



Press Note

Mumbai, 21st September, 2021

Vi Launches 2nd Edition of 'Play Along' with more Entertainment & Offers for T20 fans

- 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 exciting prizes along with each of the 30 live matches that will be played over 26 days beginning September 20, 2021
 - Daily prizes to be won by gaming enthusiasts on each match, besides bumper tournament prize

As the country gets excited for remainder matches of the on-going T20 cricket tournament, **Vi**, India's leading telecom brand, has announced the 2nd edition of 'Play Along', a popular game concept. Play Along is an engaging and rewarding initiative as you can play and watch the live T20 league, wherein one can play solo or with friends every day for **next 26 days, 30 matches and add some fun & 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 20th September to 15th October 2021.**

With the resumption of 2nd leg of T20 cricket tournament, Vi's partnership with Disney+ Hotstar continues to provide Vi customers the opportunity to watch the T20 cricket tournament 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!
- 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 26 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
- 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
- The prizes for winners include smartphone (daily) + iPad, laptop, sports bike, free holiday to Dubai and more.
- In addition to the above prizes, participants can redeem their score for some exciting rewards through the reward store where we have a host of partner offers



So if you are a **Vi** customer, this cricket season is a win-win deal for you! Watch the games and participate in the **Vi 'Play Along'** game to win gifts on each match and get popular on social media!

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 | Twitter - @Vodaldea_NEWS