



Press Release

Mumbai, 10th June 2024

Catch all the sports action this season with Vi Movies & TV App

A recent report by Ormax Media stated that there are 678 million sports audiences in India, with cricket and football being the top two sports with an audience base of 612 million and 305 million, respectively. To cater to this audience's growing preference for digital viewing experiences, **Vi**, a leading telecom operator, is making it easier for them to find and watch sports content.

This season, Vi users can catch all the sporting action from the World's Biggest T20 Cricket Tournament on Disney+ Hotstar, UEFA Euro 2024, and Copa America, with a single subscription plan on the Vi Movies & TV App. Enhancing their experience, it is also giving users a chance to stream these events through connected TV, enabling a more immersive viewing experience.

That's not all! Vi has also launched an exclusive bundled subscription to simplify access to Disney+ Hotstar and Sony LIV, ensuring cricket and football fans never miss a moment of their favorite sport.

A look at the way Vi users can catch all the action:

Vi Movies & TV – one plan, one subscription to all the live sporting action

For Rs 199 per month (post-paid) and Rs 202 per month (pre-paid), Vi Movies & TV Pro plan – simplifies users OTT experience by giving:

- **Seamless Access:** World's Biggest T20 Cricket Tournament on Disney+ Hotstar, Sony LIV for UEFA Euro 2024, & India Tour of Zimbabwe, and the India Tour of Sri Lanka & Fan Code for Copa America, with more added benefits
- **Big Screen Experience:** Vi Movies & TV is compatible with connected TVs including Android/Google TV, Samsung TV, Amazon Firestick TV, Android mobile, iOS mobile and, the Web.
- **More Entertainment:** Users will have access to 13+ OTT platforms, 400+ TV channels, 15000+ movies, across multiple Indian languages with the same subscription

For dedicated cricket and football fans, Vi has introduced special OTT bundled plans for Disney+ Hotstar and SonyLiv.

Prepaid:

- **A Special Data Add-on Pack for Cricket Fans:** One can stay connected with the World's Biggest T20 Cricket Tournament in HD on Disney+ Hotstar through mobile phones. For just Rs 169, Vi users can enjoy a Disney+ Hotstar Mobile subscription for three months plus 8GB of data with a validity of 30 days.
- **Sony LIV bundles for Football Frenzy:** Access all the action from the UEFA Euro 2024, India Tour of Zimbabwe, and India Tour of Sri Lanka with Vi's affordable recharge packs:
 - **The Rs 903 plan** includes a 90-day subscription to Sony LIV premium mobile and 2GB/day data + UL calls.
 - **The Rs 369 plan** includes a 30-day subscription to Sony LIV premium mobile and 2GB/day data + UL calls.



- **The Rs 82 plan** offers a 28-day subscription to Sony LIV premium mobile and 4GB of data valid for 14 days.

Postpaid:

- **Data Add-on Pack for Cricket Fans:** Stay connected with the World's Biggest T20 Cricket Tournament in HD on Disney+ Hotstar on mobile phones. For just Rs 499, Vi users can enjoy a Disney+ Hotstar Mobile subscription for 1 year plus 20GB of data.
- **Data Add-on Pack for Football Frenzy:** Gain access to all the action from the UEFA Euro 2024 on TV/ mobile phone. For just Rs 100 per month, Vi users can enjoy a Sony LIV premium (TV+Mobile) subscription plus 10GB of data.
- Beyond this, both Disney+ Hotstar mobile and Sony LIV premium mobile subscriptions are made available as choice benefits for postpaid customers on Vi Max and Vi Family portfolio starting at Rs.401 per month (excluding GST). On Vi Max Rs.701 and RedX Rs.1101 monthly rental plans (excluding GST), Vi offers Disney+ Hotstar Super (TV+Mobile) and Sony LIV premium (TV+Mobile) subscription.

For more details and to view other Prepaid, Post-paid and Family Plans plans from Vi, please visit:

- Prepaid plans with Bundled OTT Benefits: <https://www.myvi.in/prepaid/best-prepaid-plans>
- Post-paid plans with more entertainment: <https://www.myvi.in/postpaid/vi-postpaid-plans>

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