



Press Release

Mumbai, 13 January 2025

Vi Launches India's First Truly Unlimited Data Plan, 'Nonstop Hero'

- **Empowering a hyper connected India with seamless, worry-free telecom experiences**

In today's hyper-connected world, uninterrupted access to data is a necessity. As mobile data powering everything from work to education to health to leisure to lifestyle, the demand for a reliable, worry-free data experience has never been greater. **Addressing this need, India's leading telecom operator Vi, today announced the launch of Nonstop Hero, India's first truly unlimited data plan*.**

Designed to address the issue of data quota exhaustion for prepaid customers, the Nonstop Hero Plan aims to offer a worry-free data experience throughout the entire validity period.

India is witnessing a data revolution. According to a recent report by the Centre for Digital Economy & Policy Research, data consumption in India has grown by 288 times over the past decade. As per the TRAI annual report, backed by increased penetration of affordable smartphones, the number of internet subscribers in the country surged from 88.1 crore in March 2023 to 95.4 crore by March 2024 and average monthly data usage per user, reached 20.27GB as of March 2024.

The Vi **Nonstop Hero** plan caters to this booming demand for high-speed connectivity, offering truly unlimited data, unlimited voice calls, and 100 SMS/day clubbed with OTT benefits, across a variety of recharge packs.

Vi, recently recognized by Opensignal as India's Best 4G Network provider **as reflected in Opensignal's 4G Network Experience Report November 2024[#]**, leads in offering the best customer experience across data speed, voice, gaming, and video streaming. This new offering underscores Vi's commitment to putting customers first, empowering them to embrace the digital revolution without limits.

Commenting on their customer-first approach, Avneesh Khosla, CMO, Vi said "At Vi, we are committed to offering innovative solutions that meet the evolving needs of our customers. With the launch of Nonstop Hero, we are setting a new benchmark in data access and empowering our users to make the most of their digital experiences without any interruptions.

Starting at just Rs 365, the **Nonstop Hero** plan will be currently available in Andhra Pradesh & Telangana, Karnataka, Rajasthan, Madhya Pradesh, and Chhattisgarh, with benefits varying across recharge packs to suit different customer needs.

**Vi Nonstop Hero is intended for personal use only and is not available for commercial usage by any entity.*

Here is the list of recharge packs on which Vi Nonstop Hero benefits are applicable:

MRP	Benefit	Validity
365	Unlimited Data & Voice+100SMS/Day	28 Days
379	Unlimited Data & Voice+100SMS/Day	1 Month
449	Unlimited Data & Voice+100SMS/Day+ Subscription to Vi Movies & TV	28 Days
649	Unlimited Data & Voice+100SMS/Day	56 Days
979	Unlimited Data & Voice+100SMS/Day+ Subscription to Vi Movies & TV	84 Days
469	Unlimited Data & Voice+100SMS/Day +3month subscription to Disney+ Hotstar	28 Days



994	Unlimited Data & Voice+100SMS/Day +3month subscription to Disney+ Hotstar	84 Days
996	Unlimited Data & Voice+100SMS/Day +90 Days subscription to Amazon Prime LITE	84 Days
1198	Unlimited Data & Voice+100SMS/Day + Subscription to Netflix	70 Days
407	Unlimited Data & Voice+100SMS/Day + Subscription to SunNxt	28 Days
408	Unlimited Data & Voice+100SMS/Day + Subscription to SonyLiv	28 Days
997	Unlimited Data & Voice+100SMS/Day + Subscription to SunNxt	84 Days
998	Unlimited Data & Voice+100SMS/Day + Subscription to SonyLiv	84 Days

Notes:

#Based on Opensignal – India: 4G Network Experience Report, November 2024 independent analysis of 4G users' mobile measurements 4G users recorded during the period 1st June - 29th August 2024 © 2024 Opensignal Limited.

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 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 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