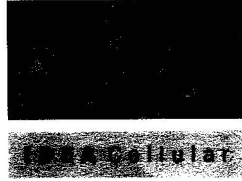


ADITYA BIRLA



1st September, 2015

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

Dear Sir,

Sub: Intimation regarding Book Closure Date for Dividend and Annual General Meeting and Dividend payment date

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

Pursuant to Clause 16 of the Listing Agreement, we wish to inform you that the Register of Members and Share Transfer Books of Idea Cellular Limited (the Company) will remain closed for the purpose of Final Dividend and Annual General Meeting of the Company to be held on September 28, 2015, as under:

Book Closure Date:

Tuesday, September 22, 2015 to Monday, September 28, 2015
(Both Days inclusive)

Further, the Annual General Meeting of the Company for the financial year ended 31st March 2015, will be held as under:

Annual General Meeting:

Day and Date : Monday, September 28, 2015
Time : 12:30 p.m.
Venue : Cambay Sapphire
(Formerly Cambay Spa and Resort)
Plot No. 22-24, Near GIDC,
Opposite Hillwoods School, Sector 25,
Gandhinagar – 382 044, Gujarat

Dividend Payment Date:

Pursuant to Clause 20 of the Listing Agreement, please note that the Final Dividend, if approved at the Annual General Meeting, will be paid / dispatched to the Company's equity shareholders on or after September 28, 2015.

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

Thanking you,

Yours truly,
For Idea Cellular Limited

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

**Pankaj Kapdeo
Company Secretary**

