



‘Celebrate your Valentine’s Day with ‘Vi’ ; Participate in the #ViValentine Contest

***Win an iPhone or get your song featured in Valentine
Playlist on Vi App – Music section in partnership with
Hungama Music***

Mumbai, 8th February, 2022: Music has always been one of the medium to express one’s feelings, especially to their loved ones. This Valentine’s Day, rekindle the love with your favorite music as **Vi**, leading telecom brand, introduces **#ViValentine** contest where couples can share their favorite song and the special story behind it! Select winners can win an iPhone or smartwatches. The best entries will also make it to a user-generated **#ViValentine** playlist on Vi App – Music section in partnership with Hungama Music. **#ViValentine contest goes live today on Vi social media Instagram & Facebook handles (@ViOfficial & @ViOfficial)**. The contest ends on 13th February, 2022, 11.59 pm.

Vi is currently offering 6 months premium subscription of Hungama Music at no extra cost to all its postpaid and pre-paid customers. Vi’s premium Music Streaming Service offers ad-free music in over 20 languages and multiple across genres from Hungama’s huge library of songs. Vi customers can enjoy unlimited downloads, stream music video, latest Bollywood news, set caller tunes while listening to songs and listen to podcasts etc. Taking entertainment a notch higher, Vi customers get a chance to attend 52 Live Digital Concerts on the Vi App at a nominal cost.

About Vi:

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India’s leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform and has a 5G ready network. With the large spectrum portfolio 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 is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (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 and www.vodafoneidea.com

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