



29<sup>th</sup> July, 2021

## Public Advisory from ‘Vi’ Against Online & KYC Frauds

“It has been brought to our notice that some Vi customers are getting SMS and Calls from unidentified numbers asking them to update their KYC immediately. These fraudsters, at times, disguise as company representatives and threaten unsuspecting users with SIM block if KYC is not done. They may also seek certain confidential information from customers, in the name of verification.

Vi cautions all our customers against such unauthorised Calls and SMS. Vi customers are advised to not give their KYC details or share any OTP with anybody on a call, and should not call back on these numbers or click on any link mentioned in the SMS.

Customers are informed that clicking on any unverified link or sharing any details could lead to data and information theft from the mobile device, and can have other serious consequences.

All customer communication from the company is only done from the SMS ID ‘ViCARE’. Any SMS being acted upon which is not originating from ‘ViCARE’ is strictly not advisable.

Vi is committed to being the most trusted and valued partner for our customers and businesses to succeed in a digital world.”

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### About Vi:

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.

The company offers products and services to its customers in India under the TM Brand name “Vi”.

For more information, please visit: [www.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @VodaIdea\_NEWS