



Press Release  
Mumbai, June 2, 2023

## **Vi Launches New Unlimited Night Data Packs – ‘Vi Chhota Hero’**

***Vi, the only telecom player to offer ‘Night Binge’ data packs, has introduced two new packs at Rs. 17 and Rs. 57 to allow Vi Users to binge all night from Midnight to 6:00 a.m., without any limits***

In today’s digital world, mobile internet has become a crucial factor for one’s daily functioning – be it work or entertainment. With hybrid work culture, enormous content flowing, social chats & surfing, immersive gaming, etc., prepaid customers worry about data quota exhaustion. At the same time, the bottom of pyramid users still struggle to access data for their basic needs and requirements.

To address this gap of data exhaustion and to democratize data access to all segments of the society, **Vi**, leading telecom service provider, **has expanded its ‘Hero’ proposition with the launch of two new sachet unlimited night data packs, ‘Vi Chhota Hero Packs’.**

**The packs are designed to allow prepaid customers to binge all night from midnight to 6:00 a.m. at extremely affordable price points of Rs. 17 for one day, and Rs. 57 for 7 days. Vi’s endeavor is to be the preferred telecom provider for prepaid customers by providing an opportunity to the bottom of the pyramid users to experience unlimited data access through this unique proposition.**

The packs are specially designed for segment of users such as college/hostel students and early jobbers who may not have access to broadband services but require high speed data at night for watching movies, streaming videos, listening to Music, playing games, surfing, chatting, working or studying. Vi customers can also use these packs to play Vi Games, enjoy latest movies and videos on Vi Movies & TV or listen to their favourite numbers on Vi Music on the Vi app.

Vi aims to help Indians thrive today and tomorrow by designing meaningful solutions that fulfil their needs and unlock endless possibilities. This differentiated offering is aimed to be a preferred prepaid telecom user.

Vi users can access these data packs on the Vi App via <https://www.myvi.in/vi-app>

### **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](http://www.MyVi.in)