



PRESS RELEASE

Mumbai, 1st March 2021

The latest #SpeedSeBadho campaign focuses on benefits of fastest 4G with Vi™ powered by GIGAnet

Vi, the newest telecom brand in the Indian telecom space **unveiled a new campaign #SpeedSeBadho** encouraging mobile users to fulfill their passion and potential with the country's fastest 4G - GIGAnet from Vi.

Work from Home, virtual celebrations, online meetings and entertainment have become integral to our daily lives. These digital platforms, based on the strong foundation of 4G connectivity, also give wings to endless opportunities, enabling people to discover their new passions & more. With this insight and Brand Vi's core proposition of helping customers thrive in a digital society, the latest **#SpeedSeBadho** campaign reinforces the superior connectivity offered by GIGAnet.

Aiming to drive awareness and engage with users in a meaningful way, the campaign is led by a series of ads, the first one of which went live over the weekend. It builds on the emotional aspect of GIGAnet and how it helps customers thrive.

Commenting on the campaign, Avneesh Khosla, Chief Marketing Officer, Vi said "Telecom services are a lifeline for millions of Indians and a catalyst for many of us to thrive and build a better tomorrow - rediscover our passions, learn new skills - as well as build new business models. Today Indians are looking for ways and means to achieve their ambitions and get ahead in life.

Vi helps Indians thrive today and tomorrow by designing meaningful solutions that fulfil their needs and unlock endless possibilities.

The campaign #SpeedSeBadho is our attempt to narrate these passionate stories, which are backed by Vi's fastest 4G. Our digital focused communication reiterates how Vi's fastest 4G, verified by Ookla, has helped customers to thrive and move ahead in life."

Conceptualized by Ogilvy, the 360-degree, high visibility campaign, illustrates Vi's continued commitment towards enabling customer



thriving and will be seen across diverse media including TV, OOH and Digital.

Speaking about the concept behind the new campaign, **Kiran Antony, CCO, Ogilvy South** said, "Today everyone is continuously working towards bettering multiple aspects of their professional and personal life. Whether it's about upskilling or starting a new business on social media, speed of the network is the most critical factor. Through the #SpeedSeBadho campaign, we wanted to capture instances of people thriving using tongue twisters as an audio device."

In addition to the 3 TVCs series, Vi has also planned several interesting engagements which will open for audience participation on digital, in a phased manner, putting forth the advantages and benefits that GIGAnet offers.

GIGAnet is built on 5G architecture and is the result of the largest network integration completed in record time and the first-of-its-kind spectrum refarming exercise in the world.

The first ad shows how a young girl aces it at work and saves the day with Vi - India's fastest 4G.

Watch the new Vi TVC on <https://www.youtube.com/watch?v=C8vLQJz889A>

About Vi:

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.

The company offers products and services to its customers in India under the TM Brand name "Vi".

For more information, please visit: www.MyVi.in and www.vodafoneidea.com

Ookla® - the global leader in broadband testing and web-based network diagnostic applications, has verified Vi, based on analysis of Speedtest Intelligence® data as the fastest 4G network pan-India in Oct to Dec '20.

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