

!dea™

IDEA CELLULAR LIMITED



AN IDEA CAN CHANGE YOUR LIFE

IDEACellular



ANNUAL REPORT 2006 - 2007

In homage to our visionaries our inspirations and our guiding light

Aditya Vikram Birla

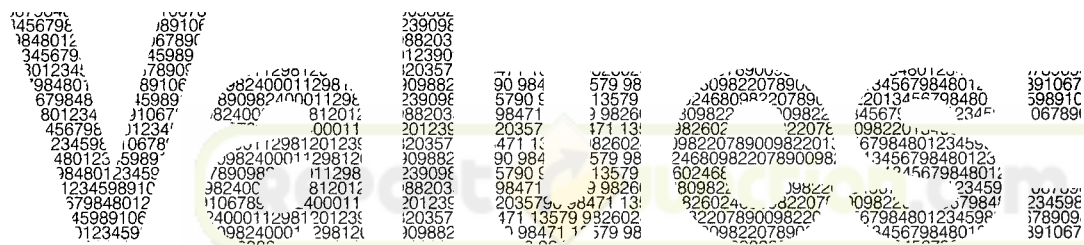


Ghanshyamdas Birla





The strength of every successful organization lies in its capacity to innovate. Innovation, as such, is set in motion with the induction of powerful values of Aditya Birla Group, which have been the central inspiration behind the advancement of the group.



At the
heart of
every
big Idea

We at Idea Cellular have successfully imbibed these core values which will serve as the fuel for our continuous progress. Thereby, strengthening our overall stance and willing us to scale heights beyond expectations.

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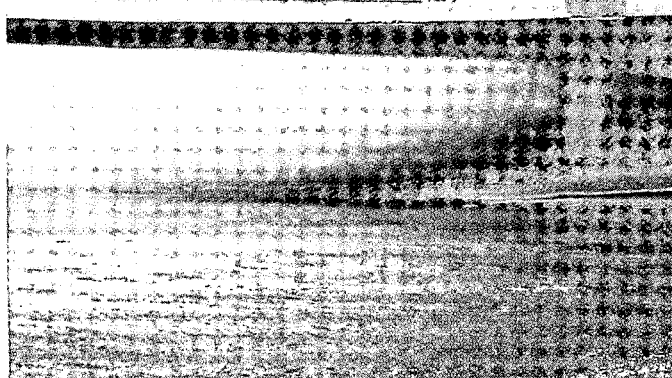
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Honesty in every action

Acting and taking decisions in a manner that is fair, honest, following the highest standards of professionalism and also perceived to be so. Integrity for us means not only financial and intellectual integrity, but in all other forms as are commonly understood.



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Deliver on the promise

On the foundation of integrity, doing whatever it takes to deliver value to all stakeholders. In the process, taking ownership of our actions and decisions, those of our team and that part of the organization that we are responsible for.



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Energized action

A missionary zeal arising out of emotional engagement with the organization that makes work joyful and inspires each one to give his or her best. Relentless pursuit of goals and objectives with the highest level of energy and enthusiasm, that is voluntary and spontaneous.

