Press Release
Mumbai, 19th November 2026

Vi Business introduces WhatsApp Business Solutions for MSMEs and Enterprises

Adds WhatsApp as a new channel to its Business Communication portfolio with under 15-minute digital onboarding for MSMEs and integrated CPaaS/CCaaS solutions for large enterprises

Over the years, WhatsApp has emerged as the most widely used messaging platform in India. It is the simplest way to stay close to family and friends, talk to businesses, access citizen services, and buy everything from metro tickets to insurance - all without leaving the app. With consumers today using WhatsApp as the preferred mode of communication, businesses too have moved to the platform to engage with their customers.

From partner coordination and onboarding timelines to cost planning, template approvals and consistent customer experience across teams - businesses handle a lot every day, and they're increasingly looking to WhatsApp to help.

Responding to this need, Vi Business, the enterprise arm of Vi, has introduced WhatsApp Business Solutions to help businesses of all sizes automate, personalise, and scale customer conversations on a channel their customers already prefer.

Commenting on the launch, M P Sunil Kumar, Chief Enterprise Business Officer, Vodafone Idea Limited, said *"The future of customer engagement is conversational, intelligent and increasingly AI-led. As customers expect businesses to be available on the channels they already use, WhatsApp is becoming integral to that journey. At Vi Business, we are helping businesses move beyond simply being present on WhatsApp to create intelligent, personalised and connected customer experiences at scale. Our WhatsApp Business Solutions bring together AI-powered automation, omnichannel capabilities, premier meta support and seamless CPaaS and CCaaS integration. From helping MSMEs get started in under 15 minutes to enabling large enterprises to transform customer engagement, we are simplifying the journey from conversation to meaningful connection. This is our vision of enabling businesses to be more connected, intelligent and ready for what's next."*

Designed for businesses of all sizes, Vi Business WhatsApp for Business Solutions brings a simple and ready-to-deploy experience for MSMEs and a deeply integrated omnichannel capability for large enterprises:

For MSMEs:

- **Quick digital onboarding –** Businesses can set up WhatsApp in under 15 minutes through a self-service digital journey on the Vi website, with plan selection, payment and activation completed online.
- **Ready to use customer engagement tools:** The standalone solution enables bulk broadcasts for alerts, updates and promotions, readymade templates with interactive buttons and catalogues, and simple analytics to track delivery, response and engagement.

For large enterprises:

- **AI powered automation and enterprise chatbots** – The integrated solution supports advanced automation, intelligent chat handling through AI powered chatbots and predictive personalisation for high volume customer conversations.
- **Omnichannel integration and advanced support** – WhatsApp messaging and voice can be bundled with Vi Business' existing CPaaS and CCaaS capabilities across SMS, voice, email and live chat, supported by analytics, WhatsApp Voice Calling and Support for faster resolution and guidance.

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 Vi Business:

Vi Business, the enterprise arm of Vodafone Idea Limited, is committed to providing innovative Telecom solutions that empower businesses across India. With a focus on connectivity, cloud, IoT, communication and security, Vi Business aims to be at the forefront of technological advancements that drive growth and efficiency. For more information, please visit: www.myvi.in/business