



Press Release

Lucknow/DehraDun, 28th January 2023

Vi Rs. 99 pack to drive Digital India growth

- At just Rs. 99, Vi enables the large Bottom of pyramid users across the country, to stay connected and participate in Digital India growth
- Vi is the only pan-India, high speed data network to offer entry level recharge at Rs. 99 for consumers
- Users in UP get Full Talktime and 200 MB Data with 28 Days validity

In line with its strategy to get closer to bottom of pyramid users driving Digital India growth, leading telecom operator, Vi is offering entry level recharge at just Rs. 99 for users across the country. Vi is the only pan-India, high speed data network which is offering essential mobile connectivity with both voice and data services to consumers at this price point.

Enabling bottom of pyramid users in Uttar Pradesh to stay connected, **Vi's** 99 RC offers full talktime and 200 MB data with a validity period of 28 days.

According to Pravir Kumar, Operations Director- Central, Vodafone Idea, *"Catering to the affordability of consumers, Vi continues to take measures to offer the best in class mobile services at most attractive price points. We invite mobile users and non-users to join the high speed Vi network at just Rs. 99 and continue enjoying the benefits of mobile connectivity in the digital era. This will not just drive inclusivity but also enable more users to enter the digital bandwagon."*

Vi has also opened new format Vi Shops to service prepaid rural consumers in the market. It offers a wide bouquet of curated offerings for Bharat Youth in areas such as Jobs & Skilling, Govt. Exam preparation, English language skills amongst others.

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