Results of the Company for the second quarter and half year ended 30th September 2011, together with the Limited Review Report of the Statutory Auditors' thereon.

The aforesaid results have been taken on record by the Board of Directors of the Company at their meeting concluded just now.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,

For Idea Cellular Limited

A handwritten signature in blue ink, appearing to read "Pankaj Kapdeo", written over a horizontal line.

Pankaj Kapdeo
Company Secretary

Encl: As above

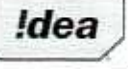


Idea Cellular Ltd,
5th Floor "Windsor", Off C.S.T. Road, Kalina,
Santacruz (East), Mumbai 400 098, India

Telephone: + 91 95940 04000
Fax + 91 95940 03182

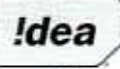
Website: www.ideacellular.com
E mail: info@idea.adityabirla.com

2/11

<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the Quarter ended 30-September-2011 (₹ in Lacs, except per share data) </div>					
Particulars	Quarter ended		Period ended		Year ended
	30-Sep-11 Unaudited	30-Sep-10 Unaudited	30-Sep-11 Unaudited	30-Sep-10 Unaudited	31-Mar-11 Audited
Net Sales / Income from Operations	456,536	361,217	904,504	723,858	1,533,280
Other Operating Income	1,179	1,675	1,622	1,995	5,620
TOTAL REVENUE	457,715	362,892	906,126	725,853	1,538,900
Increase / (Decrease) in stock in trade *	-	-	-	-	-
Consumption of raw material *	-	-	-	-	-
Cost of Trading Goods	-	-	-	-	2
Personnel Expenditure	22,035	19,584	40,977	35,053	72,888
Network Operating Expenditure	134,122	117,665	265,021	233,369	467,982
Licence & WPC charges	51,324	41,775	102,485	84,197	177,280
Roaming & Access Charges	78,772	58,248	151,986	115,860	247,545
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	55,643	41,588	111,981	84,887	202,759
Depreciation & Amortisation	63,087	47,646	122,693	94,149	197,301
Other Expenditure	16,579	12,881	32,745	26,567	57,637
TOTAL EXPENDITURE	421,562	339,387	827,888	674,082	1,423,394
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	36,153	23,505	78,238	51,771	115,506
Other Income	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	36,153	23,505	78,238	51,771	115,506
Finance and Treasury Charges (Net)	25,384	6,648	46,002	14,294	24,874
PROFIT BEFORE TAX	10,769	16,857	32,236	37,477	90,632
Provision for Taxation (Net of MAT credit)	3,375	259	9,869	716	6,172
NET PROFIT AFTER TAX	7,394	16,598	22,367	36,761	84,460
Paid up Equity Share Capital (Face value Rs. 10 per share)	330,601	330,098	330,601	330,098	330,327
Reserves excluding Revaluation Reserve					897,962
EPS for the period (Rupees)					
- Basic	0.22	0.50	0.68	1.11	2.56
- Diluted	0.22	0.50	0.68	1.11	2.55
Public Shareholding					
- Number of Shares			1,785,330,155	1,750,527,891	1,782,592,458
- Percentage of Shareholdings			54.00%	53.03%	53.96%
Promoters and promoter group shareholding					
a) Pledged/Encumbered					
- No. of shares			-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)			0.00%	0.00%	0.00%
b) Non-encumbered					
- No. of shares			1,520,679,047	1,550,455,388	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)			46.00%	46.97%	46.04%
* These items are not applicable					



3/11

<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Financial Results for the Quarter ended 30-September-2011 </div>					
Segmental Reporting ₹ In Lacs					
Particulars	Quarter ended		Period ended		Year ended
	30-Sep-11 Unaudited	30-Sep-10 Unaudited	30-Sep-11 Unaudited	30-Sep-10 Unaudited	31-Mar-11 Audited
Segment Revenue					
Net Sales / Income from each segment					
Mobility	455,463	360,381	901,851	722,704	1,530,613
Long distance	6,154	4,466	12,613	7,997	17,592
Total	461,617	364,847	914,464	730,701	1,548,205
Less: Inter Segment Eliminations	(5,081)	(3,630)	(9,960)	(6,843)	(14,925)
Net sales / Income from operations	456,536	361,217	904,504	723,858	1,533,280
Segment Results					
Profit / (Loss) before Finance Charges and Tax from each segment					
Mobility	35,674	23,143	77,095	51,075	114,097
Long distance	479	362	1,143	696	1,409
Profit before Finance Charges and Tax	36,153	23,505	78,238	51,771	115,506
Less: Finance & Treasury Charges (Net)	25,384	6,648	46,002	14,294	24,874
Profit before tax	10,769	16,857	32,236	37,477	90,632
Capital Employed					
(Segment assets - Segment liabilities)					
Mobility			2,127,487	1,815,141	1,901,344
Long distance			1,051	835	1,329
Unallocated			297,736	366,492	414,845
Total			2,426,274	2,182,468	2,317,518



