VODAFONE IDEA'S NETWORK HEROES ARE GOING THE EXTRA MILE TO KEEP RESIDENTS OF UP EAST CONNECTED, DESPITE THE LOCKDOWN

Lucknow, April 21, 2020: Amidst the ongoing Covid-19 lockdown, citizens have been confined to their homes and are completely dependent on telecom networks to study, work, access essentials, source information and entertainment. Vodafone Idea's customer service teams and field staff have been working tirelessly over the past weeks since the national lockdown was declared, to enable 26.7 Mn customers in UP East stay safe at home and connected on Vodafone Idea's reliable and FASTEST TurboNet 4G Network.

Vodafone Idea customer service personnel in UPE have been going the extra mile despite the lockdown conditions to assist Businesses and Individuals to ensure they continue with their daily tasks and work. Senior customer service managers have been monitoring and attending to customer requirements varying from KYC compliance, SIM upgrade as well as handset re-setting through both digital platforms as well as travelling distances where physical presence is unavoidable under essential services working protocol defined by the Govt.

Here are a few real life stories on how VIL's Network Heroes have fought through multiple challenges with grit and determination to ensure Network continuity for residents of UPE:

1) Recently, a fibre cable was cut between Jhansi and Pirauna midnight. The network team immediately rushed to attend the fault and with the support of Team Leader Rahul and Senior Govt authorities, VIL engineer traced the exact location and finally the network team- Jitendra Kumar, Dilip Kumar, Dharamjeet and Arun Kumar managed to reach the affected location at 3 am to find that digging point made by a private company which caused the fiber cut. They managed to restore connectivity in record time.

2) Network Engineer Sandeep received information that a site was down in Sarai Meer area 35 KM away from Azamgarh. All roads leading to the affected location were sealed and no movement was allowed. Within these restrictions, Sandeep managed to reach the location using his persuasion skills, official permission documents and support of local authorities. He spent two hours working on the site to rectify the fault and get the site up and running. The quick action amid a very challenging on ground situation was appreciated by customers in Sarai Meer and helped strengthen their faith in VIL network. Over two days, Sandeep restored 8 sites across multiple locations.

3) Banking functions are crucial for citizens in the current lockdown situation. To help the State Bank of India branch in Dariyabad, Barabanki, serve its customers, Vodafone Idea Enterprise team engineer Jagdish Prashad, travelled 32 kms with great difficulty to restore the link of the Bank.

There are multiple such examples of Vodafone Idea employees and service associates across cities and towns in UP East, who have braved the odds to serve Businesses and individual customers. Their reward has been the grateful acknowledgements and appreciation from Customers for going beyond the call of duty to serve and assist when help was needed the most!

VIL Network engineers are working in the field with 24x7 commitment with utmost care by following social distancing protocols.

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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