

ADITYA BIRLA



IDEA Cellular

December 23, 2015

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

Email: cm1ist@nse.co.in

Email: corp.relations@bseindia.com

Dear Sirs,

Sub: Idea launches world-class, high-speed 4G LTE services in all four Telecom service areas of South India

Ref: "Idea Cellular Limited" (IDEA / 532822)

Pursuant to the provisions of regulation 30(3) of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, please find enclosed herewith a press release dated December 23, 2015 being issued to media in connection with launch of 4G LTE Services in four telecom service areas of south India.

The above is for your information and dissemination to the public at large.

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary



Encl: As above

