



Press Release
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Vi Movies & TV forays into Microdramas; Offers Bullet Microdrama App as first offering free of cost

Catering to the growing demand for mobile-first, short serialised content, **Vi Movies & TV**, the content aggregator platform from leading telco Vi, **today announced its foray into the Microdrama category**. Microdramas will be available on Vi Movies & TV for the first time in partnership with Bullet Microdrama App and can be accessed via the Vi Movies & TV App.

Microdramas are rapidly gaining popularity among India's smartphone-first audiences. According to industry reports, India accounted for 11% global downloads of Microdrama platforms in Q1 2025 reaching 35 million. The microdrama market in India is poised for exponential growth, projected to reach \$1.5 billion by 2026 and \$4.5 billion by 2030. The growth will be driven by rising adoption in Tier II and Tier III markets, younger audiences, and evolving content consumption habits. With daily watch time of around 40-90 minutes with completion rate exceeding 90 percent, the category demonstrates strong engagement.

This launch also reinforces **Vi's focus on strengthening its free content portfolio**. With this, Vi Movies & TV subscribers can stream a mix of free, and premium content from 20+ OTT Platforms including JioHotstar, SonyLIV, ZEE5, Amazon MX Player, and many more along with 400+ live TV channels, under one platform without the hassle of maintaining multiple subscriptions.

The microdrama catalogue on Vi Movies & TV will feature a diverse and multilingual mix of titles across genres such as romance, drama, thriller, and comedy. The line-up includes Rickshaw Romeo (Hindi & English), AutoRaja (Telugu, Kannada, Hindi & English), Lady Boss (Tamil, Telugu, Malayalam & English), Comedy Couple (Hindi), and Sweet 16 (Bengali), among others, catering to a wide range of regional and language preferences.

With this launch, Vi continues to strengthen its position as a content aggregator, offering a wide range of entertainment formats through a single platform, while staying aligned with evolving consumer preferences.

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 provides pan India Voice and Data services across 2G and 4G technology. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles and is in the process of launching 5G in 17 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. For more information, please visit: www.MyVi.in

About Bullet Microdrama App

BULLET is a microdrama platform delivering short-form, vertical storytelling designed for mobile-first audiences. The platform offers creator-driven, high-frequency content across genres, combining emotionally engaging narratives with a binge-worthy viewing experience. Built at the intersection of content and technology, BULLET leverages AI-powered personalisation and gamified engagement to enhance discovery, retention, and user interaction. Backed by a strategic investment from ZEE Entertainment Enterprises Ltd., BULLET draws on a robust content ecosystem, advanced analytics, and distribution capabilities to scale digital storytelling in India.