



Press Release

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Vi raises security standards with PCI DSS 4.0 certification, ensuring safer customer transactions

- First Indian telecom operator to achieve PCI DSS 4.0 certification, safeguarding customer data to prevent fraudulent payment transactions

Leading telecom operator **Vi** today announced a significant achievement by attaining the **Payment Card Industry-Data Security Standard version 4.0 (PCI DSS 4.0) certification** for its retail stores & payment channels. This positions Vi as the **first telecom operator in India** to secure this prestigious certification, further highlighting its commitment to safeguard customer payment information through adherence to the highest global security standards.

PCI DSS 4.0, established by the Payment Card Industry Security Standards Council (PCI SSC), represents the most rigorous and up-to-date security protocols designed to protect organisations handling credit and debit card transactions from data breaches and fraud.

The PCI DSS 4.0 certification is already mandated by RBI Guidelines for banking and financial institutions in India. Vi's achievement of being the first telecom player to be granted this certification marks a significant turning point for the telecom sector. This certification will not only boost customer confidence but also play a crucial role in building trust and maintaining customer loyalty.

Commenting on this development, **Jagbir Singh, CTO, Vi**, said, "At Vi, the security of our customers' data is not just a priority, it is our commitment. Achieving PCI DSS 4.0 demonstrates our commitment to having the best security measures in place. We are immensely happy to be the first telecom operator in India to be granted this certification, and we remain steadfast in our commitment to setting industry benchmarks and investing in cutting-edge security technologies."

Vi worked with Vista InfoSec, a renowned security consulting firm, to achieve this certification. **Narendra Sahoo, Founder & Director of VISTA InfoSec**, said, "Working with Vi on their PCI DSS 4.0 certification was a remarkable experience. Their commitment to achieving this industry-first milestone, supported by strong management and a dedicated team, highlights their focus on securing customer payments."

Vi's commitment to data security is further underlined by its earlier distinction this year, as the first telecom operator in India to achieve SOC2 Type II attestation. With the addition of the PCI DSS 4.0 certification, Vi continues to solidify its leadership in the telecom industry, consistently focusing on protecting its customers' data and setting new standards for best security practices in the industry.

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