

PRESS RELEASE

Idea TurboNet 4G is now Madhya Pradesh & Chhattisgarh's fastest 4G Network; gets verified by Ookla®

Indore, 27th Nov'2019: Idea TurboNet 4G has emerged as the fastest 4G network in Madhya Pradesh & Chhattisgarh, as verified by Ookla - the global leader in broadband testing and web-based network diagnostic applications. Results of 4G data speed tests done across the region have revealed that Idea TurboNet 4G is the fastest network across Madhya Pradesh & Chhattisgarh

Ookla's findings have testified Idea TurboNet 4G download speeds to be the highest as compared to all other operators in Madhya Pradesh & Chhattisgarh. Now with Idea TurboNet 4G, customers can enjoy making group video calls, binge on series or movies and share photos or videos and everything they love doing at the fastest speed.

According to **Mr. Rajesh Naik, Business Head – MP & CG, Vodafone Idea Ltd.**, *"We are delighted to be verified as fastest 4G network in Madhya Pradesh & Chhattisgarh'. We hope our customers will continue to enjoy the benefits of Idea TurboNet 4G and take delight in our premium content offerings from Sony LIV, Zee5, Shemaroo, Hoi Choi etc. available on the Idea Movies & TV App. We are also confident that our strengthened network presence and faster 4G speeds will attract more customers to the Idea network in MPCG."*

Fastest 4G speeds in *Madhya Pradesh & Chhattisgarh* is based on analysis by Ookla of Speedtest Intelligence® data of tests taken by 4G users using popular Speedtest app from July-September 2019. MPCG's Fastest 4G speed Network verification is based on mean 4G speeds.

Speaking on the development, **Mr. Vishant Vora, Chief Technology Officer, Vodafone Idea Ltd.** said, *"We are deploying new age technologies to enhance customer experience as we build a robust, future ready network in Madhya Pradesh & Chhattisgarh. Ookla verification is a recognition of our consistent efforts to provide better network experience to our valued customers."*

Vodafone Idea Ltd. is on a major network modernization exercise to ensure that customers get a seamless data experience and connectivity in Madhya Pradesh & Chhattisgarh. The service provided by Idea in Madhya Pradesh & Chhattisgarh offers 4G, 3G and 2G services through its large spectrum of 61 Mhz in 11981 sites. The recent network initiatives have resulted in Idea TurboNet 4G delivering fastest speeds in Madhya Pradesh & Chhattisgarh and the recognition by global leader - Ookla® at this stage validates the efforts of the company.

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

Contact: Genesis-BCW | natasha.gerald@genesis-bcw.com; 9711023283 | shruti.singh@genesis-bcw.com; 96544497747