



## Vi brings Live Darshan of Lord Jagannath Rath Yatra, Puri for the benefit of devotees across India

Watch the Rath Yatra Live, on the go, from anywhere, on the Vi App, in partnership with ShemarooMe

Bhubaneswar, 16<sup>th</sup> June 2023: The Annual Rath Yatra festival of Lord Jagannath at Puri, is just around the corner. The Rath Yatra is one **of India's most anticipated cultural and religious events** drawing great fervor and public participation. To ensure that devotees of Lord Jagannath across all locations in India can have the privilege of experiencing the divine spectacle of Jagannath, Balabhadra and Subhadra traversing their annual journey to the Gundicha temple followed by their return journey **a week later, India's leading telecom services provider Vi** has arranged for Live streaming of the actual event. **Vi** customers will be able to view and experience the proceedings of the Puri Rath Yatra Live on **Vi Movies & TV** on the **Vi App** as well as through <https://vimoviesandtv.in/>, in partnership with ShemarooMe.

Extending his Rath Yatra greetings to all **Vi** customers, Sukanta Das, Cluster Business Head-East, Vodafone Idea, said *"**Vi** has had a long association with the Puri Rath Yatra, a much revered and viewed event across India. As a thoughtful initiative for the benefit of Lord Jagannath's devotees across India, I am happy to invite all **Vi** customers to experience and participate in the proceedings of this grand event on the go, from anywhere, through **Vi Movies & TV** on the **Vi App**. This is an exclusive offer for **Vi** customers."*

The Lord Jagannath Rath Yatra 2023 will commence at 7.30 AM on Tuesday, 20<sup>th</sup> June 2023 and culminate at 6 pm on the same day. **Vi** customers will also be able to watch other ceremonies that are part of the Rath Yatra, like the Bahuda, Sunabesa, Adhara Pana and Niladri Bije. The appended grid includes details of the programme with dates and timing. Watch these rituals live exclusively on the **Vi App** as well as <https://vimoviesandtv.in/>.

Event	Date	Live Timing	Rituals
Gundicha Yatra	20-Jun-23	07:30 AM - 18:00 PM	Pahandi at around 8:30 AM Chhera Panhara at 2 PM Pulling the holy chariots at 3 PM.
Bahuda Yatra	28-Jun-23	08:00 AM - 18:00 PM	Bahuda Pahandi- 12 PM to 2:30 PM Pulling of the chariots at 4 PM.
Sunabesa	29-Jun-23	15:00 PM - 20:00 PM	The rituals 4 PM to 5:30 PM.
Adhar Pana	30-Jun-23	17:00 PM - 21:00 PM	Mahasnana & Sarbanga - 1.30 PM Tini Ratha Adharapana Niti Sesa - 8.00 PM Mahasnana Sesa - 9.00 PM
Niladri Bije	01-Jul-23	17:00 PM - 22:00 PM	Pahandi rituals will begin from 4 pm and completed by 10 pm



About Vodafone Idea Limited:

Vodafone Idea Limited is an **Aditya Birla Group and Vodafone Group partnership**. It is amongst India's leading telecom service providers. The company provides pan India Voice and Data services across 2G, 3G, and 4G platforms. The company holds a 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 delivering delightful customer experiences and **contributing 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 an extensive on-ground presence. **The company's equity shares 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)