Vi unveils Vi Protect AI-powered safety for Customers and Enterprises at IMC 2025

Launches Voice Spam Detection and Cyber Defense and Incident Response System in addition to SMS Spam Detection and International Calling Display and other measures

Vi, India's leading telecom operator, today announced Vi Protect, a comprehensive AI-powered initiative that unifies all of **Vi's consumer**, network, and enterprise safety and security measures against the rapidly evolving landscape of spam, scams, and cyber-attacks under one umbrella.

As part of this initiative, Vi introduced two powerful measures at India Mobile Congress (IMC) 2025. An AI-based Voice Spam Detection system and AI-driven network defence and incident response system for its core network.

Vi's voice spam detection detects and flags fraudulent and spam calls in real time. Using advanced AI models, web crawlers, and user feedback, it identifies suspicious callers before they reach the customer. When a potentially fraudulent number calls a Vi customer, the **phone screen will display 'Suspected Spam'**, thereby helping customers decide whether to answer the call. Unlike third-**party caller ID apps, this feature works natively within Vi's** network, ensuring better accuracy, and enhanced privacy.

This new feature b**uilds on Vi's** existing robust consumer protection measures that now fall under the Vi Protect umbrella, including:

- Spam Filtering of Text Messages: Fraudulent SMS messages are detected and flagged to customers
- International Calling Display: A first of its kind measure in the industry, International Calling Display makes it easier for customers to easily recognise genuine international calls and make informed decisions
- AI-powered Threat Analysis: **Integrated with Vi's DNS, SMS, and Voice Gateways, an** analytical engine continuously learns from threat patterns to enhance protection

Thus **far, Vi's security systems have successfully** flagged over 600 million spam and scam calls and messages, protecting millions of customers from fraud and data theft. Vi will soon be launching URL Protection in real time: scanning and blocking suspicious links to prevent phishing and malware attacks.

Under Vi Protect, Vi has also introduced an upgraded AI-powered Cyber Defense and Incident Response System to protect its core network and enterprise operations. This defense center uses agentic and generative AI models to detect, analyze, and neutralize potential cyber threats in under an hour, compared to earlier longer response times. The system is nearly 70 percent more accurate and minimizes false positives. The solution follows a five-step defense mechanism including:

- Anomaly Detection: Agentic AI proactively detects abnormal activity
- Contextualization and Categorization: The system classifies incidents using contextual intelligence
- Interface Engine Agent: High-volume data is processed for rapid decision-making
- Suggestive Intelligence: AI prioritizes response actions based on risk levels
- Human Validation: Expert analysts validate AI findings, continuously improving the model

Vi will also extend this capability to its enterprise customers soon, offering predictive insights by co-relating global cyber events and attack timelines.

Through Vi Protect, Vi is reinforcing its commitment to cyber resilience and enhancing customer trust, strengthening its role as a secure and trusted enabler of India's digital future.

Speaking on Vi Protect, Jagbir Singh, Chief Technology Officer, Vi, said, "With India's growing digital adoption and global prominence, protecting customers networks has never been more important. Vi Protect uses advanced AI and proactive measures to protect our customers and strengthen our networks. Vi Protect is our commitment to a safe and trusted digital environment."

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