



Press Release

Jammu, 3rd October 2024

Vi creates a travel dossier for its customers visiting Vaishno Devi during Navratri

- **A dedicated page on Vi's website will provide essential details such as contact numbers of hospitals, police stations and other emergency services**
- **It will also provide information on the other general facilities available for the yatra.**

The annual Navratri festival is considered a very auspicious time for devotees to visit Vaishno Devi shrine near Jammu. The sheer number of pilgrims visiting the shrine during this period often leads to logistical challenges. Combined with the fact that only postpaid mobile services are available in Jammu and onwards to Katra, many travelers who are prepaid users don't have access to the internet. For the benefit of its users travelling to Vaishno Devi this Navratri, **leading Telecom operator Vi** has created a travel dossier in the form of a webpage on the Vi website, which will serve as a comprehensive guide to all the essential information related to the Yatra. This can also be downloaded as a PDF, enabling the pilgrims to access the information offline as well.

Key Highlights of the Initiative:

1. **Dedicated webpage for pilgrims:** The webpage serves as a centralised source of comprehensive information related to the Vaishno Devi Yatra, ensuring that pilgrims have access to all necessary details on their fingertips. It not only provides essential details such as contact numbers of hospitals, police stations, and other emergency services, but also provides information on the most reliable way to book stay, darshan and other facilities available for the pilgrims.
2. **Downloadable PDF for offline access:** Understanding the connectivity challenges in J&K, particularly the limitation on prepaid SIM cards from other regions, Vi is providing an option to download the information as a PDF document. It can be accessed offline, ensuring that pilgrims have access to crucial details, even without an active internet connection.

Deepak Rao, Cluster Business Head- Punjab, Haryana, HP, J&K, Vodafone Idea, said, "At Vi, we are committed to design service offerings that enable our customers to have a seamless experience. Each Navratri, there are lakhs of pilgrims from all over India who undertake the Vaishno Devi Yatra. This travel dossier has been published to ensure our customers can easily find all the important information at their fingertips, enabling them to enjoy the yatra worry-free. Customers can click on the link in the SMS/WhatsApp communication they receive from Vi to access this information and can also download the Yatra Guide as a ready reference to use later. With this, I wish all our valued Vi customers a very happy, auspicious and blessed Navratri."

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