

SPICE COMMUNICATIONS LIMITED

This Public Announcement ("PA" or "Public Announcement") is being issued by Lazard India Private Limited ("LIPL"), the Manager to the Offer, on behalf of Idea Cellular Limited ("Idea" or "Acquirer") along with TMI India Ltd ("TMI India"), TMI Mauritius Ltd ("TMI Mauritius"), TM International Berhad ("TMI") and Green Acre Agro Services Private Limited ("GAASPL"), hereinafter collectively referred to as "Persons Acting in Concert" or "PAC", to the equity shareholders of Spice Communications Limited ("SCL" or the "Target Company") 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 ("SEBI (SAST) Regulations" or "Regulations"). Except for the Persons Acting in Concert, no other person/ individual/ entity is acting in concert with the Acquirer for the purposes of this Offer.

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