

PRESS RELEASE

Vodafone Idea offers 100% assured gift on every recharge to all its prepaid customers

'Ab Sabka Time Aa Gaya'

Mumbai, 02nd August 2019: Country's largest mobile operator, Vodafone Idea Ltd., has announced the biggest offer of the season for all its prepaid customers. The operator is promising assured freebies like **unlimited calls, cashback, extra data, caller tune on every recharge for all prepaid users, during the offer period.**

Launched under the banner **'Har Recharge Pe Extra'** for Idea customers and **'Har Recharge pe Inaam'** for Vodafone customers, the campaign is aimed at the entire prepaid subscriber base across both brands.

Every time a Vodafone Idea customer recharges, regardless of the value, the customer will get a SMS revert with a call to action. Customer needs to dial the USSD string *999# or go to My Vodafone or My Idea app to choose from an array of freebies and select the preferred offer. Post selection and consent, the freebie will be added to the customer's number.

The pan-India offer has been launched recently and will be available for all Vodafone Idea customers until First week of September 2019.

Speaking about the offer, **Avneesh Khosla, Operations Director – Marketing, Vodafone Idea Ltd,** said, "This is one of the biggest promotional offers this season. By giving 100% assured gifts, we are not only offering a huge incentive to recharge and avail benefits, but also rewarding and delighting each and every prepaid customer who stays connected on the Vodafone Idea network across the country."

Brand Idea will also launch a campaign to promote the 'Har Recharge Pe Extra' offer with **#SabKaTimeAaGaya** tagline. The 360-degree campaign will be kicked off with a TVC which will go on air this week. View the ad here:

Link of the TVC- https://www.youtube.com/watch?v=iGRGrZL6A_4&feature=youtu.be

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@genesisbcw.com; 96544497747