

## VODAFONE IDEA PARTNERS HOME CREDIT; OFFERS 4G SMARTPHONE BUNDLES STARTING Rs.799/-

- *First-of-its-kind industry alliance to facilitate financial access for 4G smartphone bundle*
- *Will provide financial access to customer base with no credit history*
- *Lowest down payment for a 4G smartphone device bundled with 180-day (6 months) plan*

**New Delhi, October 22, 2019: Vodafone Idea Limited**, India’s leading telecom service provider and **Home Credit India**, an international consumer finance provider with the largest penetration in sub Rs. 10,000 categories in India, today announced an industry first strategic alliance. The alliance will play a vital role in providing financial access to a customer base, which has not been exposed to it in the past.

The partnership with Home Credit ensures that for a down payment of just Rs. 799/-, Vodafone Idea pre-paid customers will now be able to buy the latest 4G Smartphones with a bundled 180-day validity plan offering unlimited local and national calls & 1.5GB data/day.

Customers can select the 4G smartphone of their choice from a wide range of options and popular brands available at multiple price points starting at 3999/-. Irrespective of the cost of the handset chosen, the down payment remains constant at only Rs.799/- for this offer, much lower than the market norm of down payment being 30-40% of handset value.

	Handset Value	INR 5,000	INR 10,000	INR 15,000
Down Payment Amount (INR)	Vodafone Idea Offer	799/-	799/-	799/-
	Regular Offer (30-40%)	1500-2000/-	3,000-4,000/-	4,500-6,000/-
Benefits	Vodafone Idea Offer	6 months bundled plan	6 months bundled plan	6 months bundled plan
	Regular Offer	No telco benefit	No telco benefit	No telco benefit

*The table highlights the benefits of the new VIL offer as against other handset finance offers in the market*

**Commenting on the partnership, Avneesh Khosla, Operations Director – Marketing, Vodafone Idea Limited said,** *“It is our constant endeavor to deliver the most relevant proposition and value to our customers. We are delighted to partner with Home Credit to offer easy finance options to encourage our customers to upgrade to 4G smartphones. This partnership will help fulfill the aspirations of several million mobile phone users across the country, including those who have never had access to credit before and those who desire a smart phone but couldn’t afford to pay upfront. This bundled telecom offer will enable non-users of 4G to upgrade and experience the benefits of mobile internet while enjoying a richer user experience with Vodafone Idea.”*

The partnership has been conceived with the aim of upgrading existing Vodafone Idea customers to the latest 4G Smartphones and the world of mobile data consumption. In simple words this initiative will accelerate adoption of 4G smartphones and democratize access to Vodafone Idea 4G.

This enhancement in the lifestyle will be powered by Home Credit’s consumer financing offer to the customers of Vodafone Idea. The customer can access finance in 179 cities of operations of Home Credit India through the vast Point-of-Sale (PoS) network of 29,000. Vodafone Idea customers will be able to walk into any PoS and upgrade their Smartphone

**Speaking about the alliance, Mr Ondrej Kubik, CEO, Home Credit India** said, *“We are delighted to partner with Vodafone Idea for this unique initiative. This initiative will further strengthen our commitment towards financial inclusion and enabling that through credit provision for first time borrowers and others. Together with Vodafone Idea, Home Credit India will be able to not just help people upgrade their phones but also their lifestyle. With a Smartphone, a customer can upgrade the lives of themselves and their families. I am sure that this will create a mutually beneficial partnership between Vodafone Idea and Home Credit, where the consumer will be the ultimate winner.”*

As part of the bundled offering available on finance, Vodafone Idea customers will be able to buy a 4G Smartphone at a put down price of **just Rs. 799**, for which the following benefits will also be available on easy instalments along with the device –

Telecom Bundle	
Voice	Unlimited local & national calls
SMS	100 free local & national SMS
Data	1.5 GB data per day
Roaming	Free National roaming
Validity	180 days

#### **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).

**For media queries, contact:** Genesis BCW

[shruti.singh@genesis-bcw.com](mailto:shruti.singh@genesis-bcw.com); 96544497747  
[natasha.gerald@genesis-bcw.com](mailto:natasha.gerald@genesis-bcw.com); 9711023283

#### **About Home Credit India:**

Home Credit India Finance Pvt. Ltd. is a leading Non-Banking Financial Company (NBFC) in consumer finance lending. The company is committed to drive credit penetration and financial inclusion by offering wide financial solutions that are simple, transparent and accessible to all. With largest penetration in sub Rs.10,000 category, Home Credit India has an employee base of over 15,000 and has been consistently expanding operations since its entry in 2011, with its operations spread over 179 cities across 20 States in India. The company has a strong network of around 29,000 points-of-sale (PoS) and is growing with a customer base of around 9 million customers, driven by Pan-India expansion across major markets, a range of diversified and innovative products backed by superior customer experience. Home Credit India has been recognized by Aon Hewitt as a Regional AON Best Employer 2017 for employer excellence. For more information, visit [www.homecredit.co.in](http://www.homecredit.co.in)

(Leader in sub Rs.10,000 category of consumer finance lending as per CRIF Report March 2019)

For more information, visit [www.homecredit.co.in](http://www.homecredit.co.in)

For more information, contact:

Home Credit	First Partners
Nidhi Malik: +91-9810120557 <a href="mailto:Nidhi.malik@homecredit.co.in">Nidhi.malik@homecredit.co.in</a>	Payal Yadav: +91- 8826753950 <a href="mailto:Payal.y@firstpartners.in">Payal.y@firstpartners.in</a>