



Press Note

Mumbai, 12th April, 2021

Vi Dials Up the Cricketing Excitement for T20 fans, with Play Along while you watch

- Announces **Vi** T20 *Dekho bhi, Khelo bhi, Jeeto bhi*, exclusively on the Vi App
- **Vi** Customers can play the game alone or with friends and win prizes along with each of the 60 Live matches that will be played over 52 days beginning April 9, 2021
- Daily prizes to be won by gaming enthusiasts on each match, besides bumper tournament prize

With the country's biggest sporting extravaganza kicking off, **Vi**, India's leading telecom brand, has announced **an engaging and rewarding initiative based on the popular game concept 'PLAY ALONG'** i.e. play while you watch the live T20 league wherein one can play solo or with friends every day for next 52 days, 60 matches and add some fun and excitement with loads of rewards. **Vi** is offering its customers an opportunity to participate in the **Vi *Dekho bhi, Khelo bhi, Jeeto bhi*, online gaming initiative and win daily prizes as well as bumper tournament prize, from 9th April to 30th May 2021.**

This announcement comes close on the heels of Vi's partnership with Disney+ Hotstar giving Vi customers the opportunity to watch the IPL T20 games live from their mobile phones, from anywhere.

About **Vi *Dekho bhi, Khelo bhi, Jeeto bhi***:

- All **Vi** customers (pre-paid and postpaid) can register and play the game. It will need one time registration from the Vi App home page. No conditions, whatsoever!
- 4 stages for each game – pre-match, play along, strategic time-out & power play.
- There will be daily challenges based on day's match.
- One can predict game outcomes - Who will win the toss, who will win the match, how many runs will be scored in the next over and so on.
- Use your cricket knowledge to score extras.
- Each day's match results (leader board) which will be published post the day's play is over, i.e. the winners will be announced every day for that day's match(es)
- Participants can win any number of times over the 52 day period. No cap on number of wins.
- Invite friends, colleagues, relatives to play. Create own leagues and compete amongst each other.
- Share the standings on Whatsapp, Facebook, Twitter and Instagram
- Each participant can earn booster points by inviting friends or recharge / bill payment through the **Vi** app
- There are daily prizes for top scorers of the match, bumper prizes for top scorers of the tournament and mega prizes basis draw of lots for those who have scored a certain minimum points.



- Bumper Prizes: Phone, Bike, Car, Laptop, Scooter etc.
- Daily Prizes: One can redeem their points with host of partners namely Myntra, Flipkart, Lenskart, Puma, Faasos, Zomato, Curefit, Grofers, Goibibo etc.

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 - @Vodaldea_NEWS

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