



Vi inks a strategic partnership with Voot Select to bring exclusive premium content to its customers

~Vi users will now get access to content library of VOOT Select comprising of international content, originals, movies, network shows and 54 linear channels~

Mumbai, 27th January, 2021: With an aim to provide enriched entertainment to its customers in India, Vodafone Idea Limited (VIL), India's leading telecom operator has announced a strategic partnership with Viacom18's premium subscription led video on demand streaming service, VOOT Select, to offer premium content on its digital platform-Vi Movies and TV app. Under this partnership, aimed at bolstering the growth of digital ecosystem in India, customers of Vodafone Idea can now enjoy the curated content offering of VOOT Select, with a seamless viewing experience on their Smart phones.

To strengthen current content offering on Digital platform - Vi Movies & TV app, the partnership will give customers access to hours of exclusive content pieces from Voot Select which includes the very successful original mini-series *The Gone Game*, *high octane espionage series Crackdown* and other critically acclaimed series such as *Asur*, *Illegal* & *The Raikar Case*, to name a few. Vi customers will now have full access to watch premium Hindi Shows of Colors & MTV like *BIGG BOSS season14*, *Roadies Season 18*, *Splitsvilla* & *Khatron Ke Khiladi*.

Vi users can also enjoy a host of International shows like *Shark Tank*, *Top Gear*, *The Office*, *Tin Star*, *Nancy Drew*, *Pink Collar Crimes* to name a few. With continuous content addition, users can look forward to an exciting library of content that will keep them entertained 24/7. Voot Select, through its immersive content slate across genres offers a great value for India's screenagers seeking diverse content experiences.

Not to forget the daily soaps like *Naagin 5*, *Namak Isk Ka*, *Molkki*, *Shakti*, *Barrister Babu*, *Raja Rani Chi Ga Jodi*, *Choti Sarrdaarni*, *Jeev Zala Yeda Pisa* & *Kannadathi*.

Speaking about the partnership **Avneesh Khosla, Chief Marketing Officer, Vi said**, "We are excited to partner with Voot Select and provide unique content propositions to our customers to ensure that they keep coming back to us for more. Digital content consumption has sky rocketed



in past few months with users moving towards OTT platforms and guzzling content, especially entertainment. Vi is a brand in tune with the needs of the customers, in these ever-changing times. This collaboration with VOOT Select reflects our commitment to offer the best and latest to our customers. The VOOT Select library is currently exclusively available on Vi and we are excited to bring this wide array of content to our users.”

Speaking on the partnership, **Ferzad Palia, Head, VootSelect, Youth, Music and English Entertainment, Viacom18, said,** “Voot Select has very rapidly risen to become India’s fastest growing premium video streaming service. With one of the most powerful and diverse content offerings in the business, we are delighted to now extend our service to subscribers of Vi on the Vi Movies & TV platform. Our ‘Made For Stories’ offering is sure to delight audiences across the country”

Mr. Amit Arora, President- India & South Asia, IndiaCast Media Distribution Private Limited added “We are delighted to announce that our channels are now available on Vodafone Idea. This marks the dawn of a great partnership to bring cutting edge content to the viewers across India. We stand by our commitment to entertain all generations with the diverse genres of channels that we distribute. Our collaboration with such a leading telecom player shall aid to reinforce the faith viewers have in us. We shall continue to work closely with Vodafone Idea to build our association from strength to strength.”

About Vi Movies and TV

The Vi Movies and TV app previously known as Vodafone Play ,Idea Movies & TV has undergone a name change .It is a one-stop entertainment destination to enjoy live TV Shows, latest movies and original content. Downloaded by more than 10 Million+ Vi subscribers it gives access to over 9500+ movies,in13 different languages, 400+ live TV channels along with a huge catalogue of original web series and International TV Shows across all genres.

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

About VOOT Select

Voot Select is Viacom18's premium subscription led video on demand streaming service that offers you access to the best Indian and International content across genres. Along with some of the most popular network shows, the platform boasts of promising Voot Select originals, specially curated international content, live TV and much more. The diverse range of offerings make Voot Select one of the most sought-after content destinations in the streaming space. With an exalting purview of more than 15000 hours of content, ranging across 10 languages, Voot Select caters to the never-ending needs of a discerning digital audience across segments. Made for stories, the premium OTT platform from the house of Viacom18 offers critically acclaimed Indian originals along with exclusive global content from studios like CBS, like CBS, CBS All Access, Showtime, Fremantle, Endemol Shine, Chelsea TV, Arsenal TV, Real Madrid TV, BBC, and Sony Pictures, among others.

About Viacom18

Viacom18 Media Pvt. Ltd. is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. A joint venture of Network18, which owns 51%, and ViacomCBS, with a 49% stake, Viacom18 defines entertainment in India by touching the lives of people through its properties on air, online, on ground, in shop and through cinema.

About IndiaCast Media Distribution Pvt. Ltd.

'IndiaCast' is India's first multi-platform 'Content Asset Monetization' entity, jointly owned by TV18 & Viacom18. The company's mandate includes Domestic Distribution, Placement Services, International Channel Distribution, International Marketing & Advertising Sales, New Media (digital) distribution and Content Syndication for TV18, Viacom18, A+E Networks|TV18 and Turner International India. In India, IndiaCast aggregates and distributes over 63 channels including HD, spanning genres including General Entertainment (Hindi & Regional), Kids, News (Hindi, English, Business, International and Regional), Music



(Hindi & International), Infotainment and Lifestyle, Movies (Hindi, Regional & English). For more information on IndiaCast, log on to www.indiacast.com