



Press Release
Mumbai, 30th May 2024

Vi says 'Let's Netflix'

- **Vi signs a strategic partnership with Netflix; to bring a slew of offerings for its users along with Netflix**
- **Introduces the most affordable Netflix Basic bundled unlimited plan for its prepaid users. Postpaid offering to be launched soon**

Leading telecom operator **Vi**, today announced its partnership with the global streaming service provider – **Netflix**, further strengthening its entertainment offerings for its customers. With this partnership, Vi users will be able to enjoy world-class entertainment with the best streaming experience on any device of their choice – mobile, television or tablet. Vi has currently introduced Netflix offering for its prepaid customers and will soon be launching Netflix bundled postpaid plans too.

Home to an incredible variety of local and global stories like *Heeramandi: The Diamond Bazaar*, *Amar Singh Chamkila*, *The Great Indian Kapil Show*, *Laapataa Ladies*, *Animal*, *Fighter*, *Dunki*, *Squid Game*, *Bridgerton*, *Mamla Legal Hai* to name a few, Netflix in India recently announced its [power-packed 2024 lineup](#), offering a wide range of films and series for the audience.

Vi has introduced two new Unlimited prepaid packs offering unlimited calls & data bundled with Netflix Basic subscription that will allow users to watch Netflix on mobile as well as TV.

Elements	Proposition 1*	Proposition 2
MRP	998	1399
Validity	70	84
Data	1.5GB/day	2.5GB/day
SMS	100 SMS/day	100 SMS/day
Voice	Unlimited	Unlimited
OTT Benefits	Netflix Basic (TV or Mob)	Netflix Basic (TV or Mob)

***Customers in Mumbai and Gujarat can get the 70 days validity offer for Rs 1099**

Today, **Vi** is the only telecom operator to offer a Netflix Basic proposition at an attractive price point of less than Rs. 1000 bundled with a prepaid plan. Apart from the above-mentioned benefits, **Vi users recharging with the 84 days validity product, will also get flagship Hero proposition benefits such as Data Delight, Night Binge and Weekend Data Roll-over.**

Vi will soon launch its postpaid offerings with Netflix.

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

About Netflix

Netflix is one of the world's leading entertainment services, with 270 million paid memberships in over 190 countries enjoying TV series, films, and games across a wide variety of genres and languages. Members can play, pause and resume watching, as much as they want, anytime, anywhere, and can change their plans at any time.