

VODAFONE IDEA ANNOUNCES A RANGE OF INITIATIVES TO KEEP CUSTOMERS IN ASSAM & NORTH EAST CONNECTED DURING LOCKDOWN

- **Upgrades over 650 sites to enhance network experience**
- **Reaching out to customers to familiarize and access assistance through digital platforms**
 - **Has enabled recharge through Bank ATMs**
 - **Helping 2G users to do Quick Recharges through SMS**

Guwahati, 8th April, 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. To keep the people of Assam & North East connected during this crisis, Vodafone Idea undertaken a slew of measures to enhance network experience and customer service via alternate channels.

Vodafone Idea has been continuously monitoring network to ensure optimum efficiency in the seven states and field engineer teams on the ground are working 24x7 to keep connectivity up and running. To cater to the growing data demand and usage, VIL has upgraded over 650 sites in the region since the declaration of lock down.

With closure of retail outlets, Vodafone Idea is helping its 2G customers using feature phones, to access Quick Recharge through SMS and Missed call. The process is simple and easy to understand. Customers in A&NE just need to send a SMS from their registered mobile number. Some customers will have to complete the process by giving a missed call to a designated number.

Quick Recharge through SMS

- **E.g. Axis Bank: SMS to 9717000002 / 5676782**
- **ICICI Bank: SMS to 9222208888**

SMS Format: MOBILE<space>10 digit Mob No<space>Idea/Vodafone<space>Amount<space>Last 6 digits of Bank Account

The facility is already live and can be used by customers using their registered mobile numbers.

Vodafone Idea customer service teams are creating awareness among customers on accessing and taking the benefit of digital platforms through video links, GIFs, dockets 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. Pre-paid customers can also undertake recharges through their nearest Bank ATM. Additionally, Vodafone Idea is requesting digital savvy customers to help their friends, relatives and neighbors who are not familiar with digital platforms.

Recently, VIL announced extension in validity of its prepaid plans, availed by low income customers using feature phones, till 17th 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. The Company is also facilitating 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.

At a national level, Vodafone Idea has set up virtual war rooms where key team members are participating through audio and video conference calls. Senior team members from operations / circles / SNOC and partners are continuously on call with field to ensure uptime and operational continuity.

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

Other Examples:

- 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/ mails/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