



Press Release

Mumbai, December 15, 2025

Vi Rolls Out **India's First** Recharge-linked Handset Theft & Loss Insurance Plan

- *Vi is the only telecom operator to offer Recharge-linked Handset Theft & Loss Insurance proposition*
- *Vi Prepaid customers can claim theft/loss protection cover of up to ₹25,000 with packs starting at just ₹61*

Vi, India's leading telecom operator, today announced the launch of industry-first handset theft & loss insurance plans, specifically for prepaid customers across both iOS and Android devices. This unique offering is available with select prepaid recharge packs to address a key customer concern of losing a smartphone that remains largely uncovered by traditional damage-only insurance policies.

As per a report published by Ministry of Statistics and Programme Implementation (MoSPI) in May 2025, about 85.5 percent of households own at least one smartphone. As per an industry report, the handset insurance market is projected to reach \$2.6 billion this year, growing at nearly 14 percent annually, while the cost of replacing a mid-range phone typically falls between ₹20,000–₹25,000.

The handset theft & loss insurance recharge from Vi is the most economical choice for handset protection, available across 3 packs priced at **₹61 (30 days), ₹201 (180 days), and ₹251 (365 days)**, offering insurance **up to ₹25,000** as handset loss or theft protection alongside data benefits.

By integrating insurance coverage into everyday prepaid packs, Vi aims to address market gaps related to high premiums, convenience, and accessibility. This offering combats the high premium of traditional insurance by embedding the expense into manageable, incremental recharge payments, making protection affordable for a wider customer base.

Furthermore, it replaces complicated claim process with a simplified, digital-first journey, leveraging existing customer data to minimize paperwork and accelerate resolution times. By bundling handset protection with recharge packs, Vi extends crucial insurance offerings beyond traditional channels, eliminating the hassle of separate purchases and expanding accessibility.

Handset Loss Insurance Plans by Vi:

Product MRP	Sum Insured	Telco Benefit	Handset Insurance Validity
Rs 61	Up to Rs 25,000	2GB for 15 days	30 days
Rs 201		10GB for 30 days	180 days
Rs 251		10GB for 30 days	365 days

The handset theft & loss insurance offering is another example of how Vi is creating value-added, reliable, and resilient digital experiences for its customers. Some of its other innovative customer offerings in the prepaid segment include the Hero Unlimited suite offering unlimited high-speed



night data, weekend data rollover and on-demand extra data. Vi has also expanded this offering by launching Super Hero plans offering unmatched 12-hour unlimited data and NonStop Hero plans offering 24-hour Unlimited Data with no daily quota.

On the postpaid front, Vi Max offers the choice of **benefit selection** and India's largest shared data pool for families.

Source:

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2132330>

<https://www.techsciresearch.com/report/india-mobile-phone-insurance-market/4210.html>

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 holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles. The Company provides Voice and Data services across 2G, 4G and 5G platforms and is expanding 5G services across 17 circles. To support the growing demand for data and voice, the Company is **committed to delivering delightful customer experiences and contributing 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