



## Press Note

Patna, 20<sup>th</sup> January 2023

# Vi Expands Rural Retail Footprint in Bihar & Jharkhand with 75 New Vi Shops

- *Part of Retail Expansion drive to connect Rural Population in the two states*
- *New format Vi Shops will serve as one-stop service points for prepaid users in Tier 3 towns*

With a view to ramping up its retail footprint at the sub district level, **Vi** is **launching 75 new format 'Vi Shops'** across multiple towns in Bihar & Jharkhand. Smaller towns like Arrah, Barauni, Bettiah, Buxar, Chausa, Deoriya, Hajipur, Katihar, Masauri, Motihari, Sitamarhi, amongst others in Bihar now get access to quick, efficient, face-to-face service from **Vi**, along with a range of differentiated products and offerings for the new age mobile users in the region.

The **Vi Shops** concept for Tier 3 towns is intended to deliver a uniform **Vi** experience to local customers, enabling quick support and handholding. The modern design of the new format store is in line with signature elements that define existing **Vi Stores** in urban locations. **Vi Shops** will offer the entire bouquet of **Vi** prepaid products and services and enable the less tech savvy users to avail **Vi's service across the table**, leading to improved customer experience and closer engagement.

Through this format, **Vi** also intends to deepen in engagement with rural consumers with the wide bouquet of Telco++ offerings, curated as a result of partnerships with domain experts in areas such as Jobs & Skilling, Govt. Exam preparation, English language skills amongst others.

Inviting Residents of the two states to try out the **Vi Shop** experience, Sukanta Das, Cluster Business Head – East, Vodafone Idea Limited, said “*The states of Bihar & Jharkhand have a vast geographical spread of smaller towns in rural settings. We have found that a large segment of customers in Rural India prefer the comfort and familiarity of face-to-face service through the physical Retail format. We have introduced the Vi Shop concept to cater to this demand, in the process enabling Rural residents to digitally connect for a better future. Vi customers in several Tier 3 towns in Bihar & Jharkhand can now walk into the neighbourhood Vi shop with assured ease and simplicity in accessing service through trained personnel in welcoming surroundings.*”

One of the earliest to introduce the concept of one-stop shop Retail outlets in global design format, **Vi** has planned the new rural prepaid stores by consistently adapting and reinventing to provide a live and engaging experience in line with changing customer needs. The look and feel of the **Vi** store is designed to address **customer aspirations while capturing Vi's core brand attitude**.

### 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](http://www.MyVi.in)