



Press Release

Jaipur, 4<sup>th</sup> December, 2024

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idea

## Vi scales up users' network experience in 33+ districts of Rajasthan

- Announces successful completion of network upgrades in 900 MHz, 2100 MHz, and 1800 MHz spectrum in over 4000 sites for superior indoor coverage and faster data speeds
- Will invest in 4G coverage and capacity in over 6500 sites in the state

Leading telecom operator Vi today announced significant network enhancements in Rajasthan. The company shared that it has successfully implemented network upgrades across multiple spectrum bands, including 900 MHz, 2100 MHz, and 1800 MHz, at more than 4000 sites enabling Vi users with superior indoor network experiences and faster data speeds. The company will be investing further to add and upgrade in over 6500 sites in the state.

This expansion is part of Vi's broader strategy to enhance its 4G network. It has seen a 36% increase in 4G capacity in over 33 districts in Rajasthan, including Jaipur, Sikar, Nagaur, Ajmer, Jodhpur, Churu, Ganganagar, Bharatpur, Kota, Dausa, Udaipur, Alwar, and Chittorgarh. In recent times, Vi has expanded its retail footprint in Rajasthan, establishing a strong presence through 22 Vi Stores, 68 Vi Shops and 103 Vi Mini Stores. Its extensive distribution network now includes over 675 distributors and 36,000 recharge outlets across the state.

Vi's efforts to enhance nationwide 4G network have begun to yield results, as highlighted in an industry report by Opensignal. As per its 4G Network Experience Report\*, Vi is has emerged as the leader in 4G network experience in India, nationally. It is the outright winner across six categories nationally: 4G Download Speed, 4G Upload Speed, 4G Video Experience, 4G Live Video Experience, 4G Games Experience, and 4G Voice App Experience. This implies Vi's 4G users don't just enjoy the fastest 4G speeds but also observe the best quality of experience while streaming videos live and on-demand, playing multiplayer mobile games, and using over-the-top (OTT) voice services on mobile voice apps when connected to 4G in India.

Additionally, Vi has won multiple awards regionally in Opensignal's analysis of 4G experience across 21 telecom circles. In Rajasthan, it has been recognized as a top provider of 4G Voice App Experience. The 4G Voice App Experience metric evaluates the quality of interactions 4G users have with popular over-the-top (OTT) voice applications, such as WhatsApp, Skype, and Facebook Messenger, on a telecom operator's 4G network.

**Commenting on these developments, Abhijit Kishore, Chief Operating Officer of Vi, said:** "Our recognition as a top 4G provider is a testament to our unwavering commitment to delivering exceptional service quality and connectivity to our users. Rajasthan is our top priority, and we will continue to invest here to ensure that our customers enjoy the best experience and services. As customers demand more choices, Vi App is also offering a wide range of services, including games, entertainment, utility bill payments, and more." Abhijit added.



Vi App, a cornerstone of Vi's digital offerings, provides users with access to over 400 live TV channels, Video on Demand (VoD) content, popular games like Free Fire and Call of Duty, and utility services such as bill payments for electricity, water, and LPG, FASTAG recharges, and more. Vi continues to innovate in meeting customer demands with offerings such as the Vi Hero Unlimited Plan, which provides unlimited nighttime (12 am to 6 am) data, unlimited calling, data rollover, and streaming benefits with free OTT subscriptions. The company has also introduced the 'Choose Your Benefits' feature for postpaid customers, allowing them to tailor their plans according to their needs.

Some of its most recent offers for users in Rajasthan include:

- **Vi Guarantee Program**, where Vi users will get 130GB of guaranteed extra data over a period of one year, implying that 10GB of data will be credited to their account automatically on every 28th day for 13 consecutive cycles. This offer is valid only for Vi subscribers with 5G smartphones or who have recently upgraded to a new 4G smartphone.
- Vi Movies TV is the only single app that lets Vi users explore **13+ OTT apps and 400+ live TV channels** on mobile as well as TV and complimentary access to other content libraries at just Rs 202 per month for prepaid users and Rs 199 for postpaid.
- Vi Movie and TV Plus plan provides **17+ OTT apps and 350+ TV channels** at Rs 248 per month. There is also Vi MTV Lite @ Rs 154 per month (mobile only).
- Given the popularity of OTT services, Vi is expanding its bundling plans. Currently, **offering OTT bundles with Amazon Prime, Netflix, Disney+ Hotstar, SonyLiv, Zee5, and SunNxt**, with more partnerships coming soon

*\*Based on Opensignal - India: 4G Network Experience Report, November 2024 based on independent analysis of 4G users' mobile measurements 4G users recorded during the period 1st June - 29th August 2024 © 2024 Opensignal Limited.*

#### **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 4G, 3G and 2G platforms. The 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](http://www.MyVi.in)