

PRESS RELEASE**Vodafone Idea deploys technology-based solution at Sultanpur Lodhi, Punjab for the 550th birthday celebration of Guru Nanak Dev**

QR Code based technology can help find missing children in the huge and crowded gathering to celebrate Gurburab

National, November 11th, 2019: To mark the auspicious occasion of the 550th birthday of Sahib Guru Nanak Dev, 20 lakh devotees are expected to join the celebrations from Punjab and across the country. To ensure a smooth and safe participation of people, Vodafone Idea Limited has undertaken an initiative to help missing children re-unite with their families during the festivities. The leading telecom service provider will set up a lost and found kiosk at this grand celebration at Sultanpur Lodhi (Distt Kapurthala).

To avail this free-service, families can reach the stall which is situated near main Pandal Chowk and register their children by sharing details like name of the child and emergency contact number at Vodafone Idea lost & found stall. Post the completion of the registration process, a QR code embedded badge with the family details will be given to every child.

In case a child gets separated from his/her family, Vodafone Idea will be easily able to help the family reconnect with their lost child by scanning the QR code on the child's badge. With the help of emergency contact details, the company volunteers will call the family members and re-unite the child with them.

Talking about the initiative, **Sudhir Pradhan, Business Head – Punjab**, said, *“Gurburab is an important festival and is celebrated with great joy, not just in Punjab but across India. By using our superior data analytics and QR-code technology, Vodafone Idea is adding value to this reason of celebration for our customers. We hope that with this Lost & Found stall, we will be able to ensure a worry-free and joyous experience for all devotees. We wish everyone a happy Gurburab.”*

Earlier this year, this tried and tested technology has been used at various other similar events like Kumbh Mela in Prayagraj and Ambaji Mela in Gujarat of enormous scales.

About Vodafone Idea Limited (formerly Idea Cellular 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



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