Notes

1. The above unaudited financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 21st October 2011. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
2. National long distance business which predominantly provides captive connectivity to Mobility services has been merged with Mobility business effective 1st April 2011. Accordingly, previous period segmental figures have been regrouped.
3. The Company's appeal before the Appellate Bench of the Hon'ble High Court of Delhi, challenging its judgment dated 4th July 2011 passed by single judge concerning amalgamation of erstwhile Spice Communications Limited (Spice) with the Company and issues relating thereto is pending to be further heard. The next hearing is scheduled in November 2011. Through interim orders, Appellate Bench had earlier directed DoT to :-
 - (i) Accept the License Fee from the Company without prejudice, as the Company is continuing to operate the licenses for Punjab & Karnataka service areas granted to erstwhile Spice;
 - (ii) Till the next date of hearing maintain status quo in relation to the aforesaid two operating licenses and no coercive steps in relation to any demand pertaining to the four non operating licenses.

Pending the final disposal of the appeal, the consequential financial impact, if any, cannot be ascertained.

4. The Hon'ble Supreme Court, vide its judgment dated 11th October 2011, has set aside orders dated 7th July 2006 and 30th August, 2007 passed by the Telecom Disputes Settlement & Appellant Tribunal (TDSAT) whereby TDSAT, on petition of certain Telecom Operators, had ruled that income derived by a telecom Operator from non licensed activities should not be taken into account while calculating the Adjusted Gross Revenue (AGR) which forms the basis on which License fee is paid to DoT. The Supreme Court while passing the above judgment held that under the National telecom Policy 1999, as the telecom Operators had signed the amended License Agreement under which a percentage of AGR was to be paid to DoT as License Fee instead of a fixed license fee, it was beyond the jurisdiction of the TDSAT to have entertained petitions from Telecom Operators and to decide on the definition of AGR without a specific demand being disputed before it. It has further held that TDSAT can go into the facts and materials related to the demand of a particular licensee if a licensee disputes the demand raised by the DoT. The Company is, currently reviewing the judgment for the further course of action pending which, the financial impact, if any, has not been presently determined.
5. The Company has received a demand notice dated 12th October 2011 from DoT imposing penalty of Rs. 5,000 lacs for alleged breach of terms and conditions of the CMTS license agreement for Delhi service area concerning bulk connections. The Company has challenged the above demand before TDSAT.



6. Statement of Assets and Liabilities :-

Particulars	₹ Lacs	
	As at	As at
	30-Sep-11 Unaudited	30-Sep-10 Unaudited
SHAREHOLDERS FUND:		
(a) Capital	330,601	330,098
(b) Reserves and Surplus	922,045	851,667
(c) Outstanding ESOP's	4,188	4,896
LOAN FUNDS	1,130,870	975,408
Deferred Tax Liability (Net)	38,570	23,275
TOTAL	2,426,274	2,185,344
FIXED ASSETS	2,365,969	2,113,769
INVESTMENTS	163,681	203,605
CURRENT ASSETS, LOANS AND ADVANCES		
(a) Inventories	5,373	4,044
(b) Sundry Debtors	66,708	51,300
(c) Cash and Bank balances	10,290	9,921
(d) Other Current Assets	8,109	9,499
(e) Loans and Advances	361,793	259,114
Less: Current Liabilities and Provisions		
(a) Current Liabilities	540,746	456,412
(b) Provisions	14,903	12,372
PROFIT AND LOSS ACCOUNT	-	2,876
TOTAL	2,426,274	2,185,344

7. The status of investors' complaints is as under:

Opening – 0, Received – 61, Resolved – 61, Closing – 0

8. Previous period's figures have been regrouped and rearranged wherever necessary.

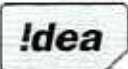
For and on behalf of Board of Directors of
IDEA CELLULAR LIMITEDDate : 21st October 2011
Place : Mumbai*Himanshu Kapania*
Himanshu Kapania
Managing Director

