

May 19, 2010

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-3G Auctions
Ref: “Idea Cellular Limited” (Symbol: IDEA)

Please find enclosed herewith the release being issued to the media relating to the just concluded 3G Auctions conducted by the Department of Telecommunications, Ministry of Communications & Information Technology.

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

Thanking you,

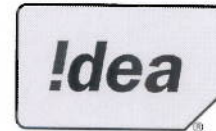
Yours faithfully,

For **Idea Cellular Limited**


for **Pankaj Kapdeo**
Company Secretary



Encl: As above



PRESS RELEASE

Auction of 2.1 GHz band (3G Spectrum)

Mumbai, May 19, 2010: The Auctioneer has announced the provisional results, subject to approval by the Govt.

As per the provisional results, Idea Cellular is the winner in 11 service areas, viz. Maharashtra, Gujarat, Andhra Pradesh, Kerala, Punjab, Haryana, Uttar Pradesh (E), Uttar Pradesh (W), Madhya Pradesh, Himachal Pradesh, and Jammu & Kashmir, at a total cost of Rs. 5768.59 cr.

The 2.1 GHz (3G Spectrum) footprint of Idea covers a very high proportion (81%) of Idea's total national revenues. Idea believes its bidding strategy and the Auction results significantly enhance Idea's competitive position in the market.

About IDEA Cellular Ltd:

IDEA Cellular Ltd. is a leading GSM mobile services operator with over 65 million subscribers, under brand IDEA. It is a pan India integrated GSM operator covering the entire telephony landscape of India, and has NLD and ILD operations. 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 operates in 25 countries, and is anchored by over 130,000 employees belonging to 30 nationalities. More information on the company is available at: www.ideacellular.com and on the group at: www.adityabirla.com