

Vi Customers can now pay bills and do recharges on Virtual Service BOT (VIC) also on WhatsApp

March 19, 2021; Mumbai, India: Continuing with its focus on digital first experience, Vi has introduced another industry first service for its customers enabling them to conveniently do their recharges and pay bills anywhere, anytime. Vi customers can now enjoy on the spot **seamless payments and recharges through its AI powered Virtual Agent VIC on its Digital Assets and also on WhatsApp.**

Vi postpaid and prepaid customers can now avail this personalised digital payments service which works across all payment gateways / UPI. Vi prepaid customers can recharge with any prepaid pack instantly in just two clicks from the Virtual Agent VIC, including WhatsApp.

This initiative is in line with Vi's intent to make its customer's life simpler, faster and provide a personalized user experience on digital payments. In addition, this personalized user experience on Digital Payments aligns with the evolution of mobile-based consumer behavior and drives a healthy adoption.

Last year, Vi became the first operator to introduce Service ChatBot VIC on WhatsApp – a revolutionary AI-powered digital customer service and support virtual assistant. VIC enables Vi customers to get instant response on a host of service requirements including bill payments, recharges, VAS, plan activation, new connection, data balance, bill requests and much more. VIC is intuitive, simple-to-use, secure and allows customers to converse with Vi by leveraging the power of AI.

Vi users will receive a link via SMS to make their payments and recharges using VIC or can experience the same by sending Hi on our VIC number 96542 97000.

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".

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.

For more information, please visit: www.MyVi.in and www.vodafoneidea.com | Twitter - @VodaIdea_NEWS