DURING LOCKDOWN, VODAFONE IDEA IS ENABLING CUSTOMERS IN KARNATAKA TO AVAIL SERVICES AND RECHARGE ONLINE

- Reaching out to customers to familiarize and access assistance through digital platforms
- Enabled recharge through Bank ATMs
- Helping 2G users to do Quick Recharges through SMS
- Customer Service personnel going the extra mile to assist customers, given that retail outlets are non-operationa
- Vodafone customers can now recharge at Idea retail outlets and Idea customers can avail recharge at Vodafone retail outlets

Bengaluru, April 11,2020: To ensure customers in Karnataka remain connected during the lockdown, Vodafone Idea is enabling its customers to avail services and recharges on the digital platform.

Vodafone Idea customer service teams are creating awareness among customers on accessing and taking the benefit of digital platforms through video links, GIFs, dockets that explain the process for undertaking recharge and effecting bill payments. Recharge process details are also being communicated via my Vodafone app, my Idea app and enabled via digital wallets. Pre-paid customers can also undertake recharges through their nearest Bank ATM. Additionally, Vodafone Idea is requesting digital savvy customers to **#RechargeforGood** and help their friends, relatives and neighbors who are not familiar with digital platforms.

With retail outlets being inoperational during the lockdown, Vodafone Idea is helping its 2G customers using feature phones, to access Quick Recharge through SMS and Missed call. The process is simple and easy to understand. Customers just need to send a SMS from their registered mobile number. In some cases customers will have to complete the process by giving a missed call to a designated number.

Quick Recharge through SMS
- **E.g. SBI Bank : SMS to 9223440000**
SMS Format: Stopup<space>Userid<space>MPIN<space>VODAFONE/IDEA<space>10 digit Mob   No<space>Amount
- **ICICI Bank: SMS to 9222208888 :** MTOPUP<space>IDEA/VODAFONE<space>10 digit Mob No<space>Amount<space>Last 6 digits of Bank Acc
- **Axis Bank: SMS to 9717000002 / 5676782 :** MOBILE<space>10 digit Mob No<space>Idea/Vodafone<space>Amount<space>Last 6 digits of Bank Acc
- **Kotak Bank : SMS to 9971056767 / 5676788 :** REC<space>10 digit Mob No<space> VODAFONE/IDEA<space>Amount<space>Last 4 digits of Bank Acc
- **IndusInd Bank : SMS to 9212299955:** MOB<space>10 digit Mob No<space> VODAFONE/IDEA<space>Amount<space>Last 4 digits of Debit card

Quick Recharge through SMS and Missed call
- **E.g. HDFC Bank : SMS and Call to 7308080808**
  1st Step SMS: ACT<space> VODAFONE/IDEA<space>Last 5 digits of Bank Acc
  2nd Step SMS: FAV<space>98XXXXXXX<space>Amount
  Confirm your recharge by giving a call
  3rd Step: Give missed call to 7308080808

The facility is already live and can be used by customers using their registered mobile numbers.

As an additional convenience factor, Vodafone pre-paid customers can now recharge at Idea retail outlets and Idea customers can avail recharge at Vodafone retail outlets.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio 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 is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

For more information, please visit: www.vodafoneidea.com