

## **RECHARGE FOR SOMEONE IN NEED AND HELP THEM STAY CONNECTED THROUGH VODAFONE IDEA'S #RechargeForGood PROGRAM**

- **Applicable FOR ALL VODAFONE IDEA PREPAID customers**
- **Recharge for some one and get a cash back amount in the next recharge**

**Mumbai, April 9, 2020:** Vodafone Idea today launched a unique initiative **#RechargeforGood** with the aim to help digitally unconnected customers remain connected during the current times. The program enables every Vodafone and Idea customer to recharge for a friend, family or anyone who doesn't know how to recharge online or doesn't have access to the internet. This good deed will be rewarded with a cashback OF UPTO 6% on recharges done by an existing Vodafone or Idea customer for someone else through MyVodafone App or MyIdea App.

Speaking about the new **#RechargeforGood** program, **Avneesh Khosla, Marketing Director, Vodafone Idea** said, "The current situation has impacted a large number of our prepaid customers who have been unable to step out and recharge and/or do not have access to the internet to recharge digitally. As a telecom company it is our constant endeavor to ensure seamless connectivity to all consumers even during these uncertain times. We are launching **#RechargeforGood** with the objective of enabling recharges for those subscribers who are having difficulty in recharging their phones during these unprecedented times. We appeal to all our digitally engaged Vodafone and Idea pre-paid customers to do a good deed by undertaking one or multiple **#RechargeforGood**."

### **How Vodafone Idea #RechargeforGood works:**

- Existing Prepaid Customer logs in to My Vodafone App or My Idea App and does a recharge for any other Vodafone Idea Prepaid customer
- Post which the customer doing the recharge will get a cashback depending on the Recharge value
- The cashback coupon can be applied on the customer's subsequent recharge

Note – Cashback offer is applicable only on recharges undertaken through MvVodafone App or MyIdea App

**#RechargeforGood** offer goes live on 9th April 2020 for Vodafone customers and on 10<sup>th</sup> April 2020 for Idea customers. This offer will be valid till 30<sup>th</sup> April 2020.

This is yet another initiative from Vodafone Idea on the back of a slew of initiatives launched by the company to help provide access to consumers when they need to be in touch with their near and dear ones.

### **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](http://www.vodafoneidea.com)