

VODAFONE'S MUCH LOVED PUG AND ZOOZOOS APPEAL TO INDIANS TO **#StayHomeStaySafe'** AND STAY CONNECTED ON **#HereForYou** NETWORK

Mumbai, April 15, 2020: In these trying times of social distancing and stay-at-home lockdowns, citizens have been confined to their homes and are completely dependent on telecom networks to study, work, access essentials, source information and entertainment. Vodafone has brought its endearing pug and ZooZoos back to convey critical messages on safety and urging customers to carry on daily tasks from home through Vodafone network.

Vodafone has been communicating with its customers under two broad themes - **#StayHomeGoDigital** and **#HereForYou**. Under the first theme, Vodafone has been communicating about the various ways customers can utilize the benefits of the brand's digital touchpoints. While **#HereForYou** is all about various initiatives that VIL has undertaken to ensure that its customers remain connected in all circumstances.

Vodafone has now launched a public service campaign and brought back ZooZoos to reinforce the need for social distancing. The three videos under this campaign impart some critical messages, in a lighter note:

Wash your hands

Link: <https://youtu.be/QizBJnrjNU8>

Social distancing

Link: <https://youtu.be/-ulRfR3QavA>

Fake news

Link: <https://youtu.be/4i3uEluSCUk>

Vodafone recently released a new video featuring the pug with the **#StayHomeStaySafe'** message. Telecom networks are the only window to the outside world, to just being in touch with other human beings, to staying connected to anything at all. Pug reinforces the importance of staying at home and staying connected with Vodafone in these difficult circumstances. The pug beautifully conveys the message - **Our network is at home with you. Stay home, stay safe. Stay connected with Vodafone. #StayHomeStaySafe.**

Video Link - <https://www.youtube.com/watch?v=5p95cu0uqYg>

Explaining the rationale behind bringing back the iconic pug and Zoozoos to convey an important social message, **Kavita Nair, Chief Digital Transformation & Brand Officer, Vodafone Idea Limited** said, "In the current circumstances, telecom networks are our only window to the outside world, to just being in touch with other human beings, to staying connected to anything at all. While VIL has been going the extra mile to keep the nation connected, we thought it's time to bring back our best loved icons – Pug and Zoozooz – to reinforce the importance of staying home, staying safe and staying connected with Vodafone in these difficult circumstances. We felt that these much-loved icons would be perfect to appeal to the emotions of Indians, urging them to stay safe at home and stay busy on Vodafone network."

Kiran Antony, Chief Creative Officer, Ogilvy India said "People tend to seek familiarity in uncertain times to feel comfortable. And that is where loveable brand properties can play an important role. More than for the nostalgia factor, we also brought back the pug to stand out from rest of the ads delivering the same message. With some clever editing, we managed to re-purpose an old ad to deliver this important message."

With retail outlets being inoperational due to the lockdown, Vodafone 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.

Vodafone has also been creating awareness among customers on accessing and taking the benefit of digital platforms through 'how to' video links, GIFs, dockets that explain the process for undertaking recharge and effecting bill payments on MyVodafone App and website. Recharge process details are also being communicated via my Vodafone app, and enabled via digital wallets. Pre-paid customers can also undertake recharges through their nearest Bank ATM.



Additionally, Vodafone is requesting digital savvy prepaid and postpaid customers to **#RechargeforGood** and help their friends, relatives and neighbors who are not familiar with digital platforms. Each **#RechargeforGood** is being rewarded with flat cashback.

While customers stay safe at home, the brand is ensuring that they are able to go about their activities through Vodafone 4G network, whether it be facilitating online study for students, access to news on developments around the world, access essential services online, learn a new skill, workout from home and a window to a world of entertainment through Vodafone Play.

Despite the restrictions on movement during the lockdown, Vodafone has been acknowledging the invaluable sacrifices and contributions of its 'network heroes' the field engineers who have been working tirelessly to support customers stay safe at home and connected. There are innumerable examples of these network heroes travelling long distances day and night, putting a brave front, weaving through police blockages to attend to faults and restore connectivity at the earliest.

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