



May 13, 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: Appointment of Director

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

Pursuant to Regulation 30(2) read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, this is to inform that the Board of the Company have at its meeting held today, appointed Mr. Baldev Raj Gupta as an Additional Director, qualifying as an Independent Director on the Board of the Company for a period of 5 years with effect from 13th May, 2017.

Mr. B.R. Gupta holds a Master's degree in Arts and is a Law Graduate besides being a Fellow of Insurance Institute of India. Mr. Gupta is the former Executive Director (Investments) of Life Insurance Corporation of India. Mr. Gupta has rich and varied experience in the fields of Insurance, Investments, Financial Services and management. Mr. Gupta is serving as an Independent Director on the Board of Aditya Birla Nuvo Limited and on the Boards of a few other reputed Companies.

Mr. Baldev Raj Gupta is not related to any Director of the Company.

The above appointment is based on the recommendation of the Nomination and Remuneration Committee and is subject to the approval of the Shareholders at the ensuing Annual General Meeting.

The above is for information.

Yours truly,
For **Idea Cellular Limited**

Pankaj Kapdeo
Company Secretary

