



Press Note

Mumbai, 10th April, 2021

Play the 'Vi Fan of the Match' game during match breaks and win gifts on each T20 match!

- I-Phones to be won for winners at the end of every match
- 60 matches, 60 winners, 60 I-phones– go grab yours!
- Lots more goodies and reward points to be won



Its IPL time again – that time of the year when Indians are glued to their screens to watch some of the finest cricketing action in the world! As with each year since the inception of IPL, it's also the time for the customers of **Vi**, India's leading telecom brand, to win unique rewards by participating in a host of initiatives that the brand has been bringing for cricketing enthusiasts each year. **Vi**, the Associate Media Sponsor of Vivo IPL 2021, invites customers to play the '**Vi Fan of the Match**' contest during match breaks and win exciting rewards, including iPhones.

Vi customers can play '**Vi Fan of the Match**' on the **Vi** Facebook page, the **Vi** Instagram page and on Twitter during every match break. Participants will have to answer simple questions pertaining to the live match being played. There will be a total of 20 questions for each match. The gifts on offer for those giving the maximum correct answers:

- Surprise Vouchers on every ad break
- iPhones to be won at the end of every match – 60 matches, 60 winners, 60 I-phone
- Bumper prize at the end of the season

Additionally, the names and photos of each daily winner will get put up on **Vi** social media pages. So if you are a **Vi** customer, this IPL season is a win-win deal for you! Watch the games for free on Disney+ Hotstar, participate in the '**Vi Fan of the Match**' game to win gifts on each match and get popular on social media!

For more details on '**Vi Fan of the Match**', log on to **Vi** Facebook page, **Vi** Instagram page or Twitter, now!



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

For More Information Contact:

Nilkantha Ray | Adfactors PR | nilkantha.ray@adfactorspr.com | 7797249494