



Press Release

Mumbai, 25th November, 2024

Vi's latest 'Be Someone's We' campaign highlights addition of 100 towers every hour

- **The campaign builds on from its earlier legs, and showcases how one could Be Someone's We from wherever they may be**
- **Goes live with the Border-Gavaskar Trophy via various mediums including TV, digital and other mediums**

Leading telco Vi today announced a significant milestone as part of its latest 'Be Someone's We' campaign: the completion of its ambitious goal of '100 towers every hour' as part of its ongoing network expansion across India.

Post the successful FPO earlier this year, the company has been rapidly expanding its network, rolling out new infrastructure, and has achieved a remarkable milestone of adding 100 towers every hour.

With this Vi's 'Be Someone's We' campaign, which emphasises the importance of fostering connections and coming together in support of others, takes on a new meaning by extending it to Being Someone's We from wherever you may be. Enabled by the addition of 100 towers every hour, the new campaign films highlight Vi's commitment to delivering robust, high-speed connectivity for all, from anywhere.

At the core of the campaign are two relatable stories (TVCs) with the new messaging. Each film juxtaposes urban and remote settings, demonstrating Vi's expanded network strength across varied and even challenging terrains. With scenes set in locations where network access is commonly unreliable, like hilly regions or even underground metros, the campaign underscores Vi's commitment to delivering seamless connectivity and enabling shared experiences, regardless of geographical barriers.

Commenting on the campaign, Avneesh Khosla, CMO, Vi, said *"Be Someone's We' reminds everyone about the power of connections. Adding 100 towers every hour is a testament to our commitment to bringing robust connectivity to ensure that people remain connected and come together for their loved ones in little ways that go a long way."*

Commenting on the campaign, Rohit Dubey, ECD, Ogilvy, said *"Crafting 'Be Someone's 'We', From Wherever You May Be' was a creative tightrope walk, balancing appeals to both heart and mind. The promise of 100 Towers Every Hour had to be subtly woven into the brand's philosophy, guiding each choice we made. This heartfelt moment, set in one of the most challenging areas for a telecom network, reflects Vi's commitment to connectivity. We hope this effort enhances the consumer's network experience and makes a meaningful difference."*

The campaign has gone live with the much anticipated Border-Gavaskar Trophy beginning November 22 reaching people through various mediums, including TV, digital etc.

Here's a sneak peek into the TVCs:



TVC 1: Birthday wishes from the Metro – In a bustling underground metro, a young girl orchestrates an impromptu birthday celebration for her sister over a video call. As fellow passengers join in to wish, the scene encapsulates Vi’s commitment to enabling connectivity and uplifting spirits, even in often signal-challenged spaces.

- Link to the TVC: <https://youtu.be/4Scx7F1l1tg?si=LKbNec-dQa5bXN7n>

These scenarios resonate with Vi’s belief that a telecom network should uplift people, nurture connections, and bring joy, particularly in a world where digital interactions often lack warmth.

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 4G, 3G and 2G 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