



Press Release

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“Future is LIVE” – Vi Showcases the Power of Innovation, Technology & Connectivity at India Mobile Congress 2024

On the opening day of the **India Mobile Congress (IMC) 2024**, leading telecom operator **Vi** is unveiling how it is using advanced technologies like 5G and IoT to reshape industries and enhance everyday experiences.

This year's IMC theme **'The Future is Now'** resonates deeply with Vi's emphasis to deliver immediate, technology-driven solutions that are solving today's challenges and designed to make an immediate impact. Vi's show themed **'Future is Live'** highlights how it is transforming the way people and businesses live, work, and connect with advanced technologies.

Small and medium enterprises play a vital role in India's economic growth, however, many of them lack access to digital tools for accelerating their business growth. The company is demonstrating Vi Business's **'Ready for Next' programme**, launched in 2022, that bridges this gap by offering free Digital Advisory Service and has partnered with 1.6 lac MSMEs across 16 sectors since its inception. It is showcasing its Digital Maturity Index from the 'Ready For Next' MSME Growth Insights Study (Volume 2.0 2024) that helps MSMEs understand their business's digital readiness as well as provides sectoral insights.

Vi is also showcasing its remote healthcare technology solution – **'Clinic in a Bag'**, that allows doctors to assess and evaluate patients in real-time regardless of location, addressing the shortage of specialist manpower and equipment in remote areas, making healthcare more accessible and affordable. With live feeds from a health camp at a village in Krishna District in Andhra Pradesh, Vi is demonstrating that with real-time diagnostic reports transmitted over Vi's high-speed network to doctors sitting in any part of the world, informed consultations can be carried out over video call. The solution is capable of performing over 30 Point of Care medical tests—including vitals, cardiac and pulmonary function, blood tests, and screenings, offering a cost-effective alternative, with tests delivered for under ₹250 to the millions living in Rural India for whom accessibility to a primary healthcare centre may be a challenge.

Akshaya Moondra, CEO, Vi, said, “At Vi, we're committed to harnessing the power of advanced connectivity to transform industries and improve lives. Our solutions being showcased at the IMC are designed to make a real-world impact and reflect our commitment to bring the future to life right now by creating a more connected, efficient world for all.”

Through live demonstrations and interactive experiences, IMC attendees can witness firsthand, how Vi's advanced solutions are enhancing people's daily lives, creating new experiences and enabling organisations to enhance operational efficiency. In addition to the 'Clinic in a Bag' and 'Ready for Next' MSME programme, other showcases include:

- **Immersive Travel Experience** – Vi has set up a state-of-the-art 360 degree immersive dome that transports the audiences into a different world, bringing to life the power of technology that can make people experience places or events, which they otherwise can't due to health, economic or climate / physical challenges. Vi is showcasing this through giving people an immersive experience of the ancient underwater city of Dwarka.



- **Orchestrating Symphony:** Vi also has music bands performing LIVE at the IMC, but, in a different manner. While some of the band members are performing LIVE at the Vi booth at the IMC, others are remotely connected over Vi's low latency, high speed network, and creating music which is in complete sync, showing how connectivity can enable the creators & the artists ecosystem. **Game to Fame:** Vi has a LIVE eSports tournament at its booth where everyday gamers are competing amongst themselves as well as with some of India's biggest gaming influencers (including Live Insaan, Rachitroo & the likes)
- **Industry 4.0 Solutions** – Vi Business, the enterprise arm of Vi, is showcasing Industry 4.0 solutions redefining business operations across industries by integrating 5G, IoT, AI, and Machine Learning to connect human and non-human assets, digitise processes, and enable real-time monitoring. This is demonstrated through a fabricated Smart Mine with multiple use cases depicting real-time monitoring of worksites, rapid response during emergencies, smart wearables and safety management.
- **Vi Hybrid SD-WAN** with AI-powered security features – Here Vi Business is demonstrating the enhancement in their portfolio by integrating advanced AI-based security features, offering Indian enterprises a robust defense against the growing threat of cyber-attacks.
- **CPaaS & CCaaS solutions powered by AI**, showcasing how enterprises can leverage AI capabilities to enhance customer interactions and streamline business operations. AI helps human experts navigate the complex conversations with customers and escalations are managed automatically for enhanced customer satisfaction thus enhancing operations & efficiency.

Visitors at the India Mobile Congress 2024 will have the opportunity to experience live demonstrations of these solutions at the Vi booth, 5.3, highlighting how the future of connectivity is revolutionising the way we live and work across the globe.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company provides pan India Voice and Data services across 2G, 3G and 4G platforms. Company holds a 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