



**Press Release**  
**Mumbai, 15<sup>th</sup> July, 2024**

## **Vi ensures no one faces rain alone: Seek Shelter and Care at your nearest Vi Store**

Each year, the fury of Monsoon in Mumbai sees flooding of different parts of the city, disrupting transportation and daily life. Even as the city that never stops has been seeing heavy downpours which is likely to continue over the coming days. Leading telecom operator **Vi** is undertaking a unique initiative to go the extra mile and demonstrate its care for the citizens of Mumbai. Vi is providing succour to citizens stranded in the rain by transforming its own stores across the length and breadth of Mumbai into monsoon shelters, which will offer people a safe and comfortable refuge till the time the rains subside and people are able to venture out again.

Effective immediately, any citizen stranded in the rain can walk into the nearest Vi store to receive comfort, hot beverages, refreshments, first aid kits, and charging stations to keep people safe and connected. The initiative ensures that the rain affected people can stay in touch with their loved ones, access critical information, and remain secure until the weather clears up.

To locate the nearest store-turned-shelter, Mumbaikars can use Google Maps based on their current location.

Vi as a Brand has always adopted a 'Customer First' philosophy and believes in being there for people across the good and challenging times. With one of the largest network of Retail outlets in the city, many Vi stores have been serving customers for several years and have become landmarks in their locations. Vi's Monsoon initiative is one more demonstration of its unwavering commitment to prioritising people and being there when needed the most.

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