



July 24, 2017

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: CCI approves proposed merger of Vodafone India, Vodafone Mobile Services Ltd., and Idea Cellular

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

Please find enclosed a communication dated July 24, 2017, titled "CCI approves proposed merger of Vodafone India, Vodafone Mobile Services Ltd., and Idea Cellular", your information and dissemination to the members and public at large.

Thanking you,

Yours sincerely,

For Idea Cellular Limited

A handwritten signature in blue ink, appearing to read "Pankaj Kapdeo".

Pankaj Kapdeo
Company Secretary



Encl: As above





CCI approves proposed merger of Vodafone India, Vodafone Mobile Services Ltd., and Idea Cellular

Mumbai, 24th July, 2017: Idea Cellular is pleased to confirm receipt of the letter from the Competition Commission of India dated 24th July 2017, according approval to the proposed merger of Vodafone India, Vodafone Mobile Services Limited, and Idea Cellular under sub section (1) of section 31 of the Act. The transaction is expected to close during calendar year 2018 subject to customary approvals.

About Idea Cellular

IDEA Cellular is India's 3rd largest national mobile operator, with nearly 200 million subscribers. With traffic in excess of 2.5 billion minutes a day, Idea ranks among the Top 6 country operators in the world. With a spectrum portfolio of nearly 900 MHz in FDD and TDD bands, Idea has national wireless broadband footprint. 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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CIN NO : L32100GJ1996PLC030976