ADITYA BIRLA

IDEA Cellular

January 30, 2017

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

Sub: Clarification on news item appearing on Economic Times

Dear Sirs,

This has reference to clarification sought about the news item appearing in economic times on January 30, 2017, about "Merger May be the Best Idea for Vodafone, Sirji". In this regard, we would like to clarify as under:

The company constantly evaluates various opportunities for enhancing the stakeholders' value. As a part of the exercise, the company has been in preliminary discussions with Vodafone. In view of the fact that the discussion is at the preliminary stage, the Company is not in a position to share any further details. However, it is important to mention that the fundamental premise of preliminary discussion is based on equal rights between Aditya Birla Group and Vodafone in the combined entity.

Further, there is no certainty that the discussion with them will result in any agreement. The company will inform the stock exchanges as an when the Board takes any decision in this regard.

Thanking you,

Yours truly,
For **Idea Cellular Limited**

Pankaj Kapdeo
Company Secretary

IDEA CELLULAR LIMITED

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