



## Press Release

Mumbai, 17<sup>th</sup> November 2025

# Vi Unveils Industry-First Family IR Proposition for A Worry-Free Travel Experience Abroad

- First-Ever Special Discounts on IR Packs for secondary members who are part of the Family Plan
- Offers Rs.40 Lakh Travel Insurance at just Rs285; Protection Against Medical Emergencies, Lost or Delayed Baggage, Trip Interruption & More

India is witnessing a remarkable surge in outbound travel. According to the India Tourism Data Compendium 2025 by the Ministry of Tourism, India recorded a 10.79% year-on-year increase with 30.89 million Indians travelling abroad in 2024. Industry trends suggest Indians prefer travelling abroad with their family. According to a recent industry report\*, around 59% Indians travel with spouse or partner and 26% Indians travel with their family members.

Recognising the needs of today's global Family travellers, Vi, a leading telecom operator, has introduced industry-first Family IR proposition of special IR pack discounts for family users, designed to make international roaming more affordable this travel season.

With Vi currently being the only operator offering Truly Unlimited Data & Calling benefits on International Roaming, families can enjoy seamless connectivity while abroad.



## Industry First - Save More When Travelling with Family

Vi caters to one of the largest bases of postpaid and family postpaid customers in India. To help families stay seamlessly connected and save more while travelling overseas, Vi has launched an industry-first Family IR Proposition offering exclusive discounts on IR packs for secondary members.

Under this proposition:

- Secondary members on Vi Family Postpaid plans will get 10% discount on IR packs, while REDX Family users will enjoy 25% discount on IR packs.
- These offers are applicable on 10, 14, and 30-day packs starting at Rs. 2,999

**Vi's Family Postpaid plans start at Rs. 701**, with options for 2 to 5 members. Additionally, Vi customers can now add up to 8 secondary members to their post-paid account at just Rs. 299 per member.

Vi also recently launched its REDX Family Plan priced at just Rs 1601/month for two members. This one-of-a-kind plan provides all family members with equal access to unlimited data, International Roaming benefits and a range of highly sought-after premium services. International Roaming benefits include four complimentary airport lounge accesses every year, a complimentary 7-day International Roaming (IR) pack worth Rs 2999 annually and an annual 25% discount worth Rs750 on a second IR pack, which can be used by either of the members.

Additionally, Vi has partnered with Aditya Birla Health Insurance to offer another Industry First IR Proposition of Travel Insurance cover of Rs.40 Lakh, at an attractive price point – just Rs.285 with all Vi IR Packs. The plan covers a wide range of scenarios from hospitalization, medical evacuation, to loss or



delay of baggage, trip interruptions etc. ensuring a worry-free travel experience abroad. The coverage is valid for the duration of a single international trip, involving one start country and one destination country.

Reinforcing its commitment to worry-free travel, Vi also offers Delayed Baggage Protection in partnership with Blue Ribbon Bags. At just Rs.99, Vi Postpaid IR customers can claim Rs. 19,800 per bag (up to two bags) if their luggage is lost or delayed.

These offerings of special IR pack discounts for family users, travel insurance at an attractive price of Rs285, and delayed baggage protection ensure a truly worry-free family international travel experience. With **India's outbound travel expanding rapidly**, Vi's unique propositions reinforce its commitment to delivering worry-free connectivity and enhanced value for global travellers.

\*Industry report - <https://www.ey.com/content/dam/ey-unified-site/ey-com/en-in/insights/media-entertainment/ey-the-economic-times-great-indian-traveller-v1.pdf>

#### 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](http://www.MyVi.in)