



## Press Release

Mumbai, 26<sup>th</sup> February 2024

# Vi Postpaid Customers can now Pre-Book International Roaming Packs and Get a Complimentary Delayed and Lost Baggage Cover Worth Rs. 19,800/Bag

- Partners with US based Blue Ribbon Bags to offer baggage protection services
- Industry first initiative to offer a worry free travel experience
- Offer valid for a limited period on travel planned before April 7, 2024 on select international roaming plans starting February 26, 2024, until March 21, 2024

In the post covid era, Indians have emerged as big globetrotters. This surge in travel, though positive, is accompanied with growing concerns for lost and mishandled baggage. Infact, a report by SITA, **the world's** leading specialist in airport transport communication and IT, found that over 26 million pieces of luggage were delayed, lost, or damaged in 2022.

Today, effective baggage management has become a crucial focus area to enhance the overall travel experience. As many are looking to devise solutions to prioritise safety of **travellers'** baggage, **Vi**, a leading telecom operator, has become the first in its industry to partner with Blue Ribbon Bags, a US based lost baggage concierge service company, to offer a worry-free travel experience for Vi Postpaid international travellers.

Vi Postpaid users can pre-book an International Roaming (IR) Pack for travel planned before April 7, 2024 and avail of complimentary cover towards delayed or lost baggage. This service offers a compensation of Rs. 19,800 per bag in case the luggage is delayed or not found beyond 96 hours following a submission of the complaint. This exclusive offer is valid for a limited period on select unlimited international roaming plans namely 10 days @3999, 14 days @4999, and 30-days @5999 starting February 26, 2024, until March 21, 2024.

**This partnership** represents a significant step towards fulfilling the needs of modern travellers, offering them peace of mind and assurance during their international journeys. As **Vi** continues to prioritize customer-centric innovation, baggage protection services is yet another **addition to our add on services and reinforces Vi's** commitment to delivering unmatched value and convenience to its customers.

## How it works?

- Book Vi international roaming pack in advance by 21<sup>st</sup> March 2024 for a travel date before 7<sup>th</sup> April, 2024 and get free Blue Ribbon Bags service for your trip.
- Eligible on roaming packs 10 Days @ Rs.3999, 14 Days @ Rs.4999 and 30 Days @ Rs.5999
- Register with Blue ribbon bags before taking your flight.
- Check-in your bags at the airport
- If your bags are delayed or lost by the airline, file a report with the airline and Blue Ribbon Bags within 24 hours of landing.
- Blue Ribbon Bags will track and expedite the return of your bags using their global network and technology.
- If your bags are not returned to you within 4 days, Blue Ribbon Bags will pay you Rs 19,800 per bag, guaranteed, NO Questions asked.

In addition to this, **Vi postpaid** users can truly enjoy other benefits of Vi's international roaming plans such as unlimited data and calls across 29 Countries, unlimited incoming calls in 100+ countries and 24/7 Live agent customer support via WhatsApp. To avail this service, click here: <https://www.myvi.in/content/vodafoneideadigital/in/en/vil-homepage/static-pages/Travel-with-Vi-get-FREE-lost-baggage-protection.html>

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](http://www.MyVi.in)