



Press Release

Mumbai, 6th December, 2024

Vi launches Super Hero Prepaid Plan with Unlimited Data from Midnight to Noon

- Offers additional data benefits to meet the diverse needs of data-savvy youth and women

As the internet becomes a backbone for communication, education, work, and entertainment, uninterrupted access to data has never been more critical. In line with its commitment to delivering a seamless and worry-free digital experience, **Vi**, India's leading telecom operator, today introduced the Super Hero Plan, a unique proposition tailored for Indian prepaid users.

The Super Hero Plan is designed to align with evolving data consumption patterns, empowering users to maximise their digital experiences without worrying about running out of data. With this plan, prepaid customers enjoy **unlimited data for half a day, from 12 AM to 12 Noon**. The plan strengthens Vi's appeal to **data-savvy youth**, already benefitting from Vi's successful Hero plan, additionally also addressing the needs of **women** who prioritise productivity during morning hour, with enhanced data benefits tailored to their schedules.

For the remaining half of the day, Vi will offers extra data benefits to ensure uninterrupted connectivity for its customers. **Other key Benefits of Vi's Super Hero Recharges include:**

- **Weekend Data Rollover:** Users can carry forward unused weekday data and use it during the weekend, providing added flexibility.
- **Data Delight:** Twice a month, users can unlock up to 2GB of extra data at no additional cost via the Vi app or by dialling 121249.

The Super Hero plan will be available on recharge packs offering 2GB/day or more daily data quota in Maharashtra, New Delhi, Gujarat, Tamil Nadu, Kerala, West Bengal, Punjab and Haryana, with price starting at Rs. 365.

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