

PRESS RELEASE

VODAFONE IDEA OFFERS CUSTOMERS UP TO 50% ASSURED BUY BACK ON VIVO V17 PRO

- Prepaid customers need to complete at least 10 recharges with Rs. 199 within 12 months
- Postpaid customers need to be on Rs. 499 and above plan for 12 months/billing cycles

National, 20th September 2019: Vodafone Idea Limited, India's leading telecom service provider, has partnered with Vivo to offer its prepaid and postpaid customers a unique proposition on buying the newly launched flagship smartphone from Vivo - V17 Pro.

Existing and new Vodafone Idea customers on buying a new Vivo V17 Pro will be eligible to **get up to 50% Assured Buyback**, provided customers recharge with **Rs199 & above** packs of **28 days Validity**. Prepaid customers need to complete a minimum of 10 recharges within 12 months to qualify for the offer. For postpaid customers, users need to be on Rs. 499 and above plan for 12 Bill Cycles or 12 months whichever comes earlier to qualify for the offer.

This unique offer will encourage consumers to fulfil their desire to upgrade handsets in future by making it pocket friendly. The cash back will be calculated on the price point at which the customer bought V17 Pro. Any future price drop will not impact the cash back amount.

Speaking on the offer, **Avneesh Khosla, Operations Director – Marketing, Vodafone Idea Limited** said, *“We are happy to offer our valued customers this unique assured buy back offer on the purchase of the newly launched Vivo flagship smartphone – Vivo V17 Pro. This will make the smartphone upgrade more compelling for tech savvy consumers as we are assuring and protecting the customer from future price drop. It will also help fulfil the aspirations of the technology savvy consumers across the country who desire to upgrade to the latest smart phone frequently but couldn't find exciting value propositions. We are confident that this innovative offer will create lot of excitement amongst our customers and excite them to upgrade to Vivo v17 pro in this festive season.”*

All assured buybacks will be fulfilled by a third-party partner, Servify. To avail buyback, customers must download the Servify App and complete a handset test for verification. Additionally, customers need to upgrade to the next Vivo smartphone through either the Vodafone Idea website or the Servify App.

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. 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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