



Vi encourages residents of Indore to follow safety norms

- **undertakes mask distribution activity at key locations in the city**

Indore, June 14, 2021: While the Government of India has made the usage of face masks mandatory during the ongoing pandemic, there have been multiple cases of citizens being out in public places without wearing masks. Traffic police have been conducting random checks amongst citizens, levying fines on those who are not following the guidelines of wearing the mask. With the objective of enhancing social awareness on usage of face masks, and simplify access to face masks, India's leading telecom services provider **Vi**, has in association with the city traffic police, initiated a mask distribution activity in Indore. The activity is being carried out at prime traffic locations like M.G. Road and Rajwada Chowk.

For the convenience of citizens, **Vi** has set up kiosks containing the masks at Traffic Police check points in the city. Those citizens who are found without mask by the Traffic Police, can thus simply pick up a mask from the kiosk and wear it. Each triple layer mask is individually packed to ensure contactless distribution. **Vi** has also stationed promoters at each check point to guide citizens to the kiosk and wear the mask properly, covering their nose and mouth.

Vi is conducting the mask distribution activity in Indore till 16th June 2021.

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

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 Jan to March '21.

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