



Press Release
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Vodafone Idea and Meta Partner to Deliver Safer, Faster & Seamless Verification for Vi Users Across Meta Platforms

- *Introduces Silent Mobile Verification, a network-based authentication solution that verifies users during registration, mobile number validation, login and re-login, account recovery, and security checks.*
- *The solution delivers faster onboarding, fewer manual steps, and enhanced protection against phishing and digital identity risks.*

Vodafone Idea (Vi), one of India's leading telecom operators, today announced the launch of Silent Mobile Verification (SMV) capabilities across Meta Platforms WhatsApp, Facebook and Instagram for Vi users enabling safer, seamless and password-less digital experiences for millions of users.

SMV is a secure, network-based authentication technology that verifies a user's mobile number in the background without requiring manual entry of verification credentials, switching between apps, or waiting for verification messages. When a Vi user accesses WhatsApp, Facebook and Instagram on the Vi mobile network, the verification request is validated through the telecom network itself, delivering a faster and frictionless experience.

Vi users may experience SMV-supported journeys across scenarios such as new user registration, mobile number verification, login and re-login, account recovery, and authentication during security checks. This translates into faster onboarding, fewer manual steps, and enhanced protection against phishing and digital identity risks.

India's rapidly growing digital ecosystem is seeing increased focus from ecosystem stakeholders and government-led initiatives for fraud prevention and trusted authentication.

Network-based verification technologies like SMV are emerging as important enablers to improve trust in digital services. **Commenting on the launch, Abhijit Kishore, CEO, Vodafone Idea Limited, said:** *"Telecom networks are increasingly playing an important role in enabling safer digital experiences. With millions of consumers relying on Vi's secure telecom network every day, we can build these experiences on a scale. Through our partnership with Meta, we are enabling SMV capabilities that enhance cyber safety and reduce fraud risks, while creating seamless authentication experiences for users across some of the country's most widely used digital platforms."*

Arun Srinivas, Managing Director and Country Head, Meta in India said, *"Bringing Network-based authentication is a critical step forward in making verification simpler, seamless and more secure for users across our platforms. We're pleased to work with Vi to bring this capability to their subscribers using WhatsApp, Facebook and Instagram."*

The launch represents a milestone in the evolution of telecom network APIs and trusted digital infrastructure in India.

Vi continues to work with ecosystem partners, developers and platforms to build authentication, trust and intelligence solutions leveraging secure telecom network capabilities. Over time, Vi plans to further expand such capabilities across additional applications, ecosystem partners and advanced trust-based use cases including enhanced authentication, fraud prevention and intelligent risk-based verification solutions.



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. For more information, please visit: www.MyVi.in

About Meta

Meta is building the future of human connection, powered by artificial intelligence and immersive technologies. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward experiences that foster deeper connections and unlock new possibilities.