ADITYA BIRLA

IDEA Cellular

12th January, 2015

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

Re: Email dated January 9, 2015

Dear Sirs,

This has reference to your email dated January 9, 2015 seeking clarification on a news item that has appeared in Economic Time, concerning "Idea close to signing deal with US Co. Sixth Sense".

It appears only a media report, of which we are not aware of. You may like to check the same from the source.

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**

Pankaj Kapdeo
Company Secretary