



## Press Note

Mumbai, 18<sup>th</sup> September, 2023

### Vi enhances the spirit of Ganeshotsav 2023 with Live Darshan of Ashtavinayak shrines, Lalbaugcha Raja and Dagduseth Ganapati on the Vi App

- Vi users can experience Lalbaugcha Raja and Dagduseth Ganapati Darshan live throughout the 10-day festive period on their mobile phones, through Vi App and Vi Movies & TV App, powered by Shemaroo
- Select Vi stores in Mumbai will also relay live Darshan of Lalbaugcha Raja on LED screens
- Live Darshan of Mayureshwara of Morgaon, Siddhivinayaka of Siddhatek, Mahaganpati of Ranjangaon and Chintamani of Theur exclusively on the Vi App

The annual Ganesh festival is just around the corner and Maharashtra is eager to welcome **the state's** most beloved deity, Lord Ganesha. During the ten-day Ganeshotsav between September 19-28, 2023, residents of Maharashtra dress up in their festive attire, chant aartis, feast on modaks and visit innumerable Ganesha pandals dotting nooks and corners of cities, towns and villages in the state.

It is also the time when devotees from different locations in India will throng to the Ashtavinayak shrines, as well as line up to get a view of the iconic Lalbaugcha Raja in Mumbai and Dagduseth Ganapati in Pune, the most celebrated and visited Ganesha Idols. To ensure that its valued users across the country can conveniently experience the divine presence of Lord Ganesha leading telecom operator Vi, will be live streaming Live Darshan of Lalbaugcha Raja, Dagduseth Ganapati as well as four Ashtavinayak shrines, through the Vi App and Vi Movies & TV App.

Vi users can immerse themselves in the daily rituals and 'aartis' of Lalbaugcha Raja and Dagduseth idols during the entire ten-day festival from the comfort of their home. Accessible on the mobile phone through the Vi Movies & TV App or Vi App in partnership with Shemaroo, the daily 'aartis' will be broadcast live.

On Anant Chaturdashi, the concluding day of Ganeshotsav, Vi users will have the unique opportunity to virtually join the live-streamed visarjan procession of Lalbaugcha Raja, as lakhs of followers bid a fervent farewell to Ganpati Bappa. Vi has also set up specially designed LED screens at select Vi stores in Mumbai. These screens will broadcast the Live Darshan of Lalbaugcha Raja all through the day, ensuring that both visitors and the wider public can get the opportunity to bask in this divine experience.

Live Darshan of Morgaon, Siddhatek, Ranjangaon and Theur deities will continue to be available for Vi users even after the ten day Ganeshotsav concludes.

#### 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



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

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