



Press Release

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Vi's New 'Sach-Mucch' Campaign Reiterates Vi Max Postpaid's Promise of Offering Much More

The campaign highlights the benefits such as more data, more entertainment and priority service that the new Vi Max Postpaid plans offer, in a quirky and humorous way

Telecom has become the backbone of a digital society and availability of uninterrupted data, access to information, entertainment and leisure from anywhere have become a prerequisite to thrive in this digital world. Building on this insight, Vi, the leading telecom operator, has launched a campaign 'Sach-mucch, too much' to promote its latest range of Vi Max Postpaid plans which offer 'unbelievable' benefits.

The campaign highlights the best in value Vi Max Postpaid plans offering more data, priority service and unmatched content offerings, to cater to the changing needs of mobile consumers in the digital era. The 360 degree campaign talks about 3 important aspects – Higher data quota, OTT subscription with every plan with partners such as SonyLIV, Amazon Prime, Disney+Hotstar etc. at no extra cost. And priority customer service with 20-second call pick-up.

Commenting on the campaign, Avneesh Khosla, CMO, Vi said. *The Vi Max Postpaid plans are designed to offer our customers superior value and convenience! Through this campaign, we aim to communicate the empowering benefits of Vi Max Postpaid which allow our users to truly thrive in this digital world."*

Conceptualised by Ogilvy, campaign comprises of 3 TVCs. Set inside a Vi store, each film depicts a humorous interaction between a Vi Store executive and a customer who resorts to extreme measures to ascertain that the seemingly unbelievable benefits provided by Vi Max Postpaid are for real.

Here's a look at the TVCs:

1. More Data: <https://youtu.be/oryU6dueolk>
2. More OTT Entertainment : <https://youtu.be/as67O218Evl>
3. Priority Customer Service: <https://youtu.be/niYxugqWslI>

Rohit Dubey, Executive Creative Director – Ogilvy Mumbai, says *"Our creative idea "Sach-mucch, too much" shows how Vi Max Postpaid has so much that it's almost unbelievable – so much so that users end up resorting to walking into our store and subjecting our store exec to 'truth-tests'. We have deliberately set the stories in the Vi Stores – since actual postpaid interactions happen mostly at the stores and the Vi Store and exec ensures strong brand linkage.*

Vi Max Postpaid plans are available at a monthly rental of Rs. 401, Rs. 501, Rs. 701 and Rs. 1101 and comes with host of unique benefits. Under the Vi Max Postpaid proposition, Vi has also upgraded its Family Plans to offer 4 connections at Rs. 999 and 5 connections at Rs. 1149 with Amazon Prime and Disney+Hotstar bundled into them. To know more on the new postpaid plans from Vi and to get a home delivery of Vi SIM log on to <https://www.myvi.in/vi-max-postpaid>

About Vodafone Idea Limited:

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service provider. The company provides pan India Voice and Data services across 2G, 3G and 4G platforms. Company holds large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave 5G spectrum in 16 circles. To support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise



customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The company's equity share are listed on National Stock Exchange (NSE) and the BSE in India.

The company offers products and services to its customers in India under the TM Brand name "Vi".

For more information, please visit: www.MyVi.in

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