

Press Release

VODAFONE IDEA AND KIA MOTORS INDIA ENTER PARTNERSHIP FOR UVO CONNECTED CAR SERVICES

Kia Motors India will utilize Vodafone Idea Business Services's IoT Solutions to provide an array of services, including navigation that reflects real-time traffic

Visit Vodafone Idea stall at IMC 2019 in Aerocity, New Delhi from 14-16th Oct'19 to know more about the connected car

National, Oct 7, 2019: Vodafone Idea, India's leading telecom service provider and Kia Motors, have signed partnership for the India debut of UVO connected car system with the new Kia Seltos – a technologically advanced and refined mid-SUV equipped with a range of market and world-first features designed to make driving safer and less stressful.

The partnership between the companies will enable Kia Seltos to function with Advanced Connected Car Functionality. Vodafone Idea's expertise in automotive IoT will additionally help Kia deploy a strong, connected solution in the Indian market through integration of eSIMS with Voice, 3G/4G data, SMS, Secured APN service and API integration. The solution empowers Kia to locate its cars, enable real-time exchange of data and power a whole range of telematics enabled connected car services to its customers.

Speaking about the partnership, **Nick Gliddon, Chief Enterprise Business Officer, Vodafone Idea Limited** said, *"Connected Cars, once an aspirational concept in the Indian market, has become a reality now. As industry and consumers adapt to this digital disruption, it gives Vodafone Idea Business Services an opportunity to introduce end-to-end IoT solutions to our automobile partners. Our global expertise and deep understanding of Indian consumers helped us to work closely with Kia Motors and make connected cars a reality for Kia Motors in India."*

Commenting on the partnership, **Mr. Manohar Bhat, Vice President and Head – Sales and Marketing, Kia Motors India** said, *"We are excited to be associated with Vodafone Idea - India's leading telecom service provider, to offer a seamless connectivity experience of our ultra-modern UVO connected system in the Seltos. Kia Motors India aims to enhance the in-cabin and driving experience of our customers and we are confident that this partnership will enable them to be able to fully experience the array of connected and interactive features provided by UVO connect seamlessly, anywhere and everywhere."*

The mid-SUV, Kia Seltos includes UVO connected car technology powered by Vodafone Idea and provides as many as 37 smart features under five separate sections - navigation, safety and security, vehicle management, remote control and convenience. The smart features offered in Kia Seltos under the specified sections include, AI voice command, stolen vehicle tracking and immobilization, auto collision notification, SOS-emergency assistance, remote engine start and stop, remotely operated air purifier and in-car air quality monitor. It will also come equipped with safety alerts for geo fence, time fence, speed and valet.

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
The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange
India.



presence.
(BSE) in

For more information, please visit: <https://discover.vodafone.in/business/home>

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