



Press Release

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Vi rolls out an AI/ML based Ad-Tech Platform for the advertisers to connect with consumers more effectively; to actively participate in India's Digital Ad Industry with Vi Ads

- **Vi Ads** offers precision targeting on Vi's owned assets as well as on external media channels
- A Self-Serve interface to help marketers set up campaigns and derive personalized insight, enabling targeted outreach at hyper local level

Digital revolution in India has led to innovation and significant growth in the ad-tech industry, thereby, also increasing the volume of investments in the industry. Generating content and programmatic media buying on customized platforms will be the new normal. As the Digital Adex juggernaut moves ahead unabated, Vi aims to participate as a major player in multibillion dollar Indian advertising industry. With this, **Vi, India's leading telecom operator, today announced the launch of its own world class 'Ad-Tech' platform - Vi Ads** - an AI/ML driven Adtech platform, that gives marketers a programmatic media buying platform that is cutting edge and ROI focused.

Riding on Vi's deep data science technology, **Vi Ads** will enable marketers to engage with the operator's over 243 million subscribers through multiple channels like **Vi owned digital media- Vi App, Vi Movies & TV App, and traditional** channels like SMS, IVR calls. One of the key differentiators of Vi Ads is that **it will be media agnostic and empower marketers to engage with Vi users on external media channels and publisher partners of Vi Ads.**

Additionally, **Vi Ads** will offer a **self-serve interface enabling marketers with full control of their campaigns from campaign set up, tracking campaign performance to driving campaign insights.** Since Vi Ads is built to achieve full funnel campaign objective, be it awareness, consideration or purchase - it caters to advertisers looking to drive reach, generate leads or drive sales. The combination of advanced features and ease of execution will appeal to large agencies and SMEs alike.

In the last 10 years Digital AdEx has grown at a compounded annual growth rate of 27%. Even during the pandemic, when all other media saw a decline, Digital AdEx witnessed significant growth. Programmatic media buying has firmly taken route in India and its share has been increasing



year on year, now standing at 42%, as per Madison Advertising Report 2022.

Commenting on the launch of Vi Ads, Avneesh Khosla, CMO, Vi said *"With our programmatic platform - Vi Ads, we will address two of the biggest challenges faced by marketers today - authentic insights and enhanced reach. Firstly, it offers marketers the benefits of unique audience segments, interest groups and targeting parameters derived using Vi's deep insights of our consumers built on opt-in data. Secondly, it allows advertisers to not only reach their chosen audiences over Vi's own Digital Media like Vi App and Vi Movies & TV app, but also on external third party programmatic media and traditional channels of SMS & IVR calls. This is a simple, easy to use and highly efficient solution for marketers to effectively reach out to the right target group with the most relevant messaging at any given point of time, while also providing a monetization opportunity to Vi as we aggressively build and scale our digital assets."*

The Vi Ads Platform has been built in partnership with TorcAi, a global provider of audience infrastructure and programmatic solutions, leverages advanced data sciences & machine learning to stitch together legacy marketing & advertising technology platforms with new breed tech. TorcAi helps media value chain stakeholders to build and nurture audience assets by bringing together data and activation channels at the organizational level.

Rohit Verma, CEO TorcAi Digital said, *"This partnership, and the development of the Vi Ads platform, will enable Vi to connect their vast stores of customer insights with advertisers, and publishers, to deliver the right message, at the perfect time."*

We look forward to a long relationship with Vi and welcome the opportunity to deliver world-class products and technologies that will continue to revolutionize the way data is used to better engage with consumers across an ever-evolving digital backdrop."

About Vodafone Idea Limited:

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, 4G and has a 5G ready platform. 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

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