



Press Release

Kochi, 24th July 2024

Vi partners with Asianet to launch Vi One; a comprehensive fiber and mobility service for users in Kerala

Vi, a leading telecom operator, today announced the launch of its integrated fiber and mobility service in partnership with Asianet, a leading broadband service provider in Kerala.

Vi's integrated proposition – Vi One, is aimed at bringing a converged offering for consumers, thereby delivering them the best value, utmost convenience and superlative customer experience. Vi One provides customers a 3-in-1 package – fiber broadband connection + prepaid mobile connection and over 13 OTTs, all under one plan.

With the increasing demand for high speed internet and reliable mobile services, this partnership marks a significant milestone in delivering seamless connectivity and superior customer experience for users in Kerala. In fact, it is the industry's only all in one service – offering mobility, unlimited broadband, and entertainment.

Commenting on the launch in Kerala, **Avneesh Khosla, Chief Marketing Officer, Vi**, said, "Providing exceptional value to our customers is always at the heart of everything we do at Vi. We are thrilled to introduce Vi One in Kerala. This integrated proposition sets a new standard for value and convenience, enabling our customers to get all their connectivity and entertainment needs met through a single subscription. Our partnership with Asianet will allow us to leverage their extensive network and reach to deliver superior services to customers in the state."

"For over 30 years, Asianet has been entertaining, enriching and empowering customers with its slew of services. This partnership with Vi is another step in this direction. In combining mobile services, entertainment services and our broadband services, we are expanding our customer centric products even further. Our partnership with Vi will allow us to leverage their extensive network and reach to deliver superior services to customers in the state" said **Murthy Chaganti, the MD and CEO of Asianet Satellite Communications Limited**.

Vi One offers users a mobile prepaid connection with unlimited calls & 2GB data/day, broadband connection with unlimited data at 40 & 100 MBPS speeds, and access to 13 OTTs – Disney+ Hotstar, Manorama Max, Sony Liv, KLIKK, Fancode, NamaFlix, Chaupal, Atrangi, Ullu, PlayFlix, Hungama, Shemaroo, YuppTV. Customers can watch the OTTs via Vi Movies & TV app on their Smart TVs, Mobile Phone, Laptop or Tablets. **Customers will only need a single recharge to get all this. This plan is available in two variants – quarterly and annual.** This offering is available to existing Vi customers as well.

On the mobile plan, customers will also get extra benefits such as unlimited night time free data from 12 am to 6 am, weekend data roll-over of up to 200GB, and Data Delight of 2GB extra data free, twice every month.

Vi One will be available in Kerala at two data speed categories – 40 MBPS and 100 MBPS:

- The three-month plan with 40 MBPS broadband speed has been priced at Rs 2499, while the Annual plan is available at Rs 9555
- For customers who want faster speed, the three-month 100 MBPS plan is priced at Rs 3399, while the Annual plan will cost Rs 12955

Vi Users in Kerala can avail a Vi One Fiber service in three simple steps:



Select a broadband plan



Choose your number



SIM delivery & broadband installation

Here's a snapshot of the Vi One Broadband plans:

	Broadband Speed- 40 Mbps		Broadband Speed- 100 Mbps	
Recharge Price	Rs. 2499	Rs. 9555	Rs. 3399	Rs. 12955
Validity	Quarterly	Annual	Quarterly	Annual
Benefits				
Broadband				
Data	Unlimited			
Prepaid Mobility				
Data	2GB/day			
Calls	Unlimited			
SMS	100/Day			
Extra Data Benefits	Unlimited Night Time Free Data from 12am to 6am Weekend Data Rollover of up to 200GB Data Delight of 2GB of extra Data every month			
Entertainment				
Easy Access to 13 OTT Platforms	Disney+ Hotstar, Manorama Max, Sony Liv, KLIKK, Fancode, NamaFlix, Chaupal, Atrangi, Ullu, PlayFlix, Hungama, Shermaroo, YuppTV			

About Vodafone Idea:

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

About Asianet Satellite Communications Limited:

Asianet Satellite Communications Limited is one of India's leading MSO and ISP with a dominant presence in Kerala and strong presence in other South Indian states. The company takes pride in being an innovator. In its 30 years of operation, has carved out a space among pioneers whether in digitization or in GPON rollout. Over the years, the company has been a relentless investor in consumer aiding technological investments. Serving about 1.5 Million customers across cable and broadband, Asianet is poised to grow faster in the ensuing years with customer centricity at its core.