



Idea Cellular Limited

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

Q2 FY10 Results Conference Call to be conducted on Tuesday, October 27, 2009 at 3.00 pm IST

Idea Cellular Limited will host a conference call with its senior management on **Tuesday, October 27, 2009, from 3.00 pm to 4.00 pm, Indian Standard Time** to discuss the Company’s performance for the Second Quarter and Half Year ended September 30, 2009.

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. Sanjeev Aga, 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 Q2 FY10 results.

MUMBAI (India)	Primary Access TOLL NUMBER :+91-22-4039 2525 Secondary Access TOLL NUMBER : +91-22-6629 0101
REPLAY	REPLAY NUMBER : +91-22-3065 1212 PASS CODE : 4332 # (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:

Pradeep Agrawal
Idea Cellular Limited
DID: +91-9594003430
E-mail: investorrelations@idea.adityabirla.com