



Press Release

Pune, 17th November 2023

This Deepawali, Vi says Let No one be Lonely Practices inclusion and celebrates with the lesser acknowledged sections of Society

- Expresses Gratitude to Municipal Workers, Firefighters, Traffic Police, Hospital attendants, Truck Drivers for keeping the wheels of life running 24x7
- Spreads cheer amongst residents of Transgender Communities, Senior citizen Homes and Orphanages

Festivals are meant to bring people together and the joy doubles when shared. **As Indians got together and celebrated the biggest annual festival- Deepawali, India's leading telecom operator Vi embraced the spirit of inclusivity with a special initiative in Maharashtra.**

Vi's recent campaign, **Be Someone's We** showcases that even a small gesture is enough to make someone feel less left out, less lonely and cared for. Inspired by this concept, **Vi's Deepawali initiative sought to spread festive cheer amongst various communities and diverse groups in Maharashtra. Vi carried out this initiative in Pune, Aurangabad, Nashik, Akola, Nagpur, Solapur and Kolhapur.**

Infusing the joy of giving during this festive period, Vi employees at each of the seven cities spanned out to interact with and made it a very special Deepawali for the **local Municipal workers, Firefighters, Traffic Police, and Hospital Attendants.** They were presented with Deepawali sweets and gifts, recognizing their efforts and contributions with gratitude, and also making their celebrations more memorable. Vi employees also presented Deepawali sweets and gifts to **Transgender Communities, Senior Citizen Homes, and Children from Orphanages in Maharashtra,** spreading joy and warmth to these communities.

Extending his Deepawali Greetings to the residents of Maharashtra, **Rohit Tandon, Cluster Business Head – Maharashtra & Goa, Vodafone Idea** said, *"The Festival of Lights is celebrated with zeal and enthusiasm across the country. In line with the philosophy of our ongoing campaign Be Someone's We, this Deepawali, our efforts have been to make people feel included and spread positivity. We hope, Vi inspires people to bring a little joy to someone's lives and ensure that everyone has a truly happy festive season and no one feels left out or lonely".*

'Be Someone's We' reflects the collective effort to extend the joy and warmth of Deepawali to those who may be deprived of it due to various circumstances. It underscores the commitment of Vi to share the spirit of togetherness and inclusivity with all members of society.

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