



Press Release

Ahmedabad, 13th September 2024

Vi sets up emergency First Aid centre for Pilgrims at Ambaji Bhadarvi Purnima Mela Yatra

- **The First Aid centre is for the convenience of Devotees visiting the Temple during the annual Mela between 12th and 18th Sept 2024**
- **Vi customers across the country can experience Live Darshan from Ambaji Temple anytime, from anywhere, on the Vi App & Vi Movies & TV App**
- **Sets up a digital experience zone to create awareness on Vi App features to incline users more towards Digital front**

Leading telecom operator Vi today announced that it has set up a dedicated first aid centre for the benefit of pilgrims attending the Ambaji Bhadarvi Purnima Mela from 12th to 18th September 2024. Located near the shrine at Ambaji Temple, the centre is fully equipped with first aid kits, essential medical supplies and beds and facilities for pilgrims to rest. A qualified doctor will also be available to provide immediate medical assistance to devotees in need.

In addition to the First Aid Centre, Vi is also exclusively bringing *Live Darshan* from Ambaji Temple for its users for the entire duration of the religious event. Vi Users can watch the daily rituals on Vi App and Vi Movies & TV App live from 6 AM to 11 PM between 12th and 18th September. They will also have access to a recorded telecast of the previous day rituals between 11 PM and 6 AM.

Speaking on the initiative, **Sukanta Das, Cluster Business Head- Gujarat, Vodafone Idea Limited**, said "The Annual Ambaji Mela is one of the most auspicious and among the largest religious gatherings in Gujarat. Year after year, Vi has been associating with and supporting the local administration around the temple to ensure the safety and convenience of pilgrims. The Live Darshan streamed through the Vi App and Vi Movies & TV App had over 1 lakh Vi users watching the Goddess Ambaji Aarti Live last year."

Vi has also set up a *Digital Experience Zone* at the Mela complete with interactive screens to enable customers to explore the entire range of Vi's products and service offerings through the Vi App.

To enable mobile users in a digital age do more and get more out of their latest devices, Vi is offering customers with 5G smartphones or new 4G smartphones, 130GB guaranteed extra data over one year, with 10GB credited automatically every 28 days for 13 consecutive recharge cycles

For Live Darshan of Ambaji temple please visit :

<https://vimtv.app.link/YRY7qVFxNMb>



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