

## Vodafone Idea launches 'Breathe the Change' initiative to reduce air pollution in Agra

- ***Air purifier Vans powered by Vodafone Idea IoT SIM based pollution monitoring devices, in partnership with Agra Smart City Project, flagged off in the city***

**Agra, 1<sup>st</sup> November 2019:** Agra is not only home to one of the Seven Wonders of the World but is also one of the crowned jewel cities of India. It is also one of the most polluted cities of the country, according to Central Pollution Control Board. Offering a technology-based solution for this growing environment concern, Vodafone Idea Limited today launched one-of-its-kind initiative, 'Breathe the Change', in association with Nagar Nigam Agra.

As part of the campaign, 'Vodafone Air Purifier Vans' were flagged off by **Ashish Chandra, Business Head-UP West**, Vodafone Idea Limited in presence of **Hon'ble Mayor of Agra, Naveen Jain; Anil Kumar (IAS), Commissioner of Agra; Arun Prakash (IAS), Municipal Commissioner, Agra; and Bhuwan Prakash Yadav, Regional Officer Pollution Board, Agra here today.**

During the ten-day long campaign, Vodafone Idea will not only use Internet of Things (IoT) technology to check and control the level of pollution but will also sensitize the residents of Agra to make conscious efforts to reduce air pollution.

Vodafone Idea has deployed Vodafone IoT SIM with Pollution Monitoring devices in Agra, in collaboration with Agra Smart City. This IoT SIM will collate the pollution data on a real time basis on cloud platform and will give inputs to the air filter fitted van. Based on the pollution level at that moment of time, the van will reach the most polluted locations of the city.

These vans are equipped with cutting-edge technology air filters which will reduce the amount of pollutants in the air by absorbing and removing harmful particles. It also helps to fight against the domestic and atmospheric pollution caused by cars, heating systems and industrial emissions.

This technology is believed to be an innovative solution to reduce the level of air pollution which is usually at a peak during this season.

Speaking on the occasion, **Mr. Ashish Chandra, Business Head, UP West, Vodafone Idea Limited** said, *"Agra is home to one of the seven wonders of the world and the severe levels of pollution not only cause depletion of the heritage sites but also affect the health of the citizens. With this initiative, Vodafone Idea aims to reduce air pollution by using latest technology and drive people towards a healthier atmosphere. 'Vodafone Air Purifier Van' is first-of-its-kind in the country and we are proud to launch this with the support of Agra Nagar Nigam to help residents of the city breathe fresh air."*

Flagged off from the company's Zonal office in Agra, 'Vodafone Air Purifying Vans', powered by Vodafone IoT technology will be stationed at highly polluted and prominent locations in the city like Sanjay Talkies, Rajpur Chungi, Naya Pul, Chititola Chauraha among others.

### **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)

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