

ADITYA BIRLA



IDEA Cellular

April 22, 2016

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

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Intimation of schedule of Analyst / Investor Call (Regulation 30)
Ref: "Idea Cellular Limited" (IDEA / 532822)

Please find attached a communication being sent out to analysts / investors regarding a conference call on the Company's performance for the fourth quarter and financial year ended March 31, 2016.

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

Thanking you,

Yours truly,

For Idea Cellular Limited

Pankaj Kapdeo
Company Secretary

Encl: As above





Idea Cellular Limited

Corporate Office – 5th Floor “Windsor”, Off C.S.T. Road,
Near Vidya Nagari, Kalina, Santacruz (East), Mumbai - 400 098



Q4FY16 Results Conference Call to be conducted on Friday, April 29, 2016 at 02.30 PM IST

Idea Cellular Limited will host a conference call with its senior management on **Friday, April 29, 2016, from 02.30 pm to 03.30 pm, Indian Standard Time** to discuss the Company's performance for the Fourth Quarter and Financial Year ended March 31, 2016.

To participate in the conference call, please dial the numbers given below five to ten minutes ahead of schedule. As the ports are limited, an early registration is recommended. A replay of this conference call will be available one hour after the completion of the conference call for next five days and a transcript will be available in due course at www.ideacellular.com. The participants from the Company for the conference call will be Mr. Himanshu Kapania, Managing Director and Mr. Akshaya Moondra, Chief Financial Officer, supported by the senior management team.

The conference call will begin with a short discussion on the Q4FY16 results.

MUMBAI (India)	Primary Access TOLL NUMBER : +91-22-6746 5817 Secondary Access TOLL NUMBER : +91-22-3960 0817
REPLAY	REPLAY NUMBER : +91-22-3065 2322 / 6181 3322 PASS CODE : 35102# (Replay will be available 1 hour after end of Call)

International Numbers

LOCATION	ACCESS NUMBER
SINGAPORE	TOLL FREE NUMBER: 800 101 2045
HONG KONG	TOLL FREE NUMBER: 800 964 448
USA	TOLL FREE NUMBER: 1 866 746 2133
UK	TOLL FREE NUMBER: 0 808 101 1573

For further information contact:

Arpit Gupta

Idea Cellular Limited

DID: +91-9594003439

E-mail: investorrelations@idea.adityabirla.com

Idea Cellular Limited - CIN L32100GJ1996PLC030976

Registered Office: Suman Tower, Plot No. 18, Sector 11, Gandhinagar 382011, Gujarat, India

Tel: 91 79 6671 4000, Fax: 91 79 2323 2251. Web Site: www.ideacellular.com