



**Press Release**

**Lucknow, 16<sup>th</sup> July, 2024**

## **Vi Users in Uttar Pradesh East to Experience Faster Data Speeds; with Enhanced Network Capabilities**

### **Expands L2100 technology to over 8,500 sites across 48 districts**

**Vi**, a leading telecom operator, announced the successful expansion of its L2100 technology to 8500 sites across 48 districts in UP East. This deployment is part of Vi's broader strategy to upgrade network infrastructure, after successfully raising funds recently, and demonstrates its commitment to provide Vi's best-ever network – Vi GIGAnet to its users for faster data speeds, enhanced connectivity and a superior mobile experience. Furthermore, Vi will also expand L900 Technology in UP East in the coming days, to enhance indoor network experiences, and enhance voice call quality, messaging.

Commenting on the development, **Pravir Kumar, Operations Director, Vodafone Idea**, said, "We are committed to delivering superior network experiences to our users by expanding network coverage and capacity. The deployment of L2100 and L900 is an important step in enhancing Vi's 4G network. In the coming months, we will continue to expand our network as well as bring relevant services and offerings to delight our customers."

Vi has been making significant strides in enhancing its plans and offerings for customers. Some recent offers for users in Uttar Pradesh East include:

- To ensure a worry-free data experience for its prepaid users Vi's Hero Unlimited Offering include unique benefits such as Unlimited High Speed Data from 12am – 6am', Weekend Data Rollover and Data Delight which provides upto 2GB extra data/ month, over and above their daily data quota at no extra cost. Users can avail this HERO Unlimited Benefit from recharge pack starting with Rs. 349.
- Vi Guarantee Programme where Vi users will get 130GB of guaranteed extra data over a period of one year, with 10GB data credited to their account automatically on every 28th day for 13 consecutive cycles. This offer is valid only for Vi customers with 5G smartphones or who have recently upgraded to a new 4G smartphone.
- Given the popularity of OTT platforms and growing consumer demands of bringing more entertainment at an affordable price for its users, Vi Movies & TV App now offers access to 17 OTT platforms and 350 Live TV Channels in one single subscription. It has newly launched two new subscription plans – Vi Movies & TV Plus priced at Rs. 248 per month and Vi Movies & TV Lite priced at Rs. 154 per month

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