

VODAFONE TURBONET 4G IS THE FASTEST 4G NETWORK IN UP

Most efficient 900 MHz spectrum being used over 1000 sites in UPW, leading to better voice clarity and indoor experience.

Technology advancements to help manage traffic surge and facilitate better speed, increasing the capacity of cell sites, multi fold

Ookla® findings verify VodafoneTurboNet4G speeds as the fastest in UP for the second consecutive quarter, even amidst lockdown

Agra, May 19, 2020: To cater to the growing data demand of subscribers amidst the Covid-19 lockdown, Vodafone Idea has upgraded and enhanced capacity of 4G network in UPW circle. Amidst the ongoing Covid-19 lockdown, citizens have been confined to their homes, completely dependent on telecom networks to study, work, access essentials, source information and entertainment, thus necessitating this upgradation.

To improve voice experience in indoors, especially during this confinement period, VoLTE customers' voice fallback has been enabled in 900MHz band in UP West, being the most efficient spectrum.

Over the past year, Vodafone Idea has undertaken massive modernization of the network in UP West while integrating the networks of erstwhile Vodafone and Idea and has introduced new technologies into the network. Deployment of almost 10,000 4G sites and hundreds of Massive MIMO equipment have enabled rapid scale up of capacities and made network future fit. The capacity of sites has been doubled in some locations and tripled in other locations.

To cater to the rise in data usage by customers during lockdown, Vodafone Idea has been continuously monitoring network as well as optimizing and augmenting backhaul capacity to improve data experience.

All these efforts have led to Vodafone TurboNet 4G being reverified as the fastest 4G network in Uttar Pradesh, with its download speeds being higher than all other operators for January to March 2020 period, according to Ookla – the global leader in broadband testing and web-based network diagnostic applications. These results are based on speed tests done by 4G users across the length and breadth of UP.

At a national level, Vodafone Idea has recorded a year's worth of traffic in just one week, said **Vishant Vora, Chief Technology Officer, Vodafone Idea Limited**. "We continue to augment capacity to accommodate the enormous quantum of growth in traffic post declaration of national lockdown. The longer people stay 'in', the busier the data highway will get. Vodafone Idea has also integrated networks across circles, leading to better capacity headroom, while best in line technology deployment has enhanced efficiency of spectrum utilization", added Vora.

Field engineers on the ground are working 24x7 to keep connectivity up and running to ensure that the network availability is at par with normal days.



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.

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