



Press Release

Kochi, 19th September, 2024

Kerala's No. 1 Mobile network Vi, Boosts Mobile Connectivity and Data Speeds

- Invests in enhancing network capacity and coverage across the State
- Deploys additional 900MHz spectrum over 8000 sites across all 14 districts in Kerala
- Users will get better network indoors to serve their work, study, and entertainment needs

As part of its ongoing nationwide network upgrade, leading telecom operator Vi today shared an update on its capacity and coverage enhancement progress in Kerala. Vi announced that it has deployed additional 900MHz spectrum on 8000 sites across all 14 districts in the state, giving its customers better coverage and connectivity indoors. Customers will also benefit from faster data speeds.

These network upgradation activities come on the back of a successful FPO in April, where Vi raised Rs 18,000 crore. Vi said these funds would be used to expand its 4G coverage.

Vi offers its customers an array of integrated connectivity and entertainment solutions. Recently, the company unveiled Vi One, its Mobility, Broadband in partnership with Asianet Broadband, that comes with OTT bundled plans starting at just Rs 2499.

R S Shantaram, Cluster Business Head, Kerala and Tamil Nadu, Vodafone Idea, said "Upgrading our network with L900 is an important first step in enhancing experience. This ensures that our customers can enjoy seamless connectivity, whether at home, in offices or public places on Kerala's No.1 Mobile network. In the coming months, our focus will continue to remain investing in our network infrastructure, as well as bringing new offers and plans to delight our customers."

Vi understands the communication and connectivity needs of the residents of Kerala and has been making significant strides in structuring unique plans and offerings. Some of its recent offers include: -

- **Vi Guarantee Programme:** Vi customers with 5G smartphones or new 4G smartphones get 130GB guaranteed extra data over one year, with 10GB credited automatically every 28 days for 13 consecutive recharge cycles
- The renewed **REDX postpaid Plan** at a monthly rental of Rs 1201 provides unlimited data for non-stop surfing, streaming, complimentary offers like the Netflix basic plan, six-month Swiggy One membership, seven-day International Roaming pack, along with Priority customer service
- **Vi Movies & TV App** offers access to up to 17 OTT platforms and 350 Live TV Channels with one single subscription. It has just launched two new subscription plans - Vi Movies & TV Plus at Rs 248/month and Vi Movies & TV Lite at Rs 154/month.
- Vi is expanding its bundling plans. Currently, it offers **OTT bundles with Amazon Prime, Netflix, Disney+ Hotstar, SonyLiv, and SunNxt** and more partnerships are in the pipeline.

**About Vodafone Idea Limited:**

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company provides pan India Voice and Data services across 2G, 3G and 4G platforms. Company holds a 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