



Press Note

Mumbai, 2nd March 2023

Vi Strengthens its Regional Content Offering by Bringing Popular OTT Platform Atrangi on Vi App

- *Vi users can now access Atrangi series & short films on the Vi App, at no extra cost*
- *The content will be accessible to select prepaid users and all postpaid users*

Get ready to binge on some of the best Hindi content as, Vi, **India's leading telecom operator**, has partnered with Atrangi to offer premium subscription regional content to its users at no extra cost.

With access to Atrangi's exclusive digital content, Vi users can now binge on their favorite shows across genres such as thriller, mythology, crime, comedy, romance and much more. The offering includes diverse Hindi content catalogue from latest releases like The Golden Harvest, Panchali, Paro, The Devil Inside to shows such as The Bull of Dalal Street, Tandoor, Paper, Client No 7, Tadap, Shuddhi, Chhal, Pehchaan, Online Fraud, Parshuram.

With this, Vi has further strengthened its rich content library on the Vi app. Vi users can access:

- Premium OTT platforms: Atrangi, ZEE5, Discovery, Shemaroo, Hungama, Yupp TV, Pocket Films
- 400+ Live TV channels including the likes of Zee TV, Zee Cinema, Colors HD, Colors Infinity, Discovery, MTV, History TV, Comedy Central, Animal Planet, Nick & many more.
- Live News on channels like Aaj Tak, India Today, CNBC Awaaz, Republic TV, ABP News, NDTV 24x7, CNN News 18 & many more.

All this is available on Vi App and its dedicated entertainment platform Vi Movies and TV.

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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