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## **Media Statement**

**Vodafone Idea extends a helping hand to ~100 mn low income, prepaid customers using feature phones**

***Provides unrestricted incoming service till 17<sup>th</sup> April and Rs. 10 talk time credit***

**Mumbai/New Delhi, 31 March 2020:**

The unprecedented situation arising from the outbreak of COVID 19 has created several hardships, especially for low income, prepaid customers using feature phones. To ensure that such customers remain connected amidst these troubled times, Vodafone Idea Limited (VIL), one of India's leading telecom service providers, today announced:

- Extension in validity of its prepaid plans, availed by low income customers using feature phones, till 17<sup>th</sup> April 2020. This free of cost extension in plan validity timeline will enable millions of feature phone users of both Vodafone and Idea to continue to receive incoming calls, even if the validity of their plan expires earlier.
- Talk time credit of Rs.10/- in the account of nearly 100mn feature phone using customers to ensure that they continue to stay connected with their family and friends by making calls or sending SMS.

This validity extension and talk time is being credited in the accounts of all eligible customers, as fast as possible, over the coming days.

Avneesh Khosla, Marketing Director, Vodafone Idea said, "Our customers must remain connected without worrying about any disruption, especially in these troubled times. Extending plan validity and crediting talk time will particularly benefit migrant workers and daily wage earners, whose lives and livelihoods have been most unsettled due to the precautionary lockdown. Our network teams are already operating 24X7 to ensure seamless connectivity."

With this special initiative for low income feature phone users, Vodafone Idea customers can now continue to remain fully connected with their dear ones and access relevant, latest updates from local authorities.

Customers availing Vodafone Idea's services via smart phones can continue to recharge their accounts using the feature rich online and digital platforms:

- *Apps - MyVodafone App, MyIdea App*
- *Websites - [www.vodafone.in](http://www.vodafone.in), [www.ideacellular.com](http://www.ideacellular.com)*
- *E-Wallets - Like PayTM, Google Pay, PhonePe, Amazon Pay, etc.*
- *USSD - Dial \*121# from your Vodafone / Idea number*

### **About Vodafone Idea Ltd. (formerly Idea Cellular Ltd)**

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.