



Press Release

Idea Ensures Business Continuity in all its Leadership Circles

- ***Wins back crucial 900 MHz Spectrum across 9 Service Areas contributing 73% of Idea's revenue***
- ***Enhances 3G & 4G Spectrum portfolio for the growing subscriber base to enable Digital India, over the next 20 years***

Mumbai, 26th March, 2015: The provisional results of the spectrum auction were announced by the DoT, after the approval of the Hon'ble Supreme Court, today. Idea Cellular, one of the largest mobile operators in India has successfully retained the crucial 900 MHz spectrum and won 54 MHz of 900 MHz Spectrum, out of overall win of 79.4 MHz Spectrum, for nine of its **leadership** Service Areas covering over 73% of the company's revenues.

Idea's successful bid has helped it retain its spectrum in the 900 MHz band ensuring business continuity and customer service for over 106 million subscribers in these nine markets and related benefit for Idea's overall subscriber base of over 155 million.

In this Spectrum Auction, Idea has also acquired additional spectrum in the 1800 MHz band in six key Service Areas, 2100 MHz in the strategic metro market of Kolkata, and additional 5 MHz on 900 MHz in Maharashtra for second carrier of 3G services. This will enable Idea to further expand its 3G Services to 13 circles covering 80% of its overall revenue and enable 4G roll out on 1800 MHz in 10 Service Areas covering 61% of Idea's gross revenue.

The 9 MHz spectrum won in Maharashtra will enable Idea to deploy 3G services on 900 MHz (in addition to the existing 2100 MHz band), at an opportune time. Idea will therefore have 3G networks of 900 MHz band in Maharashtra and Delhi, which as per the Q3FY15 TRAI data are No.1 and No. 3 markets in India.

Spectrum Band	Circle	Quantum of Spectrum Acquired (MHz)
900 MHz	Andhra Pradesh & Telengana	5.00
	Gujarat	5.00
	Haryana	6.00
	Karnataka	5.00
	Kerala	6.00
	Madhya Pradesh & Chhattisgarh	7.40
	Maharashtra & Goa	9.00
	Punjab	5.60
	UP West	5.00
	Total (A)	54.00



Idea Cellular Ltd - Regulatory & Corporate Affairs Office
7th Floor, "Konnectus", Bhavbhuti Marg,
Opposite New Delhi Railway Station(Ajmeri Gate side),
Near Minto Bridge, New Delhi-110002

Telephone +91 11 2321 0134
+91 11 2321 0135
+91 11 2321 0136
Fax +91 11 2321 0138

Website www.ideacellular.com

CIN NO : L32100GJ1996PLC030976



1800 MHz	Orissa	5.00
	Karnataka	1.00
	UP West	2.20
	Himachal Pradesh	4.80
	North East	1.00
	Tamil Nadu	6.40
	Total (B)	20.4
2100 MHz	Kolkata	5.00
Total Quantum		79.40

Idea's participation in the auction was necessitated due to the renewal of its licenses due in December 2015 /April 2016 across nine key markets namely Andhra Pradesh & Telengana, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh & Chattisgarh, Maharashtra & Goa, Punjab and UP West, where it held the most efficient spectrum band of 900 MHz. These markets collectively represent nearly 70% of Idea's subscriber base and contribute 73% of the company revenues. The spectrum win in these circles will ensure business continuity for another 20 years and help Idea strengthen its leadership in these markets.

With the acquisition of 79.40 MHz across three spectrum bands of 900, 1800 & 2100 MHz in the recent auction, Idea now has a total of 270.7 MHz of spectrum on a pan-India level.

Including this Auction and November 2012 Spectrum Auction, Idea has managed to acquire /renew new licenses with liberalized spectrum for 16 out of the 22 Service Areas, which is among the highest for any telecom operator. The company has next renewal of only four Service Areas in the Year 2021 and remaining two Service Areas as late as Year 2026.

The total spectrum bid made by Idea is valued at approximately Rs. 30,100 crores. The company will be availing of the deferred payment facility offered by the Government and likely to pay Rs. 7,732 crores as upfront payment, and the remaining amount in 10 equal annual instalments starting after a moratorium of 2 years.

With spectrum license renewal behind, the company will now return its focus on building the subscriber base, growing different streams of revenue and mobile data usage while providing a truly world class service to its 155 million customer base.

About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with over 155 million subscribers. With traffic in excess of 1.75 billion minutes a day, Idea ranks among the Top 10 country operators in the world. Using the latest in technology, Idea provides world-class service delivery through the most extensive network of customer touch points. Idea is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) in India.



Idea Cellular Ltd - Regulatory & Corporate Affairs Office
7th Floor, "Konnectus", Bhavbharti Marg,
Opposite New Delhi Railway Station(Ajmeri Gate side),
Near Minto Bridge, New Delhi-110002

Telephone +91 11 2321 0134
+91 11 2321 0135
+91 11 2321 0136
Fax +91 11 2321 0138

Website www.ideacellular.com

CIN NO : L32100GJ1996PLC030976



IDEA Cellular is an Aditya Birla Group Company, India's first truly multinational corporation. The Group ranks Number 4 globally and Number 1 in the Asia Pacific in the 2011 Top Companies for Leaders (TCFL) study conducted by Aon Hewitt, Fortune (the Global Business Magazine) and the RBL Group. It operates in 36 countries, and is anchored by more than 120,000 employees belonging to 42 nationalities. More information on Idea Cellular is available at www.ideacellular.com and on the Aditya Birla Group at www.adityabirla.com

For further information, please contact:

IDEA Cellular Limited

Corporate Affairs, New Delhi

Shivanjali Singh

Ph: +91 9911005955

shivanjali.singh@idea.adityabirla.com

Genesis Burson-Marsteller

New Delhi

Naushi Ahmed

Ph: +91 9873570081

naushi.ahmed@bm.com



Idea Cellular Ltd - Regulatory & Corporate Affairs Office
7th Floor, "Konnectus", Bhavbhuti Marg,
Opposite New Delhi Railway Station (Ajmeri Gate side),
Near Minto Bridge, New Delhi-110002

Telephone +91 11 2321 0134
+91 11 2321 0135
+91 11 2321 0136
Fax +91 11 2321 0138

Website www.ideacellular.com

CIN NO : L32100GJ1996PLC030976