



‘Vi’ becomes the co-presenting sponsor of Dream11 IPL 2020

Mumbai, September 12th, 2020: The newest brand in the Indian arena, ‘Vi’ from Vodafone Idea Limited, has become the co-presenting sponsor of the upcoming Dream11 IPL 2020, scheduled to commence from September 19th, 2020. Vi has acquired the co-sponsorship rights of the live broadcast of T-20 premier league which will be held in Abu Dhabi, UAE and telecast on the Star Sports network.

The sponsorship announcement comes close on the heels of the leading telecom operator, Vodafone Idea Limited’s rebranding under a unified brand - Vi. The young, dynamic and vibrant brand will leverage its association with the most popular sporting event IPL, in its 2020 edition, to enhance awareness, build relevance and engage with the audience.

Brand Vodafone has had a long standing association with IPL since the beginning of the sporting event in 2008. The partnership helped it build high brand recall and affinity with television viewers and cricket lovers in India with its unique campaigns involving the lovable ZooZoos. Brand Idea has also actively participated in the previous editions of the tournament as sponsor of many teams and created memorable brand activation campaigns. The unified brand in its new avatar Vi will bring unique digital based experiences for Indian audiences this season.

Vi is built to be strong, ever-dependable, agile, intuitive, and a brand in tune with the needs of the customers, in these ever-changing times. It is designed to help customers move ahead in life, for a better today and a brighter tomorrow. Vi is future ready and is committed to dynamically serve and enable a digital society to progress in life.

Referring to Vi’s association with Dream11 IPL 2020 as the co-presenting sponsor, **Kavita Nair, Chief Digital Transformation & Brand Officer, Vodafone Idea Limited** said “Cricket is religion in India, and Dream11 IPL as a property offers broader engagement with audience than just as a sport, over a two months’ window. As a company we have had a very long association with IPL. I am delighted that now, with the launch of Vi, we are carrying this legacy forward. Our association with Dream11 IPL 2020 will provide Vi, instant connect with millions of viewers, and I am confident that this will not only help build awareness of Vi but also help in building relevance and customer confidence. I am sure Indians will be delighted to see us back on Dream11 IPL, albeit in a new avatar. Vi is vibrant, exciting and throbs with



the spirit of rising India. Soon after the launch of Vi, the excitement will continue for Indian consumers during their favourite T-20 league.”

“Vodafone & Idea have both associated with Cricket on Star Sports in the past. We are delighted to have them onboard yet again in their new brand identity as Vi, and as the co-presenting sponsor for the broadcast of Dream11 IPL on Star Sports. We believe that the massive reach of the Star Sports network will help them take Vi’s new brand identity and proposition to millions of viewers across India,” said **Gautam Thakar, CEO - Star Sports.**

Sport, like no other genre, has the ability to evoke passion and emotions amongst fans and followers. In a country where cricket has been akin to religion and is followed with passion and fervour, the Dream11 IPL has become one of the biggest sporting platforms designed to appeal to a wide section of consumers, pan-India.

To know more, visit www.MyVi.in and download **Vi app**

About Vodafone Idea Limited

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