

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

- **Reaching out to customers to familiarize and access assistance through digital platforms**
 - **Enabled recharge through Bank ATMs**
- **Vodafone customers can now recharge at Idea retail outlets and Idea customers can avail recharge at Vodafone retail outlets**

Bhubaneswar, April 15, 2020: To ensure customers in Odisha remain connected during the lockdown, Vodafone Idea is enabling customers to avail services and recharges through the digital platform.

With retail outlets being non-operational during the lockdown, Vodafone Idea is helping customers using feature phones and smart phones, to access Quick Recharge through Bank ATMs, Apps & Web site. The process is simple and easy to understand. Customers can easily recharge his/her number through any of these options.

ATM based recharge:

- Insert ATM Card
- Select **Recharge** from Menu
- Enter your **Mobile number**
- Enter **Pin**
- Enter **Recharge amount** & Press **Enter** to confirm
- The amount will be deducted from your account and will receive a confirmation SMS

APP based recharge:

- You can also recharge from **My Vodafone or My Idea App**
- Various 3rd party Apps can also be used to recharge (Example : PhonePe, PayTM, Amazon etc)

Webpage

- Open www.vodafone.in / www.ideacellular.com webpage
- Now Select and Click “Recharge” option
- Now put your “mobile number” & select your preferred recharge & select “Buy Pack”/”Recharge pack”
- Select your preferred payment mode & complete your transaction

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. Additionally, Vodafone Idea is requesting digital savvy customers to **#RechargeforGood** and help their friends, relatives and neighbors who are not familiar with digital platforms.

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