



May 14, 2015

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

Fax No. 022-26598237/38/8347/8348

Dear Sirs,

Sub: Code of Conduct
Ref: "Idea Cellular Limited" (Symbol: IDEA)

We wish to inform you that pursuant to SEBI (Prohibition of Insider Trading) Regulations, 2015, the Directors of the Company have vide its resolution dated 14th May, 2015, approved, inter-alia, the following:

1. Code of Conduct for Trading in Securities listed or proposed to be listed of the Company.
2. Code of Practice and Procedures for Fair Disclosure of Unpublished Price Sensitive Information.

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

Thanking you,

Yours truly,

For Idea Cellular Limited

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

Pankaj Kapdeo
Company Secretary

