



**PRESS RELEASE**

**Mumbai, 20<sup>th</sup> July 2021**

## **Vi Announces a New Campaign for 'Vi Hero Unlimited' Plan**

**Assures a worry free prepaid experience with unlimited data benefits**

Leading telecom services provider, **Vi**, has unveiled a new campaign focusing on **Vi Hero Unlimited** plans. The campaign that features popular actor Vinay Pathak as the protagonist, presents **Vi Hero Unlimited** plans as the solution to the perpetual problem of data quota exhaustion faced by prepaid users. The campaign highlights the 3 features that **Vi Hero Unlimited** plans offer - Weekend Data Rollover, Night Time Free Data from 12am to 6am and Double Data, all under one umbrella. Thus, assuring a worry free mobile internet experience for customers.

With the pandemic, Work from Home, Learn from Home, Entertainment from Home etc. has led to the surge in internet usage. The differentiated offering from **Vi** will ensure that customers never run out of data on their packs. Being positioned as a unique customer proposition, the **Vi Hero Unlimited** campaign seeks to drive home the unlimited possibilities for those on Giganet by **Vi** 4G network enabling customers to thrive in the digital ecosystem.

Commenting on the campaign, **Avneesh Khosla, Chief Marketing Officer, Vi said**, "Mobile data has become a basic necessity for us all, even more so in the current scenario. With our campaign for **Vi Hero Unlimited**, we chose to highlight the concerns faced by most prepaid customers when they run out of data, and how our latest offering alleviates those concerns. With features like unlimited night-time data, weekend data rollover, and double data, we believe we have a hero product, and hope it becomes the ultimate choice for 4G users in the prepaid segment. Thereby ensuring they stay connected, always."

Aiming to drive awareness on **Vi's** superior unlimited portfolio, the TVC depicts the despair of youth who run out of data, cut to Vinay Pathak recommending '**Vi Hero Unlimited - Sirf Naam ka nahin, kaam ka unlimited**' as the smart choice for continued connectivity and mobile internet experience. With this, **Vi** aims to provide more value to its



Unlimited plan users. This unique proposition is aimed to increase unlimited and 4G subscriber base by attracting new users to Vi network.

Conceptualized by Ogilvy, the 6 weeks long campaign will have two TVC and extensive digital roll-out. **Link to the TVC #1:** <https://youtu.be/M3CW8GYqskE>

Speaking about the creative concept, **Kiran Antony, CCO, Ogilvy South** said, *"The task was to differentiate Vi Hero Unlimited from the rest by bringing out the two most relevant pain points, running out of data in the middle of the night, and over the weekend. We got Vinay Pathak on board to do this without sounding too preachy or prescriptive. These films capture Vinay Pathak recommending Hero Unlimited to all the distressed people out there."*

Users can avail the benefits of **Vi Hero Unlimited** on recharges of Rs. 249 and above.

- **Weekend Data Rollover:** This lets the users accumulate unutilized daily data during the weekdays and use it over the weekend.
- **Night Time Free Data- 12am to 6am:** Prepaid customers can access unlimited high speed night time data without any restrictions, at no extra cost from 12:00 am to 6:00 am.
- **Double Data:** Staying true to the name, this plan offers double the data benefit of 2+2=4GB data/day for 28 days, 56 days and 86 days respectively. These plans also offers 100 free SMS per day.

All the recharges from Rs. 249 and above will offer Weekend Data Rollover and Night Time Free Data. On recharges of Rs. 299, Rs. 449 and Rs. 699, users will be entitled for Double Data benefits in addition to Weekend Data Rollover and Night Time Free Data.

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

#### **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".



vodafone  
idea

For more information, please visit: [www.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @VodaIdea\_NEWS

**For Media Contact:**

Nilkantha Ray, Adfactors PR, 7797249494, [Nilkantha.ray@adfactorspr.com](mailto:Nilkantha.ray@adfactorspr.com)