



Press Note

Mumbai, 23rd August 2024

Vi Honours Indian Artisans; Ties-up with NGOs to Showcase Local Handicrafts

Artisans supported by various NGOs showcased their creations at Vi Stores across India

Celebrating India, leading telecom operator **Vi** launched its unique initiative, **Artisans of India**. This special initiative celebrated the craftsmanship and skills of local artisans, adding a vibrant touch across the country.

Vi helped provide a platform to over **60 talented artisans** across its stores in **multiple States. Vi Stores in Maharashtra, Tamil Nadu, Uttarakhand, Uttar Pradesh, Kerala, West Bengal, New Delhi, Karnataka, Punjab, Andhra Pradesh, Telangana, and Gujarat collaborated with local NGOs to showcase artisans' work to the public.**

These artisans, working with various crafts and traditions, showcased hand-painted bags, *chikankari* embroidery, paintings, toys, decorated *diyas*, and more.

Some NGOs Vi partnered with for this initiative included **Universal Smile, ESSCENT, Astha Foundation's Parivartan School for Specially-Abled Children, Shwwas Samiti-Swastik Handicraft Women Welfare Association, Disha Shakti Swayam Sahayta Samooh, and RAFEC**. At Kolkata's South City store, Universal Smile showcased hand-painted cloth bags made by women, with proceeds supporting an orphanage, while in Gujarat, the Astha Foundation worked with specially-abled children to create and showcase decorated *Diyas*.

This reflects Vi's commitment to supporting local communities and preserving the rich artistic heritage of India. Through the Artisans of India initiative, Vi paid tribute to the cultures that unite us all. Vi remains committed to uplifting the artisans and craftsmen who contribute richly to the fabric of the nation.

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

