



3rd March, 2015

National Stock Exchange of India Limited

"Exchange Plaza",
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051

Re: Email dated March 3, 2015

Dear Sirs,

This has reference to your email dated March 3, 2015 seeking clarification on a news item that has appeared in Business Line, concerning "Idea in 3 year pact with Ericsson".

While it is policy of the Company not to comment on media reports, we wish to place on record that the news item is relating to purchase of telecom equipments in the regular course of business and is not anything extra-ordinary that would trigger any reporting requirement.

We are conscious of our obligations of reporting any price sensitive information to Stock Exchanges under the Listing Agreement and whenever anything happens that requires reporting, we would be promptly disclosing the same to the Stock Exchanges.

Thanking you,

Yours truly,
For **Idea Cellular Limited**

A handwritten signature in blue ink, appearing to read "Akshaya Moondra".

Akshaya Moondra
Chief Financial Officer

