

PRESS RELEASE

AMBAJI MELA DIGITISED BY VODAFONE IDEA LIMITED

- **Vodafone Raksha Sutra re-launched to help missing children meet their parents**
- **Live telecast of Ambaji Prayers and Festivities available on Vodafone Play and Idea Movies & TV Apps**

Ahmedabad, September 12, 2019: After the success of Vodafone's 'Raksha Sutra' service launched last year, which was aimed at helping separated children meet their parents at Ambaji Mela, Vodafone Idea, this year has again launched the service this week.

The initiative ensures a safe and worry-free spiritual experience for thousands of pilgrims visiting Ambaji during the Bhadarvi Purnima Mela. Families travelling to Ambaji with children under 14 years of age can visit any of the Vodafone canopies set up in the vicinity of the temple to register for this service. Post the registration, each child will be provided with a **Vodafone Raksha Sutra** badge containing the child's name, guardian names, contact number and relevant details. If a child pilgrim gets separated from his/her family, they can visit the nearest Vodafone pandal, where volunteers will help them by scanning the QR code of the child and sending a SMS to the child's parents informing them of the child's location. **Vodafone Raksha Sutra** QR coded badges will help simplify the task of identifying the child's identity and facilitate quick reunion with his/her dear ones.

Vodafone Idea Limited is also facilitating live telecast of the Ambaji prayers, aarti and festivities on both Vodafone PLAY and Idea Movies & TV apps This has been launched to facilitate all those customers who are unable to make it to the temple to pay their respects and also be part of the festivities through the digital medium. Vodafone Idea Limited is the only company which has taken the initiative of using technology to bring their spiritual customers closer to the festivities in Ambaji.

Talking about the initiative, **Abhijit Kishore, Business Head, Vodafone Idea, Gujarat** said "*Ambaji mela is a significant part of thousands of lives and it provides an opportunity to people from all walks of life to celebrate their spirituality together.*

Vodafone Idea Limited through both its brands Vodafone & Idea, is committed to leveraging its network and global technology expertise to help every devotee and customer be a part of this extravaganza even if they cannot be there in person.

The LIVE telecast of the Aarti from our camera placed inside the temple which is powered by our data strong network is meant for all such devotees and customers.

The Vodafone Rakshasutra on the other hand is an initiative launched for the safety of kids who visit the fair with their parents.

Both these initiatives are astute examples of how we are constantly striving to make lives better for our customers through our technology"



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

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