



2nd May, 2018

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 – Launch of VoLTE services

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

Please find enclosed herewith press release issued to the media in connection with the launch of VoLTE services.

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

Thanking you,

Yours sincerely,

For **Idea Cellular Limited**

A handwritten signature in black ink, appearing to read "Pankaj Kapdeo", written over a horizontal line.

Pankaj Kapdeo
Company Secretary

Encl: As above





Idea rolls out VoLTE services for customers in 6 major markets

- **Idea customers across Maharashtra & Goa, Gujarat, Kerala, Tamil Nadu, Andhra Pradesh & Telangana, and Madhya Pradesh & Chhattisgarh can now start enjoying Idea VoLTE services**
- **Customers will get 10GB data in 48 hours of making the first VoLTE call**
- **Idea is partnering with handset brands to make Idea VoLTE services available across a wide range of devices**

Mumbai, 1st May 2018: Idea Cellular, one of the leading telecom operators in the country, today announced the roll out its VoLTE (Voice over LTE) service for customers across six major markets - Maharashtra & Goa, Gujarat, Kerala, Tamil Nadu, Andhra Pradesh & Telangana and Madhya Pradesh & Chhattisgarh. Idea customers across these markets can avail the revolutionary VoLTE technology starting 2nd May, 2018.

Idea VoLTE delivers High Definition voice services over 4G/ LTE network which makes voice sound more natural as compared to a standard voice call, while eliminating background noise. It also offers faster call connection and better battery utilization.

Idea VoLTE allows subscribers to continue experiencing un-interrupted 4G internet while simultaneously being on a voice call. Idea VoLTE enables users to automatically be routed to 3G/2G when they move out of 4G network using Single Radio Voice Call Continuity (SRVCC), thus ensuring continuous call connectivity.

Advantages of Idea VoLTE:

- HD Call Quality
- Faster Call Connection Time
- Un-interrupted internet access while voice call
- Better battery utilization
- Charges as per customer's existing voice tariff
- 10 GB data free on making the first VoLTE call

Users will be able to call all mobile and landline networks using Idea's VoLTE service.

Speaking on the commercial launch, **Mr. Sashi Shankar, Chief Marketing Officer, Idea Cellular** said, *"The launch of Idea VoLTE is testimony to our commitment to digitally connect customers, and a major milestone in Idea's mobility journey. We aim to provide a better and richer call quality experience to our customers through this revolutionary new technology."*

"Idea is partnering with several handset manufacturers to ensure availability of a wide range of Idea VoLTE capable devices in the market", added Mr. Shankar.

Idea VoLTE will be accessible on 4G handsets powered by Idea 4G SIM. Existing Idea customers with compatible 4G handsets will automatically be upgraded to Idea VoLTE service.



Idea Cellular Ltd - Regulatory & Corporate Affairs Office
7th Floor, "Konnektus", Bhavbhuti Marg,
Opposite New Delhi Railway Station(Ajmeri Gate side),
Near Minto Bridge, New Delhi-110002

Telephone +91 11 2321 0134
+91 11 2321 0135
+91 11 2321 0136
Fax +91 11 2321 0138

Website www.ideacellular.com

CIN NO : L32100GJ1996PLC030976



Idea VoLTE will be available on Honor 5C, Honor 6X, Honor 7X, Honor View10, Honor 9 lite and Honor 9i handsets.

Xiaomi Redmi4, Samsung J7 Pro/A5/A7, One Plus 5/5T, Nokia 3/5 and Vivo V7 plus devices will start releasing Over the Air (OTA) updates to enable Idea users to experience VoLTE service, soon.

Customers can check the list of handsets compatible with Idea VoLTE on <https://www.ideacellular.com/volte>

Idea customers will get 10GB data in 48 hours of making the first VoLTE call. Calls on VoLTE will be charged as per the customer's existing voice tariff.

To experience Idea VoLTE services, customers need to follow these steps:

1. Insert Idea 4G SIM in Slot 1
2. Update the Handset Software
Android Devices: Settings -> System Update -> Download & Install Manually
3. Switch on the VoLTE Button
4. Make the First VoLTE Call

About Idea Cellular

Idea Cellular Ltd. is the third largest wireless operator by subscribers in India with a Revenue Market Share of approximately 15.9% of the Indian mobile telecommunications services industry for the Q3FY18. Idea is listed on National Stock Exchange (NSE), and the Bombay Stock Exchange (BSE) in India. Idea is part of the Aditya Birla Group, which is one of the largest business groups in India. The Aditya Birla Group is a conglomerate with operations in 35 countries and has businesses interests in, among others, mobile telecommunications, financial services, metal and mining, cement, carbon black, textiles, garments, chemicals and fertilizers sectors.

For further information, please contact:

IDEA Cellular Limited Corporate Affairs, New Delhi Shivanjali Singh Ph:+91 11 23210134/35 shivanjali.singh@idea.adityabirla.com	Genesis Burson-Marsteller New Delhi Amer Qasim/ Vipin Chanddra Ph: +91 9873550181/ 9582731432 amer.qasim@bm.com / vipin.chanddra@bm.com
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



Idea Cellular Ltd - Regulatory & Corporate Affairs Office
7th Floor, "Konnectus", Bhavbhuti Marg,
Opposite New Delhi Railway Station(Ajmeri Gate side),
Near Minto Bridge, New Delhi-110002

Telephone +91 11 2321 0134
+91 11 2321 0135
+91 11 2321 0136
Fax +91 11 2321 0138

Website www.ideacellular.com

CIN NO : L32100GJ1996PLC030976