



Press release

Guwahati, 11 May, 2026

Vi Data Consumption Grows 65% in Assam and North East on the Back of Network Augmentation and Unlimited Data Plans

- **Adds 890+ New Sites Across Assam and North East Circles**
- **Vi is the Only Telecom Operator to Offer Unlimited Data Plans in Assam & North East circles**

Leading telecom operator Vi, today announced that its data consumption in Assam & North East circles has increased by 65% driven by sustained network enhancement initiatives and growing customer adoption of its industry-leading Unlimited Data offerings.

Spanning January to December 2025, Vi significantly strengthened its network infrastructure across Assam & North East with the addition of **890+** new sites across key spectrum bands, expanding network coverage to **19** more towns across the circle.

The growth in data consumption is also driven by increasing adoption of Vi's truly Unlimited Data propositions in Assam & North East and is the only telecom operator to offer unlimited 4G data plans in the circle.

- **Vi Non-Stop Hero Plans:** Designed to address the issue of data quota exhaustion for prepaid customers, Vi Non-Stop Hero plans are the **only prepaid plans in India offering 24 hours unlimited 4G data for the entire month, starting at just Rs 349**
- **Vi Hero Plans:** These plans offer **night-Time Unlimited Data from 12 midnight to 6 am**. Users can surf, stream and share without any limits. These packs starting at **Rs 249**, also offer additional data benefits like **Weekend Data Rollover and Data Delight which gives up to 2GB of extra data** at no additional cost.

These offerings continue to see strong traction among customers seeking uninterrupted, worry-free data usage.

Vi's network expansion initiatives are aligned with the company's national network transformation to widen 4G population coverage to 90 percent, from 85.5 percent as of December 2025. Over the past year, Vi has added 130,000+ new sites nationwide, resulting in a 40 percent increase in overall network capacity. The company plans to roll out 30,000+ additional sites during the current financial year, while also continuing to expand 5G services across its 17 priority circles.

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