6/11

<div>  <div> IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Consolidated Financial Results for the Quarter ended 30-September-2011 (₹ in Lacs, except per share data) </div> </div>					
Particulars	Quarter Ended		Period Ended		Year Ended
	30-Sep-11 Unaudited	30-Sep-10 Unaudited	30-Sep-11 Unaudited	30-Sep-10 Unaudited	31-Mar-11 Audited
Net Sales / Income from Operations	460,781	363,665	912,365	728,710	1,543,840
Other Operating Income	1,211	2,254	1,700	2,579	6,482
TOTAL REVENUE	461,992	365,919	914,065	731,289	1,550,322
Increase / (Decrease) in stock in trade *	-	-	-	-	-
Consumption of raw material *	-	-	-	-	-
Cost of Trading Goods	2,417	975	4,286	1,837	4,122
Personnel Expenditure	24,169	21,551	45,273	38,698	80,555
Network Operating Expenditure	114,226	100,910	225,784	202,498	401,309
Licence & WPC charges	51,324	41,775	102,485	84,197	177,280
Roaming & Access Charges	78,772	58,248	151,986	115,860	247,545
Subscriber Acquisition & Servicing Expenditure & Advertisement and Business Promotion Expenditure	54,215	40,147	109,135	82,387	197,427
Depreciation & Amortisation	73,687	58,201	143,948	114,759	239,734
Other Expenditure	18,206	14,430	36,052	29,091	63,018
TOTAL EXPENDITURE	417,016	336,237	818,949	669,327	1,410,990
PROFIT FROM OPERATIONS BEFORE OTHER INCOME, FINANCE CHARGES AND TAX	44,976	29,682	95,116	61,962	139,332
Other Income	-	-	-	-	-
PROFIT BEFORE FINANCE CHARGES AND TAX	44,976	29,682	95,116	61,962	139,332
Finance and Treasury Charges (Net)	29,389	10,279	54,023	21,694	39,646
PROFIT BEFORE TAX	15,587	19,403	41,093	40,268	99,686
Provision for Taxation (Net of MAT credit)	5,011	1,429	12,790	2,154	9,815
NET PROFIT AFTER TAX	10,576	17,974	28,303	38,114	89,871
Paid up Equity Share Capital (Face value Rs. 10 per share)	330,601	330,098	330,601	330,098	330,327
Reserves excluding Revaluation Reserve					894,693
EPS for the period (Rupees)					
- Basic	0.32	0.54	0.86	1.15	2.72
- Diluted	0.32	0.54	0.85	1.15	2.72
Public Shareholding					
-Number of Shares			1,785,330,155	1,750,527,891	1,782,592,458
-Percentage of Shareholdings			54.00%	53.03%	53.96%
Promoters and promoter group shareholding					
a) Pledged/Encumbered					
- No. of shares			-	-	-
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			0.00%	0.00%	0.00%
- Percentage of shares (as a % of the total share capital of the Company)			0.00%	0.00%	0.00%
b) Non-encumbered					
- No. of shares			1,520,679,047	1,550,455,388	1,520,679,047
- Percentage of shares (as a % of the total shareholding of promoter and promoter group)			100.00%	100.00%	100.00%
- Percentage of shares (as a % of the total share capital of the Company)			46.00%	46.97%	46.04%
* These items are not applicable					



7/11

<div>  IDEA CELLULAR LIMITED Regd Office :- Suman Towers, Plot No 18, Sector 11, Gandhi Nagar-382011 Unaudited Consolidated Financial Results for the Quarter ended 30-September-2011 </div>					
Segmental Reporting ₹ In Lacs					
Particulars	Quarter Ended		Period Ended		Year Ended
	30-Sep-11 Unaudited	30-Sep-10 Unaudited	30-Sep-11 Unaudited	30-Sep-10 Unaudited	31-Mar-11 Audited
Segment Revenue					
Net Sales / Income from each segment					
Mobility	458,167	361,289	906,599	724,480	1,534,796
Long Distance	6,154	4,466	12,613	7,997	17,592
Passive Infrastructure	33,524	30,027	66,969	57,925	120,308
Total	497,845	395,782	986,181	790,402	1,672,696
Less: Inter Segment Eliminations	(37,064)	(32,117)	(73,816)	(61,692)	(128,856)
Net Sales / Income from Operations	460,781	363,665	912,365	728,710	1,543,840
Segment Results					
Profit/(Loss) before Finance Charges and Tax from each segment					
Mobility	35,854	23,094	77,271	51,009	114,103
Long Distance	479	362	1,143	696	1,409
Passive Infrastructure	8,643	6,226	16,702	10,257	23,820
Profit before Finance Charges and Tax	44,976	29,682	95,116	61,962	139,332
Less: Finance & Treasury Charges (Net)	29,389	10,279	54,023	21,694	39,646
Profit before tax	15,587	19,403	41,093	40,268	99,686
Capital Employed (Segment Assets - Segment Liabilities)					
Mobility			2,127,839	1,817,147	1,901,622
Long Distance			1,051	835	1,329
Passive Infrastructure			326,148	325,626	325,889
Unallocated			119,645	176,168	239,196
Total			2,574,683	2,319,776	2,468,036



