ANNOUNCEMENT TO THE EQUITY SHAREHOLDERS OF

SPICE COMMUNICATIONS LIMITED

Registered Office: 60-D, Sainik Farms, New Delhi - 110062, India

This announcement ('Announcement') is being issued by Lazard India Private Limited, the Manager to the Offer, to be read in continuation and in conjunction with the PA in relation to the Offer (as defined below), on behalf of Idea Cellular Limited ('Acquirer') and TM International Berhad, TMI Mauritius Ltd., TMI India Ltd. and Green Acre Agro Services Private Limited (hereinafter collectively referred to as 'Persons Acting in Concert' or 'PAC'), to the equity shareholders of Spice Communications Limited ('Spice') pursuant to and in compliance with Regulation 10, Regulation 11 and Regulation 12 and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 1997 and subsequent amendments thereto ('Regulations').

With reference to the Public Announcement published on June 30, 2008 ('PA') in The Financial Express, Jansatta and Navshakti, whereby the Acquirer and PAC made an open offer to the equity shareholders of Spice to acquire up to 137,985,050 equity shares of face value Rs. 10/- each representing in aggregate 20% of the paid-up equity share capital of Spice at a price of Rs. 77.30 per share ('the Offer'), the equity shareholders are requested to note the following:

In compliance with Regulation 18(1) of the Regulations, the draft Letter of Offer was submitted to Securities and Exchange Board of India ('SEBI') on July 14, 2008 on which observations in terms of Regulation 18(2) of the Regulations are awaited from SEBI. Hence, the schedule of activities set out in paragraph 54 of the PA will undergo a change.

The revised schedule of activities in respect of the Offer pertaining to acquisition of the equity shares of Spice will be announced separately on receipt of observations from SEBI in terms of the Regulations.

The Acquirer and PAC accept full responsibility for the information contained in this Announcement and their obligations under the Regulations.

The terms used but not defined in this Announcement shall have the same meaning assigned in the PA. This Announcement will also be available on the SEBI website at http:// www.sebi.gov.in

Issued by Manager To The Offer for and on behalf of the Acquirer and PAC	**Registrar to the Offer**
LAZARD **Lazard India Private Limited** 20th Floor, Express Towers, Nariman Point, Mumbai- 400 021 Tel No: 022 6752 6000; Fax No: 022 6752 6060, Email: spice-openoffer@lazard.com Contact Person: Mr. Nikhil Saraf	KARVY Karvy Computershare Private Limited **Karvy Computershare Private Limited** 46, Avenue 4, Street No. 1, Banjara Hills, Hyderabad – 500 034 Tel: 040 23420815-23 Fax: 040 23420814 Email: murali@karvy.com Contact Person: Mr. M Murali Krishna

Place: Mumbai
Date: 14 August 2008

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