



Press Note

Pune, 9th June 2023

Vi to enable Warkaris stay connected with their loved ones over the 21 days, 250 kms Wari from Pune to Pandharpur

- *Vi multi utility mobile vans to accompany Warkaris through the entire journey*
- *Warkaris to get mobile phone charging facility, free calling and recharge services.*
- *Live Demo of Vi App's collection of devotional songs and movies*

A river of white Gandhi caps and colorful sarees in its sheer volume of over a million, braving the ghats, uneven roads, and extreme weather, comes closest to portraying the magnitude of devotion to **Maharashtra's beloved** Lord Vitthal/Panduranga. The Pandharpur Wari is one of the most ancient and powerful pilgrimages on earth where over the course of 3 weeks, devotees of Vitthal trudge and dance their way in faith to the reverberations of chants, *Manjiras*, *Ektaras*, and *Dholkis*.

In a caring initiative to lift up the spiritual experience of the Warkaris by several notches and keep them connected with their loved ones throughout the arduous pilgrimage, **India's leading telecom** services provider Vi is deploying two multi-utility mobile vans. These vans will accompany the pilgrims in their 250 kms journey from Pune to Pandharpur over a span of 21 days, and will then be stationed in Pandharpur city for 3 days around Ashadhi Ekadashi.

To ensure that the Warkaris have the comfort and convenience of Constant Connectivity, the mobile vans are equipped with over 100 mobile phone charging points, free calling facility and recharge services. Warkaris will be able to make use of these facilities throughout the day. The two vans will accompany the Warkaris, on the Palkhi routes of Tukaram Maharaj and Dnyaneshwar Maharaj.

The Vi Mobile multi utility Vans were flagged off in Pune today by the trustees of Tukaram Maharaj and Dnyaneshwar Maharaj Palkhis in the presence of Rohit Tandon, Cluster Business Head - Maharashtra & Goa, Vodafone Idea.

Flagging off the Mobile Vans and the Yatra today, Rohit Tandon, Cluster Business Head- Maharashtra & Goa, Vodafone Idea, said *"Vi is delighted to be a part of this year's Pandharpur Yatra, an event that showcases Maharashtrian culture and tradition. The annual Wari brings together over two million Maharashtrians from different towns and villages across the state, bound by their devotion to Lord Vitthal/Panduranga, the iconic deity of Maharashtra. We have added additional capacities and optimised our network on both palkhis routes, to ensure warkaris experience a seamless Vi network throughout their journey. Our Vi mobile vans will be providing mobile charging facility, free calling and a live demo of Vi App which has a rich collection of Abhangas, Aartis and Kirtans dedicated to Lord Vitthal/Panduranga"*.

Vi customers can listen to over 240 Abhangas, Aartis and Kirtans on the Vi App to experience the divine glory of Lord Vitthal, anytime, anywhere.

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