Notes

1. The above unaudited consolidated financial results, as reviewed by the Audit Committee of the Board, were approved and taken on record by the Board of Directors at their meeting held on 21st October 2011. Limited Review, as required under Clause 41 of Listing Agreement, has been carried out by the Statutory Auditors.
 2. The consolidated financial results have been prepared in accordance with Accounting Standard - 21 on "Consolidated Financial Statement" and Accounting Standard - 27 on "Financial Reporting of Interests in Joint Ventures". Financial results of following subsidiaries viz. Aditya Birla Telecom Limited (ABTL) (including its subsidiary Idea Cellular Towers Infrastructure Limited (ICTIL) and its Joint Venture Indus Towers Limited), Idea Cellular Services Limited, Idea Cellular Infrastructure Services Limited, Idea Telesystems Limited (formerly known as Swinder Singh Satara & Company Limited) and Idea Mobile Commerce Services Limited have been consolidated.
 3. National long distance business which predominantly provides captive connectivity to Mobility services has been merged with Mobility business effective 1st April 2011. Accordingly, previous period segmental figures have been regrouped.
 4. The Company's appeal before the Appellate Bench of the Hon'ble High Court of Delhi, challenging its judgment dated 4th July 2011 passed by single judge concerning amalgamation of erstwhile Spice Communications Limited (Spice) with the Company and issues relating thereto is pending to be further heard. The next hearing is scheduled in November 2011. Through interim orders, Appellate Bench had earlier directed DoT to :-
 - (i) Accept the License Fee from the Company without prejudice, as the Company is continuing to operate the licenses for Punjab & Karnataka service areas granted to erstwhile Spice;
 - (ii) Till the next date of hearing maintain status quo in relation to the aforesaid two operating licenses and no coercive steps in relation to any demand pertaining to the four non operating licenses.
- Pending the final disposal of the appeal, the consequential financial impact, if any, cannot be ascertained.
5. The Hon'ble Supreme Court, vide its judgment dated 11th October 2011, has set aside orders dated 7th July 2006 and 30th August, 2007 passed by the Telecom Disputes Settlement & Appellant Tribunal (TDSAT) whereby TDSAT, on petition of certain Telecom Operators, had ruled that income derived by a telecom Operator from non licensed activities should not be taken into account while calculating the Adjusted Gross Revenue (AGR) which forms the basis on which License fee is paid to DoT. The Supreme Court while passing the above judgment held that under the National telecom Policy 1999, as the telecom Operators had signed the amended License Agreement under which a percentage of AGR was to be paid to DoT as License Fee instead of a fixed license fee, it was beyond the jurisdiction of the TDSAT to have entertained petitions from Telecom Operators and to decide on the definition of AGR without a specific demand being disputed before it. It has further held that TDSAT can go into the facts and materials related to the demand of a particular licensee if a licensee disputes the demand raised by the DoT. The Company is, currently reviewing the judgment for the further course of action pending which, the financial impact, if any, has not been presently determined.
 6. The Company has received a demand notice dated 12th October 2011 from DoT imposing penalty of Rs. 5,000 lacs for alleged breach of terms and conditions of the CMTS license agreement for Delhi service area concerning bulk connections. The Company has challenged the above demand before TDSAT.



