

**ADITYA BIRLA**



**IDEA Cellular**

**July 8, 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: 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 Directors of the Company at their meeting held today, appointed Mr. Akshaya Moondra, currently the Chief Financial Officer of the Company, as a Whole-Time Director, designated as "Whole-Time Director and Chief Financial Officer" with effect from 8<sup>th</sup> July, 2016 for a period of 5 years.

Mr. Moondra is a Chartered Accountant and a Licentiate Company Secretary and has around 30 years of professional experience across various businesses in the Aditya Birla Group. He has also successfully completed Advance Management Programme from Harvard Business School in 2014. He joined the Company as Chief Financial Officer in July, 2008.

Mr. Akshaya Moondra 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

