



Press Release
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Vi Disrupts Travel with Free International Roaming

- **Introduces free international roaming on postpaid prepaid and enterprise plans, offering savings of up to Rs. 9000 per year**

Turning its new brand promise “Vi Pe Sab Hain VIP” into a tangible customer benefit, Vi today announced a disruptive proposition that offers free international roaming services with key postpaid, prepaid and enterprise plans. With this breakthrough offering, customers and their family members can now stay connected while travelling globally, across 170+ countries, for free.

For decades, staying connected while travelling internationally meant juggling multiple SIM cards, buying local or travel SIMs before departure, losing the convenience of using one's Indian mobile number, missing critical OTPs, relying on unsecured public/free Wi-Fi, navigating tedious documentation, or worrying about unexpected roaming bills. **Vi is now redefining that experience. Making it simple for the customer.**

Vi has now **bundled Free International Roaming into its plans**, making international connectivity simple, inclusive, seamless and worry-free. Depending on the plan, postpaid, prepaid and enterprise customers can now enjoy free international roaming for up to 3 trips in a year, with varying international data quotas and outgoing minutes of usage resulting in savings of up to Rs 9000 per year.

In line with its new brand campaign, “**Vi Pe Sab Hain VIP,**” Vi is democratising international roaming access for international travellers. Designed for individual, family and business travellers, the proposition simplifies overseas connectivity for postpaid, prepaid and corporate plan users with easy activation through the Vi App.

Speaking about the launch of this offering, **Avneesh Khosla, Chief Marketing Officer, Vi**, said “At Vi, ‘Vi Pe Sab Hain VIP’ is more than a campaign. It is a promise we are bringing to life through meaningful interventions of ensuring inclusivity. Liberating international travel is the first among many. Traditionally, international roaming has meant buying a pack or an additional purchase of a new local SIM or a travel eSIM and mostly perceived as expensive. We are taking a disruptive approach by making international roaming as a built-in benefit on our key Vi plans. It is a simple but significant shift from ‘buy roaming when you travel’ to ‘your Vi number travels with you for free.’ This is exactly what ‘Vi Pe Sab Hain VIP’ stands for. Identifying a real customer pain point and solving it through a disruptive, meaningful benefit for every Vi consumer, making them feel valued.”

The proposition is brought to life through a new commercial, featuring Shah Rukh Khan. The video asset continues to build on the campaign approach where SRK portrays a cutely delusional approach thinking Vi has made international roaming free only for him, but as the film progresses, the customers realize that international roaming is free for all.

Under the new proposition, customers across eligible plans can enjoy **free international roaming and a host of other benefits** with postpaid plans starting at ₹501, annual prepaid unlimited data plans and corporate plans starting at ₹451 (for enterprise consumers)

Consumers can simply open the Vi App, choose the international Roam-Free plans, start enjoying free international connectivity in their trip and travel with the confidence knowing that Vi has them connected, per the plan.



With this innovation, Vi is once again challenging the category codes and delivering on its promise that premium, worry-free experiences should belong to everyone.

To know more please visit: www.myvi.in/allarevip/roamfree

Link to the campaign: <https://youtu.be/lwulhn37vtY?si=PdA9EMATTqAck-Zr>

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