9/11

7. Unaudited financial results of Idea Cellular Limited (Standalone) :-

	Quarter ended		Period ended		Year ended
	30-Sep-11	30-Sep-10	30-Sep-11	30-Sep-10	31-Mar-11
Total Revenues	457,715	362,892	906,126	725,853	1,538,900
Profit before Tax	10,769	16,857	32,236	37,477	90,632
Net Profit after Tax	7,394	16,598	22,367	36,761	84,460

8. Statement of Assets and Liabilities :-

Particulars	As at 30-Sep-11 Unaudited	As at 30-Sep-10 Unaudited
SHAREHOLDERS FUND:		
(a) Share Capital	330,601	330,098
(b) Reserves and Surplus	924,711	853,725
(c) Outstanding ESOP's	4,188	4,896
CCPS issued by wholly owned Subsidiary	193	193
LOAN FUNDS	1,271,570	1,119,682
Deferred Tax Liability (Net)	43,420	23,443
TOTAL	2,574,683	2,332,037
FIXED ASSETS	2,703,222	2,449,917
Goodwill on Consolidation	612	612
INVESTMENTS	400	41,145
CURRENT ASSETS, LOANS AND ADVANCES		
(a) Inventories	8,582	4,794
(b) Sundry Debtors	69,081	54,634
(c) Cash and Bank balances	11,824	10,907
(d) Other Current Assets	8,415	30,444
(e) Loans and Advances	334,677	222,309
Less: Current Liabilities and Provisions		
(a) Current Liabilities	542,053	478,057
(b) Provisions	20,077	16,929
PROFIT AND LOSS ACCOUNT	-	12,261
TOTAL	2,574,683	2,332,037

9. ICTIL's scheme of arrangement for merger with Indus Towers Limited with an appointed date of 1st April 2009 is pending before the Hon'ble High Court of Delhi. Effects of the scheme on the consolidated financials will be given in the accounting period in which the scheme is sanctioned and made effective.

10. The status of investors' complaints is as under:
Opening – 0, Received – 61, Resolved – 61, Closing – 0

11. Previous period's figures have been regrouped and rearranged wherever necessary.

For and on behalf of Board of Directors of
IDEA CELLULAR LIMITED

Date : 21st October 2011
Place : Mumbai

Himanshu Kapania
Himanshu Kapania
Managing Director



Media Release

Mumbai – Oct 21, 2011 Idea Cellular announces un-audited results for the Second Quarter (Q2) and Half Year ended September 30, 2011

Highlights – Q2 FY12

- Idea – Standalone¹ – Revenue Rs. 46,554mn, EBITDA Rs. 10,436mn, PAT Rs. 793mn
- Idea – Consolidated² – Revenue Rs. 46,199mn, EBITDA Rs. 11,866mn, PAT Rs. 1,058mn

	INR mn							
	Idea Standalone ¹				Idea Consolidated ²			
	Q2FY12	Q1FY12	H1FY12	H1FY11	Q2FY12	Q1FY12	H1FY12	H1FY11
Revenue - Established Service Areas ³	41,579	40,746	82,325	67,340				
Revenue - New Service Areas ⁴	4,975	4,814	9,789	6,448				
Total Revenue	46,554	45,559	92,113	73,787	46,199	45,207	91,406	73,129
EBITDA - Established Service Areas ³	12,212	12,064	24,276	18,384				
EBITDA - New Service Areas ⁴	(1,776)	(1,397)	(3,173)	(2,829)				
Total EBITDA	10,436	10,666	21,103	15,554	11,866	12,040	23,906	17,672
EBITDA% - Established Service Areas ³	29.4%	29.6%	29.5%	27.3%				
EBITDA% - New Service Areas ⁴	-35.7%	-29.0%	-32.4%	-43.9%				
Total EBITDA%	22.4%	23.4%	22.9%	21.1%	25.7%	26.6%	26.2%	24.2%
Depreciation & Amortisation	6,726	6,389	13,115	10,425	7,369	7,026	14,395	11,476
EBIT	3,710	4,278	7,988	5,129	4,498	5,014	9,512	6,196
Interest and Financing Cost (Net)	2,538	2,061	4,599	1,431	2,939	2,463	5,402	2,169
PBT	1,171	2,217	3,389	3,698	1,559	2,551	4,109	4,027
PAT	793	1,541	2,333	3,594	1,058	1,773	2,830	3,811
Cash Profit ⁵	7,884	8,609	16,493	14,194	8,913	9,580	18,493	15,574

Idea Cellular today joined a select club of global operators with 100 million quality subscribers, providing it a platform for next level of growth in Voice, Wireless Broadband and related telecom services. The company continued its unblemished record of highest active subscriber ratio (VLR), in the industry.

