



## Press Release

Kochi, 29<sup>th</sup> May 2024

### **Vi commits to remaining No 1 in Kerala after successful fundraising**

- *Trusted by over 38 percent of Kerala's residents, Vi is Kerala's largest and most preferred 4G network*
- *Announces the launch of Vi Guarantee Programme, a limited period offer ensuring uninterrupted high-speed data for pre-paid users upgrading to latest smartphones*

After the recent success of its Follow-On Public Offering (FPO) which raised Rs 18000 crore, a leading telecom operator Vi today reaffirmed its commitment to the state of Kerala.

Kerala is one of Vi's largest and long-standing priority markets. With over 1.37 Cr subscribers, it today serves the highest number of mobile users in the state and is dedicated to maintaining its leadership position in the region. It currently holds the largest 4G spectrum in the state and its 4G network covers 98 percent of Kerala's population. As per recent TRAI data, Vi is the trusted and preferred network of over 38 percent of the state's residents.

"We are doing what we do best and that is serving our customers by offering best in class services and revamping offerings in line with the changing customer needs." said **Abhijit Kishore, COO, Vodafone Idea** at an event in Kochi. "Customers are demanding better choices, be it unlimited calling or ability to carry forward unused data or enjoying streaming benefits or free subscription to OTT content and our plans deliver. Additionally, we have also introduced 'Choose Your benefits' for post-paid customers wherein customers get an added option of choosing benefits as per their requirements." he added.

Vi today also announced its latest offering, Vi Guarantee Programme, designed to meet the growing data needs of users, encouraging them to explore the full capabilities of their latest devices. Now available for customers in Kerala, Vi Guarantee Programme is a limited period offer for prepaid users which ensures uninterrupted high-speed data for its subscribers with 5G smartphones and or those who have recently upgraded to a 4G smartphone. Users will get 130GB of guaranteed extra data over a period of one year, with 10GB of data being credited to their account automatically on every 28th day for 13 consecutive cycles. The extra data can be used only once the existing data quota gets exhausted. To avail this extra data offer, users will need to be on a daily data unlimited plan of Rs 239 and above.

Over the past year, Vi has been making significant strides in enhancing its customer offerings and services through multiple initiatives like optimising digital assets for better customer connect and offering exciting new services like connected TV experience via Vi TV and Movies and Cloud gaming options via the Vi App. The company has also invested in network improvements across Kerala, upgrading core networks to offer seamless service and be 5G ready, strengthen VoLTE architecture and roll out of VoWiFi for better indoor voice experience.

Vi further shared that the fresh funds will enable it to serve its customers even better as it will focus on augmenting 4G capacity and rolling out 5G with the latest technology. "We continue to strive to keep our



customers happy. Our priority remains on delivering exceptional service quality, innovative solutions, and unparalleled customer support” **Abhijit Kishore** added.

**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)