



Press Release

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Vi makes customer onboarding convenient with industry-first 'Self-KYC' launch

- *Self KYC process is Simple, Convenient, Quick, Safe and Secure and helps in SIM activation anytime from anywhere*
- *Postpaid S-KYC Service goes live in Kolkata and Karnataka circles; Vi to gradually rollout S-KYC Pan India*

Getting a new mobile connection is now simpler, quicker, safer and more convenient with Vi's industry-first Self-KYC process. Now, those desirous of acquiring a new prepaid or postpaid SIM no longer need to visit the retail store and go through the physical KYC process. In line with its customer-first approach, Vi's Self KYC system is based on DoT mandated guidelines and enables customers to access a new connection anytime from anywhere with the added advantage of SIM delivery at the doorstep.

Vi Self-KYC has been rolled out for all postpaid customers in Kolkata and Karnataka service areas. With the objective of simplifying SIM buying process, the service will be gradually rolled out at pan-India level for both prepaid and postpaid customers, soon. Users of Vi Self KYC can from the comfort of their home, order a new SIM online, select their desired plan, and do self-KYC to receive the SIM at home. This end-to-end digital verification solution aims to be simple, assured, convenient, speedy, safe and secured.

Inviting mobile users to take the quick and easy route to acquire a Vi SIM, Abhijit Kishore, COO, Vodafone Idea Limited, said *"We have always gone the extra mile to bring innovative products and offer convenience to our customers helping them to get more and do more with Vi. Our Self-KYC solution is a Digital India initiative - one of many firsts that Vi has been bringing to simplify, enhance and enliven the lives of our valued customers. I am sure that users will now find a significant improvement in the ease of completing KYC process through our platform. While launching in Kolkata and Karnataka for postpaid users, we aim to rollout Vi Self-KYC solution across all markets soon for our customers to enjoy the benefits of our best in value prepaid and postpaid plans."*

Users can complete the Vi Self KYC process through these simple steps:

- Visit Vi website and select desired plan
- Select a number of choice and place order, through OTP authentication on the alternate mobile number
- Follow simple steps on Self-KYC, which includes Aadhaar authentication on UIDAI site
- The user then needs to capture live photo and live video of minimum 10 seconds
- Once the order is placed and digital verification is complete, the customer will receive SIM card at the doorstep, post successful OTP authentication.

For more details, click here - <https://www.myvi.in/new-connection/self-kyc-buy-new-4g-sim-card-online>

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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