



March 24, 2015

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 – Launch of 3G Services in Delhi Service Area
Ref: "Idea Cellular Limited" (Symbol: IDEA)

Please find enclosed herewith the release being issued to the media relating to the launch of 3G Services in Delhi service area on 900 MHz band.

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

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above





Idea Launches 3G Services in Delhi on 900 MHz Spectrum

- *Delhi becomes Idea's first 3G network in a Metro circle*
- *Idea's 3G network now spreads to 12 key circles, in addition to 3G services through ICR arrangements in 9 other markets*

New Delhi, 24th March 2015: Idea Cellular, one of the largest telecom operators in India, today announced the launch of its 3G services on 900 MHz spectrum band in Delhi circle. Idea was the first mobile operator to announce its plans to launch 3G services on 900 MHz band, post its successful bid in the spectrum auction of February 2014.

The 3G launch in Delhi is a milestone achievement for Idea as it marks company's first 3G network in a metro circle in India. With this, Idea's 3G network has expanded to 12 major markets in India, in addition to 3G services through ICR arrangements with other telecom operators in 9 circles, enabling its 3G subscribers experience seamless connectivity pan-India (except Orissa).

Announcing the launch **Mr. Ambrish Jain, Deputy Managing Director, Idea Cellular** said, *"With the 3G launch in Delhi, Idea has not only expanded its 3G footprint to 12 circles across the country, but has also become the only mobile operator to have seamless 3G network across the entire length and breadth of Northern India. Innovation and efficiency in operations are the key drivers to Idea's fast-paced growth in the Indian telephony market, and the launch of 3G on 900 MHz spectrum band in Delhi is a testimony to this."*

The 900 MHz spectrum band is considered superior for transmission and propagation and this will allow Idea 3G subscribers in Delhi to experience better indoor connectivity for both voice and high-speed data services. Idea users will now have a better experience while accessing services like video telephony, mobile TV, video on demand, music downloads, online gaming, amongst many others. Idea's 3G network infrastructure in Delhi circle will also enable the company to offer superior customer service delivery.

Mr. Sanjeev Govil, Chief Operating Officer – Delhi, Idea Cellular, said, *"Idea has nearly 6 million subscribers in Delhi with approximately 30% being Data users. The existing 3G users will experience enhanced services and products and offerings while the new subscribers will benefit from our affordable 3G tariffs and superior network."*



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Idea's network in Delhi region comprises of over 4,700 sites on 2G and over 5,000 hops on Microwave. The network is being modernised along with the addition of 3G sites, to cater to the future demand of mobile data services in the metro circle. Idea is also in the process of setting up world-class service centres in the Delhi NCR region to service the evolving mobile consumers.

About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with over 155 million subscribers. With traffic in excess of 1.75 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 120,000 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

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