

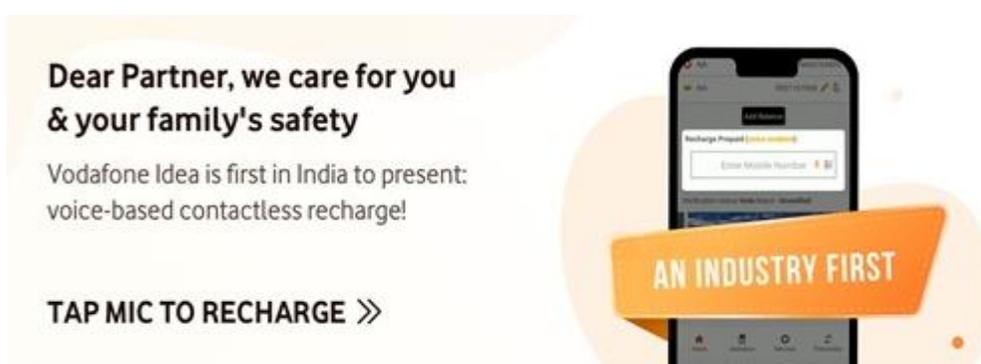
## VODAFONE IDEA INTRODUCES VOICE BASED CONTACTLESS RECHARGE AT RETAIL OUTLETS

- Industry first initiative will help facilitate recharge while maintaining social distancing
- Ensures safety of Customers and Retailers

**Mumbai, May 14, 2020:** Vodafone Idea has introduced an industry first initiative to facilitate contactless recharges at retail outlets, while maintaining social distancing between the Customer and the Retailer. This has been made possible through Vodafone Idea's Smart Connect retailer app which allows retailers to recharge without having to hand over the phone to the customer to enter their mobile number. The customer or retailer can simply speak out the ten digit mobile number on the device and the Google voice enabled feature will capture the command from a distance of up to ten feet.

When a customer comes to a retailer for recharge, the retailer often hands over the phone (with the Smart Connect Retailer App opened) to the customer to type in their mobile number, to ensure accuracy in entering the number. However, it is not a practical option now in the current times of social distancing.

As retail outlets in various Orange and Green zones across the country start to open, Vodafone Idea is ensuring complete implementation of social distancing protocol at its stores. In order to facilitate contactless recharges, Smart Connect is now enabled with voice based recharge feature and is available at all Vodafone Idea own stores and multi-branded stores. The customer can speak out the mobile number that will get captured and reflect in the Recharge tab. The subsequent recharge journey will continue as per existing process



Speaking about the new Voice based Contactless Recharge program, **Amrish Jain, Chief Operating Officer, Vodafone Idea** said, "As a customer oriented telecom operator, it is our constant endeavor to come up with products and services relevant to the times and keep our customers connected at all times. In line with our Digital first approach, we are digitizing our processes to offer convenient and efficient services to our nearly 300 million customers. The industry-first, Voice based Contactless Recharge enables recharges without touch and is extremely relevant in these times when maintaining social distancing is the need of the hour to stay safe."



Currently the voice based feature supports Hindi and English language and can take commands of mobile number in different variations as well. More languages will be rolled out in a phased manner.

This comes close on the heels of the launch of AI powered customer service BoT on Website and WhatsApp. Vodafone Idea has also undertaken a slew of initiatives to enable digital recharges for its customers from the comfort and safety of their homes.

#### **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](http://www.vodafoneidea.com)