



Press Release

Patna/ Ranchi, 18th November, 2023

Vi Unveils specially curated 'Chhath Geet' Playlist by Hungama on Vi App

Vi customers can listen to Chhath special songs by popular artists like Sharda Sinha and Anuradha Paudwal

Chhath Puja is a celebration of togetherness, gratitude, devotion, melodies and is at the heart of the Indian festivities. **To celebrate this auspicious festival, India's leading telecom brand Vi, in partnership with Hungama, has curated a special 'Chhath Geet' playlist that can be accessed on the Vi App.**

This special 'Chhath Geet' playlist, brings melodious songs by renowned artists such as **Sharda Sinha and Anuradha Paudwal**. The musical collection is poised to elevate the festive spirit, offering Vi customers an immersive and joyous musical experience.

Commenting on this festive offering, **Siddharth Tiwari, Circle Operations Head – Bihar, Jharkhand & Odisha, Vodafone Idea**, said, *"I would like to wish all our Vi customers and their families a joyous, healthy, and prosperous Chhath Puja. At Vi, our ongoing commitment is to introduce innovative digital offerings tailored to the tastes and preferences of local residents. Vi's specially curated 'Chhath Geet' playlist in partnership with Hungama is an initiative to deeply connect with and be an integral part of the lives and hearts of the people. I believe that the songs in the playlist will infuse added melody and rhythm into the festivities, making them even more enjoyable."*

Adding on, **Mr. Siddhartha Roy, CEO, Hungama Digital Media**, said *"Vi customers can indulge in the 'Chhath Geet' playlist on the Hungama App and explore our extensive music library of 20 million ad-free songs across 20+ languages, across genres and enjoy unlimited downloads, stream music video, latest Bollywood news, set caller tunes while listening to songs and listen to podcasts etc."*

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

Media Contact: Nilkantha Ray, 7797249494, nilkantha.ray@adfactorspr.com