



**Press Release**

**National, October 1, 2024**

**'Vi Game to Fame' set to democratize esports gaming in India**

**Vi launches its first ever gaming competition to provide an international stage for budding eSports enthusiasts**

In the run-up to the India Mobile Congress 2024, leading telecom operator **Vi**, today, announced the launch of its first ever grassroots eSports tournament – '**Vi Game to Fame**'.

India, today, is among the top markets for gaming, accounting for approximately 20% of the world's total mobile game downloads. Vi Game to Fame aims to bring together amateur esports enthusiasts from across the country to compete, collaborate, showcase their skills and earn an opportunity to shine at not only national, but also at an international level.

Vi Game to Fame highlights the company's commitment to enable exciting immersive digital experiences for its customers and foray into gaming with a comprehensive mobile gaming platform – Vi Games. Vi Games today, offers many premium and free online games across Cloud Gaming, Casual Gaming, eSports, AAA Games, Multi-Player Games and more, that can be played on the Vi App.

The first edition of the competition is set to kick off on 1<sup>st</sup> October 2024 and will feature Call Of Duty: Mobile, with the grand finale to be held at the India Mobile Congress 2024, Asia's largest tech fest. Call of Duty: Mobile is a popular first-person shooter (FPS) title, with participants battling for prizes that amongst others include a trip to visit Team Vitality facility in Paris and get a chance to interact with global eSports teams & managing partners.

Registrations for Vi Game to Fame opens from 1<sup>st</sup> October till 5<sup>th</sup> October 2024 through Vi's website (myvi.in) & Vi App. Seasoned, pro as well as casual gamers can witness esports excitement by registering for the competition. The tournament is open for both, Vi and non-Vi subscribers.

The first edition of the tournament will be played in a hybrid model in which participants will get to showcase their skills online in a knockout format. Top 6 teams from the online qualifier will move to the finale round in the form of two groups and square off in a round-robin format at the India Mobile Congress (IMC) 2024, Asia's largest tech fest from 15<sup>th</sup> to 18<sup>th</sup> October 2024.

The top two teams from each group will then proceed to the semis after battling it out in a best of 5 format. The winning team will get to play a show match with current national CODM



Champions owned by Team Vitality. The Vi booth at IMC will also witness the presence of major gaming influencers including Triggered Insaan, Rachitroo, Helaa YT, Desky, Pyar SM, Foxxedo Gaming, Harchapri Play and Raman Chopra. All visitors at IMC will get a chance to participate in pop-up eSports tournaments at the Vi booth during the event.

Team Vitality is a renowned European esports organization, winner of the Best Esports Organization award 2023 and a strategic partner of Vi. The team registration, match schedule and tournament management is powered by Gamerji, which is a home grown esports tournament organizer.

For more information on Vi Game to Fame and to register, please visit [myvi.in/ViGame2Fame](https://myvi.in/ViGame2Fame)

**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](https://www.MyVi.in)