



## Press Release

Pathanamthitta, December 06, 2024

### Vi and Kerala Police join hands for the safety of the child pilgrims at Sabarimala

- Vi offers Suraksha QR Code technology to ensure that child pilgrims stay connected with their families during the Sabarimala pilgrimage.

In a continued effort to enhance the safety of child pilgrims at Sabarimala, **Vi**, India's leading telecom operator, has partnered with the Kerala Police Department during the ongoing annual Mandala Pooja season. Following the positive response to the **Vi QR Code bands** introduced last year, this initiative addresses the recurring concern of children getting separated from their families in massive crowds.

To avail themselves of Vi-powered QR Code bands, devotees of Lord Ayyappa can visit Vi Suraksha Kiosk at Pamba and get the code registered with the mobile number of a guardian or family member. The band can then be tied to the wrist of the child pilgrim. When a lost child is found, he or she can be taken to the nearest Kerala Police check post. At the police booth, officials can scan the QR Code and call the registered number of the guardian or family member to inform them to come to the booth and collect their ward.

**Sri V.G. Vinod Kumar IPS, District Police Chief of Pathanamthitta**, officially launched the **Vi QR Code bands** initiative in the presence of **Binu Jose, Vice President & Circle Operations Head - Kerala, Vodafone Idea Limited**, during a function at Office of the District Police Chief, Pathanamthitta.

**Binu Jose, Vice President & Circle Operations Head - Kerala, Vodafone Idea Limited**, said, "At Vi, we focus on using technology to make everyday life safer and simpler. Every year, an estimated 45-50 million devotees visit Sabarimala during the Mandala Pooja season, making it one of the largest pilgrimages in the world. Amidst such large crowds, the Kerala Police handles hundreds of cases of lost child pilgrims during the Mandala and Makara Vilakku seasons. Aligned with **Vi's 'Be Someone's We'** campaign, which promotes togetherness and inclusivity, our QR Code technology ensures that families can feel more secure and connected during this sacred journey. This initiative not only supports devotees but also strengthens the efforts of the Kerala Police in managing one of the largest gatherings of people in the country. We are happy to continue our partnership with the Kerala Police for this initiative and encourage all pilgrims to make use of the Vi QR Code bands to ensure the safety of their children."

**Sri V.G. Vinod Kumar IPS, District Police Chief of Pathanamthitta**, said, "As technology plays a crucial role in every sphere of life, we are pleased to partner with Vi in implementing its technological aid to address one of the perpetual concerns confronted during the Mandala and Makara Vilakku seasons. I am sure that the Vi Suraksha QR Code technology band will play a significant role in the efforts of the Kerala State Police Force to manage missing cases of child pilgrims and to reunite them with their guardians."



The QR Code bands will be active during the pilgrim season and are non-transferable. During last year's Mandala Pooja season, Vi distributed about 17,000 Vi QR Code bands, ensuring the safety of child pilgrims.

### **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](http://www.MyVi.in)