

## **VODAFONE IDEA CUSTOMERS IN GUJARAT CAN NOW RECHARGE AT KIRANA AND MEDICAL STORES**

- Initiative to enable recharge facilities for customers who are unable to use Digital channels for recharge during the lockdown

**Ahmedabad, May 15, 2020:** With retail outlets being non-operational during lockdown, prepaid mobile phone users who are unable to recharge using digital channels, have been facing challenges in getting recharges. Given that only essential service outlets like kirana and medical stores are operational, Vodafone Idea is now enabling its customers in Gujarat, to avail easy recharges from these stores also.

Vodafone Idea customers can now avail recharge facility from over 13000 kirana stores and medical stores across cities and towns in Gujarat. Vodafone Idea has been actively expanding the number of such outlets in the circle so that customers can access more recharge options along with their purchase of essentials, close to their homes. Thousands of Vodafone Idea customers have already benefited through this initiative, so far.

Vodafone Idea has been coming up with multiple bill payment and recharge options for smartphone and feature phone users to remain connected at all times, during the current national lockdown. This latest initiative of facilitating recharges through kirana outlets, medical stores and Company owned stores is aimed at enhancing customer convenience for a large number of prepaid users who are digitally unengaged. This customer focused offering also enables these kirana and medical outlets to earn additional income through the recharges facilitated.

Over the lockdown period, Vodafone Idea has also been helping its 2G customers using feature phones, to access Quick Recharge through SMS and Missed call. 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.

### **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)