



Press Release

Guwahati, 11th April, 2023

Vi heralds the Assamese New Year with a specially curated Rongali Bihu playlist on the Vi App

Vi customers can groove to Bihu songs by popular artists like Barnali Kalita, Zubeen Garg, and many more

Bihu in Assam is a festival like no other. In a few days' time, the residents of Assam will wake up to the melody of folk instruments, foot-tapping rhythms, and songs to usher in the New Year. India's leading telecom brand **Vi**, in partnership with Hungama, India's leading digital entertainment company, has curated a special Rongali Bihu playlist that can be accessed on the **Vi App**. The playlist, which features melodious and evergreen Assamese songs by popular artists such as Barnali Kalita and Zubeen Garg is guaranteed to raise the festive spirit and make listeners groove to the beats.

Vi is also offering 6 months premium subscription to Hungama Music at no extra cost with ad-free experience, unlimited downloads, innumerable playlists, podcasts, music videos, on the **Vi App**. This offer is valid only for New Vi Customers.

Commenting on this festive offering, Sukanta Das, Business Head – East Cluster, Vodafone Idea, said, *"I would like to wish all our Vi customers and their families a happy, healthy, and prosperous Rongali Bihu. At Vi, it is our constant endeavour is to bring innovative digital offerings customised as per the tastes and preferences of local residents. Vi's specially curated Rongali Bihu playlist in partnership with Hungama is one such initiative to engage with and be a part of the lives and hearts of the people of Assam. I believe that the songs in the playlist will further add melody and rhythm to your Bihu festivities and make it more enjoyable."*

Adding on, Mr. Siddhartha Roy, CEO, Hungama Digital Media, said, *"Our collaboration with Vi to curate a Bihu playlist is a testament to our commitment to celebrating the diverse culture of India. We believe in creating immersive and engaging experiences for our customers that not only entertain but also resonate with them. At Hungama Digital Media, we have consistently directed our focus towards regional markets. With this campaign, we aim to strengthen and reinforce our commitment to these markets. The Bihu festival is a time for joy, togetherness, and renewed hope. Through our specially curated playlist, we hope to evoke the same festive sentiment in our listeners. We look forward to continuing to deliver exceptional value to our customers and extend a Happy New Year's wish to every family celebrating the festive spirit."*

Vi customers can groove to Vi's huge library of 22 million+ Ad free music across 20 languages, with HD voice quality, unlimited downloads, music videos, caller tunes, podcasts, etc. through a premium subscription on the Vi App.

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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