



October 6, 2016

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

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Updates – Auction of Spectrum

Ref: "Idea Cellular Limited" (IDEA / 532822)

Please find enclosed herewith press release of even date being issued to the media in connection with the recently concluded Auction of Spectrum 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





Idea completes Pan-India Wireless Broadband Footprint - Acquisition of 349.20 MHz of spectrum @ Rs. 12,798 crores in this auction to boost both coverage and capacity

Mumbai, 6th October, 2016: In the spectrum auction concluded today, based on the final round provisional results on the Department of Telecommunications (DoT) auction website, Idea has successfully completed its Pan-India Mobile Broadband footprint and significantly boosted its capacity spectrum portfolio, as it prepares itself for the upcoming Digital age.

Comments Mr Kumar Mangalam Birla, Chairman Idea Cellular Limited ***'To fulfil our Prime Minister's Mr Narendra Modi's vision of Digital India, Idea in this Auction completes its Pan India Wireless Broadband Footprint. With an aggregate spectrum holding of over 890 MHz (in FDD and TDD technology bands) including acquisition in the current auction of 349.20 MHz, Idea has filled all of its spectrum coverage requirements, while procuring a substantial part of its broadband capacity needs for the next decade. The company will now focus on expanding its Wireless Broadband presence primarily on 4G LTE technology to over a billion Indians while offering World Class high speed Digital Customer experience like never before.'***

With the procurement of 349.2 MHz of spectrum at an aggregate bid value of Rs. 12,798 crores, Idea has acquired additional 2x74.6 MHz spectrum in FDD technology on 1800 and 2100 bands, and 200 MHz of capacity spectrum in TDD technology on 2300 and 2500 bands. This enables Idea to complete its mobile broadband footprint across **all 22 licensed service areas** in India and also equips the company with substantial capacity spectrum required for meeting data capacity needs for its ever growing 180 million customer base.

Says Mr Himanshu Kapania, Managing Director Idea Cellular Limited, ***'While being prudent in its Spectrum acquisition with less than 1% premium paid over the DoT set reserve price, Idea in this Auction, procures the highest ever, additional 37 Wireless Broadband Carriers reaching capability to use an overall 64 high speed Broadband carriers across bands of 900, 1800, 2100, 2300 and 2500 MHz. We are pleased to share***



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CIN NO : L32100GJ1996PLC030976



that now Idea is capable of deploying 3 to 7 broadband carriers in each of its 12 Leadership Markets gearing itself to substantially improve customer's Wireless Data experience and capture higher share of exponentially growing Mobile Data business.'

Idea is now well equipped to offer 4G services on its own spectrum across 20 service areas including 9 new service areas of Uttar Pradesh (West), Uttar Pradesh (East), Gujarat, Bihar & Jharkhand, Rajasthan, Mumbai, West Bengal, Assam and Jammu & Kashmir. Additionally, Idea has also procured 3G spectrum in Bihar & Rajasthan extending its capability to offer 3G services to 15 service areas.

Idea in this auction has expanded its spectrum portfolio by over 64%. The company has acquired an additional '35' 4G LTE and '2' 3G wireless broadband carriers for new coverage and capacity enhancement, primarily in its leadership markets. Idea now owns 64 broadband carriers and intends to use 47 of these carriers on 4G LTE technology covering 94% of its revenue base, and 17 carriers for 3G services. Idea broadband coverage will soon be available in all 22 service areas across the country. Idea through this spectrum auction has strengthened its position in its strong high population leadership markets including Maharashtra and Goa, Uttar Pradesh – West & East, Madhya Pradesh and Chhattisgarh, Rajasthan, Bihar, Gujarat, Kerala, Andhra Pradesh & Telangana, HP, Haryana and Punjab.

With this large spectrum quantity procurement and an ongoing expansion of its world class Wireless broadband infrastructure, Idea will now be able to service its over 180 million strong customer base with a full array of Digital services on high-speed broadband platform. These mobile broadband customers will also enjoy the planned new range of Idea branded Digital Content across Movies, Music, TV, Games, News, Digital Wallet, etc. and soon to be launched ABG Payment Bank Services.



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About IDEA Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with over 180 million subscribers. With traffic in excess of 2 billion minutes a day, Idea ranks among the Top 6 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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