



Press Release

Chennai, 25th April 2025

Vi introduces India's First Truly Unlimited Data Plan 'Nonstop Hero' in Tamil Nadu

In today's hyper-connected world, uninterrupted access to data is a necessity. With mobile data powering everything from work to education to health to leisure to lifestyle, the demand for a reliable, worry-free data experience has never been greater. **Addressing this need, India's leading telecom operator Vi, has introduced India's first truly unlimited data plan* Vi Nonstop Hero to the state of Tamil Nadu.**

Designed to address the issue of data quota exhaustion for prepaid customers, the Nonstop Hero Plan aims to offer a worry-free data experience throughout the entire validity period.

India is witnessing a data revolution. According to a recent report by the Centre for Digital Economy & Policy Research, data consumption in India has grown by 288 times over the past decade. As per the TRAI annual report, backed by increased penetration of affordable smartphones, the number of internet subscribers in the country surged from 88.1 crore in March 2023 to 95.4 crore by March 2024 and average monthly data usage per user reached 20.27GB as of March 2024.

The **Vi Nonstop Hero** plan caters to this booming demand for high-speed connectivity, offering truly unlimited data along with unlimited voice calls, across three recharge packs.

Vi was recognised for delivering top 4G experience including 4G Live Video, 4G Video, 4G Gaming, 4G Voice & 4G Downloads & Uploads speeds, ranking it as the top performer across the categories in Tamil Nadu, according to the **Opensignal's 4G Network Experience Report November 2024[#]**. This new offering underscores Vi's commitment to putting customers first, empowering them to embrace the digital revolution without limits.

Starting at just Rs 380, the **Vi Nonstop Hero** plan is now available in Tamil Nadu, with benefits varying across recharge packs to suit different customer needs. Besides Tamil Nadu, **Vi Nonstop Hero plans are available** in Andhra Pradesh & Telangana, Karnataka, Rajasthan, Madhya Pradesh, and Chhattisgarh.

Here is the list of recharge packs on which Vi Nonstop Hero benefits are applicable:

MRP	Benefits	Validity
380	UL Calls + Full Day Unlimited Data + 100SMS/day, 28 Days	28 Days
680	UL Calls + Full Day Unlimited Data + 100SMS/day, 56 Days	56 Days
1020	UL Calls + Full Day Unlimited Data + 100SMS/day, 84 Days	84 Days

**Vi Nonstop Hero is intended for personal use only and is not available for commercial usage by any entity.*

Notes:

#Based on Opensignal – India: 4G Network Experience Report, November 2024 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 provider. The company provides pan India Voice and Data services across 2G, 4G and 5G 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 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