Press Release
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Vi Launches Vi Intelligence, an AI initiative to usher in the future of Agentic Enterprises

- *Announces Partnership with PwC India to accelerate AI innovation, enterprise transformation and global collaboration*

Vi, one of India's leading telecommunications service providers, today announced the launch of Vi Intelligence, company's strategic AI initiative to drive AI led transformation across its own operations as well as for its customers and enterprises across industries to harness the power of next-gen AI and build the future of enterprise intelligence.

At the centre of this initiative lies the Vi Intelligence Lab, built in partnership with PwC India, to serve as an innovation engine for developing, incubating and scaling enterprise AI solutions. It will bring together Vi's digital infrastructure and PwC India's transformation expertise to build a global innovation gateway connecting leading global AI leaders, startups, research ecosystems and enterprises to solve real world business challenges through AI. PwC India will set up a dedicated Centre of Excellence team, co-located with Vi in Mumbai.

Commenting on the launch, **Jagbir Singh, CTO, Vi,** said, "*Telecom has long played a critical role in connecting people, businesses and devices, but the future belongs to intelligence. Through Vi Intelligence Lab, we are bringing together global AI expertise, strategic partnerships and our digital infrastructure to help unlock the full potential of AI. From enhancing customer engagement and service experiences to reimagining cross functional processes, Vi Intelligence Lab will support organisations in adopting AI in practical and scalable ways. Vi Intelligence Lab is our commitment to building future ready capabilities that will help drive innovation across the enterprise ecosystem.*"

"*We are on the verge of entering an era where AI will not just transform how organisations operate but will also fundamentally redefine how they innovate, compete, and create value for their stakeholders. As enterprises move towards intelligent and autonomous processes, they will need trusted ecosystems that can accelerate innovation along with responsible AI adoption. Through Vi Intelligence Lab, PwC India will bring its deep experience in agentic transformation to help organisations translate AI potential into real-world capabilities that enterprises of tomorrow will need to survive and thrive,*" said **Vinish Bawa, Partner and Leader, TMT, PwC India.**

Vi Intelligence Lab will be anchored around three strategic pillars- Agentic, Assistive, and Sovereign & Responsible AI that will guide the development of AI solutions across consumer, enterprise and operational domains and help enterprises move beyond traditional automation towards intelligent and increasingly autonomous business processes. Built on robust governance frameworks, every use case passes through GRACIE, Vi's Responsible AI framework. The Lab will promote the responsible adoption of AI, ensuring the ethical and secure use of data, intellectual property and AI systems.

Vi Intelligence Lab will operate through a range of programmes, including:

- Incubation projects focused on solving complex business challenges

- Development of proprietary AI, technology and innovation capabilities to support future-ready enterprises
- Vi AI Open hackathons and innovation challenges to foster experimentation and collaboration from top global AI start-up hubs
- A transformation AI factory designed to rapidly move concepts from experimentation to pilot deployment
- AI skilling and capability-building programmes aimed at accelerating AI adoption across the workforce

By combining global AI innovation with telecom expertise, Vi Intelligence Lab aims to help organisations modernise operations, enhance customer experiences and unlock new opportunities for growth.

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