With the increasing proportion of rural subscribers, the market weakness in the second quarter has become more pronounced, resulting in 2.2% of sequential quarterly revenue growth after high growth of 6.7% and 7.0% in the previous two quarters. But, when compared on a YoY basis, Idea revenue grew by 26.2% from Rs. 36,891 million in Q2FY11.

The voice 'minutes of use' contracted, largely due to seasonality, by 2.2% to 106.2 billion compared to Q1FY12. The depression in the minutes has been compensated with a healthy 4.2% improvement in Average Realised Rate (ARR) from 41.0p to 42.7p. Factors supporting improvement in ARR are increase in VAS contribution, up from 12.1% to 13.2%, roaming revenue and revision in promotional tariffs.

The standalone EBITDA margin compressed by 1% to 22.4% over previous quarter, primarily due to higher manpower cost (annual increment) and network expenses. On a YoY basis the company's EBITDA has grown to Rs. 10,436 million (Q2 FY12) in comparison to Rs. 7,618 million (Q2 FY11), an increase of 37%. Similarly, inspite of high investment in 2G, 3G and 3G spectrum auction; the company has managed to grow its EBIT to Rs. 3,710 million, reflecting a growth of 58%, over Q2FY11.



The challenging external environment pushed the Profit After Tax (PAT) on a standalone basis down to Rs. 793 million against Rs. 1,541 million in the previous quarter, on account of net high interest & finance cost of Rs. 2,538 million, including Rs. 313 million of forex loss. The Cash Profit stands at Rs. 7,884 million for Q2 FY12.

The company's 3G investment plans are on track and high speed broadband services are now available across 1,600 towns, in 20 service areas (including 3G roaming arrangement) in India. The 3G services will help Idea's 100 million subscribers to move to the new digital age as the company gears itself to participate in NTP 2011 vision of 'Broadband for All'.

Idea's strategy to dig deep in 13 established Service Areas has helped it to sustain its position as the 'fastest growing large Indian telecom operator', reaching national revenue market share of 13.9% in Q1FY12 and retaining its 'MNP Leadership' with a net gain of 1.3 million subscriber (as on 16th October) from other existing operators.

As hyper competitive phase draws to an inevitable close, and the consumer demand transitions from pure voice to voice and data, Idea Cellular is well positioned with a pan India presence, strong balance sheet, brand power and consumer traction, to profit from long term opportunities in the Wireless Telecom Market.

Notes:

1. Idea Standalone represents Idea, and its 100% subsidiaries. Effectively, this encompasses all operations, excluding the Joint Venture i.e. Indus.
2. Idea Consolidated represents Idea Standalone and proportionate consolidation of Indus (@16%).
3. Established Service Areas represent 13 service areas namely Maharashtra & Goa, Gujarat, Andhra Pradesh, Madhya Pradesh & Chhattisgarh, Delhi, Kerala, Haryana, Uttar Pradesh West & Uttaranchal, Uttar Pradesh East, Rajasthan and Himachal Pradesh, Punjab and Karnataka service areas.
4. New Service Areas represent 9 service areas of Mumbai, Bihar, Orissa, Tamil Nadu, J&K, Kolkata, West Bengal, Assam and North East.
5. Cash Profit is calculated as summation of PAT, Depreciation & Amortisation, charge on account of ESOPs and Deferred tax, for the relevant period.
6. Figures for past periods have been regrouped, wherever necessary.
7. The Company's appeal before the Appellate Bench of Hon'ble High Court of Delhi, challenging its judgment dated 4th July 2011 passed by the single judge concerning amalgamation of erstwhile Spice Communications Limited (Spice) with the Company and issues relating thereto is pending. Meanwhile, through interim order passed by the said Bench of Hon'ble High Court, DoT has been directed to accept the License Fee from the Company against the licenses for Punjab and Karnataka service areas granted to erstwhile Spice without prejudice; maintain status quo in relation to the aforesaid two operating licenses and not to take any coercive action in relation to any demand concerning remaining four non operating licenses till the next hearing. The financial results therefore continue to include the results of Punjab & Karnataka service areas.

About Idea Cellular Ltd.

Idea Cellular is the third largest wireless operator in India with a Revenue Market Share of 13.9% (Q1FY12). Idea is listed on the National Stock Exchange (NSE), and the Bombay Stock Exchange (BSE) in India.

Idea is part of the Aditya Birla Group, India's first truly multinational group. The group operates in 33 countries, is anchored by an extraordinary force of over 133,000 employees belonging to 42 nationalities, and derives over 60% of its revenues from operations outside India.