

Vodafone Idea is going the extra mile to keep customers in Madhya Pradesh and Chhattisgarh connected during Covid pandemic

- **Reaching out to customers to familiarize and access assistance through digital platforms**
 - **Helping 2G users to do Quick Recharges through SMS via their bank accounts**
 - **Vodafone and Idea customers can now recharge at bank ATMs**

Indore, April 22, 2020: During the current lockdown due to Corona pandemic, connectivity is the most important service for people to connect with their loved ones and work from home. Vodafone Idea engineers have been working tirelessly over the past weeks to support customers in Madhya Pradesh and Chhattisgarh stay safe at home by ensuring Vodafone Idea's 4G+ network availability.

With retail outlets being non-operational during the lockdown, Vodafone Idea is helping its 2G customers using feature phones, to access Quick Recharge through SMS and Missed call. Customers can also make use of their nearest Bank ATM to recharge their phones.

Vodafone Idea customer service teams are also creating awareness among customers on accessing and taking the benefit of digital platforms through video links, GIFs, docketts 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. Vodafone Idea is also requesting digital savvy customers to help their friends, relatives and neighbours who are not familiar with digital platforms.

Vodafone Idea is committed to keep its **20.1 mn** customers in Madhya Pradesh and Chhattisgarh connected during the lockdown. Here are a few Real stories on how VIL is ensuring Network continuity in the region:

- In Bhopal, the capital city of MP which is under complete lockdown, we got to know that 3 of our sites were down in BHEL which is most critical area. Our Field engineers Arun Shivhare and Shailendra David rushed to the BHEL site but they were stopped on way through a containment area. Our engineer spoke to local authorities to help them understand the criticality of the situation. Full briefing about the situation and the urgency was given to the authorities and the nature of essential service was explained. With proper and valid documentation and adherence to HSW guidelines the authorities were convinced and allowed the team to restore all 3 sites.
- One of our Engineers, Mahesh Utpure, travelled 75 KMs from Betul to restore a site in Taroda Bujurg town. Due to the resistance and lack of awareness of issue, locals stopped our engineer and advised him to go back as they didn't want him to restore the site. He tried all ways and means but they didn't let him enter the village. Mahesh reported the issue to his team which then arranged a local support immediately. Mahesh calmly told them about the reason for his visit and convinced the villagers about the need to keep telecom as an essential services, running, He helped the villagers understand that keeping the network running is good too for them as it keeps them connected with their near and dear ones.

Vodafone Idea has organized temporary stay arrangement at data center locations, made food and groceries available at critical locations and has been providing vehicle on duty to facilitate movement of technical staff to sites.

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

Processes:

- Daily briefings on Safety, Social distancing to all field and non-field staff
- Drive test teams, FRT, Patrollers provided with masks, gloves and sanitizers
- Daily stock taking of well-being of people
- NW team connected 24x7 over phone/emails/whatsapps/VCS
- Vehicles are tagged with “Emergency Telecom Services” stickers
- Each field engineer carries 3 documents – DOT letter, Personal ID and Employee ID

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