

ADITYA BIRLA



IDEA Cellular

February 13, 2014

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

Fax No. 022-26598237/38/8347/8348

Dear Sirs,

Sub: Updates - 900 MHz and 1800 MHz Auction

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

Please find enclosed herewith the release being issued to the media relating to the recently concluded 900 MHz and 1800 MHz Auction conducted by the Department of Telecommunications, Ministry of Communications and Information Technology.

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

Thanking you,

Yours sincerely,
For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above.



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Idea wins 900 MHz for Delhi, and 4G in 8 strategic markets

Mumbai, February 13th, 2014: The provisional results of the auction of 900 MHz and 1800 MHz spectrum were announced today, subject to approval by the Government. Idea Cellular, India's 3rd largest mobile operator, in winning a total of 65.2 MHz of spectrum, gets the necessary impetus to expand the network in Delhi to 3G on 900 MHz, and launch 4G in 8 of its key revenue markets, at an appropriate juncture.

In 8 of its leadership markets covering 64% of revenues, Idea now has the ability to launch 4G services in Kerala with 10 MHz, and in Maharashtra & Goa, Andhra Pradesh, Karnataka, Madhya Pradesh & Chhattisgarh, Punjab, Haryana, and North East, using 5 MHz of contiguous 1800 MHz spectrum won in each of these service areas, besides the right to deploy the 3G services with 5 MHz on the 900 MHz band in the strategically significant metro market of Delhi.

With Delhi metro 900 MHz, Idea Cellular now has the ability to extend its 3G services to 12 circles covering nearly 79% of its gross revenues (Idea Standalone Gross Revenue is Rs. 255,581 million in calendar year 2013). The Company has also acquired additional top up spectrum in 1800 MHz in Mumbai metro and Madhya Pradesh & Chhattisgarh – 2 MHz each, Maharashtra – 4 MHz, Punjab – 3 MHz, Gujarat – 1.6 MHz, Andhra Pradesh and Haryana – 1 MHz each, and Delhi – 0.6 MHz.

With this additional spectrum auction win, Idea's 6 strategic markets of Kerala, Andhra Pradesh, Maharashtra & Goa, Madhya Pradesh & Chhattisgarh, Punjab, and Haryana, representing 53% of its revenues, will seamlessly experience all three Mobility technologies - GSM, 3G, and 4G services in the coming years.

The total accepted bid value is approx. Rs. 10,400 crore at Rs. 160 crore/MHz, primarily for its 9 strategic service areas. This bid price will be covered within less than two years in EBITDA terms, based on the current EBITDA trends of these 9 strategic markets. After the initial payment of approx. Rs. 3,100 crore, the balance amount will be paid in ten equal instalments after the first two year moratorium including interest @ 10%.

About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with more than 130 million subscribers. With traffic in excess of 1.5 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 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 136,000 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:

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